



## DISCLAIMER

**The Grand Rapids Catholic Secondary Schools Administration reserves the right to deny any project that fails to comply with any aspect of the logo/identity use policy guidelines:**

School level logo usage is restricted to immediate members of the school community.

The logos of the 2006 identity policy replace all previous versions of the CSS, Catholic Central and West Catholic symbols with a 3-year change-over period allowed to phase out any previously existing logos that are not consistent with the 2006 identity policy.

This policy is specific to the use of the school logo, school crest, and school name.

All academic, administrative, and support units of the organization are required to use one of the approved letterhead styles on all stationery. Envelopes, notepads, business cards, mailing labels, and other stationery items must also conform to these logo guidelines.

The logo policy for use in publications is relatively simple and unrestrictive. The logo must appear on the front cover or the front panel of all organizational publications in an appropriate size and position relative to the typographic elements on the page. The organizational logos should not be altered in any way and should be used as the sole logos in all venues.

**WHO SHOULD USE THIS POLICY:** This policy applies to faculty, staff, students, parents, academic departments, athletics, athletic boosters, parent clubs and committees, ad hoc groups, administrative divisions/departments, alumni organizations, informal groups and student organizations. Suppliers and manufacturers of commercial and non-commercial products must comply with the Grand Rapids Catholic Secondary School's logo/identity use policy.

**A GRCSS SCHOOL LOGO/SCHOOL IDENTITY ART USAGE REQUEST FORM** must be obtained from the school, athletic, or central office, completed with a copy and description of the art being requested for use, and turned in to the building principal for approval.

All approved request forms must be forwarded to the GRCSS' Marketing Department and Committee Chair to complete policy procedure. A copy of the template of the logo being requested will be forwarded to the requester. If a template is not available and proper approval and procedure has been followed, the requester may proceed with the project.

All promotional companies must use the school approved art and template. Any work that is completed outside of the policy guidelines will be denied distribution (if a promotional company is used, product must be sent back to the promotional company for reissue or reimbursement).