

Background

Volley, also known as Volley Design is a design practice set up by myself back in 2017. The business is registered as 'Sole Trader'. The business provides services within Graphic Design.

Volley Design is owned by me solely and doesn't have any other employees, this is a freelance model.

Name

The name Volley was used for the business after personal interests at the time in tennis and the idea of bouncing ideas around with clients. This is not owned or trademarked by me. This means it leaves me open to other businesses using this name, potentially diluting my and finding it difficult to find me, this could hinder the growth and income of my business.



Logo Design

The logo consists of a font which is available via Adobe Fonts (can be used as I own a creative licence) The logo font has however been modified for personal identity and style. This consists of the curvature of characters and removal of a section on the 'v'

Adobe outline: "You can create digital designs or print work for your own use or for client projects. This includes generating a PDF, EPS file, or bitmapped file such as a JPEG or PNG.

Edited Font & Icon

The logo itself has been modified to allow for a unique 'v' to be created.

Adobe outline that modification of fonts can take place:

"Yes, you can modify or decorate type that you have converted to outlines. The resulting image may be copyrighted or registered as a trademark, or used in commercial products.

You may not make changes to the font software file itself"

Trademark vs No trademark

With the name this can easily be used by someone else and I have actually found a few businesses using this name already for example

Volley (Web Design service) & Volley Creative (Digital Content)

I haven't trademarked the name Volley Design* and in the future if the business grows this may become an issue if I want to own this. It could affect my growth potentially and income stream, if the name is adopted in the same way



Copyright of logo

The logo design itself is owned by me as I designed it however as it's a used font (which I have modified) it could be easy to copy in terms of the font.

I could however still trademark this. Adobe outline: "The logo may be copyrighted or registered as a trademark under the Terms of use"

This would allow me to protect the business logo.

I undertook a quick trademark search on the .gov website and currently 'Volley Design' is not trademarked.

I also have all original files and development process of the logo to show how and when the logo was developed.

Colour

The specifically chosen colour for the brand logo can not be protected as it's a style.

Anyone could use this colour across their work, but not within the a copied version of this logo.