

BENJAMIN FRANKLIN CLASSICAL CHARTER PUBLIC SCHOOL POLICIES & PROCEDURES

NO. 0015

Title: **Logo**

Effective Date: June 9, 2011

Submitted By: Governance Committee

Supersedes Date: August 2005

Approved By: Board of Trustees

Rev. No: 1

1 Purpose

- 1.1. The purpose of this policy is to establish the criteria for use and management of the Logo of Benjamin Franklin Classical Charter Public School (BFCCPS)

2 Scope

- 2.1. All members of the BFCCPS community.

3 Responsibility

- 3.1. The BFCCPS Board of Trustees (BOT) is responsible for interpreting the provisions of this policy.
- 3.2. The Head of School (HOS) is responsible for the implementation and adherence of the provisions in this policy.

4 Definitions

- 4.1. Logo Image System - repository of BFCCPS logo images, tag lines, languages.
- 4.2. Graphic Key Holder - The HOS or their designee authorized to distribute the use of the artwork within the Logo Image System.
- 4.3. Graphical Artwork - includes but is not limited to drawn, painted, photograph, or computer-generated images.

5 Procedures

- 5.1. New BFCCPS logo and image systems will be used exclusively and not in conjunction with any other previously used or noted logo image.
- 5.2. Permission to use the BFCCPS logo(s) or related artwork must be obtained from the Graphic Key Holder.
- 5.3. Only the Graphic Key Holder or the HOS can make decisions as to whom the BFCCPS logo image shall be given to and/or how the BFCCPS logo shall be used. The BFCCPS Graphic Standards Guide will be used to facilitate those decisions.

5.4 The school faculty and staff will be provided with a template they can utilize in the development and distribution of school-related communications.

6 Applicable Forms

7 Related Policy & Procedures

7.1. BFCCPS Graphic Standards Guide