



Four Variant
Preferred logo for most uses. The primary logo must appear in black and white with an availability for shades of grey. In any situation that requires a non-white background, please refer to the logo treatments below.

Greyscale Variant
Logo should only be used whenever the document is black and white with an availability for shades of grey. When applied to any asset, the logo must appear on top of a white background. In any situation that requires a non-white background, please refer to the reversed logo treatments.

Logotype - Black and White Variant
The black and white logotype should only be used whenever the document is printed in pure black on a pure white background, with no availability for shades of grey.

Usage: When applied to any asset, the logo must appear on top of a pure white background. In any situation that requires a non-white background, please refer to the reversed logo treatments below.

Reversed Logo
Reversed variations of the Grand Erie Learn Lead Inspire logo are not available from our online Visual Identity.

Logotype - Lead Inspire
The logotype should only appear in Lead Inspire colours as shown in the colour breakdowns.



GRAND ERIE Visual Identity Guide

REVISED: APRIL 2022



...notional. Below...

Build a culture of belonging to a supportive and responsive environment.

Learn Lead

Introduction
Director's Message

Chair's Message

A Bold New Vision for Grand Erie



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General Overview



One of Grand Erie's most valuable assets is its corporate visual identity. When used in combination, Grand Erie District School Board's basic identity elements (logo, colours and typography) define and express our identity in a clear and distinctive way that builds awareness, trust and reputation.

A strong visual identity that is easily recognized by the community is very important. It is the face of Grand Erie, simplifying access to our programs and services by clearly identifying our role as the provider of the service or program. The professional look that is achieved through standard visual identity elements adds credibility to our programs and communicates a vision of excellence.

Building a strong visual identity and the desired reaction to that identity takes time and most importantly, consistency. It is important that the rules and standards contained in this manual are adhered to in the promotional material, advertising, signage, stationary and other items that represent us.

The Communications and Community Relations department will assist staff in following the guidelines to make a positive impact. The Grand Erie District School Board logo is trademarked and is the property of the board.

If you have any questions, please contact the Manager of Communications and Community Relations at:

519-756-6301 ext. 281147

Toll-free: **1-888-548-8878**

Email: **GEDSB-communications@granderie.ca**

All Board facilities will provide services that respect the independence and dignity of people with disabilities and offer services that include the use of assistive devices. Grand Erie's visual identity must adhere to the customer service standards of the Accessibility for Ontarians with Disabilities Act (AODA) that support these key principles.

Many families come to Grand Erie whose first language is not English. To accommodate our English language learners and their families, the following note should be included on all publications.

To translate this document, please call:

1-888-548-8878 ext. 274224.

Board Name

The name:

Grand Erie

...is the trademarked property of:

Grand Erie District School Board

(See last page of this manual).

When written, **Grand Erie** should be used as the abbreviated version.

When used in full, please use **Grand Erie District School Board**, and not **The** Grand Erie District School Board.

The Board name shall be included on all system-produced publications.

The Grand Erie Logotype



The Grand Erie logotype is the trademarked property of Grand Erie District School Board (See last page of this manual). The logo is a key visual element in representing Grand Erie District School Board to the community.



1. The logo consists of a coniferous tree symbolizing the importance of nature and the green areas encompassed by our jurisdiction; waves symbolizing Lake Erie and the many rivers and streams; an open book denoting lifelong learning and the importance of education to our community; and a broad band containing the Board's name which encompasses all other elements contained in the logo.
2. No variation in the design and colour of the logo as shown below is permitted, except as explicitly approved by the Board.
3. Reproduction of the logo in various sizes is permitted if the proportions are not distorted and the logo appears in its original form. For more information on appropriate proportions and sizing for the Grand Erie logotype, see **pages 6-7**.

Marketing logo

A variation of Grand Erie's logo was developed to reflect Grand Erie's Multi-Year Strategic Plan (2021-26).

