

## **Use of District Names, Logos, Symbols, and Mottos**

### District/School Identity

As an organization develops and grows, it becomes increasingly important that measures are taken to protect the organization's name, brand, and reputation.

It is important to the district's identity and image to maintain consistent use of the logo. A logo is more than an illustration. Our logos define and identify the District and our schools within the community. The District seeks to protect these images and their use for events, activities, and materials that benefit the District and further its mission.

The Missoula County Public Schools District would like to help others use our district and school names, logos and mottos in a professional manner. Please follow these guidelines when using the district or school logos for any of our 18 schools.

### Permitted Uses

The District permits the following uses of its trademark(s):

- To recognized and approved student and school groups in the District without prior approval (comprehensive list of school approved activities and athletics to be maintained by each high school and middle school on their website and updated yearly under the Athletics and Activities links, elementary school groups limited solely to PTO/PTA)
- To community groups, which support the District's curricular or extracurricular activities, such as PTA and booster clubs, with the prior written approval of a school administrator.
- To other groups, organizations, or commercial entities, partnering with the District on special event activities with prior written approval from the Superintendent or Superintendent's designee.
- To local and online businesses who print apparel and other personal items featuring District trademarks with prior written approval of a school administrator, Superintendent, or Superintendent's designee.
- To local businesses that print our trademarks on apparel and other personal items for individual retail sales with prior written approval from the Communications Director on an annual basis.
- Social media accounts representing the school that have been approved under the Student Social Media Contract.

### Uses Not Permitted

Trademark(s) may not be used in connection with the following products or in any other manner that would injure the reputation of the District, Prohibited uses include, but are not limited to:

- Alcoholic beverages
- Tobacco products
- Inherently dangerous products, such as firearms, explosives, knives, and fuels
- Obscene or disparaging products
- Sexually suggestive products, such as slogans printed on clothing

- Social media accounts that are not managed by a school sponsored club, sport or activity

The logo may not be used in connection with any product or service that is likely to cause confusion among users or in any manner that disparages or discredits the District.

#### Image Quality

The district name, logo, and mottos may not be redrawn, modified, or displayed in rough form. Use the name, logo, and mottos from digital file versions. If a high resolution copy of the district name, logo, and mottos are needed for a particular purpose, contact the school administrator or the Communications Director.

#### Proportion

The school name, logo, and mottos are designed according to specific height and width ratios. Even slight distortions will impact the consistency of the presentation. Always display the logos in their original proportions regardless of the logo size, placement, or use. Keep the space around the school name, logo and mottos clear, do not use additional circles or boxes around these elements.

#### Specialty Items

A number of commercial goods and specialty items will be printed using district or school name, logo, mascot and mottos. Regardless of the funding source, all commercial use of the school name, logo, mascot and mottos must be approved by a school administrator prior to manufacture or distribution.