SECTION: 7000 - School, Parent and Community
TITLE: Branding
NUMBER: 7800
STATUS: Approved
DATE ADOPTED: 2026-03-07

1. Policy Statement

a. This policy protects the value of the Thomas Jefferson Classical Academy (TJCA) name and related intellectual property. It governs and instructs on the proper use of the name "Thomas Jefferson Classical Academy," the TJ and TJCA wordmarks, the school's logos, and the school's seal. It applies to all students, faculty, and staff, as well as to all third parties and partners.

2. Reason for the Policy

a. Founded in 1999, TJCA is recognized as one of the nation's top ranked public charter schools. The school's brand powerfully reflects and represents this earned reputation. TJCA, like all public charter schools, is part of an increasingly competitive educational environment. It is therefore important to protect and preserve this legacy, and to convey a compelling vision for the future.

b. It is crucial that we use the school's brand in ways that reinforce the school's values, highlights its strengths, unifies its message, and elevates its recognition in the marketplace. Presenting the school through unified messaging will allow us to effectively highlight what makes TJCA a special place.

3. Brand and Style Guidelines

a. The school has adopted a *Brand and Style Guidelines* document. These guidelines apply to all students, faculty, and staff, as well as to all third parties and partners.

b. To protect the school's name and ensure consistency of representation of Thomas Jefferson Classical Academy, the TJ and TJCA wordmarks, the school's logos, and its seal may only be used as permitted by this policy and in accordance with the requirements listed within the *Brand and Style Guidelines*. The following policy points apply to all uses of the school's brand by any TJCA stakeholder. TJCA's brand includes any trademark, wordmark, supporting graphic or logo (collectively, the

"TJCA Marks"). In instances in which a TJCA stakeholder seeks approval for a special usage, the Information Office will provide prompt guidance to support consistency with both school goals and brand integrity.

i. TJCA stakeholders are required to use official versions of TJCA Marks, as codified in standards available on the TJCA *Brand and Style Guidelines*.
ii. TJCA stakeholders may not alter any TJCA Mark unless an alteration is specifically approved by the Information Office.
iii. TJCA stakeholders may not create their own TJCA-related logos, taglines, icons, graphics, or sub-brands without approval of the Information Office.
iv. TJCA stakeholders must comply with TJCA *Brand and Style Guidelines*, unless a non-compliant use is specifically approved by the Information Office.
v. All TJCA web properties must use an official web template header and footer, unless a non-compliant use is specifically approved by the Information Office.
vi. Use of TJCA Marks in print and electronic material, including email and social media, must conform to standards available on the TJCA *Brand and Style Guidelines* requirements.
vii. TJCA stakeholders may not use TJCA Marks on merchandise offered for sale without the review of the Information Office. As appropriate, the Information Office will consult with other related departments such as the Information Office and/or Business Services. Commercial merchandise could include, but is not limited to clothing, jewelry, home goods, and stationery items.
viii. Signage standards. The Information Office designs campus signage and branded environments, both interior and exterior, in partnership with other administrative and academic offices. The Information Office makes every effort to meet the needs and interests of each TJCA department, while also ensuring signage is compliant with brand guidelines and local regulations. Therefore, TJCA stakeholders must submit a project request to the Information Office when pursuing a signage effort, and the Information Office will work with that TJCA department to ensure the proposed use conforms with the school's overall brand strategy.
ix. TJCA stakeholders may not enter into contracts that require TJCA to license TJCA Marks or otherwise permit use of TJCA Marks by any third parties without prior review of the Information Office.

x. TJCA stakeholders do not need to obtain approval before including the terms "Thomas Jefferson Classical Academy" or "TJCA" in a copyright notice for work owned by the school.
xi. TJCA stakeholders do not need approval to use the terms "Thomas Jefferson Classical Academy" or "TJCA" to refer to themselves or their positions at the school. They should take all necessary steps to avoid leading any third party to believe that a) TJCA is responsible for, affiliated with, or has endorsed any product, service, individual or organization outside of the school or b) that this individual faculty member, student or staff person is authorized to speak on behalf of the school.

c. *Brand and Style Guidelines* is a living document that may be changed or updated at any time at the discretion of the Information Office with approval from the PR and Marketing subcommittee of the Board of Directors.

4. Endorsements

a. The following activities are strictly prohibited unless they have been reviewed by the Information Office, which will consult with other relevant offices as appropriate.
   i. Use of Marks to reflect the school's relationship with any person or entity. This includes, but is not limited to, any third party's use of a TJCA Mark on its website or in any advertising.
   ii. Statements that the school is a customer, purchaser or user of any goods or services.
   iii. Use of TJCA Marks or facilities in films, television programming or media.
   iv. Any registration of any trademark or service mark in any jurisdiction, including state, federal or international.
   v. To the extent not already listed, any statements that indicate that the school endorses, approves or is affiliated with any person, entity, product or service.

5. Domain Registration

a. TJCA's most important marketing & communications platform is its website, tjca.org, and associated web properties. The school's website serves a breadth of audiences and a variety of goals – ranging from student recruitment to the promotion of faculty accomplishments, brand marketing to emergency communication. To the extent TJCA stakeholders wish to register domains for official school business, they must first consult with the Information Office for approval. The Information Office will then assist them in working with TJCA's Technology Office to facilitate registration of the domain. Individuals

may not use TJCA Marks in domain names that are not approved and not for school business.

b. To the extent TJCA stakeholders previously registered domains with TJCA Marks or otherwise developed sites which conflict with this policy, the school reserves the right to transfer registrations or bring about compliance as appropriate.

6. Social Media

a. Any language in this policy extends to use of the TJCA Marks on social media as well. Please refer to school policies and guidelines on social media for other general social media guidance.

7. Paid Advertising/Media

a. Effective marketing campaigns are dependent on robust messaging, exceptional content curation, and a rigorous, continual assessment, analysis, and performance management effort. Effective media planning is predicated on reaching the right audience at the right time, and with the right message.

b. TJCA stakeholders are not permitted to purchase advertising or media planning services without coordinating with the Information Office.

c. By leveraging the economies of scale created by a unified strategy and buying approach, we can ensure that the school's advertising dollars are well spent, that we comply with platform partners' terms of service and regulators requirements, and that our agreements are favorable to the school. In addition, using the resources of the Information Office will ensure that TJCA stakeholders reach their target audiences, utilize strong messaging and imagery, and harness the power of new and existing media channels.

8. Violations and Enforcement

a. TJCA may enforce its rights related to TJCA Marks as appropriate under state or federal law. In addition, if a TJCA stakeholder violates this policy, the Information Office or other appropriate office will determine the appropriate remedial measure, which may include redesign of print and/or electronic materials. If the violation causes the school to violate a law or contractual obligation to a third party, appropriate remedies may be disciplinary in nature.

9. Policy Questions

a. Individuals with questions about this policy should contact the Information Office at branding@tjca.org.