PROHIBITION OF DISCRIMINATORY SCHOOL BRANDING

PURPOSE: To ensure that all school branding reflects the district's commitment to equity, unity, and dignity for all.

Tulsa Public Schools (TPS) is committed to fostering a learning environment that is inclusive, respectful, and representative of the diverse backgrounds of its students, staff, families, and community. Tulsa Public Schools prohibits the use of school branding that is discriminatory, offensive, or derogatory in nature. This includes, but is not limited to, mascots, names, symbols, logos, letterhead, slogans, mottos, materials, or images used by any school or district-affiliated program.

The district will not adopt, approve, or assign any new school mascot names or branding elements that may reasonably be perceived as offensive, culturally insensitive, or perpetuating stereotypes. The district recognizes and affirms that such imagery or language can undermine educational experiences and negatively impact school culture and climate. Human mascots are unnecessary and harmful. Therefore, the use of human representations with inappropriate cultural connotations in school mascots or branding—either in name or imagery—is strictly prohibited in future naming or branding efforts.

All school branding must:

- Align with the mission, values, and vision of Tulsa Public Schools.
- Promote school pride, unity, and community identity.
- Avoid any imagery or language that perpetuates racial, ethnic, gender-based, religious, or cultural stereotypes.
- Uphold the dignity and respect of all individuals.

BRANDING REVIEW PROCESS

The superintendent or their designee shall conduct periodic reviews of all school branding districtwide. As part of this review, recommendations for change of school branding shall be submitted to the Board of Education to revise, replace, or update existing branding elements that do not align with this policy or with the district's standards for equity and inclusion.

IMPLEMENTATION

The superintendent shall ensure that all principals, school leadership teams, and communications staff, are informed of this policy and its expectations. The district will provide regulations for evaluating branding proposals, evaluation criteria, and addressing concerns for the development or revision of school branding elements.

AFFIRMATION OF COMMITMENT

Through this policy, Tulsa Public Schools reaffirms its commitment to maintaining a safe, supportive, and welcoming environment across all schools, programs, and activities.