



## SCHOOL IDENTITY Policy

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**Approved by the School Board 21 June 2021**

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**Rationale:** Cambridge Middle School is committed to remain a discreet educational provider and aims to refrain from inappropriate sponsorship branding. This commitment will support the school's endeavours to maintain its unique identity and abstain from unauthorised branding. This is an assurance the school provides to its local community.

**Principles:**

- (a) The school's values provide the foundation of its identity.
- (b) The school will consider certain types of branding to support its educational endeavours inside and outside the classroom.
- (c) Applications for appropriate branding are to be made in writing to the Principal.
- (d) The Principal will seek endorsement from the School Board for any proposed branding application that is to be approved.

**Policy Statement:** The School Board is committed to support the school in its endeavours to maintain its unique identity through adhering to its values.

**Key Responsibilities:** The Principal and the School Leadership Team have responsibility for the implementation of this policy and will oversee a process for the development of Identity Guidelines for the school.

**Review:** June 2024

**Related Information:** 1. School Identity Guidelines

