

SCHOOL LOGOS AND TRADEMARKS

The Arlington School Committee believes that sports teams and other school based activities play an important role in projecting a positive image of the Arlington Public Schools and the community as a whole.

In order to ensure a positive and consistent representation of the school system to the community, it is incumbent upon the school administration to communicate to staff the expectation that

- 1) Whenever a slogan or logo is used in connection with a school activity, it will be the officially designated slogan or logo;
- 2) Any and all slogans and logos used in connection with school activities will be consistent with a standard of good taste; and
- 3) Staff members will exercise good judgment and use their best efforts to insure that use of slogans and logos meets these criteria.

The Superintendent may adopt appropriate procedures to carry out the intent of this policy.

Adopted: March 9, 2004