

SCHOOL-COMMUNITY RELATIONS

Series 900

POLICY TITLE DISTRICT AND SCHOOL NAMES/LOGO USAGE No. 904.3

The use of the Johnston Community School District's and its schools' names, letterheads, logos, emblems, symbols, mottos, slogans, mascots, web designs, and/or other resources which promote the identity of the District, its schools, and/or its programs, including but not limited to trademarks, service marks, and copyrighted material, for the advertisement and promotion of products and/or services of outside entities, including District Booster Clubs, Foundations or Parent Teacher Organizations, is prohibited unless specifically approved by the District. License fees and other charges for such use will be determined annually by the Board.

Use of the District's name, logos, and/or other resources which promote the identity of the District and its programs, as well as those of individual schools of the District, must be in compliance with all state and federal laws governing the District. Such use may not conflict with the mission, vision, values, goals, objectives, policies, or regulations of the District. Use by a group or individual of the District's name, logos or other resources does not mean the individual or group is in any way endorsed or sponsored by the District.

The District reserves the right to deny to any person or entity the use of the District's and its schools' names, logos, or other resources which promote the identity of the District, its schools, and/or its programs, or order that any person or entity immediately cease and desist use of same, for any reason, but especially those:

- who violate this policy or the rules and regulations under this policy, the logo use guide, the licensing agreements, or the law;
- whose products or services are deemed inappropriate for students by the District or by law;
- whose advertising or promotion is deemed inappropriate by the District or by law;
- who make inappropriate or fraudulent claims or offers as determined by the District;
- who are under investigation for legal or ethical violations or are not in good standing in the community;
- who have engaged in activities or events have transpired with which association of the District would be detrimental to the reputation of the District; or
- whose use otherwise conflicts with the mission, vision, values, goals, objectives, policies, or regulations of the District.

The District is the owner of its name, logos, and other resources which promote the identity of the District, its schools, and/or its programs. Except to the extent that use thereof is specifically approved by the District, the District will retain all rights, title, and interest in and to its name, logos, and other resources which promote the identity of the District, its schools, and/or its programs.

Cross Reference: 904.2 Advertising and Promotions

Date Approved: October 10, 2022

Last Date Reviewed: October 9, 2023

Last Date Revised: October 9, 2023