

POLICY

SECTION:	SCHOOL OPERATIONS	POLICY:	G-33
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A strong visual image enables students, staff, parents and community members to identity with their school. Consistent use of the school's brand identifiers, including colours, mascot and logos, enhance the community's recognition of the school, and visually highlight school values. Consistency of logo use between all of the schools at the District School Board of Niagara also reinforces the relationship between the Board and its schools.

School and Mascot Logo Use

The following will apply to school and mascot logo use:

- Communications will support schools with procedures and advice to identify appropriate school logo and mascot use;
- The School logo must be used on school based documents, publications, signage, websites and other materials representing the school;
- It may appear in concurrence with the DSBN logo on promotional items such as agendas, spirit wear, signage and giveaways where appropriate;
- School logos are only to be used and/or displayed by authorized members of the school community as well as outside partners, organizations or other entities who have obtained written permission from the school principal or designate or, DSBN Communications;
- School logos cannot be used in a manner that could be construed as an endorsement of other organizations, products or services.

Creating and Altering School and Mascot Logos

The following additional requirements will apply to newly created or modified school and mascot logos:

- Communications will support schools in the creation of original logos, mascots and other visual identifiers to highlight the school;
- All school logos and associated brand identifiers shall be reflective of their connection to the school as a place of learning;
- Logos adapted from a trademarked image(s), free online logo services and/or stock images, and logo design contests may not be used in the creation of logos for schools. Logos must be original designs with native files owned by the DSBN;
- School logos may only be displayed using official versions. Proposed changes or alterations may only occur with permission of the Superintendent working in conjunction with DSBN Communications;
- Elements may not be added to the official school or mascot logos without permission of the superintendent working in conjunction with DSBN Communications. This includes but is not restricted to typefaces, rules, surrounded boxes, shadows, colour changes, outlines, or embellishments.

References:

Policy A-13: Board Logo

Policy G-35: Copyright