

The logos and symbols of the Parma School District are trademarks or service marks as those terms are defined in state and federal law. Such trademarks and service marks, together with official district social media sites, are property of the district and may only be used in conformance with applicable state and federal law and district policies. For purposes of this policy, “social media sites” includes the official website of the district, individual school websites, and other social media or online accounts approved by the board of trustees or its designee (e.g., Facebook, Instagram, etc.). Examples of district trademarks include, but are not limited to, district or school logos, mascots and similar marks regularly used by the district or district schools in promotional or other commercial activities.

Administrators or their designees may use district trademarks and/or service marks, school names, letterhead or social media sites on internal documents or materials and for official district business or educational purposes only. Any such use will be in accordance with applicable board policies and procedures.

Use of district trademarks and/or service marks, school names, letterhead, or social media sites for any retail or commercial purpose, endorsements, promotions, or similar purposes requires the express written permission of the board of trustees or its designee. Requests for such use must be made in writing to the board clerk [or other designee]. If approved, use of the district’s trademarks, service marks, and/or social media sites will be in accordance with any terms agreed upon by the board or its designee and the individual or entity authorized to use such marks or social media sites. Use of district trademarks, service marks, or social media sites does not constitute permission to act as the district’s agent, official, or representative.

District trademarks, service marks, and social media sites may not be used to state or promote political views of individuals or groups of individuals, whether students, staff, administrators, trustees, or others.

Violation of this policy may lead to disciplinary action, including recommendation for student expulsion or employee termination, or other legal action.



LEGAL REFERENCE:

Idaho Code Sections

33-506 – Organization and Government of Board of Trustees

CROSS-REFERENCE:

Policy 942 – Acceptable Use of Internet, Computer and Network Resources

Policy 1014 – Communications with the Public

ADOPTED: November 13, 2023

AMENDED: