



REPORT TO

GOVERNANCE AND POLICY
COMMITTEE

UPDATE TO LOGO USE POLICY (T.16)

Let no evil talk come out of your mouths, but only what is useful for building up, as there is need, so that your words may give grace to those who hear.

Ephesians 4:29

Created, Draft	First Tabling	Review
April 24, 2018	May 8, 2018	

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RECOMMENDATION REPORT

Vision:

At Toronto Catholic we transform the world through witness, faith, innovation and action.

Mission:

The Toronto Catholic District School Board is an inclusive learning community uniting home, parish and school and rooted in the love of Christ.

We educate students to grow in grace and knowledge to lead lives of faith, hope and charity.



Rory McGuckin
Director of Education

D. Koenig
Associate Director
of Academic Affairs

T.B.D.
Associate Director
of Planning and Facilities

L. Noronha
Executive Superintendent
of Business Services and
Chief Financial Officer

A. EXECUTIVE SUMMARY

This report recommends updates to the current Logo Use policy (T.16) in meta policy format including Logo Use Guidelines.

The cumulative staff time required to prepare this report was 40 hours

B. PURPOSE

This Recommendation Report is on the Order Paper of the Governance and Policy Committee as it recommends a policy revision.

C. BACKGROUND

The Logo Use policy (T.16) was approved on November 19, 1987 and was last reviewed October 25, 2012.

D. EVIDENCE/RESEARCH/ANALYSIS

1. Generally accepted corporate design standards and best practices related to branding used in the education and public sector are reflected in the minor changes to the policy.
2. This report recommends the decommissioning of the Board's older vertical logo and maintaining the more recent circular logo. Organizations do not normally have two distinct logos as it confuses and degrades a company's brand identification. The decision to keep the older vertical logo was based on a longstanding decision to ensure the inventory of pre-printed corporate letterhead was depleted. Time and technology has overtaken this requirement as letters are now electronically generated more efficiently and cost-effectively with a digital logo.

E. METRICS AND ACCOUNTABILITY

1. Recommendations in this report will be monitored by policy development staff.

2. Further reports will be brought to Board in accordance with the policy review schedule.

F. IMPLEMENTATION, STRATEGIC COMMUNICATIONS AND STAKEHOLDER ENGAGEMENT PLAN

1. The updated policy as approved will be posted on the TCDSB policy register.
2. The Communications team will distribute the Logo Use Guidelines as appropriate.

G. STAFF RECOMMENDATION

Staff recommend that the Logo Use policy (T.16) provided in APPENDIX A be adopted.