

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

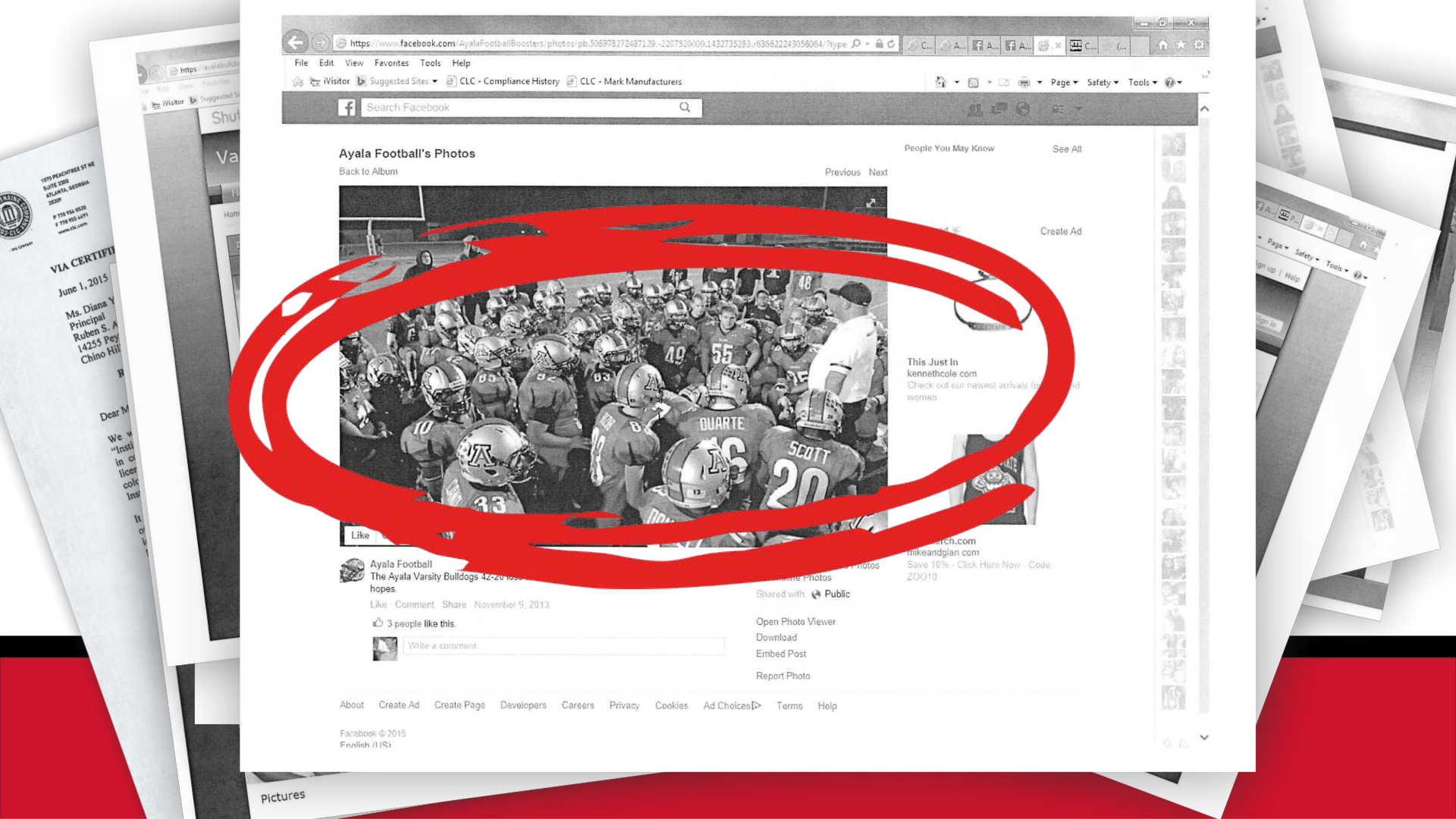
CSADA Southern Section AD of the year 2018

**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



Ayala Football's Photos

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Create Ad

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women



Ayala Football
The Ayala Varsity Bulldogs 42-20 loss
hopes.

