

District Protocol for Signage & Print

Madera Unified Marketing & Communications Dept.

To ensure brand consistency and a high-quality, unified appearance across all Madera Unified campuses and departments, **any permanent or public-facing signage or printed materials must be reviewed and approved by the Marketing & Communications Department** before production or installation.

This protocol applies to **permanent or semi-permanent signage**, materials visible to the public, and any designs that represent the district to families, the community, or external partners.

This process ensures that all materials align with Madera Unified's branding standards, use logos correctly, maintain visual quality, and support our district's professional image.

Examples include (but are not limited to):

- Banners (indoor/outdoor)
- Window or wall vinyl
- PBIS or other initiative signage
- Campaign materials (e.g., attendance, enrollment, safety)
- Flyers or posters meant for public distribution or display

Please note:

This protocol does *not* apply to regular school-to-home communications sent with students (e.g., classroom newsletters or site-specific announcements).

Before creating or installing any permanent signage or public materials, please consult with the Marketing & Communications Department for approval and design support.