

AP 158 - CORPORATE IDENTITY

Background

The Cowichan Valley School District brand is not just a logo and wordmark. Along with the strategic plan, the brand carefully and thoughtfully communicates to the Cowichan Valley School District communities who the District is and what the District stands for. The artwork in the logo allows us to see ourselves as part of something larger than the District. A strong brand identity helps to build staff and partner group loyalty to the organization as the District's logo is something to be proud to be associated with.

The image of the canoe and the four paddlers depicts the variety of journeys the District is on collectively, as individuals, and as a community. The District needs to be on the same canoe, paddling in the same way, to be successful in these journeys.

The inspiration from the logo came directly from our community, staff, and students. The plan was created after the largest strategic plan engagement of staff and community that the Board of Education has ever undertaken. That engagement gathered the voices of all of the District's communities, and those voices shaped the creation of the plan and the formation of this logo.

The logo provides consistency across the District and in the way that we communicate about ourselves. The Brand Standards guide determines the appropriate uses for our logo.

Consistency in branding creates a sense of professionalism in our organization and that, in turn, allows our communities to view us as a trustworthy organization. Consistency is necessary in all forms of District communication including print and digital communications, social media, web-based communications, advertising, promotional materials, and building/vehicle signage.

Procedures

1. All representations of the District's corporate identity in any internal or external communications resource must follow the District's approved Brand Standards (Appendix).
2. The Director of Communications is responsible for the District's Brand Standards (Appendix). Staff are, at all times, required to follow this document for use of any logo.
3. The Director of Communication will assist Managers and Principals in determining best use of the logo by staff or third-party organizations.
4. Various types of clothing or other items may be acquired by the District in order to promote its image. These items may be provided as gifts or may be available for resale.

Adopted: September 1, 2018
Amended: May 2, 2023