

FREDERICK COUNTY PUBLIC SCHOOLS	Reg. No. 200-20
Subject: SCHOOL MARKS (I.E., LOGOS)	Issued: 04/02/13
Preparing Office: OFFICE OF THE SUPERINTENDENT	Amended:

I. Definition

For the purpose of this regulation, the term “mark” (hereafter “logo”) shall mean the name, nickname, mascot and any related design, logo, graphic, symbol or combination thereof.

II. Procedures

A. Outside Organizations or Individuals

1. Outside organizations or individuals desiring to use the logos of Frederick County Public Schools (FCPS) or an individual school for any commercial or fundraising purposes must have express, written permission from the building principal (school logos) or the director of Communication, Community Engagement and Marketing (central office logos).
2. Requestor shall complete an “FCPS Logos - Usage Request Form” located at <http://www.fcps.org/student-services/forms> and submit the completed document to the building principal or director of Communication, Community Engagement and Marketing for processing.

B. Using FCPS Logos

1. The design of any FCPS logo must remain intact; it is not meant to be manipulated in any way. No alterations, additions or deletions to any part are permitted.
2. FCPS logos cannot be used in a way that discriminates against any person or group on the basis of sex, age, color, ethnicity, creed, disability, sexual orientation, religion or any other status.

C. Licensing Agreement

If an individual or an outside organization wishes to use FCPS logos for commercial gain, a licensing agreement must be signed by the individual/organization and the building principal/director of Communication, Community Engagement and Marketing. The licensing agreement must be approved by the chief of staff and legal counsel for FCPS.

Approved:

original signed by

Theresa R. Alban
Superintendent

FCPS Logos – Usage Request Form

1. Name of outside organization or individual:

2. Contact information:

(person)

(mailing address)

(phone numbers)

(e-mail)

3. Request to use: (check one or both)

FCPS logo

Individual school logo

(name of school)

4. Describe how the logo will be used (e.g., signage, clothing, print). Include details and drawings if applicable.

5. Describe intended purpose for using the logo.

6. Indicate time period permission is requested (i.e., from start to end).

Start date:

End date:

7. Is logo being used for commercial gain? (i.e., "for profit" organizations only)

Yes

No

8. If you answered 'yes' to question 7, has licensing agreement been obtained from FCPS chief of staff and legal counsel?

Yes

No

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APPROVED:

Yes

No

Signature

Date