

The Corporate Identity is a key component of the reputation of the North Thurston Public Schools (NTPS) and is considered to be a valuable asset by the Board of Directors. The Corporate Identity is manifested in multiple ways and must always represent the values and vision for Ends of the North Thurston Public Schools. The Superintendent may not cause or permit harm to the corporate identity and reputation of NTPS.

Accordingly, he or she will not:

1. Change the organization's name and corporate seal or alter the organization's corporate identity without Board of Director's approval.
 - 1.1 Approve the use of any aspect of the corporate identity (logo, color, seal) for use with any external program or initiative which is not consistent with North Thurston Public Schools' values and Ends.
 - 1.2 Operate without administrative standards for use of the North Thurston Public Schools' brand.
2. Operate without a high standard for external and internal communications.

Adopted: January 9, 2018 North Thurston Public Schools Board of Directors