



Effective Date: December 27, 2025

Last Updated: December 27, 2025

ARTICLE I: INTRODUCTION AND PURPOSE

Section 1.1 - Purpose and Scope

This Project Governance Policy ("Policy") establishes the organizational structure, authority, and operational framework for all Projects operating under the Eyden Studio ("Studio," "We," "Us," "Our") umbrella. This Policy defines the relationship between the Studio and its constituent Projects, clarifies lines of authority, and ensures consistent standards across all Studio initiatives.

Section 1.2 - Umbrella Brand Structure

Eyden Studio operates as an umbrella brand encompassing multiple Projects, each serving distinct purposes while contributing to the Studio's overall mission. All Projects operate under the ultimate authority of Eyden Villarreal and are subject to Studio-wide policies, standards, and governance.

Section 1.3 - Binding Authority

This Policy is binding upon:

1. All Projects operating under the Eyden Studio name;
2. All volunteers, contributors, and participants in Studio Projects;
3. All coordinators, supervisors, and leadership within Projects;
4. All third parties interacting with Studio Projects.

ARTICLE II: DEFINITIONS

For purposes of this Policy, the following definitions shall apply:

- "Project" refers to any initiative, program, publication, platform, or endeavor operating under the Eyden Studio umbrella brand.
- "Studio Leadership" refers to Eyden Villarreal, who holds ultimate authority over all Studio operations and Projects.
- "Project Coordinator" refers to any individual designated to coordinate or supervise a specific Project under Studio Leadership's authority.
- "Constituent Project" refers to a Project operating as part of the Studio structure rather than as an independent entity.
- "Project Platform" refers to websites, social media accounts, publications, or other channels through which a Project operates.
- "Cross-Project Activity" refers to initiatives, collaborations, or operations involving multiple Projects.
- "Legal Page" refers to the central legal and policy documentation maintained at eyden.org/legal.

ARTICLE III: CURRENT PROJECTS

Section 3.1 - Enumeration of Projects

As of the effective date of this Policy, the following Projects operate under the Eyden Studio umbrella:

1. Eyden Villarreal & Co. – A multifaceted creative initiative
2. Youth Reach – Youth-focused outreach and engagement program
3. Youth-led Blog – A component of Eyden Villarreal & Co. featuring youth voices and perspectives

Section 3.2 - Future Projects

Additional Projects may be established at the discretion of Studio Leadership. New Projects become subject to this Policy upon their creation and shall be added to the enumeration maintained on the Studio website.

Section 3.3 - Project Lifecycle

Projects may be:

1. Launched: Created and initiated by Studio Leadership;
2. Active: Operating with ongoing activities and engagement;
3. Dormant: Temporarily inactive but not formally closed;
4. Archived: Concluded with materials preserved for historical purposes;
5. Terminated: Permanently discontinued and removed from active operations.

Studio Leadership has sole authority to determine Project status and lifecycle transitions.

ARTICLE IV: AUTHORITY AND GOVERNANCE STRUCTURE

Section 4.1 - Ultimate Authority

Eyden Villarreal, as the founder and creative director of Eyden Studio, holds ultimate and exclusive authority over:

1. All Projects, operations, and initiatives;
2. All policies, standards, and governance matters;
3. Strategic direction and decision-making;
4. Resource allocation and prioritization;
5. Approval of major decisions and commitments;
6. Interpretation and enforcement of all policies;
7. Creation, modification, and termination of Projects.

Section 4.2 - Non-Delegation of Ultimate Authority

While Studio Leadership may delegate operational responsibilities and coordination duties, the following cannot be delegated and remain exclusively with Eyden Villarreal:

1. Authority to bind the Studio legally or contractually;
2. Authority to establish or modify Studio-wide policies;
3. Authority to create or terminate Projects;
4. Authority to make final decisions on significant matters;
5. Ownership and control of Studio intellectual property;
6. Authority to represent the Studio in official capacities.

Section 4.3 - Project Coordinators

Studio Leadership may designate Project Coordinators to oversee day-to-day operations of specific Projects. Project Coordinators:

1. Scope of Authority: May make operational decisions within their designated Project consistent with Studio policies and under Studio Leadership supervision;
2. Limitations: Cannot bind the Studio legally, establish policies, or make decisions outside their Project scope without approval;
3. Accountability: Report to and are accountable to Studio Leadership;

4. Appointment and Removal: Serve at the discretion of Studio Leadership and may be appointed or removed at any time;
5. Age Requirements: Project Coordinators must be at least 15 years of age, with enhanced supervision for those under 18.

