



# Underdale High School

## Branding and Logo Usage Policy

### Purpose

This policy outlines the guidelines for the appropriate use of Underdale High School's brand elements, including but not limited to the school name, logo, tagline, colours, typography, and related visual identity assets. It ensures consistency and protects the integrity of the school's public image.

### Scope

This policy applies to all students, staff, contractors, volunteers, and external organisations or individuals who wish to use or reference Underdale High School branding in any capacity.

### Policy Statement

Underdale High School's brand represents the school's values, culture, and identity. Any use of the brand must adhere to the following principles:

- **Authorized Use:** All uses of Underdale High School branding, including the logo, must be approved in writing by the Principal or a delegated authority.
- **Consistency:** All brand elements must be used in accordance with the Department for Education and Government of South Australia branding guidelines to maintain visual and messaging consistency.
- **Prohibited Use:** Students and other individuals may not use any school branding for personal or commercial purposes, including social media accounts, publications, or merchandise, unless explicitly authorized.
- **Design Integrity:** Brand elements, including the school logo, must not be altered in any way. This includes changes to colours, proportions, text, or additional graphic elements.
- **Third-Party Use:** External individuals or organisations must seek approval before using any school branding. A written request must outline the purpose and intended audience of the use.

### School Logo

The Underdale High School logo is a registered visual identifier and one of the most recognisable elements of our brand. It must always be presented in a clear, professional, and consistent manner. It may only be used with express permission. Unauthorized use will be treated seriously and may result in disciplinary or legal consequences.

### Non-Compliance

Misuse of the Underdale High School brand, including the logo and other assets, may result in disciplinary action for staff and students, and termination of agreements or legal action for external parties.

### Review

This policy will be reviewed biennially or as required to ensure its relevance and alignment with departmental and state branding standards.

