



1010 A

Branding Standards

Regulation 1010 A

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Effective Date: 10/11/2017

I. PURPOSE

The purpose of this regulation is to establish the branding standards approved by the Superintendent and rules for developing co-branding logos.

II. BRAND STANDARDS

- A. The Superintendent designates the Office of Communications as the responsible party for all branding decisions.
- B. Brand Standards have been adopted by the District and shall be used on all publications and communications as indicated in the Standards Manual.
- C. Individual district departments, divisions, schools and programs shall consult with the Office of Communications prior to publication of any co-branded material.

III. RESPONSIBILITY

- A. The Office of Communications is responsible for:
 - 1. publishing the brand standards manual;
 - 2. maintaining the brand standards manual;
 - 3. communicating with district employees regarding use of the adopted visual logo and requirements for its use;
 - 4. assisting individual district departments, divisions, schools and programs to obtain the necessary art work to create the development of co-branded materials;
 - 5. approving any individual district department, division, school or program's distinct visual logo to be used in co-branding with district brand requirements;
 - 6. publishing a list of the publications that must include the names of all current directors of the Board of Education and the Superintendent.
- B. The lead staff person in the Office of Communications is the final arbiter of what documents require the inclusion of the names of the current directors of the Board of Education and the Superintendent.
- C. Principals, site administrators and Senior Cabinet Officers are responsible for the compliance of the employees they supervise with this regulation.
- D. Principals, site administrators and Senior Cabinet Officers may designate an employee to work with the Office of Communications on individual branding for the school, program, site or department to be used in co-branding.



Cross References:

MPS Policy 1010 (Publications and Broadcasts)