Use of this marketing logo is preferred for use in all materials, except where application is more permanent in nature (e.g. school signs, metal signage) and expected to last beyond the end of the current Multi-Year Strategic Plan.



Who Can Use the Logo?

Use of the Board logo is restricted to internal use by Board staff, except where approved by the Director of Education or the Manager of Communications and Community Relations.

To initiate the approval process for using the logo, contact:

Manager of Communications and Community Relations

519-756-6301 ext. 281147

Toll-free: **1-888-548-8878**

Email: **GEDSB-communications@granderie.ca**

Grand Erie Logotype



Logotype - Full Colour Variant

The full colour logo is the preferred logo for most uses.

Usage: When applied to any asset, the primary logo must appear on top of a pure white background. In any situation that requires a non-white background, please refer to the logo treatments below.



Logotype - Greyscale Variant

The greyscale logo should only be used whenever the document is printed in black and white, with an availability for shades of grey.

Note: In any situation that requires a non-white background, please refer to the reversed logo treatments.



Logotype - Black and White Variant

The black and white logo should only be used whenever the document is printed in pure black on a pure white background, with no availability for shades of grey.

Note: In any situation that requires a non-white background, please refer to the reversed logo treatments below.



Reversed Logo

Reversed variations of the Grand Erie Board logo are allowed. Please ensure that all reversed Board logo treatments are set against appropriately saturated backgrounds to allow the logotype to be easily read.

Reversed variations of the Learn Lead Inspire logo are not permitted. Instead, treatments that require a solid background can use a circular variation of our full colour or black and white logotype on a white background.

When possible, all versions of the circular logotype should only appear on items reflecting the four Grand Erie Learn Lead Inspire colours as shown below. For Grand Erie's Learn Lead Inspire colour breakdowns, please see **page 9**.



Grand Erie Logotype



Safety Zone

When using the Grand Erie logo, an adequate white space or a “safety zone” must surround the logo.

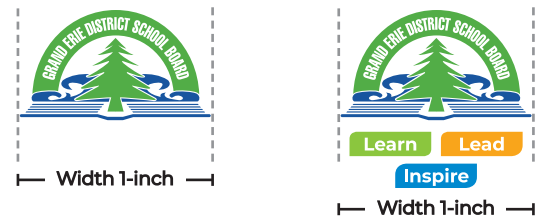
The size of the safety zone is equal to the measure of **one-quarter of the logotypes width or height**. The safety zone provides for aesthetically consistent incorporation of white space between the logo and other elements, such as the edge of a page. It also provides a refined and easy-to-reference guideline for logo placement options.



Clear space is equal to a quarter of the logo's width and height

Minimum Size

To avoid becoming illegible, the corporate logo should never be reproduced smaller than the minimum size of one inch wide.



Print: 1-inch wide and 1-inch tall

Web: 300 pixels wide and 300 pixels tall

Aspect Ratio

The aspect ratio of an image is the width-to-height ratio. **The logo must be kept proportional in size.** If electronically resized, the logo must not be unevenly stretched, skewed, or distorted in any fashion. During resizing, the 'constrain proportions' or 'maintain aspect ratio' options must be used.

In many applications such as Microsoft Word and Excel, simply press and hold SHIFT while you resize. This will maintain the aspect ratio in the application.

Unacceptable Usage

None of the elements of the Grand Erie logo should be altered, stretched or deconstructed for any reason. The following represents a list of common usage errors to avoid when applying the Grand Erie logo. Unacceptable usage includes:

- Altering the logo in any way
- Animating, colourizing, rotating or skewing the logo, or applying other effects
- Cropping or distorting the shape of the logo
- Altering the size or position of the icon, wordmark or tagline
- Altering the transparency
- Changing the logo's typeface or outline
- Placing the logo on a solid background that matches or closely matches one of the three Grand Erie logotype colours

Examples of unacceptable uses of the Grand Erie logotype are displayed to the right:



Grand Erie Tagline



The Grand Erie tagline is **Learn Lead Inspire**. Always use the wording exactly as it appears here, without changing the order, or adding or substituting other words or punctuation.

