

# Santa Fe Catholic High School

## Trademark



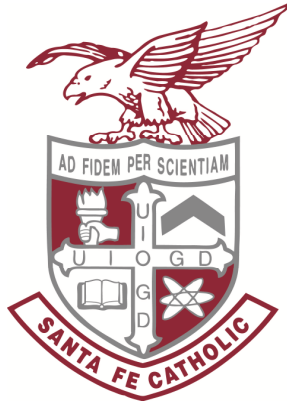
### Santa Fe Catholic Trademark Request Form, Permissions, and Guidelines

The Santa Fe Catholic logo, shown above, is comprised of two components: a stylized rendering of the hawk and the logotype (font) in a distinct arrangement. The combination of the contemporary hawk image and the classic use of typography symbolize Santa Fe Catholic High School's desire to be forward looking while respecting the past. The logo is a registered trademark® of the Catholic high school.

### Trademark Usage Guidelines

Santa Fe Catholic has exclusive rights to its name, trademarks, logotypes, mottoes, and mascots and prohibits their unauthorized use. This policy has been set in place by the Board of Directors of Santa Fe Catholic High School to protect the symbols that are associated with its name and its reputation. Because trademarks and service marks are valuable assets, they must be used correctly to avoid loss or dilution in the marketplace.

The Santa Fe Catholic High School **trademarks** include: "Santa Fe Catholic," "SFC," "Santa Fe Catholic High School," "The Santa Fe Hawks," "SFC Hawks," "Home of the Crimson Hawks," and "Crimson Hawks," as well as **icons** like the Hawk, the Strutting Hawk, the Interlocking SFC, and the Santa Fe Catholic **seal**. The official colors for the Santa Fe Catholic logotype (trademark) are **Burgundy (Pantone 202 C / Custom Color Model: RGB Red – 130, Green – 36, Blue - 51)** and **Gray (Pantone Cool Gray 3 C / Custom Color Model: RGB Red 201, Green – 202, Blue – 200)**. **Text and dark gray in crest (R - 128, G – 127, B - 132).**



**– Do not stretch or reconfigure the Official SFC SEAL –**



**– Do not stretch or reconfigure Sports Hawk Icon–**

## **Required Permission**

Use of Santa Fe Catholic trademarks in print, multi-media, advertising, promotional material, on clothing or other merchandise requires the express permission of the Santa Fe Catholic Director of Institutional Advancement or the Assistant Director of Communications/Marketing. Any person or entity seeking to obtain such permission should submit an application form to either director. Vendors must also expressly agree to abide by these usage guidelines by means of a formal written contract or acceptance of a Santa Fe Catholic purchase order. The Santa Fe Catholic General Counsel must approve all such written contracts. In the absence of a written contract, the vendor will receive a purchase order requiring the vendor to adhere to these usage guidelines.

## **Applicability of Guidelines**

These usage guidelines are applicable to all Santa Fe Catholic staff, students, faculty, vendors, contractors, partners, manufacturers, customers, creative agencies, consultants, professional writers, and editors, regardless of whether such persons or entities applied for permission to use a Santa Fe Catholic trademark. All persons or entities using a Santa Fe Catholic trademark will take reasonable care to prevent the unpermitted use of the trademark by others. Santa Fe Catholic reserves the right in its sole discretion

to terminate or modify permission to display the Santa Fe Catholic trademarks by any person or organization.

## **Approved Graphic Styles**

Use of the Santa Fe Catholic trademarks must conform to approved standards as authorized by the Catholic High School in the Santa Fe Catholic Style and Graphic Standards Manual. Alterations or modifications to Santa Fe Catholic's trademarks are not allowed, except on the express approval of the review committee consisting of the President, the Marketing Committee as assigned by the Santa Fe Catholic Board of Directors, the Principal, Director of Development /Legal Counsel, and the Assistant Director of Communications/Marketing.

## **Prohibited Use**

The Santa Fe Catholic High School's trademarks are intended to present a positive image of Santa Fe Catholic, and may not be altered in any way. Nor can the Santa Fe Catholic's trademarks be used to promote a business, product, or service in any way that could state or imply an endorsement by Santa Fe Catholic.

The Santa Fe Catholic High School's trademark shall not be used in any way that discriminates or implies discrimination against any persons or groups based on age, ancestry, belief, color, creed, disability, national origin, race, religion, sex, military status, or veteran status, or in any other way that would be a violation of the Santa Fe Catholic High School's anti-discrimination policies. Furthermore, the use of Santa Fe Catholic trademarks with the following types of products normally will not be approved:

- products that could be used to injure or kill;
- alcohol-related products;
- tobacco-related products;
- sexually suggestive products;
- food and beverage products and accompanying packaging (other than for limited internal consumption in connection with official Santa Fe Catholic events);
- products that present an unacceptable risk of liability;
- products that are inimical to the mission or image of Santa Fe Catholic High School.

Certain artwork or designs will not be approved for use in conjunction with Santa Fe Catholic High School trademarks. These include the following:

- art depicting the use or endorsement of alcohol;
- art depicting the use or endorsement of illegal drugs;
- art depicting the use or endorsement of tobacco products;
- art depicting the use or endorsement of firearms or other weapons;
- art depicting racist, sexist, hateful, demeaning or degrading language or statements;
- art depicting profanity;
- art depicting sexual acts;
- art depicting statements impugning other Educational Institutions;
- art or a design incorporating trademarks or copyrights not owned by Santa Fe Catholic, unless written permission for such use satisfactory in form and substance to Santa Fe Catholic is obtained from the mark holder or copyright owner.

**The official colors** for the Santa Fe Catholic logotype (trademark) are **(Pantone 202 C / Custom Color Model: RGB Red – 130, Green – 36, Blue - 51) and Two-tone gray (Pantone Cool Gray 3 C / Custom Color Model: RGB Red 201, Green – 202, Blue – 200)**. The logo also may be used as a one color image of black or white or it may be reversed out of a dark background, if appropriate.

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## Official Logotype Font

**Times New Roman** is the typeface used for the Santa Fe Catholic Logo. This logotype design cannot be modified or rearranged in any way. The type can be used alone, or in its specified arrangement. The Times New Roman font is versatile, offering different weights and italics for use with headlines or body copy. It is used on all stationery and most printed material. To maintain a consistent image, it is important to use Times New Roman as the standard text in printed materials whenever possible. This typeface is available in PC and Mac formats.

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9 POINT

**Typography is architecture, and the typographer is the architect. The building bricks used are the typefaces, and the motor is the spacing selected for the composition. Layouts are identical to blueprints and a type rule is only part of the necessary drafting instruments.**

10 POINT

**Typography is architecture, and the typographer is the architect. The building bricks used are the typefaces, and the motor is the spacing selected for the composition. Layouts are identical to blueprints and a type rule is only part of the necessary drafting instruments.**

11 POINT

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12 POINT

**Typography is architecture, and the typographer is the architect. The building bricks used are the typefaces, and the motor is the spacing selected for the composition. Layouts are identical to blueprints and a type rule is only part of the necessary drafting instruments.**

14 POINT

**Typography is architecture, and the typographer is the architect. The building bricks used are the typefaces, and the motor is the spacing selected for the composition.**