



ADMINISTRATIVE GUIDELINE

Title: Corporate Identity

Effective Date: October 26, 1999

Responsibility: Office of the Director

Revised: August 26, 2002

The Near North District School Board adopted a Corporate Identity with the adoption of the Official Board Logo at the March 8, 1999 Board meeting “That the Logo and Signature presented March 8, 1999 by the Logo and Signature Committee be adopted as the official Logo and Signature of the Near North District School Board.”

Following this motion Mission and Vision Statements were developed and approved by the Board and a manual, which includes a CD ROM was produced for use as the official Standards Manual.

1. Use of the Board Logo
 - 1.1 An outline of where the Board logo will be situated on all official Board correspondence is included in the Near North District School Board Logo Manual.
 - 1.2 All correspondence from the Board Office / Resource Centres will incorporate the Board Logo on the first page along with the Board Mission statement “Our mission is to educate learners to their fullest potential for life-long learning.”
 - 1.3 The proportions of the Near North District School Board logo are clearly define in the Standards Manual and must not be altered.
 - 1.4 All signage will be produced using the official guidelines. Modification to the Standards Manual for the Near North District Schools Board include placement of the name of the Chair (on the left) and the Director (on the right).
 - 1.5 Supplies, letterhead, business cards, signs, etc. will be ordered through the Purchasing Department of the Near North District School Board and will be subject to change if the official format is not followed.

- 1.6 All newspaper advertisements will contain the Near North District School Board logo and Mission Statement. Modification to the Standards Manual for the Near North District Schools Board include placement of the name of the Chair (on the left) and the Director of Education (on the right) for all newspaper advertisements.

- 1.7 Schools may use the Board logo according to the specifications outlined in the official Standards Manual for the Near North District School Board on school forms and correspondence.