

## GRAND ISLAND PUBLIC SCHOOLS

### 4511 SCHOOL MASCOT, LOGO, AND COLORS

The official mascot, logo, and colors selected for a school is a vital factor in the public image of the school. The honor and integrity of the mascot, logo, and colors selected reflects upon the school, district, and community. The superintendent or designee may reject any proposed name that is incompatible with the best interests of the district, its educational mission, values, or public image.

#### Procedures for Selecting or Changing a Mascot, Logo, and/or Colors:

The building administrator will notify the superintendent or designee in writing of the desire to create or change a mascot, logo, and/or colors.

The building administrator and superintendent or designee will develop a committee to include GIPS Director of Communications, Director of Facilities, students, staff, parents, and community partners.

The committee should consider the following guidelines. Choose a mascot, logo, and/or colors that:

- represent the spirit of the school;
- match the style of the district;
- identify with a characteristic of the community;
- avoid choosing a controversial mascot such as stereotypical or caricature images of ethnic groups;
- represent courage and integrity;
- encourage pride and energy; and
- utilize a professional designer.

The building administrator will consult with the Director of Facilities for proposed work needs and cost of changes.

The building administrator will then submit the final recommendation to the superintendent for approval by the Board.

#### Guidelines for use of District and Building Mascots, Logo, and Colors:

The Office of Communications has identified graphic standards for logos to be used by district and building staff. Logo along with specific color and size expectations for each building are included on the GRID (district staff information repository).

Policy Adopted: 10.11.2018