The tagline graphics can be used with the logo, as well as on its own. The tagline cannot be altered in any way. In reverse it can only be displayed on it's container colour.

If the tagline is not directly underneath the logo, it is recommended to be immediately beside the logo to the right or as a footnote. Please see examples below.



Sticker Options

Grand Erie has a standard sticker option of a coloured logotype against a white background and can be used in a square or circular format as shown below. For appropriate spacing around the logotype see Page 7.

Programs and departments can identify themselves using the sticker option. These stickers can be added to any document or publication in keeping with the visual identity standards. Departments and programs have been given a word mark that is to be used with the logo. See below for a list of department examples and word marks.



- Business Services
- Facility Services
- Health and Safety
- Human Resources
- Indigenous Education
- Information Technology Services
- Leadership Development
- Mental Health and Well-Being
- Research
- Safe and Inclusive Schools
- School Effectiveness Framework
- Special Education

Grand Erie Colours



See official colours below to be used for reproducing the Grand Erie logo in Pantone, process or web-based applications. Use of these official colours is necessary when producing the logo in full colour.

Grand Erie Logotype Colours:



■ **Spot:** PMS 362 C
■ **CMYK:** 70-8-100-0
■ **RGB:** 89-173-70
■ **HEX:** #59ad46



■ **Spot:** PMS 7455 C
■ **CMYK:** 95-75-0-0
■ **RGB:** 4-85-159
■ **HEX:** #04559f

Grand Erie Tagline Colours:



■ **Spot:** PMS 375 C
■ **CMYK:** 50-0-100-0
■ **RGB:** 141-198-63
■ **HEX:** #8dc63f



■ **Spot:** PMS 306 C
■ **CMYK:** 100-30-0-0
■ **RGB:** 0-137-207
■ **HEX:** #0089cf



■ **Spot:** PMS 144 C
■ **CMYK:** 0-40-100-0
■ **RGB:** 250-166-26
■ **HEX:** #faa61a

Grand Erie Fonts

Grand Erie uses various weights of the font Montserrat in all formal communications. Typography is an important part of our visual identity. Like our signatures and colour palette, typography strengthens our overall visual identity.

All typefaces are available in roman and italic family variants, and in a variety of weights.

Montserrat is available freely and can be downloaded from [Google's Font Foundry here](#).

Below are the weights and font family variants we use in all documentation, advertising material and on our website.

Montserrat Roman

Montserrat Italic

Montserrat Bold

Montserrat Bold Italic

Montserrat Extra Bold



Multi-Year Plan Infographic

The infographic, below, is not a logo, but rather a design element to convey the Multi-Year Strategic Plan's Vision, Mission and Collective Priorities for 2021-26.

Our Vision

Learn **Lead** **Inspire**

Our Mission

Together, we build a culture of **learning**, **well-being** and **belonging** to inspire each learner.

Our Collective Priorities

Learning
We build a culture of learning to nurture curiosity and opportunity for each learner.

Well-being
We build a culture of well-being to support the cognitive, social, emotional and physical needs of each learner.

Belonging
We build a culture of belonging to support an equitable, inclusive and responsive environment for each learner.

Grand Erie Multi-Year Strategic Plan for 2021-26



Our Mission, Vision and Collective Priorities

Grand Erie's 2021-26 Multi-Year Strategic Plan guides the work we are doing. The centre of this plan is our vision to Learn Lead Inspire, with Learning, Well-being and Belonging as components of our Mission and Collective Priorities. You will find the appropriate rendering intent for each facet of our Mission, Vision and Collective Priorities throughout this guide.

For a downloadable copy of our Multi-Year Strategic Plan for 2021-26 and our Annual Operating Plan for 2021-26 showing working examples of our visual identity, please [click here](#).

