

	<b>POLICY NO: 1.7</b>
Adopted	2017, 2024
Projected Review Date	2028
Revisions	2017, 2025

## POLICY: BRAND IDENTITY

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### PURPOSE:

Hamilton-Wentworth District School Board (HWDSB) is committed to ensuring a consistent brand identity across the Board that expresses its commitments, tone of voice and supporting visual identity in a clear and distinctive way elevating the strategic priorities of the Board.

### GUIDING PRINCIPLES:

- A consistent and unified brand identity across schools, assets and service departments will strengthen HWDSB's visual image and public recognition.
- A clear and consistent brand identity assists students, staff, community members and the public in identifying programs, services and initiatives of HWDSB.
- All HWDSB collateral will be consistent with the Brand Identity Manual.
- School logos, colours and mascot will:
  - reflect HWDSB's mission, vision, values, and strategic priorities,
  - provide a sense of affiliation, belonging, and inspiration to students,
  - have community and district acceptance,
  - be inclusive, respectful, and reflect the districts commitment to Human Rights and Indigenous Wellness and Restorative Education.

### INTENDED OUTCOMES:

- Assist students, parents, staff, community members, and other interested parties in identifying programs, services, and initiatives of the Board.
- Promote a positive image of HWDSB, while strengthening the Board's public-facing image and brand recognition.

### RESPONSIBILITY:

Director of Education  
Members of Executive Council  
Principals and Vice-principals  
Communications and Community Engagement

### TERMINOLOGY:

**Brand Identity:** Unique characteristics that influence a brand's personality, appearance, and behavior. A brand's identity encompasses personality, voice, and visual identity.

**Brand Recognition:** The extent to which relevant audiences are able to identify a brand by its logo and other attributes.

Visual Identity: Concrete symbols such as a name, logo, slogan, and design scheme that are used to present an organization.

### **ACTION REQUIRED:**

The Communications and Community Engagement department will establish and maintain a Brand Identity Manual that includes proper usage of:

- Logos
- Taglines
- Typography
- Colours
- School Logos

The Communications and Community Engagement department will make available and maintain resource materials, including computer file formats, on *myHWDSB* for staff.

### **School Logos/Colours/Mascots:**

A respectful school logo, colours, and mascot serves as the foundation that gives a sense of school pride to students, parents and staff. Consistent use of the school's logo, colours, and mascot enhances the community's recognition of the school, and visually highlights school values. The consistency of HWDSB's logo and tagline use between all schools and departments within HWDSB also reinforces the relationship between the Board and its schools.

Schools wishing to change their logo, colours, or mascot must follow the procedures outlined within the Brand Identity Manual.

### **PROGRESS INDICATORS:**

<b>Intended Outcome</b>	<b>Assessment</b>
Assist students, parents, staff, community members, and other interested parties in identifying programs, services, and initiatives of the Board.	The effectiveness of the HWDSB's brand identity will be evaluated by the Communications and Community Engagement department.
Promote a positive image of HWDSB, while strengthening the Board's public-facing image and brand recognition.	HWDSB brand continues to elevate the vision, mission, and values of the Board with impactful and identifiable brand components. The impact will be evaluated by the Communications and Community Engagement department.