

# AP 114

## Visual Identity

### Background

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The purpose of the Visual Identity Toolkit is to promote a consistent district brand across the community. Items in the toolkit are designed to enhance the impression of schools and departments around the district.

### Procedures

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1. Principals and managers must ensure that district departments, programs and schools must follow the Abbotsford School District Communications Toolkit for all print and digital/electronic communications. This document includes guidelines for logos, colours, and layout.
2. Logos have been created in multiple formats for each school and district department, along with a suite of templates in Word. These will be housed in locations that will enable employees to use the appropriate logo, theme and file format for their print/electronic documents, webpages, signs, etc. Any work done by external designers must ensure guidelines in the district Communications Toolkit are followed.
3. If there are questions regarding use of logos, or the Communications Toolkit, staff should contact the District Communications Manager.