



Board Policy: 1.0 Governance	School Logo Use
Revision No: 01 Review Schedule: Annually – Board of Directors	Document Number: 1.13 Adopted: 2/15/2017 Date Last Revised: 8/9/2023

1.13 School Logo Use

The Stargate School logo, and all branding, marks, and images, are a representation of the school itself. The Board recognizes the importance of protecting the logo from unauthorized use. The logo's primary use is to advertise the school through school-sponsored activities. All use of the Stargate logo requires prior approval from the Executive Director of Operations and Finance. Stargate School will follow the Adams 12 District Policy 3350 in relation to business sponsorships, advertising agreements and exclusivity contracts. Should an entity request the use of the Stargate logo, this policy and the Brand Guidelines will guide the use of the logo.

The brand of Stargate School must remain intact. No alterations, additions or deletions to any part of the logo are permitted without approval from the Executive Director of Operations and Finance.

Approval Process:

All requests for school logo, branding, marks or image use must be made in writing, preferably by email, at least 30 days in advance of the inquirer's deadline. If the request is granted, an electronic version of the logo will be provided by the school to the requestor. The request should include:

- Applicant's name, organization, title, and contact information
- Purpose (partnership identification, promotion, etc.)
- Medium in which it will be used (clothing, novelty items, flyers, publications, presentation, etc.)
- A sample/mockup of the logo use before approval is granted/denied

Prohibitions:

In addition to the items outlined in Adams 12 District Policy 3350, neither the name of the school or the logo may be used in any way that gives a false impression, is misleading, or could cause confusion regarding the school's relationship with any person or entity. Statements that the school is a user or purchaser of the product or program are permitted if true. Statements that convey or imply the endorsement of a commercial product or service are prohibited. Stargate School's logo is not for commercial use and cannot be used for profit by a person/company other than the school itself.

Revision History

Version	Date	Description of revision
00	2/15/2017	Approved
01	8/9/2023	Changed approval of altered logo to be approved by the Executive Director of Operations and Finance.