

USE OF DISTRICT LOGO OR NAME

Background

The District, as a publicly governed body, shall not grant permission to use any form of its logo, name or the logos or names of any of its schools in association with the advertisement, promotion, or broadcast of any commercial venture or its products or services, except as set out in these procedures.

Procedures

1. Where a school has been rented for a private event, the name of the school involved may be used in advertisements for the purpose of indicating the location of the event.
2. At the discretion of the Superintendent, permission to use a logo or name associated with the District may be granted if:
 - 2.1. There is a sound educational purpose to the advertisement, promotion or broadcast;
 - 2.2. The advertisement, promotion or broadcast does not associate a product or service with the District in a manner that states or clearly implies any sort of endorsement by the District of the product or service;
 - 2.3. The advertisement, promotion or broadcast promotes an aspect of education generally.
3. The Superintendent may seek guidance from the Board in instances that he/she deems appropriate.

Reference: Section 17, 20, 22, 23, 65, 85 School Act

Adopted: November 2019

Revised: