Established 1915
BROWARD
County Public Schools

STANDARD OPERATING PROCEDURE

District Name, Official Seal, and Logos: Use, Authorization, and Control

Document Control	Current Draft
SOP Number	SOP-COMM-0114
Responsible Office	Office of Communications
Coordinating Offices	Chief of Staff; Office of Communications
Effective Date	10/23/2026
Review Cycle	At least every two years and whenever Policy 0114 or related brand standards change
Supersedes	Adopted: 10/23/2026
Approval	

1. Purpose

To establish a uniform process for the authorization, reproduction, use, and protection of the School Board and District names, the official seal adopted by The School Board of Broward County, Florida, and approved District and School Board logos. This SOP implements the Superintendent-established process required by School Board Policy 0114 for staff use of the seal and incorporates the related approval and visual-use restrictions in the BCPS Communication Standards and Guidelines.

2. Authority and Related Materials

- School Board Policy 0114, Seal
- The Board Standard Operating Procedure Manual
- BCPS Communication Standards and Guidelines

3. Scope

This SOP applies to District staff, Board Office staff, departments, schools, programs, contractors, vendors, volunteers, and third parties that request, receive, reproduce, display, distribute, or otherwise use the School Board or District name, official seal, or approved logos. Board members shall follow the Board Standard Operating Procedure Manual; the routing and control provisions in this SOP may support that process but do not replace the Board's manual

4. Definitions

Term	Definition
Official seal	The exact words, artwork, colors, proportions, and configuration formally adopted by the School Board as its official seal. Only the approved master artwork maintained by the designated custodian may be used.
School Board or District name	"The School Board of Broward County, Florida," "Broward County Public Schools," "BCPS," and other approved names or abbreviations that identify the legal entity or District and may create an appearance of official sponsorship, authorship, affiliation, or endorsement.
BCPS logo	The primary logo of Broward County Public Schools. It is distinct from the School Board's official seal and is governed by the BCPS Communications Standards and Guidelines.
School Board mark	The circular mark identified in the BCPS Communications Standards and Guidelines as the quaternary logo. Its status as the official seal must be confirmed before this SOP is finalized.
Logo	Any approved primary, secondary, quaternary, school, department, program, initiative, or other graphic identifier governed by the BCPS Communications Standards and Guidelines.
Authorized use	The use of the School Board or District name, official seal, or logo expressly allowed by this SOP, the Board Standard Operating Procedure Manual, an approved Business Practice Bulletin (BPB), or written authorization issued through the process below.
Custodian	The office designated by the Superintendent to maintain the approved master artwork and control access to reproducible files.
External use	Any use by or for a person or entity outside the District, including use in advertising, sponsorships, events, merchandise, websites, social media, or promotional materials.

5. Roles and Responsibilities

Role	Responsibility
School Board	Adopts the official seal and any material change to its design or status.

Role	Responsibility
Board members	Use the seal only as permitted by the Board Standard Operating Procedure Manual and BCPS Communications Standards and Guidelines.
Superintendent	Establishes and administers the process for staff use; designates the custodian and approval authority; decides escalated or exceptional requests.
Board Office	Coordinates Board member requests and confirms consistency with the Board Standard Operating Procedure Manual and BCPS Communications Standards and Guidelines.
Chief of Staff	Reviews external or exceptional requests when assigned by the Superintendent and coordinates communications-related decisions.
Office of Communications	Maintains visual-use specifications and approved digital artwork; reviews requests on the use of name, seal, and logo for format, placement, color, clear space, reproduction quality, and consistency with the BCPS Communications Standards and Guidelines.
Department/school leaders	Ensure staff obtain approval before use, follow the approved purpose and conditions, and promptly report suspected misuse to the Chief of Staff.

