



CARROLL INDEPENDENT SCHOOL DISTRICT TRADEMARK LOGO FACTS

- The Dragon logo has been trademarked by Carroll ISD since 2004. The logo consists of a Dragon head outlined by the state of Texas. The official PMS green color is 347.
- Commercial, personal or retail use of the Dragon logo requires a Logo Licensing Agreement. For more information on how to obtain a logo licensing agreement, contact the Communications & Marketing Department at 817-949-7080.
- A list of licensed logo users is available on the district's website. Click on Communications & Marketing under the "Departments" drop-down menu to find the appropriate link.
- Carroll ISD academic organizations, student clubs, athletic teams, and fine arts programs are authorized to use the trademarked logo for school-related purposes.
- Carroll employees are authorized to use the trademarked logo for classroom and school-related communications and purposes. An employee may not use the logo for personal use or for retail sales without the expressed, written permission of Carroll ISD and/or obtaining a logo license agreement with the district.
- Official Carroll ISD Booster Clubs, Parent-Teacher Organizations (PTO) and Foundations (Carroll Education Foundation and Digging For Dragons) have permission from CISD to use the trademarked logo without obtaining a logo licensing agreement. This means these organizations may purchase items for retail sales without obtaining a license, and the the company making their item is not required to have a logo agreement, as long as sales are limited to the CISD group. If the company wishes to expand sales to include other logo items, that company must obtain its own logo license agreement.
- Carroll ISD has historically granted local youth athletic teams and organizations use of the logo without a license (i.e. Dragon Club Hockey and Lacrosse). Permission must be given in writing by contacting the Communications & Marketing Department.
- The district reserves the right to revoke logo privileges at any time at its sole discretion.
- Logo licensing options include:
 - Advertising use only - \$250 annually
 - Retail sales – your choice of \$2,500 annually or \$250 annually plus 10% commission on gross revenues paid in quarterly installments.