

CONEWAGO VALLEY SCHOOL DISTRICT

130 BERLIN ROAD, NEW OXFORD, PA 17350 (717) 624-2157

Pioneers in Educational Excellence!

MEMORANDUM

To: CVSD Colonials
From: Christopher T. Bowman, Branding Compliance Chair
Date: January 28, 2016
Re: Branding Requests Procedures



The Branding Compliance Committee is now at a point where we can begin to honor branding requests. That said, following the procedures listed below will help us to ensure consistency and fidelity with our brand moving forward. We are so excited to have a new and exciting identity for our district we hope will live infinitely as the symbol of what it means to be a Colonial. We recognize there will be some growing pains as we transition between old and new, and ask for your continued patience and support. When making a request to use any of the branding materials, please submit the required information using the [CVSD Brand Usage Request Form](#). When working with outside vendors, please make sure to adhere to all requirements, including colors and fonts, as defined in the Branding Standards Manual, available by visiting the [Branding page](#) of the district website.

Steps for the Branding Request Process:

1. Submit request via [CVSD Brand Request Usage Form](#)
2. Compliance Committee reviews request, provides email receipt if requested
3. Compliance Committee grants Initial Approval and distributes requested watermarked files to be used to create proofs.
4. Organization or person submitting request creates proof(s) with watermarked file(s) and submits design to Compliance Committee for Final Approval.
5. Compliance Committee grants Final Approval and sends requested files to vendor or contact person for use with products or apparel as requested on the initial form.

** Beth Groden, Branding Compliance Liaison, will serve as the point person for all communications with vendors regarding questions about design or image files.*

We are preparing to release the new letterhead, envelope design, and business card templates in the near future. Instructions on how best to use these files will accompany any documents that are released.

Branding Compliance Committee

Christopher Bowman	Chair	bowmanc@cvcolonials.org	Elizabeth Farmer	Student Rep
Beth Groden	Vendor Liaison	grodenb@cvcolonials.org	Carly Flickinger	Student Rep
Alecia Kraus	Varsity Club	krausa@cvcolonials.org	Presley Berryhill	Student Rep
Jennifer Haugh	Elementary Rep	haughj@cvcolonials.org		
Courtney Zinn	Student Council	zinc@cvcolonials.org		