

CHAVEZ HUIERTA

K-12 PREPARATORY ACADEMY

Book	CHPA Board Policy Manual
Section	Chapter 2 General Institution
Title	BP 2110 Use of CHPA Name and Logo
Number	BP 2110 Use of CHPA Name and Logo
Status	Active
Legal	Chávez/Huerta K-12 Preparatory Academy Board of Directors
Adopted	September 13, 2016
Last Reviewed	May 9, 2023

Use of the name of Chávez/Huerta K-12 Preparatory Academy including César Chávez Academy (CCA), Ersilia Cruz Middle School (ECMS) and Dolores Huerta Preparatory High (DHPH), or the use of the name of any department or subsidiary brands and mascots of CHPA, or any abbreviations of such names, in the solicitation of funds or property or other uses specified in law is prohibited unless expressly approved in writing by the Principal or the ~~Executive Director~~ President/CEO or designee.

The use of CHPA, CCA, ECMS or DHPH may not be used for purposes of promoting the activities or interests of outside organizations, businesses, agencies, or persons without written approval by the President/CEO.

Organizations within CHPA (i.e., Athletics, clubs and programs, student organizations, Associated Student Government, and departments) must obtain prior written approval from the Principals of CCA, ECMS or DHPH or the President/CEO or designee for the use of the name of CHPA, CCA, ECMS or DHPH or logo and use of official colors of any segment of the organization on such items as letterhead, uniforms, flyers, etc. The official logos and colors of Athletic uniforms shall be:

School	Logo	Colors
CCA	Águila	Navy blue and silver
ECMS	Toros	Blue, silver and gold
DHPH	Scorpion	Royal blue and gold

Last Revised May 16, 2023