



## **POLICY DOCUMENT**

**Effective: 16/07/2001**

# **USE OF CORPORATE NAMES & LOGO'S**

### **Background**

Over the years there have been numerous variations to the terms (names) used to describe who we are. So much so, that to the average consumer, their ability to discriminate and determine which is which, is often not possible or at best potentially confusing. Given the variations of names used and the associated logo's it is apparent that we need to make a clear determination as what we call ourselves and which logo is used to associate with.

After careful consideration and consultation with Soke Bob Jones, we have made such determinations.

### **Objective**

To define and describe a standardized corporate names and logo's for each branch/system of our martial arts, that will be used consistently across the organization for the purposes of strengthening the corporate image.

These appropriate logos and names can be found on the website.

### **Policy**

On each and every occasion, when and where any printed or electronic form of advertising or promotion is used, there must be the appropriate and corresponding logo and name used...

#### **1. Zen Do Kai Martial Arts**



Not Zen Do Kai Karate, nor Zen Do Kai Freestyle etc..The Proper name is Zen Do Kai Martial Arts.

#### **2. BJC Muay Thai**



### 3. Zen Do Kai Kidz Karate



### 4. BJC Arnis-Kali-Eskrima



The above graphics can be downloaded from the Official Website...

Questions or comments can be directed to Bob Jones Martial Arts Head Office at:  
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