



## MEMORANDUM

**TO:** All Jesuit High School Faculty, Staff, Coaches and Affinity Organizations

**FROM:** Fr. David J. Suwalsky, President

**SUBJECT:** Jesuit High School Advertising Policy

**DATE:** July 26, 2012

---

Advertising in Jesuit High School publications and/or the installation of advertising in Jesuit facilities or on campus is accepted only for the purpose of obtaining additional financial support of Jesuit's mission. The acceptance or exclusion of advertising opportunities at Jesuit shall not be construed to imply endorsement or disapproval of a product or service.

In order to protect and present an appropriate and consistent image, Jesuit High School restricts the advertising of certain products and services. This policy governs all school, department, clubs, teams and organizations supporting or sponsoring third-party advertising and promotion.

Jesuit High School does not participate in, sponsor, or accept advertising in our publications, on our campus or in supported media for alcohol, tobacco and so-called adult products, for any company or product that contains graphic and/or depictions of violence, abuse or illegal activity or the use of weapons, for any company or product that is believed to be crude and/or offensive in any manner, for any company or product that could be sacrilegious in nature or any other products that may harm or bring disrepute and/or do not conform to the general moral principles of Jesuit High School, the Society of Jesus or the Catholic Church. This policy applies to printed publications and electronic media and permanent or temporary displays on campus property.

Both external and internal use of the Jesuit High School name and identifying marks is overseen by the Office of Communications. Trademark licenses and usage permits for use by external entities are obtained only by permission from the Director of Communications or by the President of Jesuit High School. Departments, teams, clubs and organizations supporting or sponsoring third-party advertising and promotion must submit proposed plans to the Director of Communications.

Signature authority for entering into advertising agreements with outside entities is limited to the Director of Communications and the President of Jesuit High School. In addition, all agreements that include opportunities for advertising or promotion of third-party products and services also must be reviewed by the Director of Communications and/or the President of Jesuit High School. Questions regarding the review process or signature authority should be directed to the Office of Communications or the Office of the President.

Any individual, School, or unit that wishes to grant or receive a license for the Jesuit High School name or identifying marks (including but not limited to the Marauder image, or the terms or phrases “Jesuit,” “Jesuit High,” “Jesuit High School,” “Marauders” “JHS”) for use on merchandise (such as T-shirts, mugs, calendars and jewelry) must obtain the prior approval of the Director of Communications or the President of Jesuit High School. Any representation of the Jesuit High School name or its identifying marks must conform to the most recent publication of Jesuit’s Visual Identity and Branding Guide which may be obtained from the Director of Communications upon request. All rights related to Jesuit High School’s name and identifying marks are reserved by Jesuit High School, 1200 Jacob Lane, Carmichael, CA.