

# Policy

BOARD OF EDUCATION  
HORTONVILLE AREA SCHOOL DISTRICT

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## USE OF DISTRICT LOGOS



## **Hortonville Area School District** **District Image Management**

The Board recognizes the importance of protecting the Hortonville Area School Districts trademarks, service marks, and trade names from unauthorized use. It is, therefore, the policy of the Board to implement a trademark registration and licensing policy as follows:

All of the trademarks, service marks, trade name logos and/or symbols of the Hortonville Area School District including but not limited to, the names “Hortonville Area School District,” “Hortonville Polar Bears” and “The Ville” are registered trademarks with the secretary of State of the State of Wisconsin and are entitled to protection under the common law. It is the policy of the Board to actively defend the Hortonville Area School District’s trademark status. Any use of the Hortonville Area School Districts trademark must have prior written approval of the District Administrator or designee and must be produced, manufactured, or sold under license by the Hortonville Area School District.

### **Guidelines**

The design of any registered Hortonville Area School District Logo must remain intact. No alterations, additions or deletions to any part of the logo are permitted without written permission from the District Administrator or designee.

The registration notice ® is part of the logo and must be included in the place indicated on the logo.

Acceptable colors for the logo are solid red and solid white, or solid blue as an alternate used in combination, as indicated on the trademark symbol and dependent upon the background color. These logos may include an outline or fill of solid black, white or blue, as needed for emphasis.

Recognizing their shades of red and blue, the color accepted for the Hortonville Area School District logos are red and blue listed as Pantone #185c for red and #2736c for blue in the Pantone Formula Guide Color Deck.

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## **Permitted Uses**

Subject to the restrictions listed below, and within parameters established by associated Administrative Rule, the District permits the following uses of its trademark(s):

To recognized and approved student and school groups in the District without prior approval.

To community groups, which support the District's curricular or extracurricular activities such as PTO's and booster clubs, with prior written approval of the District Administrator or designee.

To other groups, organizations, or commercial entities, only by written license agreement with the Board of Education or their designee. In granting such agreement, the Board or their designee will consider both the direct and indirect benefit to students and the impact of such agreement on the other approved uses.

## **Uses Not Permitted**

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

Alcoholic Beverages- distilled alcohol liquors, wines, beers, and malt liquors or the conveyance or distribution of these items.

Tobacco and Nicotine, E-Cigarettes, and Vapor Products- all types.

Inherently Dangerous Products- such as firearms, explosives, knives, and accelerants.

Obscene or Disparaging Products- including, but not limited to nude photographs, caricature poster art, or designs.

Sexually Suggestive Products- such as inappropriate slogans imprinted on clothing and the configuration of certain novelty items.

Health Related Products- all types.

Business Names and/or Logos- all types.

Any individual, company, vendor, or organization who produces Hortonville Polar Bear related merchandise for sale or distribution to the public or for personal, company or organizational use must apply for and be granted a trademark licensing agreement and may be subject to the payment of royalties. For more information, please contact:

**Director of Activities  
Hortonville High School  
155 Warner Street  
Hortonville, WI 54944  
(920)779-7933/fax (920)779-7935**

**OR**

**Todd Timm, District Administrator  
Hortonville Area School District  
246 N. Olk Street  
Hortonville, WI 54944  
(920)779-7903/fax (920)779-7921**