

	Brand Identity Policy	
	Last Reviewed/Revised: 03/13/2017 Revised	Effective Date: 09/20/2010
Reference Number: BO-BIP-03132017	Original Author: MATES Board	Policy Status: Active

PURPOSE:

The Board of Directors (“Board”) of Meadows Arts and Technology Elementary School (“MATES”) recognizes that consistent and proper usage of the MATES logotype will reinforce MATES’ branding efforts. It is intended for the MATES name and logo to be associated with the educational performance and attributes defined in our charter, strategy and operating plan documents. Being recognizable in a positive light benefits the school through increased enrollment, positive media attention and obtainment of valuable services and donations.

SCOPE:

This policy applies to all Board members, MATES personnel, MATES families and all individuals tasked with properly utilizing the MATES name and/or logo.

GENERAL POLICY STATEMENT:

MATES shall establish web site guidelines that shall be consistent with law, Board policy, and administrative regulation.

POLICY DETAILS:

1. MATES Logotype
 - 1.1. The MATES logotype was created to reflect the spirit and passion of the MATES mission:
 - 1.1.1. Instituting a vision that welcomes innovation, honors the past, transforms the future, commands achievement, and empowers all children through the Arts and Technology.
 - 1.2. The leaf is an emblem of our city, Thousand Oaks. It is drawn in a painterly stroke which transitions to a pixelated stroke to pay homage to our arts and technology infused educational program.
 - 1.3. The bright colors capture the energy of our children and create a fresh and dynamic look. The font helps achieve a contemporary feeling, as opposed to the old fashioned and conservative looks of other older schools.
2. MATES Written Form - When referring to the school in written form, the preferred uses are:
 - 2.1. Meadows Arts and Technology Elementary School, or
 - 2.2. MATES
 - 2.2.1. The use of periods between the characters is not required.
3. Approved Versions of Logotype or Logo
 - 3.1. For most situations, the full MATES logotype (acronym/leaf combo with the full school name) should be used. If space is limited, the logo (the acronym/leaf combo) is an approved alternate.
 - 3.1.1. Approved MATES logotype



3.1.2. Approved MATES logo



- 3.2. The MATES logo or logotype should never be used as a component of a sentence.
4. Logotype/Logo Size and Clear Space
 - 4.1. The MATES logotype or logo should always be large enough to ensure legibility and the logotype should not have to compete visually with other graphic elements.
5. Logotype/Logo Placement
 - 5.1. The preferred placement of the MATES logotype or logo is the upper portion of a document (letter, announcement) and flush right.
6. Logotype/Logo Misuse
 - 6.1. To preserve the integrity of the logotype or logo, please use only the configurations and colors outlined in these guidelines.
 - 6.2. Improper usage of the logotype or logo include:
 - 6.2.1. Placement of the logotype on a background or pattern that obscures legibility.
 - 6.2.2. Distortion of the proportions of the logotype/logo or the thickness of the letters.
 - 6.2.3. Resizing or rearranging the individual elements of the logotype/logo.
 - 6.2.4. Use of icons in place of the circles between the MATES letters in the logotype/logo.
 - 6.2.5. Changing the colors of the logotype/logo.
 - 6.2.6. Changing the font of the logotype or logo.
 - 6.2.7. Separating the MATES acronym from the leaf in the logotype/logo.
 - 6.2.8. Using the leaf without the MATES acronym.
 - 6.2.9. Enclosing the logotype or logo within a shape.
 - 6.2.10. Attaching pictures or type in the logotype/logo area
7. Color Palette
 - 7.1. The MATES logotype is available in the following color formats:
 - 7.1.1. One color - black
 - 7.1.2. One-color - white
 - 7.1.3. Four color - CMYK
 - 7.1.4. Four color - PMS

NON-COMPLIANCE TO POLICY:

Violations of this policy may result in the employee being subject to disciplinary action in accordance with Board disciplinary policy and administrative regulations.

GOVERNANCE:

The Executive Director will have primary responsibility for monitoring adherence to the policy. The Board is responsible for reporting to the Executive Director any identified breaches of this policy.

REVIEW CYCLE:

The MATES Board will be responsible for reviewing the policy every two years or more frequently as required.

REVISION HISTORY:

<u>Policy Version:</u>	<u>Effective Date:</u>	<u>Revision:</u>
BO-BIP-09202010	9/20/2010	Original Version
BO-BIP-09102012	9/10/2012	Reviewed and modified in accordance with review every two years requirement.
BO-BIP-03132017	3/13/2017	Reviewed and modified in accordance with review every two years requirement.