Grand Erie Multi-Year Strategic Plan for 2021-26

Advertisements



Ad Creation and Services

All graphic design for advertisements must follow the guidelines in this manual and be approved by the Director of Education or Superintendent responsible for the portfolio.

Communications and Community Relations can help you create an advertisement.

Please contact Grand Erie's graphic designer and web coordinator for creative assistance at:

519-756-6301 or toll-free: **1-888-548-8878** extension **281251**, email: **GEDSB-communications@granderie.ca**

There are generally two kinds of ads: formal and informal.

Formal ads include Board initiatives such as Special Education Advisory Committee (SEAC) member recruitment ads and Accommodation Reviews.

Informal ads include Kindergarten Registration and Student Success initiatives.

For more information, refer to **F104 – Advertising Procedure**.

Formal ad Example:

TRUSTEE APPOINTMENT
(County of Brant and Norfolk County, Wards 3 & 7)

Grand Erie District School Board is now accepting applications for a trustee appointment for the balance of the electoral term (to November 2022).

Trustees are elected officials who serve parents/guardians, students and taxpayers to support student achievement and well-being. Trustees are also the link between communities and the Board, ensuring Grand Erie schools meet the diverse needs of students in their respective communities.

Candidates interested in the position must be:

- A Canadian citizen
- 18 years of age or older
- A resident within the geographic jurisdiction of the Grand Erie District School Board as well as a voter for Grand Erie
- A strong supporter of public education

Application forms are available online at granderie.ca. Completed forms must be submitted with a cover letter, including a statement of intent and résumé.

Applicants with a disability that requires an accommodation to enable their participation in the interview process should advise the Board when contacted for an interview. Any materials used in the interview process can be made available in an accessible format, upon request in advance.

Apply to:
Executive Assistant to the Board of Trustees
1-888-548-8878 ext. 281133 or
kathryn.giamini@granderie.ca

Applications are due **November 10, 2020 at 12 p.m.**
Applicants will be contacted following the deadline.
Interviews will be held in November.

For more information on the application process, visit granderie.ca

Greg Anderson,
Chair of the Board

JoAnna Roberto,
Director & Secretary of the Board

Informal ad Example:

Ready, Set, Kindergarten!

Kindergarten registration is now open.

Register today at granderie.ca/kindergarten

Advertising Process

All advertising including print, audio and video must be coordinated through the Communications and Community Relations department. Please contact the Manager of Communications and Community Relations at:

519-756-6301 ext. **281147**. Toll-free: **1-888-548-8878**. Email: **GEDSB-communications@granderie.ca**

All advertising must adhere to the **Visual Identity Policy (SO25)** and the **Purchasing Policy (F6)**.

The originating school department will provide the Manager of Communications and Community Relations a draft of the required print advertisement, script and storyboard for audio and visual advertisements. The draft will be reviewed to ensure adherence to Grand Erie standards, and any changes will be forwarded back to the document originator for approval.

Promotional Material



Merchandise

Grand Erie's visual identity may be used on a number of products to advertise the Board such as mugs, T-shirts, hats, pens, bags, storage devices, etc. The logo variant used for semi-permanent promotional items should be the logotype with the Learn Lead Inspire tagline, and should never be reproduced in any colour other than specified in the Grand Erie Colour section on **page 9**.

In the case of small items such as a pen or pin, the minimum size of the logo would have to be altered to fit, but for the sake of legibility the Learn Lead Inspire block can also be used in place of the spherical logotype.

Approval from the Manager of Communications and Community Relations for promotional material and the use of the logo is required in all cases.

Below are some examples of appropriate placement of the Grand Erie logotype components, as well as some appropriately coloured merchandise options.



Vehicle Signage



Signage Placement

The Grand Erie logo with tagline shall be used on vehicle signage in a location that does not interfere with the shape or design of the logotype, should not be on vehicle panels that separate the logo when opened. There should be an allowance for space around the logotype equal to one-third of the width and height of the logo. See examples below.





