



BOARD POLICY

915.1 School District Logo

POLICY NUMBER	ADOPTED	REVISED	VERSION
915.1	8/13/2020	4/10/2025	v1.3
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DRAFT	9/11/2026		

Proposed addition

Proposed deletion

Purpose

It is the intention of the Pleasant Valley School District to centralize control and protect the historical integrity of district logos trademarks/service marks, as illustrated below, and the Pleasant Valley trademark/name (collectively the “Pleasant Valley Trademarks”) from possible unauthorized use, alteration of design and/or reproduction for financial gain or other consideration by parties not authorized by the Pleasant Valley School District.

Permitted Uses

Subject to the restrictions listed below, and within parameters established by associated Administrative Rule, the district permits the following uses of its trademark(s):[\[1\]](#)

1. To recognize approved student and school groups in the district without prior approval.
2. To community groups, which support the district’s curricular or extracurricular activities such as PTO’s, school-affiliated organizations, and booster clubs, with the prior approval of the Board and the understanding and agreement from the approved entity that such use does not create an obligation or liability with the district.
3. To other groups, organizations, or commercial entities, only by a written license agreement with the Board of Education. In granting such agreement, the Board or their designee will consider both the direct and indirect benefit to students and the impact of such agreement on other approved uses.

Uses Not Permitted

Trademark(s) may not be used in connection with the following products or in any other manner that would injure the reputation of the district. Prohibited uses include, but are not limited to:

1. Alcoholic Beverages - distilled alcohol liquors, wines, beers, and malt liquors or the conveyance or distribution of these items.
2. Tobacco or Cannabis Products or derivative products (extracts) - all types.
3. Inherently Dangerous Products - such as firearms, explosives, knives, and fuels.
4. Obscene or Disparaging Products - including, but not limited to, nude photographs, caricature poster art or designs.
5. Sexually Suggestive Products - such as inappropriate slogans imprinted on clothing and the configuration of certain novelty items.
6. Health Related Products - all types.
7. Business Names and/or Logos - all types.

Authority

The Board has the right to reject, in all cases and at its sole discretion, any and all future licensing agreements, proposals contracts, and/or approval of a given organization. Additionally, the Board has the right to revisit approved organizations in light of changing circumstances in order to terminate and/or reject any future agreements, proposals and/or contracts.

The approved organization or licensee shall indemnify and hold the school district harmless from any claims, including those for bodily injury and intellectual property right infringement, arising out of the use or licensing of the district's trademarks.

Such improper use, or use of the district's trademark without prior written consent of the Pleasant Valley School District School District Board of School Directors will be a violation of this policy and the Board shall have the right to enforce and/or file civil/criminal sanctions against

the violating party, including, but not limited to actions for breach of this policy, trademark infringement, copyright infringement, unfair competition and others.

As part of the quality control requirement of a licensor-licensee relationship, any person/organization granted a written license by the Board, shall provide to the Board (or such designee as may be assigned) both prior to commencement of the license and on an annual basis, evidence of the manner of use of the Pleasant Valley Trademarks to ensure compliance with this policy and maintained integrity of the trademarks. The Board may also, at its discretion, periodically require those approved student, school and community groups to also provide evidence of the manner of use of the Pleasant Valley Trademarks to ensure compliance with this policy and integrity of the trademarks.

Guidelines

The Board recognizes that the Pleasant Valley Trademarks are integral parts of the school district and have enjoyed wide use over the years by the schools that exist within the school district borders and the various booster clubs, parent organizations, athletic teams and school-wide activity programs. The district, as part of its insignia applications, included the following statement that was intended to clearly indicate who had the authority to use the Pleasant Valley Trademarks:

Educational services used in conjunction with elementary school, primary school, middle school and high school academic, extracurricular, athletic programs and school-affiliated organizations including school district parent-teacher groups, athletic booster groups, band and choir parents and similar groups that are officially recognized by the Board of School Directors. Additionally, the name "Pleasant Valley" shall be used to represent any listed group.

All Pleasant Valley School District materials produced by the school district and/or by approved affiliated groups shall adhere to these requirements:

1. All materials, (publications, team uniforms, banners, advertising, etc.) shall use "Pleasant Valley" or "Bears" as the identifier/trademark.
2. All uniforms, **charitable causes**, promotional materials, banners, etc. shall utilize the school colors Royal Blue and White; **however, color variations of approved logos may be allowed as approved by the Superintendent or designee.**

3. Only the Pleasant Valley Trademarks, approved by the district or the letters “Pleasant Valley” or “~~Pleasant Valley SD~~” **"Bears"** shall be used as logo identifying materials.

The intent of this policy is to identify those organizations officially approved by the Board of School Directors, to use the Pleasant Valley Trademarks without authorization by the school district, clarify the type of uses of the Pleasant Valley Trademarks that are permitted/prohibited, and to identify the type of third party organizations which may apply for a license to use the Pleasant Valley Trademarks.

Furthermore, it is the intent of this policy to have the various groups permitted to use the Pleasant Valley Trademarks to not create alternate or modified versions of the Pleasant Valley Trademarks nor adopt alternate color schemes, fonts, wording, designs to the approved “royal blue” color since each component of the logo, including the color itself, has historical significance relating to the merged one (1) room schools located in Chestnuthill, Polk, Ross and Eldred Townships. The district recognizes that as the logo is duplicated on paper that the original “royal blue” color oftentimes ends up being black and this reproductive use is understood and acceptable. The district desires not to have alternate color designs but also understands that the logo can sometimes end up being white or black if embossed on clothing apparel that is white or blue in color since the official colors of the school district are royal blue and white; **however, color variations of approved logos may be allowed as approved by the Superintendent or designee. .**

~~The Board recognizes that on occasion, single use exemptions to this policy may be authorized by written approval of the Board. Examples may include charitable causes (e.g. incorporation of the color pink for Breast Cancer Awareness), patriotic causes (red/white/blue colors, patches), or other purposes/causes which maintain the integrity of the Pleasant Valley Trademarks, but fail to comply strictly with required colors, designs, fonts as set forth herein.~~

Attached to this Policy 915.1 are the official Pleasant Valley logos and picture representations. The images contained below are the official Pleasant Valley Logos and shall be used once the policy is approved by the Board. The Board recognizes that there will need to be a transition period for all symbols currently in use.

Note: If the district pursues federal trademark registration, other language will need to be added in reference to royalties, proper documentation to be filed and maintained, appropriate use of registered trademark symbols by licensees, etc.

Legal Footnotes

[1]

24 P.S. 511

LEGAL REFERENCE

Legal References

No additional references listed.