



POLICY SECTION: TRUSTEES

SUB-SECTION:

POLICY NAME: LOGO USE

POLICY NO: T.16

Date Approved:

January 29, 1977

November 19, 1987

Date of Next Review:

May 2023

Dates of Amendments:

November 19, 1987

October 25, 2012

May 17, 2018

Cross References:

Copyright Act R.S.C.1985 c. C042

Advertising (A.03)

Appendix Corporate Logo Use Guidelines**Purpose:**

This Policy provides direction on the use of the Toronto Catholic District School Board's corporate logo.

Scope and Responsibility:

The policy governs all internal and external uses of the Board's corporate logo. The Director of Education is responsible for this policy. The Senior Coordinator of Communications and his/her communications staff are authorized to ensure adherence to the policy.

Alignment with MYSP:

Strengthening Public Confidence

Achieving Excellence in Governance

Inspiring and Motivating Employees

Financial Impact:



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~~Generally, there is no significant financial impact.~~

Legal Impact:

~~Unauthorised use of the TCDSB logo is not permitted by the Copyright Act R.S.C. 1985 c. C 42.~~

Policy:

The Toronto Catholic District School Board mandates the use of a logo which identifies it as a public, Catholic educational institution, distinguishable from other corporations.

As Canada's largest Catholic school board, the TCDSB corporate logo is an integral part of the Board's brand as a leader in building communities of faith, anchored in hope with heart and charity. The TCDSB corporate logo combines the cross, the anchor and the heart, representing the three theological virtues of faith, hope and charity, symbols used by the early Christians in the catacombs.

Regulations:

1. The use of the TCDSB corporate logo shall be affixed to the following:
 - a. Official Board communications materials, publications and documents in both print, and web-based digital formats;
 - b. social media platforms;**
 - c. Board property;
 - d. Signs on construction sites;
 - e. Business cards for trustees and employees;
 - f. Official Board and trustee stationery;



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g. Other Board materials as authorized by the Board of Trustees, Director of Education or his/her designate (Board Communications Department); and

~~h. As authorized by the Board of Trustees.~~

2. Trustees shall be authorized to use the logo on material they are distributing to their ratepayers but not on election material after nomination day.
3. Approval for the use of the TCDSB corporate logo shall be made to the TCDSB Communications Department and must comply with the TCDSB Corporate Logo Use Guidelines.
4. Action shall be taken against any person(s) or corporation(s) not authorized to use the TCDSB logo.
5. Staff will develop and maintain the TCDSB Corporate Logo Use Guidelines.

TCDSB Corporate Logos Approved for Use:





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Definitions:

Social media platform: Websites and applications that enable users to create and share content or to participate in social networking on computer-based and other communications devices.

Evaluation and Metrics:

The effectiveness of the policy will be determined by measuring the following:

- The Communications Department will monitor and track appropriate use to ensure the TCDSB brand is maintained.
- The Communications Department will ~~report on~~ **assess** the effectiveness of the **Board** logo in extending the TCDSB's brand awareness among its ratepayers, school community and general public **as part of the annual Communications and Community Engagement Report to the Board of Trustees.**