Co-Branding

About Co-Branding

Grand Erie relies on the strong reputation of our schools, just as our schools rely on the reputation of the board. Co-branding is a feature in the visual identity that unifies us as one family.

Wordmark co-branding must appear on promotional items, but it is not mandated for clothing, spirit wear or team uniforms.

A wordmark is a brand identifier in the form of a phrase that creates awareness and adds credibility by supporting the logo. It is an essential element in co-branding in that it links that school's logo to Grand Erie.

This linkage further solidifies the mutual advantages derived from co-branding.

The board has templates for the following items:

- Multi-Year Plan
- Business Cards
- Director's Annual Report
- Letterhead
- Manuals
- Job Postings
- Presentations
- Internal document that are procedural or compliance-based

Examples of Grand Erie Wordmarks

- A Grand Erie School
- A Grand Erie Service
- A Grand Erie Program
- A Grand Erie Department

The Grand Erie logo or wordmark placement is at the school's discretion.

When to Co-Brand

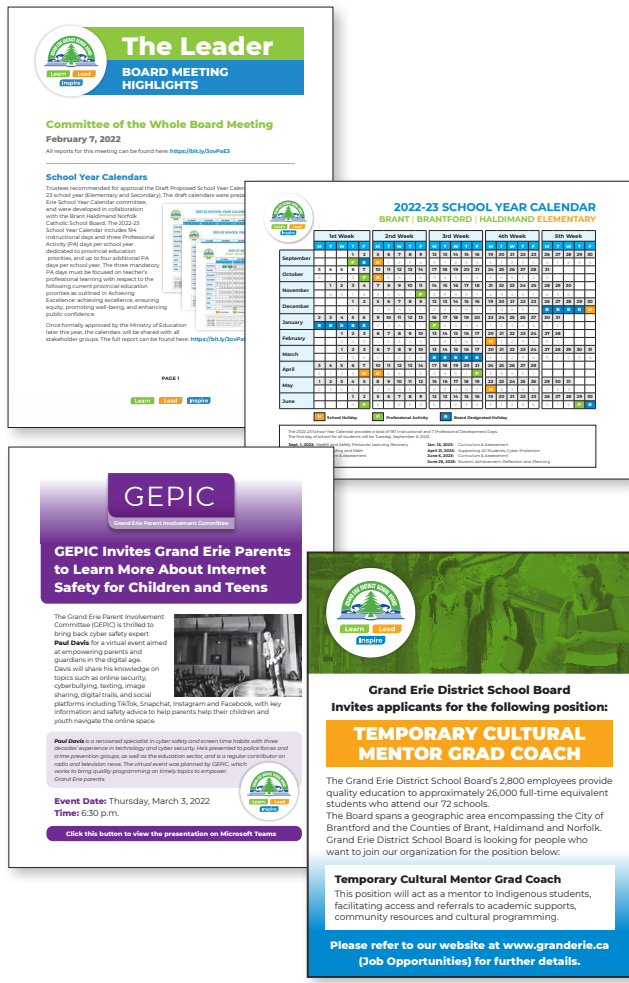
Co-branding should be used on all school products (both printed and electronic).

Schools are asked to use the logo and/or word mark on their products and do not require prior approval. However, schools are asked to consult with the Communications and Community relations department staff should they want to use Grand Erie's wordmark on products provided by outside organizations and vendors.

Opportunities for Schools to Include the Grand Erie logo:

- Awards and plaques
- Publications
- Forms
- School agendas
- Invitations
- Signage
- Newsletters
- Stationary
- Posters
- Thank you cards
- Programs
- Web pages
- Promotional items (See page 17).

