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GreatSchools® Attribution Requirements

Last Updated: December 2024

"You" refers to registered and approved users of GreatSchools' Data Product(s). For any questions related to these requirements, please contact dataproducts@greatschools.org.

The Basics

When displaying any of GreatSchools' content on your application, website, or any other Digital Product (e.g., website, mobile application, newsletter, etc), you must adhere to the Attribution Requirements and Branding Requirements.

GreatSchools[®] has several data products. The following attribution guide is applicable to all of them. Any difference in attribution requirements across products is highlighted where necessary.

When referencing GreatSchools[®], keep in mind that 'GreatSchools.org' is the official name of our organization and should always appear as a single, capitalized word. Our website is located at https://www.greatschools.org.

Below are correct ways to cite us:

Correct

- GreatSchools.org
- www.greatschools.org

<u>Incorrect</u>

- Great Schools
- Greatschools
- great schools
- GreatSchools.Org (lowercase the .org)
- greatschools.net
- www.greatschools.net

Logo and Images

GreatSchools will provide logos and related images for attribution purposes to be used in digital or print products.

Images are available in web-ready .svg and .png formats. Should you require images of a different file size, type, or resolution, please email dataproducts@greatschools.org. We are happy to meet your needs and maintain our branding standards in this way.

Logo Display

- You may not display the GreatSchools logo, rating images, or any other visual element alongside any other logo (that does not originate from GreatSchools) without the expressed written permission of GreatSchools.
- You may not stretch or skew images horizontally or vertically.
- If placing the GreatSchools logo on non-white background, You must place the logo on a background with a solid color (i.e. not patterned or an image) and use a version of the logo that has a transparent background.
- You may resize images with proportional constraints.
 - o The GreatSchools.org logo should appear at minimum 95 px wide on desktop and 85 px wide on mobile.

Protective Space. Always maintain the minimum protective space around the GreatSchools logo and icon to maintain visual clarity. The minimum protective space around our logo is 15 px clear space.

Proper clear space:



Example of text that is too close to the logo. Here the "lorem ipsum" is not spaced 15 px. away from the logo:



The logo should not be stretched. Below are examples of logos that have been stretched horizontally and vertically:





Attribution and Links

General

On each page/view of Your digital or print product(s) that contains GreatSchools Data Content, You must place a GreatSchools copyright/attribution notice and text indicating that GreatSchools is the source of the GreatSchools Data Content.

- If You display or use any of the GreatSchools Data Content on Your digital or print product(s), You shall on each page that displays the GreatSchools Data Content
 - (i) place a copyright/attribution notice indicating the source of the content with logos and text links that will be provided by GreatSchools and
 - (ii) include in all promotional materials describing/including the GreatSchools
 Data Content with a copyright/attribution notice with logos that will be provided
 by GreatSchools.
- The copyright/attribution notice must contain the following components:
 - Text describing what the notice is about (e.g., "Data provided by...")
 - "GreatSchools.org"
 - o A hyperlink that directs to https://www.greatschools.org (for digital products)

- Language/symbol representing copyright together with the current year (e.g., "© 2023")
- o "All rights reserved."
- Acceptable examples of copyright notice and text:
 - "Data provided by <u>GreatSchools.org</u> © 2023. All rights reserved."
 - "Data provided by GreatSchools.org Copyright (c) 2023. All rights reserved."
 - o "Source: GreatSchools.org © 2023. All rights reserved."
 - "School data provided by <u>GreatSchools.org</u> © 2023. All rights reserved."
- The GreatSchools logo must be displayed and it must link to https://www.greatschools.org
 (for digital products).

Digital products

This section is applicable for all digital products where HTML is used, including, but not limited to: websites, web applications, mobile apps that use HTML, widgets or embeddable content, emails, etc.

Attribution and links to GreatSchools data must be displayed on Your digital product(s) according to the specifications below:

- Links must include the attribute rel="nofollow". This rule applies to all links described herein.
 - <u>Correct</u>: GreatSchools
 - Incorrect: GreatSchools
- When linking to the GreatSchools homepage, avoid non-descriptive anchor text, such as "click here". Instead, use "GreatSchools.org" or "school ratings" or "school information" as your anchor text.

School Profiles

You must provide text links to School Profile pages on GreatSchools.org using the school name within the anchor text, for every school name listed on Your applicable digital product(s).

- Sample School Profile page on GreatSchools.org:
 - https://www.greatschools.org/illinois/chicago/953-Bell-Elementary-School/
- Example HTML link from Your applicable digital product(s):
 - Bell Elementary School
- Either of the following two anchor text formats must be used within the link:
 - Bell Elementary School
 - o More information on Bell Elementary School

District Profiles

You must provide text links to District Profile pages on GreatSchools.org using the district name within the anchor text, for every district name listed on Your applicable digital product(s).

