

SHORE CONFERENCE OF HIGH SCHOOLS

Design Guidelines

The Shore Conference of High Schools (“Conference”) is the sole owner of the trademarks, service marks, trade dress, and other source identifiers used in its materials and provided as part of its services, whether registered with the United States Patent and Trademark Office or held as common law marks, along with the associated goodwill (collectively “Marks”). The Marks include, but are not limited to, the Marks set forth herein and they constitute the cornerstone of the Conference’s identity system going forward. The Marks distinguish the Conference and present a cohesive, recognized image of its brand. Therefore, the Marks must be used consistently and never be manipulated, changed, disassembled, used as part of other logos, or otherwise modified unless provided herein or otherwise authorized by the Conference.

Use of the Conference identity and Marks is restricted to its members and any third parties authorized by the Conference. The Conference grants its member institutions a limited license to use the Marks in accordance with the regulations and restrictions set forth by the Conference during the duration of an institution’s membership in the Conference. The Conference reserves all rights relating to and/or arising out of the Marks and the Conference retains the sole right to use, market, and license goods and services with the Marks and members may only use the marks only in accordance with the terms set forth herein. The Conference further reserves the right to revise these guidelines and any restrictions on the use, licensing, alteration, and sale of the Marks by the Members.

Members may use the Marks in the approved official colors or the member’s school colors, as approved, and may use the Marks for any non-commercial purpose. Members may not license or otherwise use the Marks for commercial purposes, except that members may use the Marks commercially so long as the Marks are affixed on the goods along with the member’s name and logo and the Marks constitutes the secondary mark on the goods. Only the Conference is authorized to use the Marks on their own and sell goods which solely have the Marks. Only the conference is authorized to sell goods with the conference logo on it at Conference championship events.

All publications, web applications, advertising, and depictions of the Marks shall be consistent with the branding guidelines outlined in this official conference style guide, or otherwise approved by the Conference. Incorrect usage of the Marks compromises the integrity of the brand and impedes the Conference’s goal of achieving a unified branding effort.

To access downloads of the official Marks, please visit _____.