



<b>POLICY NAME:</b>	<b>LOGO USE</b>
POLICY SECTION:	Communications and Information Technology
DATE APPROVED:	January 29, 1977
DATE OF NEXT REVIEW:	2028
DATES OF AMENDMENTS:	November 19, 1987; October 25, 2012; May 31, 2018; November 7, 2023; April 2, 2024
RESPONSIBLE DEPARTMENT:	Communications

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### **Purpose:**

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

### **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 integral to 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.

The policy is in alignment with the TCDSB's Multi-Year Strategic Plan (MYSP) and reflects Catholic values rooted in the love of Christ.

### **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 Communications Department is authorized to ensure adherence to the policy.

### **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; and
  - g. Other Board materials as authorized by the Board of Trustees, Director of Education or the Director's designate (Board Communications Department).
2. Trustees shall be authorized to use the logo on material they distribute to their ratepayers, outside of a municipal election period.
  3. Use of Board logo by any candidate during an election period on written, printed or electronic formats, websites and social media platforms is strictly prohibited. Use of Board logo cannot be used without TCDSB authorization.
  4. Any requests for approval to use the TCDSB corporate logo other than what this Policy shall be made to the TCDSB Communications Department in writing. If the TCDSB grants approval to use the TCDSB logo, the use of the logo must comply with the TCDSB Corporate Logo Use Guidelines.
  5. Action shall be taken against any person(s) or corporation(s) not authorized to use the TCDSB logo.
  6. The TCDSB Communications Department will develop and maintain the TCDSB Corporate Logo Use Guidelines.

**TCDSB Corporate Logo Approved for Use:**



**Cross References:**

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

Advertising Policy  
Political Activities and Campaigning Policy

**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:

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