



Policy 29: Visual Identity

Purpose:

Yellowknife Education District No.1 is committed to expressing its identity consistently and clearly throughout the district to increase public recognition.

YK1 will have a board approved visual identity guideline document that will be used by staff throughout the district for all communications and marketing platforms (print, digital, social media, web-based, corporate advertising, building/vehicle signage etc).

These guidelines are intended to ensure integrity and consistency in all internal or external communications that properly reflect YK1's visual identity, vision, mission, priorities and values.

The guidelines will be reviewed and approved by the board as a part of the Strategic Plan development, to ensure the guidelines are still inline with the district's visual identity.

References/Related Documents:

- Education Act
- Administrative Procedures 146 Responsible Use of Electronic Social Media, 158 District Visual Identity, Visual Identity Guidelines

Revision History			
Revision	Revision Description	Approved Date	Review Date
1	Initial Version	October 2022	2022-2026 Board
2			
3			
4			