- Sample District Profile page on GreatSchools.org:
 - https://www.greatschools.org/illinois/chicago/city-of-chicago-school-district-299/
- Example HTML for link from Your applicable digital product(s):
 - More about City Of Chicago School District 299
- Following are suggested anchor text formats that may be used within the link:
 - More about City Of Chicago School District 299
 - o Overview of City Of Chicago School District 299

Preventing search engine penalties for both parties

In order to avoid either party being penalized by search engines for duplicate content, You agree that one of the following two methods will be applied on applicable digital product(s) where an individual webpage contains school profile data for a single school.

Cross-domain canonicalization tag: The rel="canonical" link below shall be added to the <head> section of all non-canonical versions of each HTML page:

- link rel="canonical" href="[school overview page URL]"/>
- For example, the HTML link for a page/view containing Lowell High School data shall read:
 - link rel="canonical" href="

Block search indexing with noindex: Alternatively, you may instead prevent search engines from indexing the page that has school profile data for a single school by including the following tag in the <head> section of the page:

<meta name="robots" content="noindex">

GreatSchools Branding Requirements

Display of GreatSchools® Ratings

The GreatSchools rating system is our most visible and recognizable brand element. The following sections outline appropriate use to ensure our ratings and other imagery are presented correctly. More information on GreatSchools Ratings can be found here.

<u>GreatSchools® Summary Ratings</u>

The GreatSchools Summary Rating is a 1-10 number (10 is highest) that provides an overview of how well schools are doing on several measures of student performance such as growth, equity, college readiness, and test scores. GreatSchools Summary Ratings are calculated based on available data for each of these four themes, the amount of information available about the

school relative to other schools in the state, the amount of variability in the data, and the extent to which each data point has been proven to be related to student success in college and for long-term life outcomes.

<u>GreatSchools® Themed Ratings</u>

Greatschools offers up to four Themed Ratings to provide users with an assortment of measures designed to reflect the breadth of factors in how students experience school, including how well schools serve students from different racial, ethnic, and socioeconomic backgrounds, how much students are improving within a school year, performance on state tests, and how well schools prepare students for college. When sufficient data is available from state or federal sources, we calculate and display Themed Ratings. School profiles with at least two Themed Ratings or a College Readiness Rating will also have a GreatSchools Summary Rating, a weighted average of the Themed Ratings for a school.

GreatSchools® School Summary Rating Bands

GreatSchools Schools Summary Rating Bands simplify measures of school quality for an individual school by assigning one of three rating bands: "below average," "average," or "above average." Like the GreatSchools Summary Rating, these rating bands are calculated in relative terms based on all schools in a state.

<u>GreatSchools® District Summary Rating Bands</u>

GreatSchools District Summary Rating Bands aggregate GreatSchools Summary Ratings of schools in a specific district, resulting in a percentage value for each of our three school rating bands: above average, average, and below average. E.g. X% of schools in district ABC are "average."

Ratings display requirements

Below are the display guidelines for GreatSchools Ratings. These requirements apply for digital and print products, except where explicitly stated otherwise.

- Naming:
 - GreatSchools Summary Ratings for all schools must be titled as "GreatSchools Summary Ratings" or "GreatSchools Ratings".
 - Themed Ratings (when available) for any school must be titled as:
 - Student Progress Rating (also known as "growth") or Academic Progress Rating
 - Equity Rating
 - College Readiness Rating
 - Test Score Rating
 - GreatSchools School Summary Rating Bands must be titled as "GreatSchools School Summary Rating Bands", "GreatSchools School Rating Bands", or "GreatSchools Rating Bands".
 - GreatSchools District Summary Rating Bands must be titled as "GreatSchools

District Summary Rating Bands", "GreatSchools District Rating Bands", "GreatSchools District Summary Ratings", or "GreatSchools District Ratings".

