

<b>Descriptor Term:</b>  SCHOOL DISTRICT LOGO AND/OR MOTTO	<b>Descriptor:</b> BHA	<b>Issued:</b> Draft1/31/13
	<b>Rescinds:</b> BHA	<b>Issued:</b> 02/11/2001

BOARD POLICY

The Board adopts the following design as the official logo of the Tupelo Public School District:



1. The design is based on the concept that achieving excellence in education requires a team effort involving the Board, teachers, administrators, staff, parents, students and the community.
2. It is intended that this logo will be given prominence in identifying the schools, departments and services of the Tupelo Public School District (TPSD). Specifically, it will appear on documents generated in schools and administrative offices that are intended for public circulation and on all official TPSD forms of communication. This will include, but not be limited to:
  - Letterheads
  - Pamphlets
  - Newsletters
  - Public notices
  - Advertisements
  - Calendars
  - TPSD produced video presentations
  - Certificates and diplomas
  - Purchase orders
  - Invoices
  - TPSD curriculum documents
  - Student report cards
  - Board owned vehicles
3. The unauthorized use of the **this** District logo, **or any other District name, school name, or a school's mascot and/or logo** is prohibited. Individual schools or departments who wish to use local identifying symbols in their own publications, letterheads, etc. may do so provided the official District logo is also used.
4. **The Board authorizes the superintendent to establish administrative procedures consistent with this policy.**

ADMINISTRATIVE PROCEDURE

1. Groups, organizations or individuals, not directly associated with the District, wanting to use the District name, a school's name, or a school's mascot and/or logo for any commercial or fundraising purposes must request permission in writing to the superintendent's office. The superintendent may provide, provide with contingencies, or deny permission for use of the

District's name, a school's name, or a school's mascot and/or logo to any non-school groups, organizations, or individuals based upon whether the superintendent, in his/her sole opinion, determines what course of action would be in the best interest of the District or school.

2. The superintendent's decision may be appealed to the Board for consideration at a duly called meeting of the Board. A request for this appeal must be submitted in writing to the superintendent's office within 10 working days of the superintendent's decision, and at least 5 working days prior to the Board's next regular meeting, in order to be placed on the Board's meeting agenda.