

<b>PROCEDURE 171</b>	
<b>Adopted</b>	October 6, 2008
<b>Last Revised</b>	June 2015
<b>Review Date</b>	June 2020

## USE OF BOARD LOGO

### 1) PURPOSE

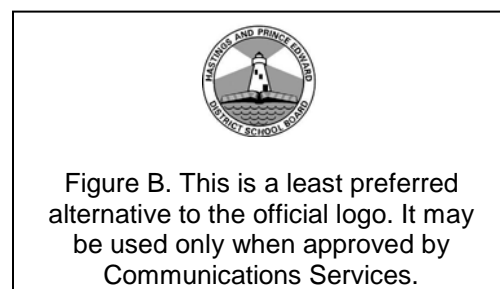
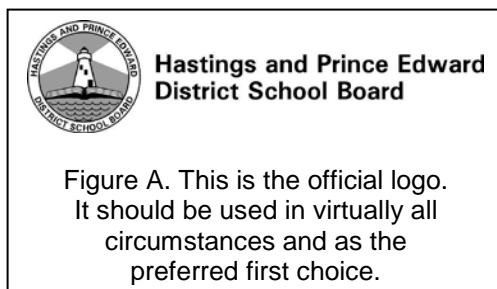
This administrative procedure is in place to ensure that the use of the Hastings and Prince Edward District School Board (HPEDSB) logo corresponds with the corporate brand, policies, procedures and strategic plan.

### 2) USE OF THE LOGO

- a) The HPEDSB logo shall be used on all organizational documents and publications (internal and external), such as, correspondence, website and social media applications, job postings and application forms, advertisements, flyers, signage and public announcements.
- b) Other uses of the HPEDSB logo may be approved by the director of education or designate.
- c) The HPEDSB logo may be used by outside agencies, upon approval by the director of education or designate. The logo may be used to show HPEDSB sponsorship, endorsement, partnership, or involvement in programs or events initiated by outside organizations and in accordance with Administrative Procedure 180: Advertising.

### 3) APPEARANCE OF LOGO

- a) The board logo shall appear in its official version which is shown in Figure A. The version shown in Figure B is permissible only when approved by Communications Services.



- b) Preferred placement on documents, to align with corporate branding, is in the top left corner.
- c) Clear space should always surround the logo, ensuring that other type or graphic elements do not collide with it, or interfere with its readability.
- d) The official colours are black or teal (Pantone 321 or equivalent). Other colours are permitted on clothing (such as white or tone-on-tone stitching or silk screening) with prior permission of the director of education or designate.
- e) Watermarks are not permitted.
- f) No electronic shape distortion or any other deviations from the official logo are permitted.
- g) The use will determine the appropriate logo size.

- h) Any other variation of the board logo must be approved by the director of education or designate.
- i) Requests to obtain a copy of or to use the logo should be directed to Communications Services.

**Legal references**

- *Education Act*, section 171.1 Agreements to Cooperate
- *Ontario Regulation 298: Operation of Schools*, section 24 Advertisements and Announcements

**District references**

- Administrative Procedure 170: Communications and Media Relations
- Administrative Procedure 180: Advertising
- Administrative Procedure 182: Sponsorship/Partnership