



Brand Use Permission Form

Rev. 2-16-2023

APPROVAL PROCESS

Any person or group affiliated with Seton Catholic Preparatory must have a Brand Use Permission Request Form approved before ordering or printing any seton brand logo on apparel or any other item (this includes shirts, mugs, lanyards, posters, banners, etc.). All requests to use a seton brand logo will be reviewed by Seton Catholic Preparatory administration. If needed, the proper logos can be supplied for your approved use. All requests will need to adhere to the proper use guidelines as listed in the seton Catholic Preparatory [Style Guide](#). Completed forms will be reviewed and a response will be emailed within five business days. Any person or group printing anything without approved consent or not within the approved request risk those said items being confiscated without compensation. Please email this completed form and supporting documents to branding@setoncatholic.org.

GENERAL INFORMATION

Organization:				Moderator/Coach				
Name:			Phone:			Email:		
What is the product you wish to have produced and what is its intended use:								
Quantity Ordered:			Cost Per Item:			Date Needed:		

DESIGN

A complete color design of the product being produced showing all printed sides must be attached. Please include all colors of the products and the colors of the ink/thread being used to print/sew the product:	

OFFICE USE ONLY

Date Received:		Request #:	
----------------	--	------------	--

☐	Approved – Design meets style guide use guidelines.
☐	Not Approved – Design does not meet style guide guidelines. Additional Explanation:

Signature of Administrator:		Date:	
-----------------------------	--	-------	--

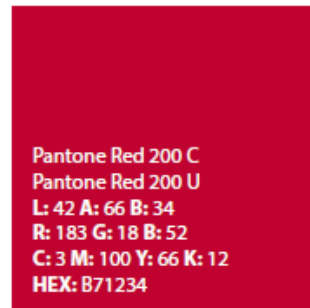
CONTACT THE PRINCIPAL'S OFFICE FOR ANY QUESTIONS

COLORS

All items associated with Seton Catholic Preparatory High School must be primarily red, gold, white or light heather gray.

MAIN PALETTE:

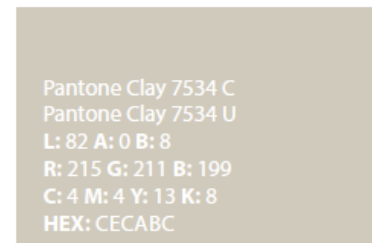
SETON RED



SETON GOLD



SECONDARY SUPPORT PALETTE:



COLORS FOR CAUSE

Athletic teams that would like to purchase t-shirts to support a special cause (i.e. Breast Cancer, Alzheimer's Association, etc.) may do so as long as they have the following wording "Seton Catholic Preparatory Supports (name of the cause)... clearly stated on the t-shirt. T-shirts produced to support a cause may be printed in the color that is typically associated with that cause.

REQUIRED WORDING AND LOGOS

The prominent message on all items shall clearly promote Seton Catholic Preparatory with the athletic team, club, organization or event being the secondary focus. All items must have a minimum of one of the following word phrases and/or logos clearly displayed: **Seton Catholic Preparatory**, **Seton Catholic Prep**, **Seton Catholic**, **Sentinels**, or **SCP**

