

Area:	Management Systems
Subject:	MS34 – Use of Logo
Reference:	Child & Family Services Logo Style Guide, Child & Family Services Branding Guidelines, SCOE Branding Guidelines
Policy:	Child & Family Services logo will be used on all marketing and business related materials, electronic or otherwise, according to guidelines referenced in this procedure. In all cases, unless approved by Child & Family Services Executive Director and Superintendent of Schools, SCOE Branding Guidelines supersedes Child & Family Services guidelines. As outlined in the SCOE Branding Guidelines, permission for use of the Child & Family Services logo was approved for use by the Superintendent of Schools.

Procedure:

1. When the CFS logo is used for the first time, whether it be on a document, flyer, swag items, or on the internet, staff must clear the use and placement of the logo with the Office Supervisor (H St. staff) or the Operations Coordinator (DeArmond staff).
2. Office Supervisor and Operations Coordinator will ensure that logo placement adheres to all applicable guidelines identified in Policy. Guidelines are outlined below.

Letterhead

When documents and correspondence require the use of letterhead, staff will use the letterhead posted on the SCOE website in the Employee Intranet. Letterhead can be found in Department Forms, under Graphic Services.

Business Cards

When ordered business cards, the CFS logo will be placed at the back of the card only. CFS will bear additional costs to print the logo.

Social Media

CFS logo will be placed on school site, Department, or Program Facebook sites and Twitter accounts. Affiliation to the Stanislaus County Office of Education should be made evident either on the home page or in the narrative opportunities that are as close to the home page as possible, typically in the “About” section. SCOE sponsorship of the department or program should be clearly evident. Department and program sites should include Stanislaus County Office of Education’s name and link to SCOE’s website, SCOE Facebook and/or twitter account.

Written Communication

Project content and design will be approved by the CFS Office Supervisor and Operations Coordinator. When using an authorized SCOE logo, defined as the pathway/star and the words “Stanislaus County Office of Education” in the designated typeface and configuration, should be included on printed material as specified above. When printing in color, SCOE’s logo should be printed in PMS#2758 (Blue) and PMS #872U (Gold). It can also be printed in black. If you are using only one ink, the logo can be printed in that ink color.

Superintendent's name should be included somewhere in the work or material when the CFS logo is used and there is no SCOE logo.

3. Logo may not be used freely by staff.

Supervised by: Coordinator of EC Programs – Planning and Information Management

Performed by: All staff

Forms needed: None

Frequency: At each occurrence