



SCHOOL IDENTITY GUIDELINES

Preamble: These guidelines are in accord with the **School Identity Policy** approved by the School Board on **21 June 2021**.

- Guidelines:**
1. All applications for branding must be made in writing to the Principal.
 2. On any application for branding, the Principal will seek appropriate advice from members of the Senior Leadership Team and any other staff members who may provide relevant information.
 2. If required, the Principal may seek advice from the Board Chair regarding any request for branding.
 3. When considering any request for branding the following will be taken into account:
 - (a) The need for such branding;
 - (b) Potential benefits to the students;
 - (c) Suitability of the brand for schools;
 - (d) Size, colour and position of branding; and
 - (e) Revenue donated to the school.
 4. Once a positive decision has been reached, the rationale for the decision will be shared with the Board for endorsement.

Review: 2024
These Guidelines will be reviewed in accord with the review of the School Identity Policy.