

POLICY 24 - CORPORATE IDENTITY

It is important for Saskatoon Public Schools to create and maintain a powerful and unique corporate identity as approved by the Board of Education. The effective use of its logo and motto is an integral part of its corporate identity program. Consistency in visual communications will give its corporate identity strength.

System advertising and communications will reflect the corporate identity. Principals are responsible for the quality of school communications with their staffs, students, community and Division.

Archival records and artifacts contribute to corporate identity.

Legal Reference: *The Education Act, 1995, Section 85 (1)(a)(b)(c)*
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