

Exhibit B from the Kinder Foundation / HISD / HSPVA Friends
naming rights contract dated October 16, 2016

Exhibit B: Naming Rights Clarifications and Exceptions

- The new name “Kinder High School for the Performing and Visual Arts” will officially go into effect on the day the Campus opens, however, HISD and Friends shall immediately start the transition of referencing the new name in print and on other materials regarding the Campus as of the Effective Date.
- Exterior signage will be developed for the Campus prior to opening, which will include a sign or signs on the building face and may include a monument sign. All exterior signage will be mutually approved by HISD, HSPVA, Friends and Grantor.
- It is understood that the students, alumni and faculty frequently refer to the school as “HSPVA” or “PVA” verbally, in social media and in informal school communications, and that this habit may or may not change overtime.
- The current round HSPVA logo is considered the “legacy logo,” and may be used in the future in the Campus in a context that is appropriate; ie – the history of the school, in conjunction with a typed version of the new name of the school, etc.
- Friends has contracted with Gensler to develop a new school branding package, including a logo and visual identity, which will be mutually approved by HISD, HSPVA, Friends and Grantor. This new branding will use the new name(s) “Kinder High School for the Performing and Visual Arts” or “Kinder HSPVA.” The new branding package will go into effect with the official name change on the day the new Campus opens.
- The current black and white bumper stickers which read “The High School for the Performing and Visual Arts” are considered “legacy promotional items” and may continue to be offered after the Campus opens, along with an updated version which reads “Kinder High School for the Performing and Visual Arts”.
- When the new Campus opens:
 - On the exterior of the school, the large block letters that spell “HSPVA” will remain as designed.
 - On the donor wall inside of the school the Kinder Foundation will be recognized as a major donor at the appropriate level and to the extent the school name is displayed within the interior of the school, the full name “Kinder High School for the Performing and Visual Arts” will be used.