Policy 3010 Administrative Procedures
SCHOOL MASCOTS, COLORS, AND LOGOS

I. Guidelines

The requesting school shall present changes to mascots, school colors, or logos to the Board for approval. The presentation should include the following information:

A. Current mascot, school colors, and logo
B. Rationale for change
C. Options considered
D. Process used to determine the proposed mascot, colors, and logo (who was involved, how was input obtained)

II. Approved Logos

A. Only logos approved by the Board are official District and school marks. Current approved artwork and brand guides for each school and the preschool are published on the District Logos page of the District website (pcschools.us/news-media/district-logos).

B. Schools and departments shall download logo files from the District Logos page and shall not recreate, redraw, or substitute their own versions.

C. Schools and departments shall not create or adopt a logo, mascot, or color palette that has not been approved by the Board.

D. Any work by external designers or vendors must use the approved artwork and follow the applicable brand guide.

III. Appropriate Use

A. *Permitted use.*
Approved logos may be used on District and school websites, signage, publications, communications, athletic and activity uniforms, and spirit wear.

B. *Brand guide standards.*
Logos shall be used as provided in the applicable school's brand guide. They shall not be recolored, stretched, cropped, rotated, outlined, or given effects, and shall not be combined with other marks or text in a way that alters them.

C. *One school, one logo.*
A school's logo shall represent only that school. Schools shall not use another school's logo, or combine logos, without approval from the Superintendent or designee.

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D. Prohibited use.
Logos shall not be used in a way that:
1. Implies District or school endorsement of a product, service, business, or event;
2. Supports political campaigns, candidates, or ballot measures;
3. Appears on materials inconsistent with District policies or the law; or
4. Is otherwise unauthorized under this procedure.

E. Approved student groups and community organizations with an existing Memorandum of Understanding (MOU).
Use of a logo requires the Superintendent or designee's prior written approval, who will confirm that approved artwork is used. Approval does not transfer ownership or imply District Sponsorship.

F. Commercial and vendor use.
Use of a logo on items for sale, including apparel and promotional products, requires prior written approval from the Superintendent or designee.

G. Media and external requests.
Requests from media or outside organizations should go through the District's Media Request Form or the Superintendent's designee.

H. Questions and misuse.
Questions about use shall be directed to the Superintendent or designee, who may revoke permission for misuse.

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