Section 4.4 - Volunteer Leadership

Volunteers may assume leadership roles within Projects, but:

1. Hold no formal authority to bind the Studio;
2. Must operate within boundaries established by Studio Leadership and Project Coordinators;
3. Serve in advisory or supportive capacities rather than decision-making roles;
4. Are subject to all volunteer policies and terms.

ARTICLE V: PROJECT OPERATIONS

Section 5.1 - Operational Independence

Projects may maintain operational independence in:

1. Day-to-day activities and task management;
2. Content creation within their focus areas;
3. Scheduling of Project-specific activities;
4. Coordination of Project volunteers and contributors;
5. Internal communications and workflows.

Section 5.2 - Studio-Wide Requirements

All Projects must:

1. Comply with Studio Policies: Adhere to all policies maintained on the Legal Page, including Terms of Use, Privacy Policy, Copyright Policy, Content Submission Policy, Volunteer policies, and this Governance Policy;
2. Maintain Brand Consistency: Use Studio branding, logos, and trademarks in accordance with brand guidelines;
3. Seek Approval for Major Decisions: Obtain Studio Leadership approval for significant commitments, partnerships, expenditures, or legal matters;
4. Report to Studio Leadership: Provide regular updates and respond to inquiries from Studio Leadership;
5. Coordinate Cross-Project Activities: Communicate and coordinate when activities affect multiple Projects;
6. Protect Studio Reputation: Conduct operations in a manner that reflects positively on the Studio and its mission.

Section 5.3 - Resource Allocation

Studio Leadership determines allocation of:

1. Financial resources (when applicable);
2. Technology platforms and tools;
3. Volunteer assignments across Projects;
4. Promotional and marketing support;
5. Time and attention from Studio Leadership.

Section 5.4 - Quality Standards

All Projects must maintain quality standards consistent with Studio values, including:

1. Professionalism in communications and operations;
2. Accuracy and integrity in content and representations;
3. Respect for intellectual property rights;
4. Compliance with ethical standards;

5. Commitment to excellence and continuous improvement.

ARTICLE VI: LEGAL AND POLICY FRAMEWORK

Section 6.1 - Unified Legal Structure

All Projects operate under a unified legal framework:

1. Single Entity Status: Projects are not separate legal entities but components of Eyden Studio;
2. Shared Policies: All Projects are governed by the same Studio-wide policies;
3. Centralized Legal Page: All policies are maintained at eyden.org/legal;
4. No Separate Terms: Projects do not establish separate terms of use or policies.

Section 6.2 - Reference to Studio Legal Page

All Project platforms (websites, social media, publications) must:

1. Include clear reference to the Studio Legal Page;
2. Direct users to eyden.org/legal for all policy information;
3. Not create separate, conflicting policies;
4. Include the appropriate Studio disclaimer.

Recommended Footer Language: "[Project Name] is a Project of Eyden Studio. For legal policies, terms of use, and privacy information, please visit eyden.org/legal."

Section 6.3 - Application of Studio Policies

The following Studio policies apply uniformly to all Projects:

1. Terms of Use: Governs all user interactions with Project platforms;
2. Privacy Policy: Governs collection and use of personal information across all Projects;
3. Cookie Policy: Applies to all Project websites and digital properties;
4. Copyright & Intellectual Property Policy: Protects intellectual property across all Projects;
5. Content Submission Policy: Governs submissions to any Project;
6. Volunteer Code of Conduct: Applies to volunteers in any Project;
7. Volunteer Terms & Conditions: Governs all volunteer relationships;
8. Minor Volunteer Policy: Protects minors volunteering with any Project;
9. Project Governance Policy: Establishes structure for all Projects.

Section 6.4 - Project-Specific Guidelines

While legal policies are unified, Projects may establish:

1. Operational Guidelines: Internal procedures and workflows;
2. Style Guides: Editorial standards and formatting preferences;
3. Submission Guidelines: Specific requirements for content submissions to that Project;
4. Activity Procedures: Protocols for Project-specific activities;
5. Communication Norms: Standards for internal Project communications.

Such guidelines must not conflict with Studio-wide policies and are subject to Studio Leadership approval.

