

Regulation

SUPPORT OPERATIONS

5307.1

DISTRICT BRAND IDENTITY USE

- I. The District's trademarks are intended to present a positive image of the Waterville Central School District and may not be altered in any way. Nor can the District's trademarks be used in the name of a business logo in promoting services or on a product in a way that could state or imply an endorsement by the District. The term "trademark" as used in this regulation includes any trademark, service mark, logo, insignia, seal, crest, design, symbol or any combination of these used by the District.
- II. The District's trademarks are not to be used in any way that discriminates or implies discrimination against any persons or groups based on age, ancestry, belief, color, creed, disability, national origin, race religion, sex, sexual orientation or veteran status, or in any other way that would be a violation of the District's anti-discrimination policies.
- III. Approval

Prior to using any District trademark in connection with the production of goods, promotion of services or fundraising on behalf of the district or organizations within, you must request and receive permission from the Superintendent.

A. *Non-Commercial Use*

1. Non-commercial use of any District trademark by a school, division or department of the District, or by a student or other school-related group, or as part of a course generally does not require payment of royalties. However, any person or a representative of a group must request permission from the Superintendent to use the trademark in advance.
2. Except as otherwise noted below, permission to use any District trademark must be granted by the District prior to production of each item utilizing the trademark. Requests to use District trademarks for non-commercial purposes should be submitted to the Superintendent.
3. Approval to use a trademark for one application (for example, a t-shirt) does not constitute approval to use the mark in connection with any other items or to change the design in any way, without seeking additional approval.
4. For the purposes of this policy, school-related organizations include, but are not limited to, booster clubs, parent-teacher organizations, home school associations, and foundations. While these school-related organizations are independent from the School District, they are permitted to use the terms Waterville Central School District, WCSD, or the name of an individual District school building, if their purpose and fund-raising activities are

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consistent with those of the District. It is, however, the Board's intention that these organizations seek approval from the Superintendent in accordance with this policy prior to using the School District's trademarks in connection with the production of goods or promotion of services. Upon approval, such organizations shall not be required to pay royalties.

5. Any school-related organization using the District's trademarks as part of fundraising activities shall also be required to report annually, or when requested, to the Board of Education on such fundraising activities and support provided to the District's students and programs.

B. *Commercial Use*

1. Use of a District trademark in connection with any commercial or for-profit purpose requires a license agreement and payment of royalties. Individuals who want to use any District trademark in this way should make a written request to the Superintendent.
2. The Superintendent will review your intended use and provide approval, if appropriate.
3. The District reserves the right to disapprove any use of its trademarks, even if not explicitly prohibited by Board of Education policy or this Administrative Regulation.

IV. Compliance

Persons or entities that use the District's trademarks without permission are subject to civil and criminal penalties pursuant to trademark law. The District intends to protect its trademarks to the full extent of the law.