

## Logo & Trademark Use Policy

1. **Are all District campus logos and names protected from unrestricted general use?**

Yes, the District owns all logos, names, and word marks together with all associated copyrights, trademarks, and other intellectual property rights.

2. **Can commercial manufacturers, wholesalers, and retailers use the campus logos or names on a for-profit basis?**

Yes, but only by completing the Logo Use Request Form and receiving written approval. Additionally, the use of the logo must promote a school-related business or activity. After permission is granted, logo digital files—with the correct colors and resolution—will be sent from the Graphic Arts Department. Logos cannot be copied from the website for reproduction.

3. **Can students, student organizations, and parent organizations use the campus logos and names for promotion and marketing?**

Yes, but only by completing the Logo Use Request Form and receiving written approval. Additionally, the use of the logo must promote a school-related business or activity. After permission is granted, logo digital files—with the correct colors and resolution—will be sent from the Graphic Arts Department. Logos cannot be copied from the website for reproduction.

4. **Will students, student organizations, PTOs, booster clubs, or other school-sanctioned organizations be charged a fee for using campus logos and names?**

No, they will not be charged a fee. The use of the logo must promote a school-related business or activity, which will be determined by the Communications Department.

5. **If it's determined that the use is improper, unauthorized, or not in conformity with District standards, then can the District revoke permission to use a campus logo or name?**

Yes, Lamar CISD reserves the right to revoke permission or deny use.



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**6. Can the campus logo or name be used to create or sell merchandise for a fundraiser?**

Be sure to contact the campus administrator and the Business Office to learn about their fundraising policies, procedures, and vendor use. All sale profits must go to the students and/or student-related projects. Finally, it is important that the requester is sanctioned by the school.

**7. What if I want to propose a new campus logo or name to the District?**

To do so, you will need to contact the campus administrator, and they will forward the request to the Communications Department.

**8. Can campus-support organizations such as PTOs or booster clubs grant a person, business, vendor, marketer, manufacturer, or any organization permission to use a campus logo or name?**

No, only the Communications Department is authorized to approve logo use.

**9. If I have questions about this policy, who should I contact?**

You may contact the Communications Department at [Communications@LCISD.org](mailto:Communications@LCISD.org) or 832.223.0328 with any questions or to submit the Logo Use Request Form.

**10. How long will it take for the requester to obtain the digital logo file?**

Please allow up to (3) business days from the date the Logo Use Request Form is submitted to receive approval.