



**Jordan Public Schools Trademark and Logo Authorization Request**  
**– For External Use –**

Thank you for your interest in using Jordan Public Schools marks and logos. We have a permissions process for these requests. Members of the external community (to include clubs and associations) who wish to use the logo on communications as well as merchandise must fill out an authorization request annually or for single use. Once received and request approved, you will be provided artwork.

**E-mail requests to: [communications@isd717.org](mailto:communications@isd717.org)**

**Mark/Logo requested: (see website for visuals)**

- |  |  |
|--|--|
| <input type="checkbox"/> (A) Primary Mark        | <input type="checkbox"/> (K) Jaguar Secondary Mark         |
| <input type="checkbox"/> (B) Secondary Mark      | <input type="checkbox"/> (L) Jaguar Mascot                 |
| <input type="checkbox"/> (C) Jordan Wordmark 1   | <input type="checkbox"/> (M) "J" with Paw                  |
| <input type="checkbox"/> (D) Jordan Wordmark 2   | <input type="checkbox"/> (N) Hubmen Wordmark 1             |
| <input type="checkbox"/> (E) "J" Initial         | <input type="checkbox"/> (O) Hubmen Wordmark 2             |
| <input type="checkbox"/> (F) Seal/Crest          | <input type="checkbox"/> (P) Hubmen Primary Mark           |
| <input type="checkbox"/> (G) Jaguar Wordmark 1   | <input type="checkbox"/> (Q) Hubmen Secondary Mark         |
| <input type="checkbox"/> (H) Jaguar Wordmark 2   | <input type="checkbox"/> (R) Hubmen Mascot                 |
| <input type="checkbox"/> (I) Jaguar Wordmark 3   | <input type="checkbox"/> (S) "J" with Hammer               |
| <input type="checkbox"/> (J) Jaguar Primary Mark | <input type="checkbox"/> Other logo needed, specify: _____ |

Name of person making request: \_\_\_\_\_

Company/organization name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Email of requestor: \_\_\_\_\_

How will mark be used (check all that apply):

- ☐ Clothing/Merchandise  
☐ Print  
☐ Internet  
☐ Other, specify: \_\_\_\_\_

By what date do you need the permission? \_\_\_\_\_

Will the use of the mark be used for profit (sale of merchandise, etc)? \_\_\_\_\_

**\*\* Do not sign until you have read the conditions of permission of use in its entirety.**

**Conditions for permission of use:**

1. For profit organizations must agree to pay a 5% royalty fee to the Jordan School District on all profit earned when using District marks/logos.
2. JPS marks/logos may not be used as an outside organization's primary logo identity.
3. **No alteration or placement within an organization's identifiable markers of JPS marks and logos is allowed.** If the approved use calls for change, requester must submit art.
4. **JPS reserves the right to require samples of all content or materials for review and approval prior to use and/or placement of the logo and prior to placement. For expediency, please attach a jpeg or PDF of proposed artwork along with this authorization form.**
5. **Permission for use of marks and logos is granted only for one-time use** and only for purposes listed in the statement of intended use. Please apply in writing for any additional use.
6. Permission does not include the right to rent or loan to other individuals or organizations.
7. Jordan Public Schools' marks/logos may not be used in the advertisement of alcohol or tobacco products.
8. The Jordan logo, taglines, trademarks, intellectual property and related concepts are the exclusive property of Jordan Public Schools. Adherence to these standards is required. Any information about the misuse or unauthorized use of the Jordan marks should be referred to Jordan Communications and Marketing Department. Violations will result in the revocation in the organization's use of District trademarked graphics for a period of two years.

\_\_\_\_\_ (initial) I have read the permission of use above and agree with the conditions.

Requestor Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Print Name: \_\_\_\_\_

When using logos, taglines, and names, please follow guidelines as outlined in our online Identity Toolkit > <https://www.jordan.k12.mn.us/identitytoolkit>.

For additional information, please contact Communication and Marketing at [communications@isd717.org](mailto:communications@isd717.org) or 952-492-4408.

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Once received and request approved, this form will be returned to you with a signature permission of use and corresponding artwork.

**FOR OFFICE USE:**

Authorized signature: \_\_\_\_\_

Title: \_\_\_\_\_ Date: \_\_\_\_\_

Email \_\_\_\_\_ Phone: \_\_\_\_\_