

**Internal Policies and Procedures
of the
Utah State Board of Education**

Policy #:	02-06
Subject:	Agency Logo and Board Seal Usage
Date:	May 30, 2023
Policy Owner:	Director of Strategic Communications
Policy Officer:	Chief of Staff
References:	USBE Style Guide Materials

I. PURPOSE: This policy designates how the Utah State Board of Education (“USBE”) agency logo and Board seal may be used on letterhead and other agency materials and correspondence.

II. POLICY:

1. Official correspondence from the Board should utilize official Board letterhead that includes the Board seal.
 1. This includes all correspondence that is directed by existing Board rules.
 2. These correspondences should cc Board Leadership and the relevant Board committee chair(s) (Standards and Assessment, Law and Licensing, and Finance) on the communication.
2. Official correspondence from USBE (correspondence that has been approved at the agency level) should utilize official USBE letterhead with the agency logo. A section or other subset of USBE may not develop or use any letterhead other than the official USBE letterhead that has been prepared by the USBE communications team.

III. PROCEDURES:

1. USBE Agency Logo and Board Seal Usage:

a. On all correspondence and communications materials that have been created or approved at the agency level, USBE utilizes an agency logo. On all official correspondence and communications materials created or approved by the Board, USBE utilizes the round official Board seal. The official Board seal should only be used if:

- i. The letter or communications material is being signed by a member of Board leadership or their designee.
- ii. The letter or communications material is being signed by the full Board.
- iii. The Board voted in an open and public meeting to direct the superintendent or agency staff to send a letter or disseminate material on their behalf (example: SHARP information letter).
- iv. All correspondence that is directed by existing Board rules.

This correspondence should cc Board Leadership, the relevant Board committee chair(s) (Standards and Assessment, Law and Licensing, or Finance), and the Internal Audit team on the communication.

b. The official Board seal has two different color schemes, the purely gold round seal is for Board and direct reporting positions to the Board use only. The blue and gold round seal is for USBE office use as outlined in this policy.

c. Before an official document goes to printing or is released as an official document, a section director shall ensure that:

- i. The document has the appropriate USBE logo or Board seal, including that there is no outdated USOE or USBE logo or Board seal;
- ii. The logo is included on the cover page or title page if it is not being used on official letterhead; and,
- iii. The document conforms to the USBE Style Guide.

d. Sponsorship documents should include the USBE agency logo.

e. If using a logo for a specific USBE program, an official USBE agency banner logo must also be included. No more than two logos should be used on a USBE document, one of which must be an official agency logo.

f. The assistant to the State Superintendent maintains the official electronic version of the letterhead.

g. USBE Style Guide materials, including letterhead, agency logos, and Board seals, can be found here: [USBE Style Guide Materials](#).

IV. HISTORY: The effective date of this policy was October 6, 2010, with revisions April 18, 2012, July 1, 2013, and September 25, 2017. On May 12, 2022, this policy was formatted to comply with USBE Internal Policy 00-01. Additional revisions regarding Board seal and agency logo usage were approved on May 30, 2023.