



Background

Logos are culture's hieroglyphs and thus valued assets of an organization. Humans have long relied on symbols to communicate stories and ideas. A picture is worth a thousand words and visual icons are powerful in a thirty-second, sound-bite world.

Brain research reveals that people process images in their minds more readily than words alone. Once learned, their associations are hard to disconnect. That explains why corporations invest in creating, maintaining and driving exposure to their logo. In short, logos are the simplest and most direct way to promote an organization's presence. A logo is a "what we're about" statement without a speech.

A School's visual identity is strengthened when the logo appears consistently across all communications and marketing platforms. Consistent execution of the visual identity is necessary in all forms of print and digital communications, social media, web-based communication, corporate advertising, and building/vehicle signage.

Procedures

1. The School's visual identity (i.e., logo and letterhead) must not be altered from the official, approved versions.
2. The use of the School's visual identity is restricted to documents that represent the position of the School.
3. The Calgary Girls Charter School owns its visual identity and its use is limited to official business.
4. Any organization whether external or internal to the Calgary Girls Charter School, is permitted to use the School's visual identity only with the express, written permission of the Superintendent.

Note: Examples of external organizations include government, social agencies, and various educational partners with formal or informal agreements. Examples of internal organizations include school clubs, School Council, and groups that form to promote the school or fund raise on its behalf.

Reference:
Education Act s. 52, 53, 54, 222