



Niagara Catholic District School Board

USE OF CORPORATE AND SCHOOL LOGOS

ADMINISTRATIVE OPERATIONAL PROCEDURES

100 - Board

No 100.14

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In keeping with the Mission, Vision and Values of the Niagara Catholic District School Board (“the Board”), the following are administrative operational procedures for the Use of Corporate Logo and official and sports teams logos for elementary and secondary schools.

BOARD LOGO

The Niagara Catholic District School Board recognizes the impact logos have on brand recognition and reputation.

Niagara Catholic’s logo was created as part of the amalgamation of Niagara’s two English Catholic school boards in 1998. The logo incorporates a cross and a plant, symbolizing our enriching Catholic environment where students grow in faith. It depicts the distinctiveness of Catholic education and the communities we serve. It is easily recognized and highly regarded locally and beyond.

To ensure that the board logo is used in a manner that represents the mission, vision, and values of the Board, Niagara Catholic must safeguard its use and appearance.

The Niagara Catholic corporate logo is a registered trademark and is the exclusive property of the Niagara Catholic District School Board. The board logo must not be used, reproduced, or displayed without the permission of board’s communications and community engagement officer or designate. The logo will be provided by the communications department upon approval.

The Niagara Catholic logo must prominent when displayed with a school logo and must be included on all school and board:

- Print and digital documents (e.g. advertising, annual reports, media releases, system memos, job postings, letterhead, business cards, promotional flyers, banners, and brochures, and presentations)
- Digital media (e.g. websites, social media, and signage)
- Vehicles
- Promotional items (e.g. pens, lanyards, and cups)

Please refer to the [Niagara Catholic Visual Identity Guide](#) for details outlining the approved appearance and use of the board logo, and approved fonts, sizes, and colours.

SCHOOL LOGOS

All Niagara Catholic elementary and secondary schools are expected to have two logos:

- One that represents the name of the school (faith-based)
- One that represents the sports moniker

All new logos must be created by the communications department, in consultation with the principal, family of schools' superintendent, and board chaplaincy leader (or designate). Final approval of a school logo rests with the principal, family of schools' superintendent and board chaplaincy leader.

Official school logos should be a crest, shield, or other design that represents the saint or community it is named for. It must contain the full name of the school, be in the established school colours, and follow accessibility guidelines in the *Niagara Catholic Visual Identity Guide*.

Logos designed to represent sports teams may pay homage to, but must not violate, an existing trademark (i.e. logos belonging to professional sports teams).

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 \(302.6.10\)*](#)
 - [*Niagara Catholic Visual Identity Guide*](#)

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