**Title**: **1140** **Use of School Name, Logo, and Branding Materials**

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|  | **1140 Use of School Name, Logo, and Branding Materials**  This policy establishes clear guidelines for the appropriate and authorized use of the name, logo, and other branding materials of Catholic schools within the system. This ensures consistent representation of the school’s mission, identity, and values while preventing misuse or misrepresentation.  This policy applies to all internal and external individuals, groups, organizations, vendors, and partners requesting to use any school branding elements, including the school name, logo, crest, motto, colors, mascot, and other official marks.  **Permitted Uses (With Approval)**  The school name, logo, or branding may be used by:   * **Official school programs** and clubs recognized by the school * **Parent-teacher organizations** (e.g., Home & School, booster clubs) * **School-affiliated events or initiatives** (e.g., fundraisers, retreats, service projects) * **Approved vendors** producing materials or apparel for school-sanctioned activities * **Student organizations or athletic teams** under school direction   All such uses must be **submitted in writing** for review and approved before production or distribution.  **Prohibited or Restricted Uses**  The school name, logo, and branding **may not be used**:   * For **political or partisan purposes** * In **commercial promotions or advertising** without express written agreement * In connection with **content contrary to Catholic teaching**, including but not limited to profanity, discrimination, or moral relativism * On **social media pages, merchandise, or print materials** not officially affiliated with the school * By **external organizations** without prior written permission   **Design Standards**   * Logos must **not be altered** (colors, proportions, or elements). * Use of the name or logo must not imply **endorsement of non-school initiatives**. * Official school branding guidelines (font, layout, and color codes) must be followed. |