- GreatSchools Summary Rating, Themed Rating, and School Summary Rating Band values must be displayed using GreatSchools-approved images.
 - Images for each 1-10 Rating, Rating Band, and "N/A" will be provided by GreatSchools. Examples are included in the next section.
- Themed Ratings may not be displayed for a school without being accompanied by the GreatSchools Summary Rating. (e.g., a school's Test Score Rating must not be displayed as the only rating – the GreatSchools Summary Rating must be displayed as well.)
- GreatSchools Ratings and School Rating Bands may not be manipulated or factually altered in any way.
- Anywhere the GreatSchools Ratings, Themed Ratings, and/or School Rating Bands
 reside, GreatSchools must be cited as the source with a link to https://www.greatschools.org
 (for digital products).
 - Or, alternatively, the GreatSchools logo must be displayed and it must link to https://www.greatschools.org
 (for digital products).
- When displaying GreatSchools District Summary Rating Bands, the following requirements must be met:
 - Percentage values must be displayed as whole numbers followed by a "%" symbol (e.g., "50%").
 - The bands must be described using the following language:
 - "Above average"
 - "Average"
 - "Below average"
- The following requirements apply for digital products:
 - Each 1-10 Rating image shall link to the corresponding School Profile page on the GreatSchools website.
 - Whenever possible, <u>alt text</u> for this image should read: "SCHOOLNAME GreatSchools Rating" or "SCHOOLNAME GreatSchools Summary Rating", where SCHOOLNAME is the name of the school.
 - Each School Rating Band image shall link to the corresponding School Profile page on the GreatSchools website.
 - Whenever possible, <u>alt text</u> for this image should read: "SCHOOLNAME GreatSchools School Rating Band" or "SCHOOLNAME GreatSchools Summary Rating Band", where SCHOOLNAME is the name of the school.
 - Explanatory text provided by GreatSchools must be accessible from any page on Your digital product(s) that displays GreatSchools Ratings and/or Themed Ratings.
 - This text will be included in the GreatSchools Data Content. You may also choose to link to a more detailed explanation of the GreatSchools Ratings and/or Themed Ratings. This link will be included in the GreatSchools Data Content.

GreatSchools Ratings display examples

GreatSchools "Large" 1-10 Rating



GreatSchools "Medium" 1-10 Rating



GreatSchools "Small" 1-10 Rating



Themed rating must not appear larger than the GreatSchools Summary Ratings

- Correct: GreatSchools Summary Rating being presented in "large" with the test scores rating presented in "medium."
- Incorrect: Test scores rating being presented in "large" with the summary rating presented in "medium.

While using "small" ratings, you must provide additional context that the rating is "out of 10"

- Correct: Additional text is placed next to the rating that states "out of ten" or "out of 10".
- Correct: A "small" rating is placed near a medium or large rating
- Incorrect: Exclusive use of "small" ratings with no additional context.

GreatSchools Rating Bands display examples



The minimum dimensions for GreatSchools rating band icons are 97x95px.

• Correct: Rating band icon is displayed at its minimum readable dimension of 97x95px.

• Incorrect: Rating bands are displayed at dimensions smaller than 97x95px, compromising readability.

GreatSchools rating band icons must not be stretched or modified in any way.

- Correct: Rating band icon remains unmanipulated.
- Incorrect: Rating bands icons are stretched or otherwise modified, compromising readability.

Community Ratings & Reviews

You may have access to Community Ratings & Reviews GreatSchools has gathered. Community Ratings & Reviews consist of two parts:

- 1. An overall star rating for a school (on a scale of 1-5 stars) and
- 2. Written comments that have been submitted to GreatSchools by parents, students, school officials and others.

Below are the display guidelines for Community Ratings & Reviews. These requirements apply for digital and print products, except where explicitly stated otherwise.

- A school's overall star rating may be labeled as "Community Rating", "Parent Rating", or simply "Rating".
 - You may <u>not</u> label the star rating as a "GreatSchools Rating" which carries a specific meaning.
- You may use star rating images/graphics that clearly denote the rating value corresponding with the school (examples below).



- The written comments that have been collected about a school may be labeled as "School Reviews", "Community Reviews", "Parent Reviews" or simply "Reviews".
 - You may <u>not</u> label the comments as a "GreatSchools Rating" which carries a specific meaning.
- Community Ratings & Reviews may not be manipulated or factually altered in any way.
- You may display up to 60 words, or 300 characters (including spaces) of each school review.
 - Longer reviews must be truncated and more text should be indicated with an ellipsis (...).
 - You must always provide a link to the appropriate school reviews page on the GreatSchools website.
- Example of review displayed on your digital product(s):
 - "The best thing I could have done for my child. We have been at Bell since 2nd grade. My daughter is now in 7th grade. This school has developed my daughter in amazing ways. Not only is it the strongest academically but the sports

opportunities are wonderful. Our basketball teams ..." More reviews >

- Sample link to the Community Ratings & Reviews page for the full review
 - https://www.greatschools.org/illinois/chicago/953-Bell-Elementary-School/revie ws/
- The following anchor text formats are acceptable when linking to community ratings & reviews on GreatSchools.org:
 - o <u>X reviews</u> (where X is the number of reviews)
 - o More reviews
 - o Bell Elementary School reviews
 - o More reviews of Bell Elementary School