

## Rilke Policy 002 – Use of Rilke Schule Name, Images, Logos, and Brand

### Rilke Branding

#### General Terms of Usage

- a. The use of Rilke brand media shall only be activities that bring positive light and credit to the school. The APC shall manage the brand in to ensure its appropriate usage while advancing the school's goals and strategic plan.
  - b. Any individual or organization desiring to use any form of the Rilke brand must request approval from the Principal and receive authorization from the APC.
  - c. Authorizations are required for all activities formally or informally associated with the school.
  - d. Authorizations may be issued on a by-case basis or as a blanket authorization for a single school year for recurring activities.
  - e. All brand use that is associated with incurring financial obligations or raising funds in the name of the school must receive by-case authorization from the APC.
2. Request Process
- a. Requests to use any form of the Rilke brand shall be submitted to the Principal in writing.
    - i. Requests at a minimum shall include:
      1. Name of individual/organization
      2. Purpose of brand usage
      3. Whether or not any financial obligation or gain is expected
      4. Description of how usage supports Rilke's goals and strategic plan
      5. Description of how proceeds or expenses will be used
  - b. The Principal shall:
    - i. Acknowledge receipt of any request in written or electronic format with a courtesy copy to the APC Chair.
    - ii. Review request to ensure it aligns with all applicable Rilke, ASD, state and federal requirements.
    - iii. Either disapprove the request for valid reasons and provide justification to the requestor.
    - iv. if concurring with the request, add include it Principal's written report to the APC and recommend APC approval at the next regular meeting of the APC.
  - c. The APC:
    - i. Shall take a public vote on whether or not to grant the authorization.
    - ii. May amend the request and require additional conditions of use.
    - iii. Shall provide a written authorization or disapproval to the requesting individual or organization.
    - iv. Shall direct the APC Secretary to maintain a copy of all current authorizations and archive past approvals after expiration.
  - d. The requesting individual or organization may publically address the APC prior to the APC considering and voting on the authorization.