



Niagara Catholic District School Board

## **USE OF CORPORATE LOGO**

### ADMINISTRATIVE OPERATIONAL PROCEDURES

100 - Board

No 100.14

Adopted Date: June 17, 2014

Latest Reviewed/Revised Date: April 28, 2020

In keeping with the Mission, Vision and Values of the Niagara Catholic District School Board, the following are administrative operational procedures for the Use of Corporate Log.

### **PREAMBLE**

The Board recognizes the importance of presenting to the community a representation of the distinctiveness of Catholic education and the identity of the Board.

Niagara Catholic is committed to creating a consistent visual identity throughout the Board. A common visual identity strengthens public awareness of our distinctive corporate identity, and enables members of the community, staff and stakeholders to identify the programs, services and initiatives of Niagara Catholic.

The Niagara Catholic corporate logo incorporates a cross and a plant, symbolizing a caring, nurturing environment, where individuals grow as students and as Christians. The colours of blue and green represent the water and land associated with the Niagara Peninsula. Our caring, Catholic, Christian environment is communicated visually by enclosing the growing plant, which represents the spiritual, academic and physical growth of our students, within the cross.

The Niagara Catholic District School Board corporate logo is a registered trademark and the exclusive property of the Board. The Niagara Catholic corporate logo may not be used, reproduced or displayed by an individual, organization or entity without the written permission of the Board's Communications Officer or designate.

The logo of the Niagara Catholic District School Board is the centerpiece of the Board's communications strategy. As the heart of the Board's corporate identity, the logo must be given a place of prominence when used in concurrence with school logos on school-based documents, letterhead, agendas, spirit wear, signage and promotional items.

The proper display of the Board's corporate logo is required in all circumstances.

The Niagara Catholic corporate logo is to be included on all school and Board signage, letter heads, business cards, advertising and promotional materials, vehicles, websites, electronic communications, job postings, public announcements, media releases, system documents and publications. All student co-curricular clothing items, spirit wear or athletic uniforms will have, in addition to the school name and logo, the Board logo embroidered and/or screened on the item. All Board supplied staff uniforms and spirit wear will have the Board name and corporate logo embroidered and/or screened on the item.

### **PERMISSION TO USE**

The Niagara Catholic logo may not be used reproduced or displayed by an individual, organization or entity without the written permission of the Board's Communications Officer or designate. When permission is granted to an individual, organization or entity, the logo will be provided through the Corporate Services

and Communications Department, along with specific directions, colour and size for its appropriate use and reproduction.

***References***

- ***Niagara Catholic District School Board Policies/Procedures***
  - [\*Advertising Expenditures \(600.5\) AOP\*](#)
  - [\*Dress Code – Secondary Uniform Policy \(302.6.6\)\*](#)
  - [\*Elementary Standardized Dress Code Policy \(302.6.10\)\*](#)

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<b>Revision History:</b>	<b>April 28, 2020</b>