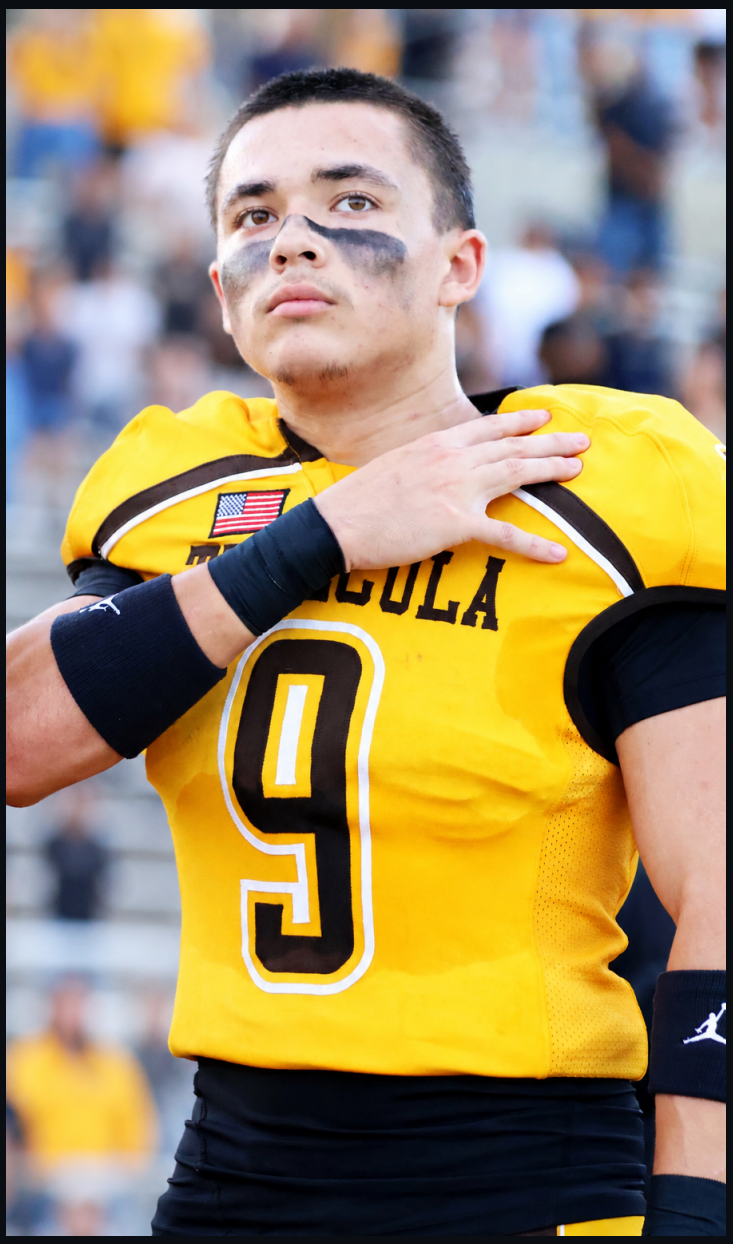




NEXT CHAPTER ATHLETICS / PERSONAL BRAND SYSTEM

NOAH MURILLO

THE CHEETAH / CLASS OF 2027

BRAND IDENTITY GUIDE • VERSION 1 • NOVEMBER 2026

THE FOUNDATION

MORE THAN A NICKNAME

The identity should show how Noah prepares, competes, learns and carries himself. The Cheetah mark is a visual signature; the athlete remains the story.

PROPOSED POSITIONING

Noah "Cheetah" Murillo is a Class of 2027, three-sport student-athlete from Temecula, California. His personal brand centers on athletic preparation, versatility, game awareness and steady growth. The nickname communicates speed and decisiveness without replacing his real personality.

01 PREPARATION

Film study, disciplined routines, recovery habits and repeated work away from the spotlight.

02 COMPETITIVE EDGE

Noah’s football identity through positioning, reaction and commitment to the next play.

03 VERSATILITY

Football, varsity soccer goalkeeper, and track and field are distinct parts of his athlete story.

04 STUDENT ATHLETE

Academics, accountability and a future beyond the scoreboard.

APPROVED BRAND LINE

CHASE. CLOSE. COMPETE.

Brand pillars and positioning are NCA proposals. Noah should approve the words and identify real examples that support each one.

VISUAL SYSTEM

BLACK. GOLD. FOCUS.

The design language already established on Noah’s flyers and videos stays intact. Use it consistently so separate posts feel like one athlete brand.

MIDNIGHT
#0A0E13
Main background

CHEETAH GOLD
#DEB246
Headline accent

OFF-WHITE
#F6F2E9
Primary type

STEEL
#AAB4BF
Secondary type

TYPOGRAPHY

NOAH MURILLO

Headlines: bold athletic sans serif. Information: clean sans serif. Keep text horizontal and readable. Avoid distressed textures on important stats, dates and links.

IMAGE TREATMENT

Natural action photography, deep blacks, warm gold highlights and moderate contrast. Protect faces, jersey numbers and the ball from heavy overlays. Keep the existing helmet/cheetah artwork unaltered in NCA recruiting and editorial materials unless a replacement is expressly approved.

