

HAMPTON TOWNSHIP SCHOOL DISTRICT

SECTION: 900 COMMUNITY

TITLE: USE OF DISTRICT NAME,
COLOR, INSIGNIA OR LOGOS

ADOPTED: February 14, 2022

REVISED:

Authority

The District has certain rights in and to its name, colors, insignias, logos, crests, team name(s), mascot(s), trademarks, service marks, and copyrights (collectively “Logos”), and directs that any use of the Logo(s) is to be used solely to support the goals and objectives of the Hampton Township School District.

The District uses a variety of Logos which appear on stationery, flags, banners, website, sports apparel, and a wide variety of District materials. The Board especially recognizes that the Hampton Logos are an integral part of the School District and have enjoyed wide use by the schools within the District and the various parent organizations, athletic teams, school clubs, and other school-wide activity programs.

As such, the District has a strong interest in controlling the use of its Logos to ensure that such use supports and/or is consistent with the goals and objectives of the Hampton Township School District. To that end, the use, copying or reproduction of any Logo for any purpose by any individual or group not employed by the District and/or outside the scope of one’s employment with the District is not permitted without the prior written approval of the Board, the Superintendent or a designee. The District hereby reserves all rights to take any and all legal actions necessary to prohibit the use of any Logo that has not been approved in accordance with this provision.

Guidelines

The Superintendent or designee will design and implement one or more processes to enable individuals and groups to apply for approval to use a Logo (“Approval Process”). The Approval Process shall enumerate at least the following information: (1) the individual or group requesting use of a Logo(s); (2) the Logo(s) to be used; (3) the purpose of the use; (4) the scope of the use; and (5) the duration of the use. Applications must be approved by the Superintendent or designee prior to Logo use.

Blue and gold shall be the dominant colors on all Hampton approved apparel.

When authorization is permitted, all Logos and colors must remain unaltered. Additional information on approved Logos and colors are recorded in corresponding Administrative Regulations.

POLICY # 920

<p><u>Delegation of Responsibility</u></p>	<p>All authorized use of District’s Logos according to this policy shall carry the additional words “Used with permission” or “Authorized Use.” All trademarks and service marks shall be accompanied by the symbol “TM,” “SM,” or ®, whichever is appropriate.</p> <p>The District’s Logos in full or part constitute the intellectual property of the Hampton Township School District. Unauthorized use of the District Logos as described in this policy, shall cease and desist upon the effective date of this policy. The Hampton Township School District administration shall take all necessary steps to protect the District property described in this policy.</p>
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