6. Standards

- The School Board or District name, official seal, and logos shall be used only for an official or otherwise expressly approved purpose and only by persons authorized under this SOP or the Board Standard Operating Procedure Manual.
- Approval for one product, event, document, or medium does not authorize another use.
- The approved name, seal, or logo shall not be altered, redrawn, recolored, distorted, stretched, squeezed, animated, cropped, or reproduced from an outdated or unofficial source. No wording, font, color, or design element may be added, moved, removed, or substituted.
- Official logos shall remain in their original format and proportions and shall retain their approved fonts, colors, and wording. A minimum of 0.25 inch of clear space shall be maintained around the logo, and the logo shall not be crowded or placed over an image.
- The identity mark shall not be used independently. When it is used, the official BCPS logo shall also appear prominently on the same item.
- The primary BCPS logo shall appear on District-related printed and digital communications as required by the BCPS Communications Standards and Guidelines and shall not be replaced by a school, program, initiative, or other mark.

- The name, seal, or logo shall not be used to imply School Board or District endorsement of a private person, candidate, political activity, product, service, fundraiser, organization, or viewpoint.
- No requester acquires ownership, trademark rights, or continuing permission through an approved use.

7. Procedure

7.1 Determine the applicable authorization pathway

Before producing, publishing, purchasing, distributing, or using a protected identifier, the requester shall identify the request type and use the corresponding pathway below. A pathway-specific approval does not replace any separate legal, procurement, partnership, or brand review that may apply.

Request Type	Required Path
School Board member or Board Office request	Board members route requests through Board Office staff under the Board Standard Operating Procedure Manual and BCPS Communications Standards and Guidelines. Board Office staff shall submit requests for external distribution for review to the Marketing and Communications department through a MarComm request.
School-based request	Submit the request to the Principal through the approval process established by the applicable Regional/Assistant Superintendent Office. Schools shall submit requests for use beyond the school community for review to the Marketing and Communications department through a MarComm request.
Internal department request	Submit the request to the Director through the approval process established by the Division Chief. Departments shall submit requests for districtwide distribution for review to the Marketing and Communications department through a MarComm request.
Official certification, legal instrument, or document requiring authentication	Route the document to the Office of the General Counsel for verification of authority, form, and the method of affixing the official seal.
External partnership or outside program, service, information, or material for schools	Submit through the Superintendent's Screening Program (SSP). SSP screening does not authorize use of the School Board or District name, official seal, or

	logos; any such use also requires the applicable MarComm review.
MarComm Review	Submit through the process stated in the Communications Standards and Guidelines or on the District MarComm webpage. This pathway is available to staff requesting review and is required for external, commercial, political, co-branding, or other endorsement-sensitive requests involving a protected identifier.

7.2 Pathway-specific routing requirements

- **School Board and Board Office pathway.** Board members shall consult and comply with the Board Standard Operating Procedure Manual and BCPS **Communication Standards and Guidelines** and route requests through Board Office staff. Board Office staff shall submit all requests requiring review of Marketing and Communications through a MarComm request.
- **School pathway.** All school-based requests shall be submitted to the Principal through the process established by the applicable Regional/Assistant Superintendent Office. Schools shall not bypass the Principal or Regional Office process by submitting directly to another reviewing office unless that process expressly directs the referral.

  The respective Principal or Regional/Assistant Superintendent Office shall immediately stop or correct any use that is unauthorized, inaccurate, misleading, visually noncompliant, or outside the approval conditions.

- **Internal department pathway.** An internal department requester shall submit the proposed use to the Department Director. The Director shall submit the request to the applicable Cabinet member through the process established by that **Division Chief** for final review. If the department would like Marketing and Communications to review the proposed use, the department shall also submit a MarComm request through its established chain for review.

  The respective department shall immediately stop or correct any use that is unauthorized, inaccurate, misleading, visually noncompliant, or outside the approval conditions.

- **Official authentication pathway.** An official certification, legal instrument, or document requiring authentication shall be routed to the Office of the General Counsel. The Office of the General Counsel shall verify the authority, form, and method for affixing the official seal. This pathway shall remain separate from a routine visual or brand-use review.

- **External partnership pathway.** Outside organizations, businesses, agencies, or individuals proposing a program, service, presentation, information, material, or free resource for students or families shall use the Superintendent's Screening Program (SSP) at the District SSP

webpage. SSP may coordinate with the relevant District department or a Principal that will **make** the final decision regarding school participation or distribution after an SSP referral. If the proposal includes use of a protected identifier, the requester must also obtain approval through the MarComm pathway.

