

CLARK COUNTY SCHOOL DISTRICT POLICY

P-1101

SCHOOL MASCOTS AND OTHER IDENTIFIERS

The Clark County School District recognizes the need to express school spirit through selection of a mascot, team name, colors, and other school identifiers such as yearbooks, annuals, names of newspapers and other publications, names for activities and events, school songs, and slogans. The following provides for these activities:

- I. Selecting a mascot, team name, and school colors as well as other school identifiers shall be respectful of diverse cultural values and reflect a positive school image.
- II. The school mascot, team name, colors, and other school identifiers must be unique and cannot be a duplication of a professional, corporate, international, national, or local mascot, name, and colors, nor other copyrighted identifiers.
- III. A school mascot is defined as a symbol, character, name, or logo that should represent a school in a positive manner with an emphasis on expression of school unity and pride.
- IV. Team names, school colors and other identifiers shall be selected on the basis of a positive reflection of the school.
- V. Responsibility for the selection of the school mascot, team names, colors, and school identifiers will be by a committee comprised of the principal, teachers, staff, students, parents, and community members.
- VI. Final approval for school mascot, team names, colors, and school identifier selections and/or changes will be the responsibility of the Deputy Superintendent of the Instruction Unit.

Review Responsibility: Administration
Adopted: [1101:5/10/12]