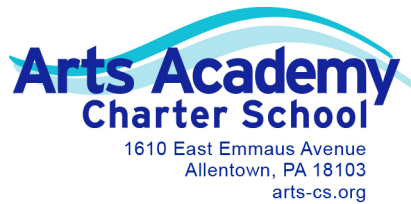


Adoption Date:	04/20/2015
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## Board Policy 4.5

# Branding Rights

### Purpose

The purpose of this policy is to establish the criteria and procedures for granting permission to use the school's name, likeness, images, motto(s), mascot, or any other item or trait used to identify the Arts Academy Charter School.

### Authority

Any 3<sup>rd</sup> party, non-school groups (including parents, booster groups, and foundations) seeking to use for financial gain or fundraising purposes the school's name, likeness, images, motto(s), mascot, or any other item or trait used to identify the Arts Academy Charter School, must first obtain approval by the appropriate Arts Academy official.

The Board of Directors grants the Executive Director the authority to authorize such use on a case-by-case basis.

### Requirements and Prohibitions

Any such use must be for the direct benefit of the school and may not be for financial gain of the 3<sup>rd</sup> party. The school's name, likeness, images, motto(s), mascot, or any other item or trait used to identify the Arts Academy Charter School may not be utilized in a manner inconsistent with the school's mission and academic/educational purpose. Use of such, in conjunction with inappropriate language or images, sexually inappropriate or explicit depictions or language, language or images that promote or appear to promote the use of alcohol, tobacco, illegal drugs, violence, weapons, and/or other images/items/actions deemed to be contrary to the school's educational purpose and mission is strictly prohibited.