

Communications Policy – passed 1/18/07

The following policy outlines the parameters of official school communications, advertising in the school and use of the GRS logo. Please read and give us your feedback.

The Communications Committee.

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OFFICIAL SCHOOL COMMUNICATIONS

Great River School (GRS)'s official means of communicating with parents and guardians is the GRS News. It is published most Tuesdays during the school year. This weekly newsletter contains the calendar of upcoming events and important school notices and announcements. It is sent home with students each Tuesday, is posted on the website, is emailed to the Great River Yahoo Group, and is emailed to the GRS News distribution list. If you would like to receive the GRS News by email, please contact the GRS Office Manager.

Should GRS need to communicate with parents before the GRS News is distributed, GRS staff will use the GRS website and parent email addresses on file with the GRS Office Manager. To update your email address, please contact the GRS Office Manager.

GRS Website:

The GRS Website at www.greatriverschool.org contains the school calendar, the GRS News, information about the board and staff, and general information about the school.

Weather Closing Information will be released to KARE 11.

Yahoo Group:

The Great River Yahoo Group is an online group used by GRS parents, GRS students, and those interested in GRS activities as a forum for GRS related information, GRS events, and notices of general educational opportunities. GRS Yahoo group members also receive school board meeting notices and the GRS News from the school. If you would like to participate in the yahoo email group, please follow the link from the GRS website (www.greatriverschool.org) to sign up. If you have any difficulty signing up, please contact the GRS Office Manager for assistance.

Any form of advertising on the Yahoo group is prohibited.

The GRS Yahoo Group moderator is responsible for monitoring postings to the site, and is designated to remove messages that are in conflict with the mission of the school, any provisions of the student handbook, staff handbook or state statutes.

The GRS Yahoo Group moderator is responsible for monitoring membership of the group, and is designated to remove any members who violate the protocols of the group.

ADVERTISING IN THE SCHOOLS

Use of the GRS system to endorse the merits of any commercial product or business enterprise shall be prohibited.

Advertising to support school publications is permissible provided the subject matter is consistent with the mission and vision of the school and is approved in advance by the Development Director.

LOGO USE POLICY

Usage Limitations



Engaging intellect, shaping character, building community.

The **GRS** logo (as shown above) may be used on school stationery, advertising and marketing materials, wearables, school buses and other school-related vehicles, school signs, publications, school forms, school presentations, school videos, the school web site, shipping materials or in similar activities for school purposes only.

There will be no other logo or type format use to represent **GRS** unless approved by the Administration.

Changes or Alterations

The **GRS** logo must be used exactly as it appears and cannot be changed or altered, other than to be enlarged proportionately or reduced proportionately in overall size. Any enlargement should be approved by the Administration or its designee.

The **GRS** logo must always be used in its complete form without the addition of other words, punctuation, or symbols. Any additional words, punctuation, symbols or other characteristics not found in the original logo must also be approved prior to use.

The **GRS** logo may not have any lines, words, punctuation or symbols within .25 inches on all sides, and such uses will be approved prior to use.

Other Considerations:

- Use of the **GRS** logo with any non-school related material is a violation of the allowable use.

- The Director or its designee reserves the right to inspect and give final approval to the reproduction and the manner in which the logo is reproduced or displayed.
- Size samples are available upon request.
- Use of the **GRS** logo by anyone not affiliated with **GRS** must always be approved by the Director or its prior to use.

Use of the GRS logo with any non-GRS logo unless specifically approved by the Director or its designee is a violation of allowable

Fonts for GRS Logo created in 2009 by Teri Kwant (parent):

Great River - Helvetica Neue Bold

School - Helvetica Neue Light

Tagline - Univers 57 condensed