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## CHARTER SCHOOL NAME AND LOGO USE POLICY

Excel Academy Charter Schools owns and has exclusive rights to its name and logo, and prohibits any unauthorized use. Excel Academy Charter School actively monitors and controls all uses of its logo. Excel Academy Charter Schools' logo should not be used by any individual or corporation without prior approval. Any Community and Content Provider (CCP) wishing to use the Excel Academy Charter Schools' logo must be pre-approved before it is eligible to utilize Excel Academy Charter Schools' name and logo.

### **Excel Academy Charter Schools Name Usage**

External collaborators of Excel Academy Charter Schools, such as community providers, educational partners, and other non-Excel Academy entities, when referring to Excel Academy Charter Schools on social media, print marketing, websites, or other forms of public display and non-Excel Academy promotional materials, must utilize the form “**Excel Academy Charter Schools**” when referring to the School.

### **Logos For Use By Excel Academy Community Providers**

As an approved Excel Academy community provider, you may use [the downloadable logo](#) to provide visual identification of your partnership with Excel Academy Charter Schools. To view the full list of approved vendors, please visit our website.

*To ensure the best possible visual impact, please refer to our logo use guidelines:*

**Logo Placement and Color:** Keep the area around the Excel Academy Charter Schools' verified logo uncluttered and always use the logo's approved color scheme. The Excel Academy logo should always be used in color for online use and should appear in full color on printed materials whenever possible. If full color is not possible, please print the logo in solid black.

**Logo Background:** The preferred background color for the logo is solid white. The high resolution logo must be used for all print applications. If you have any specific requirements for the logo (color, size, file type), please contact our Vendor Relations/Community Coordinator at [kastind@excelacademy.education](mailto:kastind@excelacademy.education).

**Logo Size:** The Excel Academy logo may be used in different sizes depending on the dimensions of the printed materials. These logos should not be enlarged beyond their maximum size. Logo quality and resolution should remain intact during printing and use. Avoid stretching and pixelating.

**No Modification:** The Excel Academy logo must be used as provided. Please do not remove, distort, discolor, or alter any element of the logo.

**Unauthorized Use:** As an Excel Academy Charter Schools partner, please contact us if you feel our logo is being used inappropriately or by an individual or corporation that is not an approved community provider or educational partner. To report unauthorized use of the Excel Academy logo, please contact our Vendor Relations/Community Coordinator at [kastind@excelacademy.education](mailto:kastind@excelacademy.education).