

SERIES 800
SCHOOL-COMMUNITY RELATIONS

881.5

USE OF SCHOOL LOGO

The Marshall Public School District has an interest in the images, icons, mottos and logos developed by the District. These trademarks or images help define and identify the District and its schools within the community. Therefore, the District seeks to protect these images and their use for events, activities, and materials that benefit the District and further its mission.

In this regard, the Marshall School District has registered its trademark logos, including the stylized “Cardinal M”, with the US Copyright Office. This policy sets the terms for the use of this and other district trademarks.

Permitted Uses:

Subject to the restrictions listed below, and within parameters established by associated Administrative Rule, the District permits the following uses of its trademark:

- To recognized and approved student and school groups in the District without prior approval.
- To community groups which support the District’s curricular or extracurricular activities such as booster clubs, with the prior written approval of the District Administrator or designee.
- To other groups, organizations, or commercial entities, only by a written license agreement with the Board of Education or their designee. In granting such agreement, the Board or their designee will consider both the direct and indirect benefit to students and the impact of such agreement on other approved uses.

Uses Not Permitted:

Trademark(s) may not be used in connection with the following products or in any other manner that would injure the reputation of the district. Prohibited uses include, but are not limited to:

- Alcoholic Beverages – distilled alcohol liquors, wines, beers and malt liquors or the conveyance or distribution of these items.
- Tobacco Products – all types
- Inherently Dangerous Products – such as firearms, explosives, knives and fuels.
- Obscene or disparaging products – including, but not limited to nude photographs, caricature poster art or designs.
- Sexually suggestive products – such as inappropriate slogans imprinted on clothing and the configuration of certain novelty items.

- Health related products – all types
- Business names and/or logos – all types.

Legal References:

Cross References:

Date of Adoption: February 17, 2010

Date of Revision: