

BILINGUAL IMPROV SCHOOL

MEDIA ASSETS — CAPTIONS & CREDITS

For the logos, photos, and video shared with press

Use these caption and credit lines when sharing or publishing BIS assets. Every photo and video needs a credit; every image benefits from a caption.

HOW TO CREDIT

- **Photos:** “Photo by JC Villada / Bilingual Improv School.”
- **Video:** “Video by Jax Ovalle / Bilingual Improv School” (or JC Villada, per the specific file).
- **Logo & graphics:** “Courtesy of Bilingual Improv School.”
- **When unsure,** default to “Courtesy of Bilingual Improv School” and confirm the photographer with Rudy.

PHOTOGRAPHER / VIDEOGRAPHER CREDITS

Asset type	Credit line	Use
Show & event photos	Photo by JC Villada / Bilingual Improv School	Editorial, with credit
Event & promo video	Video by Jax Ovalle / Bilingual Improv School	Editorial, with credit
Logo / wordmark	Courtesy of Bilingual Improv School	Unaltered only
Founder headshot	Courtesy of Bilingual Improv School	Editorial, with credit

Licensing note: assets are provided for editorial use with credit. For commercial or repurposed use, contact BIS first. A written photo/video usage and credit agreement with JC Villada should be in place before assets are licensed onward to outlets.

CAPTION TEMPLATES

- **Show photo:** “The cast of ¿Cómo se dice? performs bilingual improv at Collaboraction Theatre in Humboldt Park. Photo by JC Villada / Bilingual Improv School.”
- **Class photo:** “Students play a bilingual improv game during a Bilingual Improv School class. Photo by JC Villada / Bilingual Improv School.”
- **Showcase:** “Students take the stage at ¡El Showcase!, BIS’s monthly student showcase. Photo by JC Villada / Bilingual Improv School.”
- **Founder:** “Rudy Mendoza, founder of Bilingual Improv School. Courtesy of Bilingual Improv School.”

LOGO USAGE

- Keep clear space around the logo; don’t crowd it with other elements.
- Don’t stretch, recolor, or add effects. BIS red is #CF152D.
- Use on white or light backgrounds for the primary mark.

ASSET INDEX (FILL IN TO MATCH THE SHARED DRIVE)

- **Logos:** [primary mark, white/reversed, icon] — [filenames]
- **Photos:** [show, class, showcase, headshot] — [filenames, each with photographer]
- **Video:** [sizzle, show clips, b-roll] — [filenames, each with videographer]

CONTACT Rudy Mendoza, Founder · (786) 348-6163 · rudy@bilingualimprovschool.com · bilingualimprovschool.com