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We Gotta Get Compliant



Bulldogs
ATHLETICS

Style and Usage Guide

**AYALA
HIGH SCHOOL**

A

line/style/usage guide
presented by i-Graphics West, Inc.
2015

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Bulldogs
AYALA HIGH SCHOOL



PERFORMANCE



LEADERSHIP



THEATER

SECONDARY LOGOS

Approved Logos 2.1

USAGE GUIDELINES

Official approved colors of Ayala High School. These colors play a major role in supporting the

GREY SILVER BLACK

COATED	WEB	PROCESS (CMYK)	Thread
	#D10249	c2 m100 y85 k6	800
	#AAADAF	c36 m27 y27 k0	1713
	#8DBF8C	c49 m39 y42 k4	1713
	#000000	c75 m68 y65 k90	black

transparent, white, red, silver/grey, or black.
1 color (or transparent) background (vs. against an image, pattern or texture).
strong colors that are not one of the approved colors.



LINE/STYLE/USAGE GUIDELINES

Variations



to be used for your school in all sports, departments, clubs or other

FWXYZ 1234567890

LINE/STYLE/USAGE GUIDELINES



CREST



BAND



PERFORMANCE



LEADERSHIP



THEATER



CHORUS



Process of Compliance



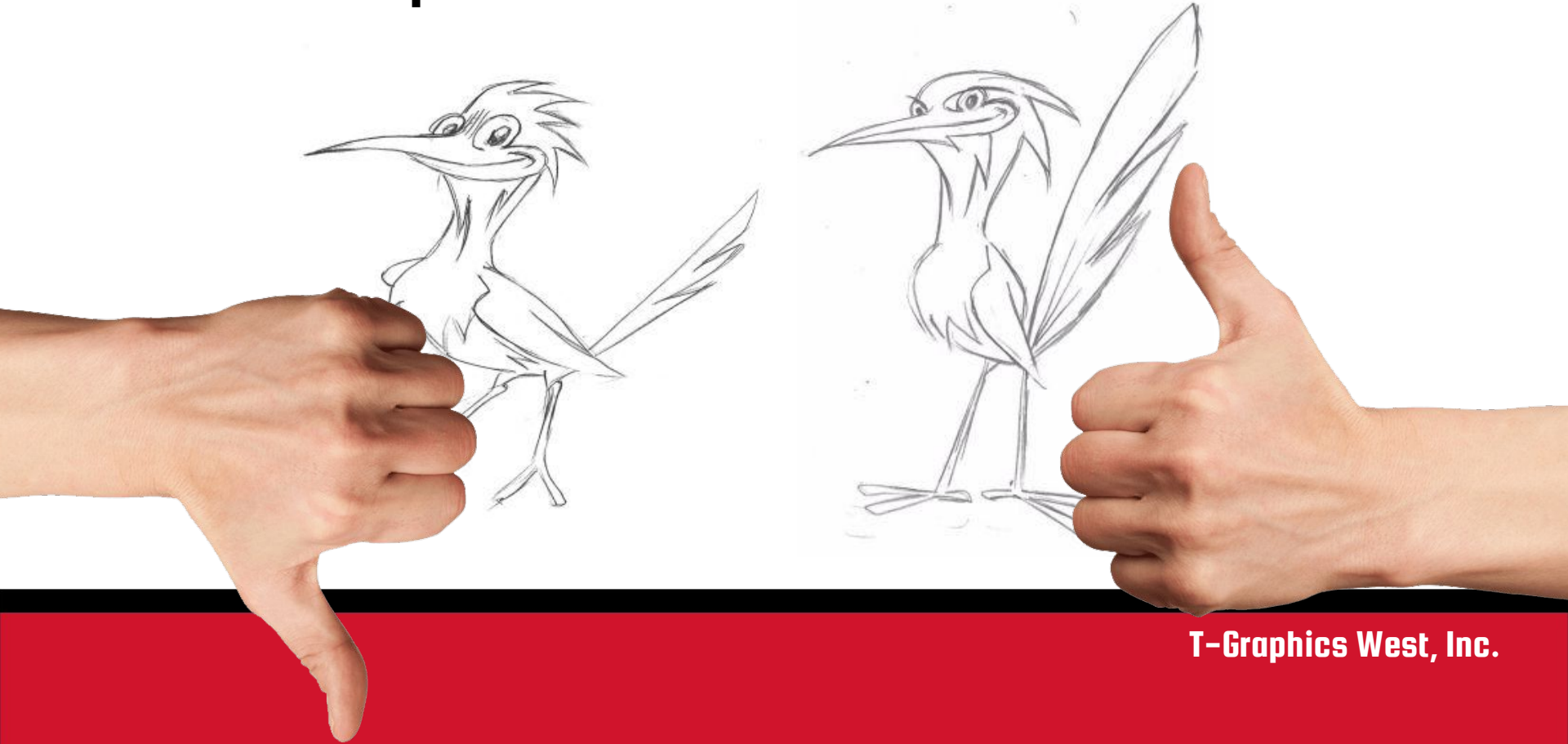
Bell Intermediate School

Roadrunners

Property of LOONEY TUNES

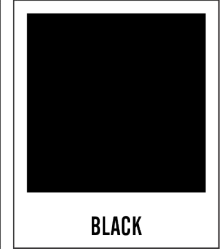
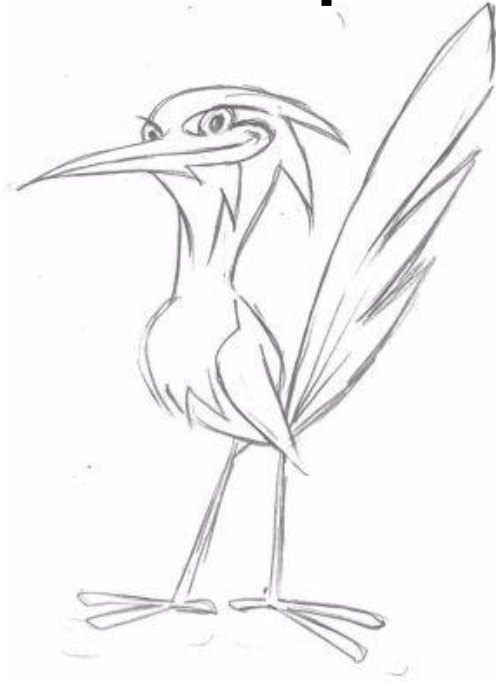
T-Graphics West, Inc.

Process of Compliance



T-Graphics West, Inc.

Process of Compliance



Process of Compliance



Process of Compliance



PRIMARY

