

## **Purpose/Background**

Rocky View Schools' visual identity program (corporate brand) is one of the first points of contact that the public has with Rocky View Schools. The organization's visual identity tells a lot about who it is as an organization and plays a key part in defining the Division to its audiences. The Division's corporate logo is an integral part of the visual identity program and aligns closely with the vision, mission, and values in telling a story to broad public audiences.

Consistent use of the Division's visual identity (including logo) is necessary in all forms of print and digital communications (internal and external), social media, web-based communication, corporate advertising, and building/vehicle signage.

## **Procedures**

1. All representations of the Division's visual identity/corporate brand in any internal or external communications resource must follow the Division's approved Visual Identity Manual.
2. The Director of Communications is responsible for ensuring the Division's Visual Identity Manual are followed by the Education Centre, RVS schools and external third-party stakeholders using the RVS logo or materials.
3. The Visual Identity Manual is available on MyRVS at: [Visual Identity Guidelines.pdf](#)

## *Reference:*

- Rocky View Schools Visual Identity Manual