

# **The St Michael Steiner School**

## **School Publicity Policy**

Any posters, leaflets or advertisements, including their design, wording and content, that are sent out with the school's name on them, constitute public information about the school and can affect its reputation. It is important, therefore, that these things are well designed; that grammar and spelling, as well as what is said about the school, are correct; that charity commission or DfE regulations are not breached by anything that is offered, claimed or omitted; that they properly represent the identity and nature of the school.

To ensure that this happens, please note that:

- The school's name and/or logo may not be used on any documents, posters, advertisements or publications without the permission of the College.
- Designs for posters, leaflets, advertisements and all other forms of publicity that carry the name or logo of the school must be authorised by the College or a designated group/person before being published or sent out either to the public or to the rest of the school community.
- Requests for approval or permission will be considered and responded to as quickly as possible.
- Publicity that is sent out by email must be sent in pdf or other non-editable format.
- Photocopied publicity must be produced to a professional standard (properly formatted, with even borders, cut with a guillotine, etc.)
- All publicity must carry the words: The St Michael Steiner School is a registered charity no. 1094960. This can be small and unobtrusive, but it is a statutory requirement for registered charities to put this information on everything they publish.

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