Here are some working examples of appropriate Grand Erie logo placement in a variety of documents:



Co-Branding

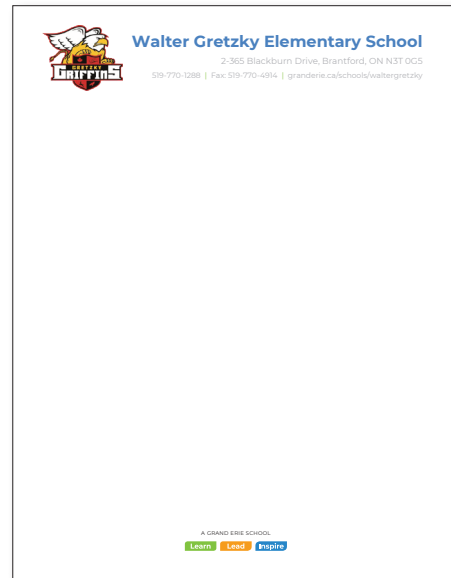


Co-Branded Material

School letterhead should always have the full colour variant of the school logo in the upper left-hand corner with the vision statement located at the bottom centre of the page as indicated in the example to the right.

The tagline “A GRAND ERIE SCHOOL.” hovers above the Grand Erie tagline.

School names are indicated in Inspire Blue.



Co-Branded Signage

These examples illustrate appropriate placement of the Grand Erie logo for signage. On permanent signage, the logotype without the tagline is to be used.

Signage is coordinated by Facilities Services and approved by the Manager of Communications and Community Relations.

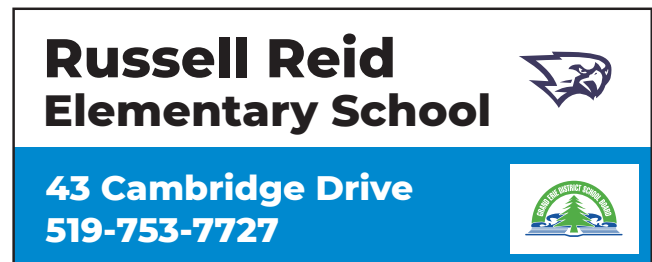
A school can determine the type of sign they wish based on a criteria. In a heritage-designation neighbourhood, for example, or if the school is built prior to 1950, a school can work with Facilities to choose a historical sign.

Location of the school sign should be in a highly visible location. Electronic signs are permissible, but must be coordinated through the Grand Erie Communications Department and Information Technology Support (ITS).

Schools may use colour versions of their logo when choosing a sign, school title text must be black.

Sponsor names and logos are not permitted for display on school signage. Sponsors are welcome to display plaques in the school.

Scoreboard signage needs the same approval as regular signage. Sponsors are able to display their logo on the scoreboard along with the Grand Erie and school logo.



Co-Branding



Plaques and Awards

All plaques presented on behalf of the Board shall have the Grand Erie logo. When a group or individual associated with the school presents a plaque on behalf of the school, the Board logo should also be included.

Promotional Material

A school's identity is important to the students, staff and community that it represents. Schools should retain ownership of their school logo on promotional material, but where possible promotional items need to also include the Grand Erie logo or word mark. Please co-ordinate with the Grand Erie Communications department when ordering school promotional materials.

School-branded clothing, spirit wear and team uniforms are exempt from the visual identity policy.



The Visual Identity Policy does not require schools to co-brand on spirit wear, clothing and team uniforms. If schools do wish to co-brand, samples may include the Grand Erie tagline 'A GRAND ERIE SCHOOL' See examples below.



