



BRIGHTality

BRIGHTality School Branding Policy

Policy Overview: BRIGHTality School is committed to adhering to the Vermont policies regarding nondiscriminatory school branding as outlined in 16 VSA § 568. This policy ensures that all branding, including logos, slogans, marketing materials, and school communications, reflects the principles of inclusivity and diversity, promoting a welcoming environment for all students, staff, and community members.

Key Requirements:

1. Nondiscriminatory Branding:

- All branding elements must be free from any discriminatory language or imagery that could marginalize or exclude any group based on race, gender, sexual orientation, disability, religion, or any other characteristic protected under state and federal law.
- The branding should promote respect, equity, and inclusion, ensuring that it resonates positively with the diverse population of our school.

2. Community Engagement:

- BRIGHTality School will engage with students, families, and community members in the branding process to ensure that various perspectives are considered. This collaborative approach helps in creating branding that truly reflects the values and culture of our community.

3. Compliance with Legal Requirements:

- The school will maintain compliance with 16 VSA § 568 by regularly reviewing branding materials and practices to ensure they align with legal standards and best practices in nondiscrimination.

4. Training and Awareness:

- Staff will receive training on the importance of nondiscriminatory branding and how it impacts the school culture. This will include guidance on reviewing and approving branding materials before they are finalized.

5. Monitoring and Reporting:

- BRIGHTality School will implement a system for monitoring branding practices and addressing any concerns related to nondiscrimination. Feedback from the school community will be actively sought and considered in ongoing branding efforts.

Evidence of Compliance: To demonstrate compliance with the legal requirements of 16 VSA § 568 concerning nondiscriminatory school branding, BRIGHTality School will upload evidence, such as branding guidelines, materials, and examples of



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communication that reflect our commitment to inclusivity. Additionally, a website URL will be provided where stakeholders can access our branding policy, related documentation, and resources that reinforce our dedication to promoting a nondiscriminatory environment.

By following this policy, BRIGHTality School aims to create an inclusive and supportive atmosphere where all individuals feel valued and respected, contributing to a positive educational experience for everyone.