General Principle

The objective is, on a school wide basis, to protect and support Horsham College's reputation by establishing correct and consistent use of Horsham College's branding and visual identity in the use of documents, letterhead, business cards, presentations, signage, advertising and any other communication.

The following will be protected material:
- Logo
- Letterhead
- Design, colours and typefaces
- Any other visual material that identifies or is associated with Horsham College

Guidelines

1. All staff must use the logo and other visual identity elements as they were originally designed. No change in colour, design elements or ratio is permitted.

2. All use of Horsham College's logo and visual identity must be compliant with DET policies and guidelines and be consistent with Horsham College's values.

3. All staff must receive approval to use the logo or any part of the Horsham College visual identity for external use, including communication with parents and the broader community, either directly or through social or traditional media.

4. Any use of the Logo or other branding for external purposes must be approved by the Principal or assigned delegate.

REVIEW CYCLE

This policy will be reviewed in accordance with the Policy Review Schedule.

Horsham College is a Child Safe School