



BRIGHTality School Nondiscriminatory Branding Compliance

Branding Guidelines:

BRIGHTality School has established branding guidelines that ensure all branding elements are free from discriminatory language and imagery. These guidelines promote respect, equity, and inclusion, reflecting the diverse population of our school. Key components of our branding guidelines include:

- Use of inclusive language in all school communications and marketing materials.
- Imagery that represents the diversity of our student body and community.
- A commitment to regularly review and update branding materials to align with best practices in nondiscrimination.

Branding Materials:

Below are examples of our branding materials that reflect our commitment to nondiscriminatory practices:

- **Logos:** Our school logo incorporates symbols and colors that represent inclusivity and unity among all students.
- **Marketing Brochures/Website:** Our brochures highlight diversity within our school community and promote programs that support all students.
- **Social Media Posts:** Posts on our official social media channels showcase events and initiatives that celebrate diversity and inclusivity.

Communication Examples:

BRIGHTality School ensures that all communications reflect our dedication to nondiscrimination.

Examples include:

- **Website Content:** Our website contains a dedicated section on diversity and inclusion, outlining our commitment and initiatives to support all students.

Website URL:

Stakeholders can access our branding policy, related documentation, and resources that reinforce our commitment to promoting a nondiscriminatory environment at the following URL: <https://www.brightality.org/about>



BRIGHTality

Conclusion:

BRIGHTality School is dedicated to maintaining compliance with 16 VSA § 568 and promoting a nondiscriminatory environment through our branding practices. We will continue to engage with our community to ensure our branding reflects our values of inclusivity and respect for all individuals.

Contact Information: For any inquiries regarding our branding policy or related materials, please contact:

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