INITIATING, ADOPTING, MODIFYING, AND REMOVING SCHOOL LOGOS

BACKGROUND

New Westminster Schools recognizes school logos are often used by educational facilities to establish distinct visual identities for the purposes of recognition, differentiation, representation, instilling community pride, etc.

This administrative procedure (AP) provides direction on how district schools may formally initiate, adopt, change, or remove a logo associated with their facility by ensuring processes and practices are in line with the district's corporate identity rules, as outlined in Administrative Procedure 158.

1. Adopting a school logo

   Logos may be used on official school assets, provided said assets are not for commercial purposes and do not run contrary to District and school codes of conduct, municipal bylaws, or provincial and federal laws. Uses include, but are not limited to:

   1.1 Digital (e.g. website, social media) imagery such as online promotional graphics, social media graphics, etc.

   1.2 Printed literature or materials such as posters, cards, banners, and other visual identity applications that also include, but are not limited to garments, assorted office supplies, stationery, mugs, etc.

2. Logo adoption conditions

   Only the District or its schools may begin the logo adoption process under the following conditions:

   2.1 Logo adoption requests are subject to approval by the Board of Education or the Superintendent of Schools or designate, or a combination thereof.

   2.2 Logo projects are to be wholly funded by schools.

   2.3 The district reserves the right to reject logo designs that do not comply with or violate existing policies and administrative procedures, codes of conduct, or laws.

3 Initiating a project

   3.1 Contact the District Communications Office to express interest in the undertaking.

      3.1.1 The communications office will collaborate with schools on identifying appropriate vendors, creating design outlines, ensuring compliance with APs, etc.

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3.1.2 For Indigenizing logos, the principal or designate must involve the Indigenous Education Council (IEC) in the process, seeking guidance, where appropriate, on matters relating to the vendor, artist, design concept, use of cultural elements, and any related community or protocol considerations.

4 Community involvement and consultation

Schools may consult with and/or involve their learning community (e.g. staff, students, Parent Advisory Councils) and/or district-approved external partners on logo design elements, design feedback, etc. if they choose, where not required by the Board of Education or superintendent of schools or designate.

The district will make final project decisions in consultation with school-based administration or their designate.

While not a requirement, consultative measures are strongly advised to follow the International Association for Public Participation (IAP2) engagement principles to ensure transparency and accountability. Schools will work with the District Communications Office on all community consultation work.

4.1 The District Communications Office will provide guidance on how to hold IAP2-compliant public consultation initiatives, where and when needed.

4.2 Unless otherwise specified, feedback provided by a learning community and sources external to the immediate project team (defined as the school, district, and designer) is strictly of an advisory nature and not binding.

5 Changing an existing school logo

Schools that have or use an existing logo may initiate a project to replace/refresh their current logo using the same processes outlined in section 3 and in accordance with section 2's conditions.

6 Removing/Decommissioning an existing logo

Schools that wish to remove or decommission an existing logo from use and circulation may do so, so long as:

6.1 Removing/Decommissioning the logo does not negatively impact the district's mission(s), values, and strategic objectives.

6.2 The removal/decommissioning of the logo does not violate existing district policies or administrative procedures.

6.3 Approval is granted by the Board of Education or the superintendent of schools or designate, or a combination thereof.

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7 Schools may continue using and/or distributing products with decommissioned logos until inventories are exhausted, after which replacements may be ordered either with a new logo (if available) or the default district (i.e. “New Westminster Schools”) logo.

7.1 Schools that do not have a unique logo must use an appropriate and approved variation of the default district logo in all official correspondence and materials, such as those outlined in section 1.1 and section 1.2.

8 Indigenization and consultation

Schools may elect to create a new Indigenized logo or incorporate Indigenous elements into their existing logo.

8.1 Schools wishing to Indigenize their logo may initiate a project as outlined in section 3 and in accordance with the conditions outlined in section 2.

8.2 Schools must collaborate with the District and the Indigenous Education Council, from the project's conception to its conclusion, on the process that will include identifying a commercial, volunteer, or student graphic designer/artist, evaluating logo designs, and implementing finished logos.

8.3 Logo designs must incorporate Indigenous elements that may include - and are not limited to - artistic style(s), teachings, and/or expressions, and/or cultural protocols and traditions of the local Nation(s).

8.4 As a mandatory requirement, engagement involving the Indigenous Education Council must also be guided by the First Peoples Principles of Learning.

8.5 Schools may present no more than three logo designs to the district for review and consideration.

8.5.1 The review team will include the District Principal of Indigenous Education and Equity, Communications Manager, and one IEC member.

8.5.2 Logo options submitted for review may be ranked in order of preference to help the district arrive at an informed decision that meets the needs of the schools.

8.6 If schools and/or the Indigenous Education Council cannot agree on logo designs to present for consideration, the parties involved may invoke the process outlined in section 9 to attain consensus.The final logo approval and production decisions will rest with the District through the Superintendent of Schools or designate.

9 Addressing non-consensus and dispute resolution

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Disagreements may occasionally arise during the logo design process. All concerns must be brought forward to school administration and addressed at the school level. If the disagreement cannot be resolved, the following steps will be taken:

9.1 The school administration or IEC Chair will document the issue in writing and email the Office of Indigenous Education. In the event of disagreement within the IEC, the IEC will adhere to its Terms of Reference and proceed with a vote to determine if the concern will be advanced.

9.2 The Office of Indigenous Education will review the concern and bring it to the Superintendent of Schools or designate.

9.3 The Superintendent of Schools or designate, in consultation with the Board of Education, will make the final decision on the approval of the logo design.

10 Use of School Logos

10.1 The district retains the right to use any school logo for district-wide, school-based, or community-related events and initiatives.

10.2 Permission to use a school logo by a non-district party can only be granted with approval by both the school principal or designate and the District Communications Office, provided the intended use does not violate district policies and administrative procedures and/or municipal, provincial, or federal laws.

10.3 Written approval must be secured for each individual instance of logo use - permission granted for one purpose or event does not imply approval for future use.

10.4 The district reserves the right to impose conditions on the use of a school logo and to revoke permission at any time if the logo is used in a manner inconsistent with District's values, policies, or branding standards.

References: *AP 158 – Corporate Identity*

Appendix A: *District Logo Guidelines*

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Revised:

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