

CLARK COUNTY SCHOOL DISTRICT POLICY

P-1100

OFFICIAL DISTRICT LOGO AND SEAL

- I. To ensure a unified and consistent public identity, the Board of School Trustees established the official logo design to be used on all communications representing the Clark County School District, including print, television, electronic, and Internet applications. They have also adapted the official seal for limited, selective use.
- II. The official District logo must be included on all communication pieces to be distributed to any external audience.
- III. Although individual schools are encouraged to develop a school mascot and other identifiers which represent their institutions, the official District logo will be included on all school-based communications. The use of mascots and school identifiers is governed by Policy 1101.
- IV. As each unit is an important segment of a greater whole, all Districtwide divisions, areas, performance zones, departments, service-centers, offices, and other units will use the official District logo either alone or in an official unit signature.
- V. The CCSD logo shall be used in its entirety. Sections of the logo shall not be used independently apart from the CCSD logo.
- VI. The creation of secondary logos is prohibited except when express permission is granted by the Board of School Trustees. The official CCSD logo will be included in these instances. The use of a secondary logo is restricted to nonpermanent materials; a secondary logo should not be a part of any school district structure.
- VII. Graphic standards are established for the use of the District logo by the superintendent through a Graphic Arts Center CCSD Logo standards manual.
- VIII. The official seal of the Clark County School District is used only for District diplomas, proclamations, commemorative certificates, and service pins. Other uses must be approved by the Board of School Trustees.
- IX. Graphic standards for the use of the District seal are established by the superintendent through a Graphic Arts Center CCSD Logo standards manual.

Review Responsibility: Administration
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