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**NAME AND LOGO USE POLICY**

Sage Oak Charter Schools (“SOCS” or the “Charter School”) adopt this Name and Logo Use Policy to apply to the larger community of people surrounding the Charter School, including but not limited to teachers, students, vendors classified as community providers and/or educational material resource providers. In today’s digital age it is often confusing for individuals to know the counterparty they may be having a conversation with or doing business online. The goal of this policy is to protect the Charter Schools’ name and logo to eliminate potential confusion by reserving the name and logo for authorized use by qualified and informed individuals who are sanctioned by the Charter School to use the Charter Schools name and/or logo.

Sage Oak Charter Schools owns and has exclusive rights to its name and logo, and prohibits any unauthorized use. Sage Oak Charter Schools actively monitors and controls all uses of its logo. Sage Oak Charter Schools’ logo should not be used by any individual or corporation without prior approval. Any community provider (CP) or educational material resource provider (EMRP) wishing to use the Sage Oak Charter Schools logo must submit a community provider application and be pre-approved before it is eligible to utilize Sage Oak Charter Schools’ name and logo.

**Sage Oak Charter Schools Name Usage**

External collaborators of Sage Oak Charter Schools, such as Community Providers / Educational Materials Resource Providers (CP/EMRPs), educational partners, and other non-Sage Oak entities, when referring to Sage Oak Charter Schools on social media, print marketing, your website, or other forms of public display and non-Sage Oak promotional materials, must utilize the form “**Sage Oak Charter Schools**” or “**Sage Oak**” when referring to the School.

**Logos For Use By Sage Oak Community Providers**

As an approved Sage Oak CP/EMRP, you may use the downloadable logos to provide visual identification of your partnership with Sage Oak Charter Schools. To view the full list of approved community providers, please visit our website.

**Social Media**

Sage Oak CP/EMRP may not create or administer, or engage in Sage Oak branded social media content that is likely to confuse users about the source, endorsement, or affiliation of the content posted. Please contact the SOCS marketing department at [marketing@sageoak.education](mailto:marketing@sageoak.education) for approved social media opportunities.

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**NAME AND LOGO USE POLICY****Release of News Information and Advertising**

CP/EMRPs who are delivering items or services in relation to a purchase order are subject to the General Terms and Conditions of the Purchase Order which state CP/EMRPs shall not, without the prior written consent of the school in advance: (a) make any news release, public announcement, denial or confirmation of all or any part of the subject matter of the purchase order, or (b) in any manner advertise or publish the fact that the school has placed a purchase order.

**How is a CP/EMRP given permission to use Sage Oak's logo?**

Once a community provider is listed as an approved community provider, requests may be made by contacting [marketing@sageoak.education](mailto:marketing@sageoak.education). Please include information on the intended use of the logo and the requested format (jpeg, png, vector, etc.).

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

**Logo Placement and Color:** Keep the area around the Sage Oak Charter Schools' verified logo uncluttered and always use the logo's approved color scheme. The Sage Oak 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 or white.

**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 the SOCS marketing department at [marketing@sageoak.education](mailto:marketing@sageoak.education).

**Logo Size:** The Sage Oak 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 Sage Oak logo must be used as provided. Please do not remove, distort, discolor, or alter any element of the logo.

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**Unauthorized Use:** As a Sage Oak 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. To report unauthorized use of the Sage Oak logo, please contact the SOCS marketing department at [marketing@sageoak.education](mailto:marketing@sageoak.education).