

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

1. The Policy

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

2. Implementation Procedures

2.1 Responsibilities

2.1.1 The director of education will ensure that the Policy is being followed.

2.1.2 Superintendents will ensure that the Policy is being followed in their departments.

2.1.3 The principal of each school will ensure that the Policy is being followed.

2.2 Uses

The Board Logo can appear with or without a descriptor, and has the following uses:

2.2.1 Formal Correspondence

2.2.2 Website and Social Media Applications

2.2.3 Documents

2.2.4 Application Forms and Job Postings

2.2.5 Publications

2.2.6 Advertisements and Public Announcements

2.2.7 Awards and Certificates

2.2.8 Board Vehicles

2.2.9 Other Uses of the Board Logo will be Approved by the Director

2.2.10 Multimedia

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3. Placement

For placement, refer to the Visual Identity Guide Book (Appendix A).

4. Size

The use will determine the size of the Board Logo.

5. Integrity of Logo

There will be no electronic shape distortion or any other deviation from the original Logo. Electronic versions of the Logo are available in various formats for use in all system computers.

6. Review

These procedures shall be reviewed according to 2010 Policy Development and Review Policy.

<u>Cross Reference</u>	<u>Date Approved</u>	<u>Legal Reference</u>
_____	June 04, 1996	_____
_____	<u>Date Revised</u> April 22, 2008 February 28, 2012 November 26, 2019	_____