Grand Erie Website



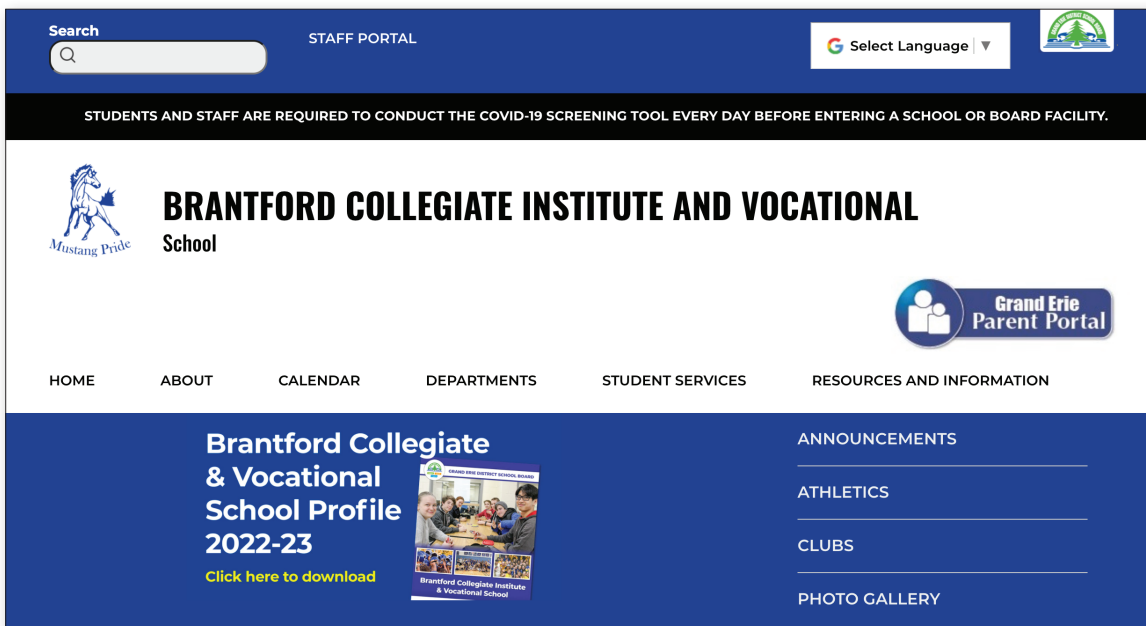
The Grand Erie website is a key communications tool for Grand Erie District School Board.

The pages should reflect the colours and stylistic guidelines presented in this manual.

Acceptable ways to refer to the Grand Erie website address in documents include: **granderie.ca** or **www.granderie.ca**



Schools must follow Grand Erie's web template for fonts (Montserrat) and colourization options for all Board-related material with the exception being on their own websites where the school colours are to be used as deemed appropriate.



Grand Erie Learning Alternatives



Essential components of the GELA (phonetic pronunciation: gee-la) logotype include the Grand Erie co-branding elements and the Inspire Blue tone for typography.

Full Colour Example:



GELA

Grand Erie Learning Alternatives

CareerLink

Logo and written: CareerLink, the L is in uppercase with no spaces between words.

CareerLink is an employment centre. In addition to being a Grand Erie Service, CareerLink is also an Employment Ontario Service Provider and meet the visual requirements outlined in the *Visual Identity and Communications Guidelines for Employment Ontario Services Providers*.

English Logo:



CareerLink

EMPLOYMENT CENTRE
A GRAND ERIE SERVICE

French Logo:



CareerLink

CENTRE D'EMPLOI
A GRAND ERIE SERVICE

Turning Point



Essential components of Turning Point include the co-branding elements with the school at all times with or without the school logo.

When Turning Point is communicated at the system-level, the following logo is to be used:



Turning Point

A GRAND ERIE PROGRAM

When Turning Point is communicated at the school-specific level, the following logo is to be used with the school designation in Lead Orange. School Mascot logos can also be included in this treatment:



Turning Point

A GRAND ERIE PROGRAM



Name of School Here - 18pt. 04A0

An example of the Turning Point logo and school mascot on an address sign with the Board logotype on a white background:



School Logos



School Crests vs. School Logos:

School Crest: a crest is a traditional symbol to represent a school and its academic goals. Typically, the crest is the formal or traditional representation of a school and is used during formal events such as commencements or displayed in a prominent location in the school. A school crest may include school colours, animal or figure mascots as well as a school motto, all composed in the shape of a crest.

