



LOGO



Preferred logos on the left.
Secondary option on the right.

No size requirements. There should always be white space (at least 3x the stroke of JVA) surrounding the logo! The logo may be resized, but must always keep its original proportions. DO NOT stretch, squeeze, skew, or distort in any way.

Logo 1 should be used on white backgrounds & all others on dark. The logo should never be outlined or have a drop shadow.



LOGO & NAME USE GUIDELINES

The JVA name & logo represent the a high-quality standard for junior volleyball. When our logo appears, parents trust it. Clubs earn credibility. Athletes feel validated.

Every piece of media with the JVA logo (jersey, flyer, Instagram post, tournament merch, etc.) becomes a reflection of our entire membership and organization. If the logo appears on low-quality designs, unofficial apparel, or events we don't oversee, it can:

- Create confusion about what is officially JVA-endorsed
- Mislead families, athletes, and clubs about insurance or event standards
- Dilute the value of being a JVA Member Club
- Undercut the work clubs are doing to Better the Ball nationwide

To protect what our logo stands for, usage is intentionally limited. All JVA Member clubs are granted limited and purposeful usage rights, outlined here.

Thank you for helping protect the standard in junior volleyball.

The JVA logo, consisting of the letters 'JVA' in a bold, stylized, dark blue font.

Approved for use by **JVA Member Clubs** only on: uniforms (1.5" wide), backpacks, and warm ups.

The JVA logo, consisting of the letters 'JVA' in a bold, stylized, dark blue font.

MEMBER CLUB

Approved for use by **JVA Member Clubs** only on: marketing materials or your website with a backlink to our website.



All instances of use must be approved by JVA Marketing.
Email katie.wells@jvavolleyball.org with design for approval.

The JVA logo, consisting of the letters 'JVA' in a bold, stylized, dark blue font.

INSURED

Approved for use by **event hosts using JVA Insurance** only on: event marketing materials, event website with a backlink to our website, or tournament merchandise (1.5" wide). The JVA logo & name **CANNOT** be part of the official event name or event logo, nor can it be the primary logo on merchandise.