

LOGO USE GUIDELINES



Union Public Schools Trademarks and Trade Names

The Board of Education recognizes the importance of protecting its trademarks and trade names from unauthorized use. It is, therefore, the policy of the Board to implement a trademark registration and licensing policy as follows: All of the trademarks, service marks, trade name logos and/or symbols of Union Public Schools including, but not limited to, "Union Public Schools" are registered trademarks with the Secretary of State, State of Oklahoma, or are entitled to protection under the common law. It is the policy of the Board to actively defend its trademark status. Any use of a Union Public Schools trademark must have prior written approval of the Superintendent or designee and must be produced, manufactured, or sold under license by Union Public Schools.

Union Public Schools
Board of Education Policy 1700
Revised 03/08/2021

Graphics

The design of each registered Union logo must remain intact, unless otherwise specified. No alterations, additions or deletions to any part of the logo are permitted without written permission from the Superintendent or designee.

The registration notice ® is part of the logo and **must be included** in the place indicated on each logo. The use of more than one specific type of Union logo in a particular publication or flyer is discouraged. Union is currently in the process of registering the Redhawks logo in the state of Oklahoma.

Acceptable colors for Union logos are solid red, white, black and silver, used individually or in combination of the four.



In the case of the "Split U" logo – most commonly used in athletics, in spirit-related materials, and on uniforms – **the black or the darker color should be on the left side, and the red or the lighter color should be on the right side.** Non-solid colors, designs, or patterns such as distressed, camouflage, animal prints, stars and stripes, starbursts, hearts, rhinestones, etc., are not permitted. Nor may words or graphics be placed on top of the logo. Nothing is allowed to be placed in the middle of the U.



Generally the district U, also described as the concentric U logo, is used to represent the Union district as a whole and is, therefore, used on buildings, in district publications and on district stationery. Unlike the Split U logo, words and graphics may be placed on the district U **with design approval** from the Superintendent or designee.



The retired mascot logo, pictured to the left, is no longer acceptable. On November 9, 2020, the Union Board of Education voted unanimously to discontinue the use of the mascot and logo. We will no longer allow use of this mascot logo or the associated word on ANY district related items (programs, flyers, shirts, flags, hats, etc.)

- On March 7, 2022, the Union Board of Education unanimously approved the Union Redhawks logo (pictured above) as the official mascot identity for Union Public Schools. It was created by Caiden Morales, a junior at Union High School. This logo is considered "primary," with other approved color combinations – in red, black, silver, and white – available depending on the background color.
- (Please visit unionps.org/logos for approved color combinations). No other color combinations are allowed without prior approval.
- Redhawks is always one word, either in "all caps" or with only the "R" capitalized.
- The "bird" icon may be used alone (i.e., without the words over it). The Redhawks word may also be used independently (without the bird). Alternate fonts can be used for the word Redhawks, but they must appear separately from the bird icon and cannot replace the standard Redhawks font. The integrity of both elements must otherwise remain intact.
 - Union-affiliated groups (like UHype) can substitute their organizational name in place of the word Redhawks, but it should be in a different font and outlined in "heavy black". Please approve these through Chris Payne or Kristi Winett.
- The mascot logo can be used districtwide on printed materials (programs, banners, flyers, tickets, etc.), on merchandise, apparel, and signage, as well as digitally on the district website, athletic Jumbotron, TV and computer graphics, etc. All print and digital uses must be approved by Chris Payne or Kristi Winett in Union's Communications Department prior to use. Merchandise and apparel are approved by Angela Davis, manager of the U-Wear Store. (See "Approval Process" on the next page).
- This logo may not be combined with the Split U logo (for example, the Redhawks logo cannot be placed on top of, behind, or in the "cup" of the Split U). Always ensure that there is adequate space between logos placed adjacent to each other.
- Futura Bold is the approved typeface for Union in the Redhawks logo. No other font can be substituted. Union is always black, unless the logo is on a black background, and then Union is white.

LOGO USE GUIDELINES

Colors

Recognizing there are many shades of red, the color considered "Union Red" is a bright red listed as the following:

Pantone #186 or #200 (depending on the texture or material) in the Pantone Formula Guide Color Deck for publications, T-shirts, and novelty items; and

Pantone #19-1763 TPX Formula One in the Pantone Architecture and Interiors Color Deck for walls, buildings, and more permanent structures.

Approval Process

All requests for logos/registered names use must be made in writing, preferably by email, at least two weeks in advance of the inquirer's deadline. The request should include:

- Applicant's name, organization, title, and contact information
- Specific logo/name requested
- Purpose (group fundraiser, partnership identification, promotion, etc.)
- Medium in which it will be used (on clothing, novelty items, in flyers, publications, etc.)
- Design mock-up in which the logo will be used

All logo/name requests for use in publications – including flyers, advertisements, websites, etc. – should be directed to:

Chris Payne
Chief Communications Officer
Union Education Service Center
8506 E. 61st, Tulsa, OK 74133-1926
(918) 357-6015
payne.chris@unionps.org
and cc: swinburne.barbara@unionps.org

Kristi Winett
Graphic Designer
Union Education Service Center
8506 E. 61st, Tulsa, OK 74133-1926
(918) 357-6018
winett.kristi@unionps.org

All logo/name requests for use on clothing and novelty items should be directed to:

Angela Davis
U-Wear Store Manager
Union Multipurpose Activity Center
6836 S. Mingo Road, Tulsa, OK 74133
(918) 357-7465
davis.angelad@unionps.org

The district appreciates the fundraising efforts of our sanctioned groups – booster clubs, PTAs, etc. – and will work closely with them to help with promotions while maintaining the financial integrity of the U-Wear Store and use of the Union trademarked logos/names. **Sanctioned groups are not permitted to order clothing or novelty items from third-party vendors without first getting approval from the U-Wear Store Manager.** In most instances, the U-Wear Store will design and produce items in-house for quality-control purposes. The U-Wear Store has right of first refusal for any product bearing a Union logo.

In general, groups are expected to indicate – either by symbol or name – their sport or organization on the logo-related item being created.

Any non-specific sport/activity logo wear or novelty item created by a sanctioned group must be ordered through the U-Wear Store, with a minimum ten percent (10%) markup on each item which will be paid to the U-Wear Store.

Groups are limited to two (2) generic, approved logo-related designs per school year.

Promotions Assistance

Sanctioned groups may make flyers promoting their fundraising merchandise available to U-Wear Store customers or to those inquiring about specific items via the U-Wear Store Facebook page.

Another promotion option for sanctioned groups is to participate in one of the large, centralized sales organized periodically by the U-Wear Store.

Revised 08/20/2025