No. 920-AR-0

Hampton Township School District
Use of District Name, Color, Insignia or Logos
Frequently Asked Questions

Q1: What policy guides the use of the District's logos?
A1: See Policy #920 and supporting Administrative Regulations on the District's Website at www.ht-sd.org under School Board Policy.

Q2: What is the definition of a "Logo"?
A2: Logos are defined as the District's name, colors, insignias, logos, crests, team name(s), mascot(s), trademarks, service marks, and copyrights, and includes (but is not limited to) use on sports apparel, clothing, electronic and print materials.

Q3: If I am an employee of the District, can I use the District's Logos?
A3: If you are an employee of the District, you can use the District's Logos as long as the use supports the goals and objectives of the Hampton Township School District, and you are using the Logos within the scope of your employment. As an example, if you are a teacher in the District, you can use the Logos on a HTSD field trip form, but not on your personal Facebook page.

Q4: What groups or individuals would need to apply for the use of a Logo?
A4: Any individual or group not employed by the Hampton Township School District, or employees who would like to use the District's Logos for a purpose outside of their scope of employment, would need to apply for the use of the Logo. Examples of groups or individuals who would need to apply for the use of a Logo would include PTOs, Athletic Booster Groups, Affiliated Organizations, Vendors, and Community Businesses and Organizations. If you have any questions about whether you need to apply for the use of a Logo, please contact Maria Scanga at maria.scanga@ht-sd.org.

Q5: How do I know which Logo I want to use?
A5: See Administrative Regulations AR-2 for a list of HTSD Logos.

Q6: On the application, what information is requested under "Purpose of the Use?"
A6: A "Purpose" would include why you are applying for use of a Logo(s). As an example, perhaps you are applying to use a Logo on sports apparel for the Baseball Boosters fundraiser, or on a flier for a Restaurant Night to support the PTO. Please be specific on this item.

Q7: On the application, what information is requested under "Scope of the Use?"
A7: A "Scope" would include the extent or range of your request to use a Logo. As an example, perhaps your scope is to market to community members who support your booster group fundraiser, or all families who attend Central Elementary School, or potential customers at a restaurant who would be supporting the PTO fundraiser.

Q8: On the application, what information is requested under “Duration of the Use?”
A8: “Duration of Use” would include how long you are requesting to use the logo.

Q9: If I would like to use a Logo for multiple years, do I have to reapply each year or will one application be sufficient?
A9: As long as your Purpose, Scope, and Duration remain the same, individuals and groups are welcome to apply for multi-year permissions.

Q10: Do I need to include “Used with Permission” or “Authorized Use” on clothing?
A10: As long as your application is approved, you do not need to include “Used with Permission” or “Authorized Use” for clothing items. All other approved uses (e.g. flyers, signs, electronic communications) will need to include “Used with Permission” or “Authorized Use.”

Q11: If my group wants to contract with a vendor to use a logo on spiritwear, should the vendor or should the booster group apply for use of the Logos?
A11: The Booster group should apply for the use of the Logos, and ensure that the vendor complies with the information on an approved application.

Q12: What if I am a local vendor and would like to provide spirit wear to the community, not just a booster group?
A12: If you are a local vendor and would like to provide spirit wear to the community, you will need to complete the Approval Process application and provide specific details under Purpose, Scope and Duration.

Q13: Can I alter the Logos?
A13: No – all Logos have been approved and must remain unaltered.

Q14: What if I have additional questions? A14: If you have any additional questions, please contact Maria Scanga at maria.scanga@ht-sd.org or call 412-492-6312.