

<b>BUSINESS AND BOARD ADMINISTRATION</b>	<b>3000</b>
<b>USE OF BOARD LOGO POLICY</b>	<b>3090</b>

1. Rationale

The star is a universally recognized symbol of excellence and quality in education. The Board Logo is a positive image that positions the Board positively in the minds of our public school community. Its consistent use on Board documents and promotional items reinforces the Board's commitment to excellence and quality.

2. The Policy

It is the policy of Lakehead District School Board that the Board Logo be used for all official Board purposes.

3. Guidelines

3.1 The Logo will conform to that accepted by the Visual Identity Guide Book.

3.2 The specific details of the use of the Board Logo are outlined in the 3090 Use of Board Logo Procedures.

4. Review

This policy shall be reviewed according to 2010 Policy Development and Review Policy.

<u>Cross Reference</u>	<u>Date Approved</u>	<u>Legal Reference</u>
_____	June 6, 1994	_____
_____	<u>Date Revised</u> April 22, 2008 February 28, 2012 November 26, 2019	_____