

MARKETING SUB-COMMITTEE ROLE/RESPONSIBILITIES AND MARKETING GUIDELINES

The Tapestry Marketing Committee is a sub-committee of the Partnerships and Outreach Committee and is comprised of members of this committee and others, including parents, staff, and community partners with interest and/or expertise in art, advertising, graphic design, marketing, and/or the Tapestry mission.

The Marketing Committee is responsible for ensuring Tapestry Brand integrity, developing website and social media platforms, signage, brochures, and various new marketing campaigns.

Tapestry's name, logos, copy, intellectual property, and branding may only be used when approved by the Marketing Committee. In order to avoid undue delay in marketing activities, the Marketing Committee will create guidelines for use, to include the following:

The Marketing Committee will create templates for posters, flyers, web banners, seasonal cards and promotional material sent from the school, and potentially other digital assets for any events that can be used without approval, as long as they adhere to the template format. The committee will also create and maintain a style guide for uniforms and apparel for sports teams, clubs, organizations, etc.

The Marketing Committee may maintain a list of preferred vendors who have been vetted for competitive pricing, quality, and consistency of product. In the event an organization chooses to use an alternate vendor, the vendor must maintain the same quality and consistency of product so as to ensure no dilution of the branding. In the event the product is inconsistent, the organization will not have permission to utilize any inconsistent products.

In the event that an organization desires a unique design for their apparel, uniforms, or other paraphernalia, such a request should be submitted to the Development Director at least 30 days prior to the need for the requested item. The Development Director will then submit the request to the Marketing Committee or the designee(s) of the Marketing Committee in order to receive a design that is consistent with existing practices.

All marketing materials must follow Marketing Committee guidelines and be approved in advance of use.

Use of any designs or templates does not replace or substitute the need for compliance with other relevant policies, including school activities and fundraising events by organizations utilizing Tapestry's brand.