



AP 2-140 – SCHOOL MASCOT, TEAM NAMES, LOGOS, AND COLORS

BACKGROUND

Western School District recognizes the importance and influence that a school mascot, team names, logos, and school colors may have in building and maintaining school spirit, identity, unity, and pride.

This procedure provides guidelines and requirements for selecting an appropriate school mascot, team names, logos, and school colors.

PROCEDURES

1. General Information

The school mascot is defined as symbol, character, name, or logo that should represent a school in a positive manner promoting unity and pride. School colors and team names should also contribute to a positive identity of the school. Selecting a school mascot, team colors, or school colors shall be respectful of diverse cultural values and represent fairness, dignity, and respect.

2. Process for Selecting a School Mascot, Team Name, Logo and Color(s)

- a. Schools should form a committee that includes students, school site councils/leadership councils, parents, staff and members of the community to select and review submissions for prospective mascots, team names, logo's and colors.
- b. If possible, a school must select a mascot, logo and team names that are not currently used by another school in Zone 4.
- c. The following are guidelines in selecting a school mascot, logo and/or team name:
 - i. Promote positive images with no illustrations of violence or abuse.
 - ii. Promotes school spirit, school unity, and community spirit and traditions in a positive manner.
 - iii. Respects persons of any race, color, religion, sex, sexual orientation, national origin, ancestry, person's disability and age.
 - iv. Adheres to divisional policy, the Manitoba Human Rights Code and the Charter of Rights and Freedoms.
- d. Once a selection has been made, the final committee recommendation must be submitted to the Superintendent for final approval.

3. Process for Changing Existing School Mascot, Team Names, Logo's, and Colors

A request for a change of school's mascot, team names and colors must adhere to the same process and procedures as outlined in section 2. Schools must factor in the budgetary ramifications of this action and assume the additional costs if applicable.

Reference:

The Manitoba Human Rights Code
The Charter of Rights and Freedoms
WSD Board Policy Manual

Adopted: February 2012