

# Union Logo Use Guidelines

## Union Public Schools Trademarks and Trade Names

The Board of Education recognizes the importance of protecting its trademarks and trade names from unauthorized use. It is, therefore, the policy of the Board to implement a trademark registration and licensing policy as follows: All of the trademarks, service marks, trade name logos and/or symbols of Union Public Schools including, but not limited to, the names "Union Public Schools" and "Union Redskins" are registered trademarks with the Secretary of State, State of Oklahoma, or are entitled to protection under the common law. It is the policy of the Board to actively defend their trademark status. Any use of a Union Public Schools trademark must have prior written approval of the Superintendent or designee and must be produced, manufactured, or sold under license by Union Public Schools.

Union Public Schools  
Board of Education Policy 1700  
Revised 12/10/07

## Graphics

The design of each registered Union logo must remain intact. No alterations, additions or deletions to any part of the logo are permitted without written permission from the Superintendent or designee.

The registration notice<sup>®</sup> is part of the logo and must be included in the place indicated on each logo. The use of more than one specific type of Union logo in a particular publication or flyer is discouraged.

Acceptable colors for Union logos are solid red, white, black and silver, used individually or in combination of the four.

In the case of the "Split U" logo – most commonly used in athletics, in spirit-related materials, and on uniforms – the black or the darker color should be on the left side, and the red or the lighter color should be on the right side. Non-solid colors, designs, or patterns such as distressed, camouflage, animal prints, stars and stripes, starbursts, hearts, rhinestones, etc., are not permitted. Nor may words or graphics be placed on top of the logo.

Generally the district U, also described as the concentric U logo, is used to represent the Union district as a whole and is, therefore, used on buildings, in district publications and on district stationery. Unlike the Split U logo, words and graphics may be placed on the district U with design approval from the Superintendent or designee.

The "Redskin Logo" is most often associated with Union's secondary schools and the elementary schools which have adopted the Redskin mascot. The image of the mascot may only be used in front of the district concentric U logo as pictured.

## Colors

Recognizing there are many shades of red, the color considered "Union Red" is a bright red listed as the following:

Pantone #186 or #200 (depending on the texture or material) in the Pantone Formula Guide Color Deck for publications, T-shirts, and novelty items; and

Pantone #19-1763 TPX Formula One in the Pantone Architecture and Interiors Color Deck for walls, buildings, and more permanent structures..

## Approval Process

All requests for logos/registered names use must be made in writing, preferably by email, at least two weeks in advance of the inquirer's deadline. The request should include:

- Applicant's name, organization, title, and contact information;
- Specific logo/name requested;
- Purpose (group fundraiser, partnership identification, promotion, etc.);
- Medium in which it will be used (on clothing, novelty items, in flyers, publications, etc.);

All logo/name requests for use in publications – including flyers, advertisements, websites, etc. – should be directed to:

Chris Payne  
Chief Communications Officer  
Union Education Service Center  
8506 E. 61st, Tulsa, OK 74133-1926  
(918) 357-6015

[payne.chris@unionps.org](mailto:payne.chris@unionps.org)  
with cc: [swinburne.barbara@unionps.org](mailto:swinburne.barbara@unionps.org)

All logo/name requests for use on clothing and novelty items should be directed to:

Angela Davis  
U-Wear Store Manager  
Union Multipurpose Activity Center  
6836 S. Mingo Road, Tulsa, OK 74133  
(918) 357-7465

[davis.angelad@unionps.org](mailto:davis.angelad@unionps.org)

The district appreciates the fundraising efforts of our sanctioned groups – booster clubs, PTAs, etc. – and will work closely with them to help with promotions while maintaining the financial integrity of the U-Wear Store and use of the Union trademarked logos/names. Sanctioned groups are not permitted to order clothing or novelty items from third-party vendors without first getting approval from the U-Wear Store Manager. In most instances, the U-Wear Store will design and produce items in-house for quality-control purposes. The U-Wear Store has right of first refusal for any product bearing a Union logo.

In general, groups are expected to indicate – either by symbol or name – their sport or organization on the logo-related item being created.

Any non-specific sport/activity logo wear or novelty item created by a sanctioned group must be ordered through the U-Wear Store, with a minimum ten percent (10%) markup on each item which will be paid to the U-Wear Store.

Groups are limited to two (2) generic, approved logo-related designs per school year.

## Promotions Assistance

Sanctioned groups may make flyers promoting their fundraising merchandise available to U-Wear Store customers or to those inquiring about specific items via the U-Wear Store Facebook page.

Another promotion option for sanctioned groups is to participate in one of the large, centralized sales organized periodically by the U-Wear Store.

Revised 09/27/18

