

SUN Community Schools PR Standards

Fall 2004

As of September 20, 2004, the following PR standards are in place for SUN Community Schools, as agreed upon by the City of Portland and Multnomah County. Organizations acting as lead agencies for SUN CS are expected to follow these standards and to make any changes necessary to be in alignment with them in materials produced from this point forward.

For *all* outreach and marketing materials (this includes registration forms, flyers, newsletters, etc.) the following 3 logos and tagline are to be included:

Logos:

1. SUN Community Schools



2. Multnomah County



3. City of Portland Parks and Recreation
(for the schools within the Portland city limits)



4. Portland Public Schools
(for the schools in PPS)



Tagline:

SUN Community Schools are a collaboration of Multnomah County Department of County Human Services, the City of Portland Parks and Recreation, and Centennial, David Douglas, Gresham-Barlow, Portland Public, Parkrose, and Reynolds school districts.

The County and City should also be referenced in any interviews that take place related to SUN CS.

The SUN CS logo is available on the SUN CS website (www.sunschools.org) under Tools and Resources. You may request other logos to be sent electronically from Wilma Goudy at Wilma.Goudy@co.multnomah.or.us.

SUN CS as Part of SAPF

The School Age Policy Framework may develop additional messages, speaking points and PR standards for services within the Framework. Agencies will be given time to fully implement PR standards changes as they are made.