



Skeena-Queen Charlotte Regional District

BOARD POLICY

Title:	Use of Skeena-Queen Charlotte Regional District Branding
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1. PURPOSE

The use of Skeena-Queen Charlotte Regional District (SQCRD) “branding” may reasonably be construed as an endorsement by the Regional District and the Board. To avoid any misunderstanding regarding the use of the SQCRD name, logo or other branding, the Board has adopted the following policy.

2. POLICY

The unauthorized use of Skeena-Queen Charlotte Regional District “branding” is prohibited.

3. DEFINITIONS

- 3.1. “Communication” refers to the relaying of information by (including but not exclusive to) verbal, written, email or social media means.
- 3.2. “Authorized” refers to a resolution adopted by the SQCRD Board (or as otherwise approved in section 5 of this policy).
- 3.3. “Branding” refers to any feature that identifies one as representing the Regional District, including but not exclusive to the SQCRD name, initials, logo, sign, symbol, and term/designation.

4. SCOPE

Board authorization is required for:

- 4.1. Communication in the name of the SQCRD Board or by the Chair;
- 4.2. Communication by Directors (other than those related to their individual constituencies);
- 4.3. Communication by committees or commissions established by Regional District bylaw; and
- 4.4. Communication by third party organizations, contracted by or representing the Regional District.

All Board-authorized letters shall be on the Skeena-Queen Charlotte Regional District official letterhead.

5. AUTHORIZED USES

The following exceptions apply, providing the intent is clear that it is a personal communication from a Director:

- 5.1. Use of Regional District logo and name on SQCRD-issued business cards;
- 5.2. Use of Regional District name in a signature attached to an email from a Director (sample attached);
- 5.3. Use of the Regional District name following a signature in a letter sent by a Director representing his/her constituency; and
- 5.4. Use of Regional District branding by staff to carry out the day-to-day operations of the organization including routine correspondence, writing of reports, advertising, website, etc., providing the use is consistent with the overall direction/mandate of the Regional District.

Attachment: Schedule 1

Approval Date:	May 25, 2012	Resolution No.	227-2012
1. Amended:		Resolution No.	

SCHEDULE 1

Sample Signature:

John Doe
Area F Director
Skeena-Queen Charlotte Regional District