Branding

Are Your School’s Logos Legal?
Who Are We?

Warren Reed – Athletic Director
Ruben S. Ayala High School
7th year as AD at Ayala HS
CSADA Southern Section AD of the year 2018
California Coaches Association Male AD of the year 2018

Daniel Van Beek – Art Director/Business Owner
T-Graphics West, Inc. – eXOsports
26 Years in Branded Merchandise industry
We Gotta Get Compliant
Process of Compliance
Process of Compliance
Process of Compliance
Process of Compliance
Steps to creating your own brand book:

- Pick and/or create the logos (make sure they can be used) know what to keep and what to get rid. Look at old school history as it pertains to logos used when the school opened. Have coaches input on this, vote.
- Work with a graphic designer such as T-Graphics West to mock up the brand book.
- Get approval from site administration of the brand book.
- Get approval from district Risk Management department of the brand book.
- Trademark your logos.
Applying for a Trademark

The application for a trademark is similar to the application for a copyright. Search the website of the U.S. Patent and Trademark Office to make sure no one has applied for a trademark. To qualify for a trademark, you must prove that your design has been used on school merchandise. Additionally, you will have to show that your trademark is original and pay an application fee.

A state trademark registration does not provide all of the benefits of federal registration, but is typically much less costly and time consuming. Many schools find that a state trademark registration is sufficient to show that the school is asserting control over the mark (around $70.00).
