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<b>Date of issue</b>	September 2023
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<b>Subject</b>	<b>CORPORATE STANDARDS AND VISUAL BRAND STANDARDS</b>
<b>Contact</b>	Communications Department

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## 1. Background

The Simcoe County District School Board (SCDSB) Corporate Standards exist to ensure consistent, clear messaging is shared by all staff members when representing the SCDSB. Having a well-defined set of procedures and standards to fulfil operational needs promotes the board in a positive, professional manner, and aligns resources intentionally to board priorities.

All SCDSB staff shall adhere to the SCDSB Corporate Standards and Visual Brand Standards.

## 2. Corporate standards

2.1 The SCDSB Corporate Standards include a number of documents that support staff in clear and consistent communications. Included in the [SCDSB Corporate Standards](#) are:

- 2.1.1 SCDSB Style and Formatting Guide;
- 2.1.2 SCDSB Inclusive Language Guide;
- 2.1.3 Creating a Standard Email Signatures;
- 2.1.4 Creating Out-of-Office Responses;
- 2.1.5 Abbreviations and Acronyms;
- 2.1.6 Commonly Used Words and Phrases; and,
- 2.1.7 Social Media Guidelines for SCDSB Staff.

2.2 Additional templates and style sheets for letterhead, presentations, reports, and memos are available on the StaffWeb under [Corporate Standards](#).

## 3. Visual brand standards

The standards for use of the SCDSB logo and other brand elements, including font and colours, are included in the [SCDSB Visual Brand Standards](#) located on the StaffWeb. The SCDSB logo and other design elements are available on the StaffWeb under [Corporate Standards](#).

## 4. Further information and support

If you have any questions regarding the SCDSB Corporate Standards or Visual Brand Standards, please contact the Communications Department.

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