



Provo City School District

Policy Series 7000: Community

7125 P1

Use of School District Names and Insignia; District Logo and Seal

The following procedure outlines the correct and incorrect use of both the logo and the seal of Provo City School District. This procedure also provides regulation as to the use of school seals and logos.

Best Practices: Logo Use

- Banners
- Brochures
- Building signage
- District vehicles
- Promotional Materials
- Correspondence (general)
- Departmental forms and worksheets
- Event flyers
- Flags
- Invoices
- Nametags
- Newsletters
- Programs for events and symposia
- PowerPoint presentations
- Research posters
- Department Shirts/Uniforms
- Websites

Best Practices: Seal Use

- Awards given on behalf of Provo City School District
- Commencement programs and related materials
- Diplomas
- Employment offer letters
- Invitations from the Office of the Superintendent
- Stationery from the Office of the Superintendent
- Legal documents

Incorrect Logo Usage

1. Never combine the seal with the logo
2. Do not use colors other than the Blue, Green and Orange of the logo
3. Do not use the logo as a window for imagery

4. Do not add shadows or other special effects to the logo
5. Do not alter the proportions of the logo
6. Do not substitute the logo with typed text
7. Do not reconfigure/change the position of aspects of the logo
8. Do not place the logo over a color of similar value
9. Do not use the logo in outline form
10. Do not create a container for the logo
11. Do not use the logo over any busy image
12. Do not create or add any artwork to the logo
13. Do not position the logo on angles

Incorrect Seal Usage

1. Do not change the colors of any part of the seal
2. Never combine the seal with the logo
3. Do not crop the seal
4. Do not alter the proportions of the seal
5. Do not create or add any artwork to the seal

Adopted: August 31, 2015