RECOGNITION CUES

Use "NOAH MURILLO" as the dominant name. "CHEETAH" is the accent. Add #9 and Class of 2027 when relevant. A small NCA lockup can appear at the lower edge of recruiting graphics.

IDENTITY RULES

ONE BRAND. TWO CONTEXTS.

The current cheetah/helmet art contains Temecula Valley symbols. Its presence in recruiting graphics does not authorize its use in commercial advertisements.



RECRUITING AND EDITORIAL

Use the existing logo treatment on recruiting profiles, unpaid game recaps and athlete highlight materials, subject to photo and school permissions.

COMMERCIAL AND NIL

Use a school-neutral wordmark and off-field photography until school, CIF and applicable approvals have been checked. Do not use the school helmet mark on sponsored posts by default.

CURRENT COMMERCIAL-SAFE WORDMARK

NOAH "CHEETAH" MURILLO

Text-only interim treatment: personal name and nickname, no school logo, uniform, school team mark or implied school endorsement. A finalized independent cheetah mark can be commissioned after approval.

For high-school commercial activations, verify the current CIF Southern Section bylaws, school policies, publicity rights, image releases and contract terms. This is a design rule, not a legal determination.

COPY AND STORY

SOUND LIKE THE ATHLETE

Direct, focused, humble and credible. Show the work. Let real film and specific experiences carry the message.

SHORT BIO / PROPOSED

Noah “Cheetah” Murillo | 2027 OLB/S | Temecula, CA | Football, soccer & track | Student-athlete | Hudl: Noah Murillo

MEDIA KIT BIO / PROPOSED

Noah “Cheetah” Murillo is a Class of 2027 multi-sport athlete from Temecula, California. Primarily an outside linebacker and safety, he also brings experience from varsity soccer as a goalkeeper and track and field. His content can spotlight preparation, game awareness, training and the life of a student-athlete. The nickname “Cheetah” anchors his recognizable black-and-gold visual identity.

CONTENT CAPTION STARTERS

01 Film study starts long before kickoff. Watching the details, then trusting the work.

02 Three sports. One standard: show up prepared and compete.

03 The next chapter is earned one rep, one practice and one decision at a time.

WORDS TO USE / WORDS TO AVOID

Use: prepared, consistent, multi-sport, focused, accountable. Avoid: guaranteed D1, future NFL star, top-ranked without a source, or invented community or character claims.

CONTENT PLAN

CONSISTENCY BEATS NOISE

Start with sustainable athlete-led content. Build a month of material before increasing frequency.

MON / PREPARATION

Short film insight, training note, or a practice habit explained in Noah’s own words.

WED / VERSATILITY

Soccer goalkeeper, track and field, or a crossover skill used in football.

FRI / COMPETITION

Game-week post, film clip or concise performance reflection.

SUN / REFLECTION

A real lesson, academic milestone, gratitude or community activity when genuinely applicable.

MONTHLY CHECK

Record followers, median reach, average video views, audience geography and content that gets meaningful engagement. Never invent engagement, claim unverifiable demographics, or guarantee a business result.

FLYERS AND VIDEO

MAKE EVERY ASSET RECOGNIZABLE

These rules formalize what NCA already does with Noah’s logo on game flyers and film videos.

SOCIAL GRAPHICS

1080 x 1350 for feed posts; 1080 x 1920 for stories. Name first, photo second, one clear message, compact logo. Do not bury measurements or contact details in small type.

HIGHLIGHT VIDEOS

Use a 2-3 second name/title intro, existing logo when appropriate, consistent lower-thirds, and a clean end card with film link and NCA contact. Keep original game footage intelligible.

PHOTO HANDLING

Use athlete/parent-approved originals; credit creators when required. Export compressed social copies without destroying archival originals. Do not alter the athlete’s appearance or statistics.

FILE NAMING

Noah_2026_Wk12_Film_X_v1.mp4; Noah_Cheetah_2027_Recruiting_v2.pdf; Noah_Partner_Kit_DRAFT.pdf. Store approved finals separately from working drafts.

THREE PLACEMENT RULES

1. Keep the Cheetah/helmet artwork visible but secondary to Noah. 2. Give the NCA logo a small, consistent position. 3. Use school imagery only in the appropriate context and with required rights.

FINALIZATION

WHAT WE HAVE / WHAT WE NEED

This is the first working standard. Keep all athlete records current and obtain Noah’s approval before treating brand claims as finalized.

READY AS A FOUNDATION

- ✓ Existing Cheetah/helmet artwork and black-and-gold theme
- ✓ NCA logo and prior flyer/video treatment
- ✓ Football / soccer / track identity
- ✓ Verified public links supplied for Hudl and X

REQUIRES ATHLETE OR FAMILY CONFIRMATION

- ☐ Current height, weight, GPA and final season statistics
- ☐ Best off-field portraits in neutral clothing
- ☐ Current Instagram and X insights and audience geography
- ☐ Nickname, approved bio and categories to avoid
- ☐ Photo/creative permissions and NCA service consent
- ☐ Current high-school and NIL rules before commercial outreach

NEXT CHAPTER ATHLETICS

Keep a recruiting media kit for coaches and a separate school-neutral partner kit for future commercial conversations. Only distribute the partner kit after the missing information and necessary reviews are completed.