

Copyright, Visual Identity, and Intellectual Property Protection	
Adopted: June 18, 2013	Last Reviewed/Revised: June 20, 2023
Next Scheduled Review: 2025-2026	
Associated Policies & Procedures: <a href="#">I-43 Use of Technology and Digital Citizenship</a> <a href="#">VI-101 Information Security</a>	

## Purpose

To provide a framework for the appropriate use, distribution and protection of intellectual property belonging to the Halton Catholic District School Board (HCDSB).

## Application and Scope

This policy applies to the use of all HCDSB-related intellectual property, including but not limited to all written communication, programs, visual images (including the official HCDSB and school logos), audio visual creations, and public presentations for any purpose.

All HCDSB-related intellectual property is legally protected from any/all unauthorized use by HCDSB employees, students, parents/guardians, current trustees, trustee candidates, third party contractors, and any member of the general public in accordance with the *Copyright Act*, and the *Trademarks Act* and the common law.

## References

[Copyright Act](#)

[Copyright Modernization Act](#)

[Trademarks Act](#)

## Definitions

**Copyright** - The *Copyright Act* generally defines “copyright” as “the sole right to produce or reproduce a work or any substantial part thereof in any material form, to perform the work or any substantial part thereof in public, or, if the work is unpublished, to publish the work or any substantial part thereof.” Copyright relates to the legal protection of literary, dramatic, artistic, and musical works, sound recordings, performances, and communication signals.

**HCDSB Logo** - the visual identifier, or emblem of the HCDSB.

**Intellectual Property** - includes patents, copyright, industrial design rights, trademarks, trade dress and trade secrets and for purposes of this policy includes (but is not limited to all literary, dramatic, artistic, musical works, sound recordings, performances, communication signals, and written communication created for the HCDSB by HCDSB employees, outside third-party contractors, or any other party employed by or in conjunction with the HCDSB.

**Trademark** - is generally defined in the *Trademarks Act* as “a mark that is used by a person for the purpose of distinguishing or so as to distinguish wares or services manufactured, sold, leased, hired or performed by him from those manufactured, sold, leased, hired or performed by others”.

**Visual Identity** - elements including, but not limited to, the HCDSB’s specified name, wordmark, initials, institutional colours and logo, font, design style and use of visuals in a range of applications within the HCDSB. The applications include, but are not limited to institutional stationery and forms, print materials (advertisements, brochures, magazines, calendars, direct mail, etc.); websites, social media and multi-media (e.g. PowerPoint presentations, videos, etc.); signage, vehicles, display materials and exhibits.

## Principles

- The Halton Catholic District School Board (HCDSB) is a model learning community, widely recognized as distinctively Catholic providing exceptional education while nurturing the call to love and serve, as a people of faith, living out God’s plan. As a widely recognized Catholic learning community, the HCDSB identifies the importance of the protection of all intellectual property associated with the HCDSB.
- HCDSB recognizes that its official logo and all other HCDSB-related visual identifiers are intended to capture the character or essence of the HCDSB’s collective corporate ethos or philosophy. As such, all visual representations of the HCDSB, including but not limited to the official logo and branding of the HCDSB, will be used in congruence with and in support of official HCDSB-related business, programs, projects, and initiatives and not for any other purpose.
- HCDSB recognizes that intellectual material created for HCDSB purposes by HCDSB employees or third-party contractors including all written materials, visual images, audio visual creations, and public presentations, are created in support of our widely recognized commitment to academic excellence and Catholic values, and as such, is the sole intellectual property of HCDSB.
- HCDSB recognizes the *Copyright Act* (R.S.C., 1985, c. C-42) as amended by the *Copyright Modernization Act* (S.C. 2012, c. 20), the *Trademarks Act*, (R.S.C. 1985, c. T-13), and the common law as the foundation for the creation of this policy and the basis for the legal protection of all HCDSB intellectual property, including all HCDSB images.
- HCDSB has, subject to sections 28.1 and 28.2 of the *Copyright Act*, the right to the integrity of all work in association with, created for or by HCDSB, and the right, where reasonable in the circumstances, to be associated with the work by name.

- HCDSB recognizes that the creation of all intellectual property (including the HCDSB's visual images) for HCDSB purposes is done in support of the HCDSB's mission, vision, and values statements and that such intellectual property is protected by law from unauthorized use by all HCDSB employees, students and families, current trustees, trustee candidates, third party contractors, and members of the general public.

## Requirements

- HCDSB has exclusive rights to all intellectual property of HCDSB including but not limited to all visual representations of HCDSB (including the official HCDSB and school logos), and all literary, dramatic, artistic, musical works, sound recordings, performances, communication signals, and written communication, and as such, reserves the right to monitor, limit, or restrict its use by any/all parties whether internal or external to HCDSB.
- HCDSB has the exclusive use of "Halton Catholic District School Board" as well as the shortened version "HCDSB" and "hcdsb" and as such reserves the right to monitor, limit, or restrict its use by any/all parties whether internal or external to HCDSB.
- HCDSB recognizes that copyright in literary, dramatic, artistic, and musical works, sound recordings, performances, and communication signals created for HCDSB whether by HCDSB employees, third party contractors, or any other outside person or agency on behalf of HCDSB takes place automatically upon creation, and is subject to the *Copyright Act*.
- HCDSB recognizes that all images related to HCDSB's visual identity (including HCDSB's official logo) are legally protected and subject to the *Trademarks Act* and the common law.
- All visual and intellectual HCDSB material, either print or electronic, is subject to intellectual property law, shall not be used for political purposes of any kind including, but not limited to, municipal and/or trustee elections, nor for any unauthorized commercial purpose, and may not be used without the express written permission of HCDSB. This restriction applies to all HCDSB employees, students and families, current trustees, trustee candidates, third party contractors.
- All HCDSB students, staff, parents/guardians, and trustees are expected to use the associated [Brand and Visual Identity Guidelines](#) as a tool for all HCDSB related communication applications.
- The Director of Education shall develop procedures to support the implementation, compliance, and enforcement of this policy.

APPROVED: Regular Meeting of the Board

AUTHORIZED BY: \_\_\_\_\_  
Chair of the Board