



Kent Career Tech Center

REAL LIFE. REAL LEARNING.

a program of **Kent ISD**

Merchandise Design Guidelines & Approval Process

The following guidelines are designed to provide clarity and consistency regarding apparel and other merchandise representing Kent Career Tech Center. These guidelines have been crafted to maintain the integrity of the Tech Center's branding and ensure appropriateness in the educational environment, while also allowing students and staff to showcase their pride in being part of the school. Kent Career Tech Center apparel and merchandise are official representations of the school which help create a sense of community amongst current students and serve as promotional items.

We appreciate your cooperation and support as we continue to create an environment where every student feels valued, respected and ready to excel.

General Guidelines

ALL MERCHANDISE DESIGNS MUST BE APPROVED BY THE KENT ISD COMMUNICATIONS DEPARTMENT AND THE KCTC PRINCIPAL PRIOR TO PURCHASE.
See instructions below.

Garments

- Program/lab safety guidelines for selecting garments should be considered if the apparel might be worn at school. Considerations may include sizing/bulk and presence of drawstrings, zippers and other elements
- Garments selected should follow general dress code guidelines

Graphics/Designs

- Graphic motifs should be original and not a parody or likeness of any trademarked logo/design
- Designs must follow general dress code guidelines for school appropriate clothing and may not include vulgar or obscene language, graphics that represent or depict violence, gang activity, political or religious affiliation/representation, etc.
- Program-specific merchandise designs should include the program's full name or common shortened/abbreviated name (*ie. Graphics for Graphic Communications*)
- Program-specific merchandise designs should generally relate to the program's industry
- Program-specific merchandise designs may include tools or other symbols that represent the program's industry or a special event where the apparel will be worn (*ie. summer camp*). Some restrictions may apply
- Program-specific apparel designs may not include tools or symbols that do not represent or relate to the program's industry. Exceptions include special events as noted above

Application of Kent Career Tech Center Logo

- Apparel must include an approved version of the Kent Career Tech Center logo
- Logo must follow the minimum logo sizing guidelines
- Graphic motifs should not alter the layout of the logo and must be approved by the Communications department
- Do not redraw, reconstruct, recolor, add or remove elements, or modify the logo in any way

[SEE LOGO GUIDE](#) on Connect for minimum sizes and additional rules. Ensure that all aspects of the logo usage guidelines are followed. Contact communications@kentisd.org with logo questions.

Approval Process

ALL MERCHANDISE DESIGNS MUST BE APPROVED BY THE KENT ISD COMMUNICATIONS DEPARTMENT AND THE KCTC PRINCIPAL PRIOR TO PURCHASE.

Please refer to this checklist before submitting your request for design approval.

- Ensure that an approved Tech Center logo is included in your design
- Ensure that your design follows the general guidelines above
- Save your design as a PDF or provide a PDF of the color draft design from the vendor
- Save vendor and estimated cost information in a PDF - if available

The approval process is as follows:

1. **Submit your proposed merchandise design by filling out this [form](#)** which routes electronically to the necessary approvers. Be sure to include the following-
 - PDF attachment of a proposed design
 - Proposed vendor information - if determined
 - PDF attachment of vendor estimated cost - if available
2. Once routed to and approved by your direct supervisor, the proposed design and information is automatically sent to the Communications Team.
3. If the design IS APPROVED by the Com Team, the information is forwarded to the KCTC Principal for final review and approval.
4. Upon the Principal's approval the Com Team, direct supervisor and submitter are notified of the final approval.

If a design is NOT APPROVED by the Com Team, they will contact you directly to discuss changes to your design. Once changes are made, please submit the revised design to your direct supervisor and the Com Team.

If a design needs to be altered after receiving final approval, it must be resubmitted through the approval process.

An [Informed K12 form](#) has been created to automate this process.