SSP webpage: Superintendent's Screening Program

7.3 MarComm review pathway—step-by-step

1. Confirm that a MarComm review applies. Board Office staff shall use this pathway for all Board Office requests requiring review. Internal departments may use it when they would like Marketing and Communications to review or create. All external, commercial, political, co-branding, and other endorsement-sensitive requests involving a protected identifier shall use it.
2. Open the MarComm request process identified in the BCPS Communications Standards and Guidelines or on the District MarComm webpage.
3. Complete the MarComm request and provide the requester's name, title, department or organization, and contact information; the exact identifier requested; the purpose and audience; the item, event, platform, or location; draft artwork or a mockup; quantity, format, date, and period of use; any vendor or third party; any sales, sponsorship, fundraising, political, endorsement, or co-branding element; and any requested exception with justification.
4. Submit the request sufficiently in advance of production, publication, purchase, posting, or distribution. Submission does not constitute approval.
5. Marketing and Communications reviews the submission for completeness and compliance with Policy 0114, the applicable Board Office requirements, and the BCPS Communications Standards and Guidelines and coordinates any needed legal, partnership, procurement, technology, security, or other subject-matter review.
6. Marketing and Communications shall issue a written decision approving the request, approving it with conditions, returning it for revision, or denying it. Silence or failure to respond is not approval.
7. If a proof is required, submit the final production proof and obtain written clearance before printing, posting, purchasing, or distributing the item.
8. After approval, obtain approved artwork only from the designated custodian and use it solely for the approved purpose, item, audience, medium, vendor, quantity, and period. A material change requires renewed review.

7.4 Approved artwork and use controls

Only the custodian or an office expressly authorized by the custodian may release reproducible seal or logo artwork or approve a standardized presentation of the School Board or District name.

The custodian shall provide the format appropriate to the approved medium and communicate placement, color, clear-space, resolution, access, or disposal conditions.

A requester shall not forward editable or high-resolution files except as expressly authorized. A vendor receiving a file shall use it only for the authorized work, protect it from reuse, and delete or return it when the work is complete.

7.5 Suspected misuse

Suspected misuse shall be reported to the custodian and the requester's supervisor. The matter shall be referred to the Office of the General Counsel, Chief of Staff, and other offices as appropriate.

8. Records

The designated office shall maintain requests, approvals, denials, conditions, proofs, correspondence, authorized-use schedules, and reported misuse in accordance with applicable records-retention requirements. The record should permit the District to determine who used the name, seal, or logo, for what purpose, under whose authority, and during what time period.

9. Training and Monitoring

- The custodian and coordinating offices shall publish the request process and approved examples in an accessible location.
- Affected employees shall receive guidance appropriate to their responsibilities, including the distinction among the School Board and District names, official seal, and the various District logos and marks, even though they follow the same authorization process.
- The office responsible shall periodically review requests and misuse reports to identify recurring issues, needed training, BPB revisions, or changes to this SOP.
- This SOP shall be reviewed whenever Policy 0114, the Board Standard Operating Procedure Manual, or the Communications Standards and Guidelines change, and at least every two years.

10. Recommendations: BPB Development

Recommendations: BPB Development

Business Practice Bulletins developed under this SOP should:

- Provide position-level instructions for implementing each applicable review and approval pathway.
- Identify the required intake channel, forms, supporting materials, internal routing, review responsibilities, approval levels, and response targets.
- Establish procedures for artwork requests and release, distribution thresholds, vendor access, proof review, records retention, suspected-misuse reporting, escalation, training, and periodic review.

- Require Marketing and Communications to coordinate the Districtwide BPB framework and maintain instructions for MarComm requests, visual-compliance reviews, approved artwork, and external, commercial, political, co-branding, or endorsement-sensitive uses.
- Require the Board Office, Regional/Assistant Superintendent Offices, schools, divisions, departments, Office of Strategic Partnerships, and other affected offices to develop or maintain supplemental instructions for the pathways they administer.
- Assign responsibilities to positions or offices rather than to named individuals.
- Supplement, but not conflict with, School Board Policy 0114, the Board Standard Operating Procedure Manual, the BCPS Communication Standards and Guidelines, or this SOP.
- Not establish a new exception, expand delegated authority, create a separate approval authority, or independently authorize use of the School Board or District name, official seal, or logos.