School Logo: a graphic mark or emblem used to aid and promote instant public recognition. Logos can either be strictly graphic and should include the name of the organization. School logos may include varying colours, shapes, or mascots relating to the school.

Designing a School Logo:

If you are revitalizing an old logo or creating a new one, here are some helpful tips that can help get you started:

A school logo is designed to establish the credibility and visibility of an educational establishment. It is the visual representation of a school that conveys the academic principles and ideology of the school. In fact, school logos are considered the important graphical elements when it comes to building a highly reliable image. Therefore, it is very important that the logo design should be impressive and appealing to the students and parents.

A good school logo design will serve as the basic foundation that gives a sense of pride to the students, parents and teachers, while conveying the actual message and perspective of an educational establishment.

When designing a school logo, schools should engage their staff and school community by consulting with students, parents and the community.

Given below are some significant factors that must be kept in mind when designing school logos:

Choose appealing colours:

Colours can play a significant role in making a school logo design attractive and persuasive. A good school logo design with the right colour combination will easily instill a welcoming feeling and even help to persuade parents to choose your school for their children.

Opt for relevant and appropriate language, icons and symbols:

Another important consideration while designing school logos is to choose relevant and appropriate language and images. An appropriate image can make it easy for people to distinguish your school from others.

Select simple fonts:

Consider using bold and simple fonts to enhance the other features of a school logo. The right choice of fonts can engage viewers to remember and recognize the name of your education establishment, while increasing the school's credibility and image.

Help is available

Contact Grand Erie's Graphic Designer / Website Coordinator at **extension 281251** for guidance with school logo design or to convert your new or revitalized school logo into an electronic format suitable for different uses at the Board.

Certificate of Trademark



**Canadian
Intellectual Property
Office**

An Agency of
Industry Canada

**Office de la propriété
intellectuelle
du Canada**

Un organisme
d'Industrie Canada

Certificat

Il est par la présente certifié que, dans le Journal des marques de commerce daté du 19 novembre 2008, le registraire des marques de commerce a donné, en vertu du sous-alinéa 9(1)(n)(iii) de la *Loi sur les marques de commerce*, un avis public d'adoption et emploi au Canada par l'autorité publique identifiée ci-dessous de la marque reproduite ci-après comme marque officielle pour des marchandises et services.



Certificate

This is to certify that in the Trade-marks Journal dated November 19, 2008, the Registrar of Trade-marks gave public notice under subparagraph 9(1)(n)(iii) of the *Trade-marks Act* of the adoption and use in Canada by the public authority identified below of the mark shown below as an official mark for wares and services.

GRAND ERIE

Numéro de dossier
File Number **918209**

Autorité publique
Public Authority **Grand Erie District School Board**

Registraire des marques de commerce
Registrar of Trade-marks

(CIPO 196/08-07)

Canada

OPIC  CIPO

Certificate of Trademark



**Canadian
Intellectual Property
Office**

An Agency of
Industry Canada

**Office de la propriété
intellectuelle
du Canada**

Un organisme
d'Industrie Canada

Certificat

Il est par la présente certifié que, dans le Journal des marques de commerce daté du 07 mars 2007, le registraire des marques de commerce a donné, en vertu du sous-alinéa 9(1)(n)(iii) de la *Loi sur les marques de commerce*, un avis public d'adoption et emploi au Canada par l'autorité publique identifiée ci-dessous de la marque reproduite ci-après comme marque officielle pour des marchandises et services.



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Numéro de dossier
File Number
Autorité publique
Public Authority

918055
Grand Erie District School Board

Registraire des marques de commerce
Registrar of Trademarks

Canada





349 Erie Avenue, Brantford, Ont., N3T 5V3

Telephone: 519-756-6301 | **Toll Free:** 1-888-548-8878

Email: info@granderie.ca

granderie.ca



Follow and join the conversation @GEDSB on Twitter and Facebook.
[@granderiedsb](https://www.instagram.com/granderiedsb) on Instagram.