HILTON D. BELL INTERMEDIATE SCHOOL

ACADEMIC



SECONDARY



EMBLEM



EMBLEM 2



Creation, application, or any use of these brand elements must conform to approved standards as authorized by Hilton Bell Intermediate School. Additionally, it is imperative that these brand elements are used properly on all merchandise, web site, printed materials, signage, etc. in a quality manner. When using the brand elements, whether the item on which the element is applied is for internal use, departmental use, organization use, or if it is to be publicly displayed, sold, or otherwise distributed in commerce, all specifications for usage must be met and visually approved by an authorized party with Hilton Bell Intermediate School.

TYPOGRAPHY

Clarendon Condensed

BELL INTERMEDIATE

Engagement

Roadrunners

Clarendon should always be used for your school in all sports, departments, clubs or other secondary priority associated with the school

USAGE



NOT OKAY



OKAY



CREATED & PREPARED BY
T-Graphics West, Inc.
Daniel Van Beek
5226 D Street
Chino, Ca 91710

OFFICIAL COLOR	"PANTONE" COATED	WEB	PROCESS (CMYK)	Thread
Blue Royal	285c	#D1D249	c2 m100 y85 k8	800
Yellow	113c	#AADAFA	c36 m27 y27 k0	1713
Black	black	#000000	c75 m68 y65 k80	black



T-Graphics West, Inc.

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).

California: <http://www.sos.ca.gov/business/ts/ts.htm>(link is external)

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