



VILLA INTERNATIONAL
HIGH SCHOOL

MEMO

To: All Students, Parents, Staff Members, and School Community

From: School Management

Date: 25th June, 2026

Subject: Unauthorized use of the school uniform, school name, logo or other identifying features of the school

The school uniform and school logo are important symbols of our school's identity, values, reputation and standards. It represents the school and all members of its community and should therefore be used responsibly and respectfully at all times.

It has come to the attention of the school that the school uniform has occasionally been worn or displayed in activities, advertisements, promotional materials, social media content, commercial marketing or events that are not officially organized, approved or endorsed by the school. To protect the integrity and reputation of the institution, the following guidelines shall be strictly observed:

Guideline

1. School uniforms shall only be worn for official school activities, events, programmes and purposes approved by the school.
2. Students, staff, parents, and external parties are prohibited from using the school uniform, school logo, school name or any identifiable school branding for:
 - Commercial advertising or marketing.
 - Product endorsements or promotional campaigns.
 - Political, religious, or advocacy activities.
 - Private events, media productions or social media content that may imply school endorsement.

- Any activity that is not officially sanctioned by the school.

Rationale

The school uniform serves several important purposes:

- **Protecting the School's Reputation:** The public often associates individuals in uniform with the school. Any inappropriate use may negatively affect the school's image and credibility.
- **Maintaining Institutional Identity:** The uniform represents the school's values, culture, and standards. Its use should be limited to activities that reflect these principles.
- **Preventing Misrepresentation:** Unauthorized use may create the false impression that the school supports, sponsors or endorses certain products, services, events, or opinions.
- **Ensuring Student Safety and Privacy:** Restricting the use of school uniforms in public promotions helps protect students from unnecessary exposure and misuse of their identity.
- **Promoting Respect for School Regulations:** Proper use of the uniform reinforces discipline, responsibility and pride in belonging to the school community.

All members of the school community are expected to strictly follow the school's uniform regulations. Any unauthorized use of the school uniform, school name, logo or other identifying features may result in appropriate disciplinary or administrative action.

We appreciate the cooperation of students, parents, staff and community members in safeguarding the reputation and integrity of our school.



Principal

Ali Musthafa