Nixa Public Schools Logo & Trademark Guidelines

On March 12, 2009, the Board of Education approved a corporate logo to be used for academic and non-athletic activities.

And on June 10, 2010, the Board of Education approved a separate athletic logo to be used only for athletic activities.

Corporate/Academic Eagle

2 versions: full logo and eagle head only

Both are Federally registered trademarks

and should be used with the ® symbol when printing or publishing.

Full Logo

Eagle Head Only

Appropriate Use

The corporate/academic eagle should be used for the following: school names, departments, school/department letterhead, official school business, school shirts, school marquees/signs, school vehicles (that are not for athletic use), academic (non-athletic) clubs and activities

The corporate/academic eagle should NOT be used for the following: athletic teams, athletic signage (unless used to show it is a district sign), athletic letterhead & athletic marquees.

Examples of appropriate use:

Inman Intermediate   Nixa High School   Journalism

Examples of inappropriate use:

Football   Nixa Junior High Athletics   Soccer

Official Color

Red PMS 186	Red PMS 185

When printing, the red should be PMS 185. This may be substituted for PMS 186 if needed.

Gray or white may be used in the logo or as the full color of the logo or a combination, thereof. Grays can vary based on what is bring printed.

Black should NEVER be used unless the logo is being printed in black & white or grayscale.

Official Font

Official font for logo, letterhead, and school signage/marquees: Myriad Pro

Avoiding Black

Black should NEVER be used for shirts or merchandise. Exceptions would be for a school theme.

Polos, shirts, and other official merchandise should be red, gray, or white with no black used. Charcoal gray is a good substituation for black.

Questions on color usage should be directed to the Nixa Public Schools Communication Department at 417-449-3295 or zacrantz@nixaschools.net.

Athletic Eagle

The athletic eagle is a Federally registered trademark and should be used with

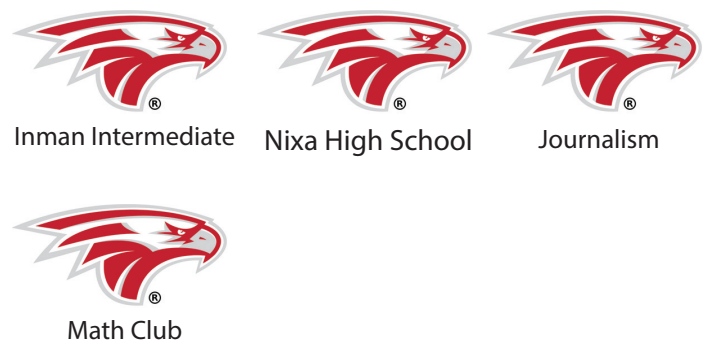the ® symbol when printing or publishing.

Appropriate Use

The athletic eagle should be used for the following: athletic teams, athletic signage (unless used to show it is a district sign), athletic letterhead, athletic marquees, or for spirit wear designed to support athletic teams.

The athletic eagle should NOT be used for the following: school names, departments, school/department letterhead, official school business, school shirts, school marquees/signs, school vehicles (that are not for athletic use), academic (non-athletic) clubs and activities.

Examples of appropriate use:

Football

Nixa Junior High Athletics

Soccer

Examples of inappropriate use:

Inman Intermediate

Nixa High School

Journalism

Math Club

Exceptions: The above guidelines and examples may be altered for athletic logo use if the product is being used for spirit wear. Example: High Pointe Elementary prints Nixa Eagle shirts for their students to wear for athletic events. If questions arise on exceptions, please contact Zac Rantz for clarification.

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Using District Logos/Trademarks

Anyone wishing to use district logos and trademarks must be licensed to print and/or use them. This does include companies that are printing materials and merchandise for school entities. A full list of licensed companies is listed at www.nixacommunication.net.
To become licensed, contact zacrantz@nixaschools.net or call 417-449-3295.