

## POLICY 24 – CORPORATE IDENTITY

Saskatoon Public Schools is committed to presenting a consistent, professional, and unified image that reflects its mission, vision and values. A strong corporate identity enhances public recognition, builds community trust and reinforces the integrity of the school division's work. This policy outlines the standards and expectations for the appropriate use of visual and verbal identity elements across all communication platforms.

### 1. Policy Statement

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The Board of Education supports the development, maintenance and consistent application of Saskatoon Public Schools' corporate identity. This includes, but is not limited to, the appropriate and consistent use of the school division's name, logo, colours, typography and other visual identity elements.

### 2. Scope and Application

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This policy applies to all schools, departments, staff, contractors and third-party partners engaged in activities or communications representing Saskatoon Public Schools.

### 3. Guiding Principles

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- 3.1 **Consistency:** All communication materials must follow the visual identity guidelines approved by the Communications and Marketing department to ensure a consistent presentation of the school division's brand.
- 3.2 **Integrity:** Use of the corporate identity must align with the school division's values and cannot be altered or used inappropriately. Any adaptations require the approval of the Communications & Marketing department.
- 3.3 **Recognition:** A strong and unified visual identity enhances the school division's visibility and reputation, making it instantly recognizable to stakeholders and the public.
- 3.4 **Stewardship:** The corporate identity is a strategic asset and must be safeguarded. All staff share responsibility in maintaining the integrity of the school division's brand.

### 4. Roles and Responsibilities

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- 4.1 **Board of Education:** Approves the corporate identity standards and any substantive changes.

4.2 **Director of Education or designate:** Ensures system-wide implementation of identity standards and supports schools and departments in maintaining consistency.

4.3 **Communications and Marketing Department:**

4.3.1 Maintain and update the corporate identity guidelines.

4.3.2 Provide resources and training as required.

4.3.3 Review and approve use of branding materials by third parties or for non-standard applications.

## 5. Corporate Identity Components

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5.1 The corporate identity of Saskatoon Public Schools includes but is not limited to:

- The official name and legal designation of the school division
- Logo(s), wordmarks, and graphic elements
- Vision, commitment as laid out in the strategic plan
- Division colours and fonts
- Templates for publications, presentations, and digital communications
- Email signature standards
- Division and school signage
- Staff apparel and merchandise
- Social media presence

5.2 The corporate identity components will be made available to employees by the Communications and Marketing department.

## 6. Records and Archives

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Archival materials, including historical records, photographs, logos and artifacts, contribute to and preserve the corporate identity of Saskatoon Public Schools. The Communications and Marketing Department, in collaboration with appropriate administrative staff, is responsible for curating and maintaining these records as part of the school division's legacy and identity.

## 7. Department & School Logos

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Rather than make a separate logo for each department and initiative in the school division, the communications and marketing department will modify the SPS logo as necessary. This will ensure all work relates to the SPS logo and that brand resonance isn't lost through the proliferation of logos. If a department or initiative requires a dedicated logo, please contact Communications & Marketing.

Examples:



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

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