

**DISTRICT IMAGE MANAGEMENT  
(Use of District Logos)**

The logos of the District and its individual school sites, departments and programs are the sole and exclusive property of the Verona Area School District. Written permission from the District Administrator or designee must be obtained for logo usage other than by school-sponsored or school-affiliated groups or organizations. Requests for permission to use the logo should specify the nature, extent, purpose and duration of such use by all persons, groups organizations or associations unless they are school-sponsored or school-affiliated groups or organizations.

In the event the use of any District logo involves a commercial profit-making venture, the terms and conditions of such use shall be provided in a mutually acceptable written agreement between the parties.

In all other cases, the District Administrator or his/her designee may allow the use of any District logo by a person, group, organization or association provided such use will directly or indirectly benefit the District.

CROSS REF.: 810, School-Community Relations  
850, Public Sales and Solicitations

APPROVED: August 31, 2015