ARTICLE VII: INTELLECTUAL PROPERTY

Section 7.1 - Ownership Structure

All intellectual property created within or for any Project is owned by Eyden Villarreal, including:

1. Project names and branding;
2. Content created for Projects;
3. Websites and digital properties;
4. Logos, designs, and visual materials;

5. Publications and creative works;
6. Compilations and databases.

Section 7.2 - Project Names and Branding

Project names, logos, and branding elements are proprietary to the Studio:

1. Eyden Villarreal & Co.™ is a trademark of Eyden Studio;
2. Youth Reach™ is a trademark of Eyden Studio;
3. All Project logos and visual identities are Studio property;
4. Use of Project branding outside the Studio context requires written authorization.

Section 7.3 - Contributor Rights

Content contributed to Projects is governed by the Content Submission Policy:

1. Contributors select Rights Option (Full Rights Transfer or Co-Ownership);
2. Rights granted to the Studio extend to use across all Projects;
3. The Studio may repurpose content from one Project for use in another;
4. Attribution is provided in accordance with the selected Rights Option and Studio policies.

Section 7.4 - Cross-Project Use

The Studio reserves the right to:

1. Share content between Projects;
2. Feature one Project's work in another Project's platforms;
3. Create compilations or collections spanning multiple Projects;
4. Rebrand or reorganize content as Projects evolve.

ARTICLE VIII: PROJECT PLATFORMS AND DIGITAL PROPERTIES

Section 8.1 - Platform Ownership

All Project platforms are owned and controlled by the Studio, including:

1. Websites and domains;
2. Social media accounts;
3. Email accounts and lists;
4. Content management systems;
5. Databases and archives;
6. Analytics and tracking systems.

Section 8.2 - Access and Control

Studio Leadership maintains:

1. Ultimate control over all Project platforms;
2. Administrative access to all accounts;
3. Authority to modify, suspend, or terminate platforms;
4. Control over domain registrations and hosting;
5. Ownership of all data and analytics.

Section 8.3 - Platform Standards

All Project platforms must:

1. Display appropriate Studio disclaimers;
2. Link to the centralized Legal Page;
3. Maintain consistent branding and quality standards;
4. Implement privacy and security measures;

5. Comply with platform terms of service (social media, hosting, etc.);
6. Include appropriate contact information.

Section 8.4 - Social Media Management

Project social media accounts:

1. Must be created using Studio-controlled email addresses;
2. Must have Studio Leadership as an administrator;
3. Must follow Studio social media guidelines;
4. May have Project Coordinators or volunteers as secondary managers;
5. Revert to Studio Leadership control if Project Coordinators leave.

ARTICLE IX: VOLUNTEERS AND CONTRIBUTORS

Section 9.1 - Studio-Wide Volunteer Pool

Volunteers register with Eyden Studio as a whole, not with individual Projects:

1. Volunteer applications are submitted to the Studio;
2. Volunteer agreements are with the Studio, not individual Projects;
3. Volunteers may be assigned to one or multiple Projects;
4. Studio Leadership may reassign volunteers between Projects.

Section 9.2 - Project Assignments

Volunteers may be assigned to Projects based on:

1. Their skills, interests, and availability;
2. Project needs and priorities;
3. Age and experience level;
4. Parental consent and restrictions (for minors);
5. Past performance and reliability.

Section 9.3 - Cross-Project Volunteers

Volunteers may contribute to multiple Projects:

1. Must comply with all Studio policies across all Projects;
2. May have different roles or responsibilities in different Projects;
3. Should coordinate time commitments across Projects;
4. Report to appropriate Project Coordinators but ultimately to Studio Leadership.

Section 9.4 - Unified Policy Application

All volunteers, regardless of Project assignment, are subject to:

1. The same Volunteer Code of Conduct;
2. The same Volunteer Terms & Conditions;
3. The same supervision and monitoring standards;
4. The same disciplinary procedures;
5. The same protections and rights.

ARTICLE X: COMMUNICATIONS AND COORDINATION

Section 10.1 - Internal Communications

Projects should maintain regular communication with Studio Leadership regarding:

1. Project status and progress updates;
2. Significant decisions or changes;

3. Problems, concerns, or challenges;
4. Resource needs and requests;
5. Volunteer issues or incidents;
6. Opportunities for collaboration or cross-promotion.

Section 10.2 - Cross-Project Coordination

When Projects engage in activities affecting other Projects:

1. Communicate and coordinate in advance;
2. Avoid duplicating efforts or creating conflicts;
3. Share resources and best practices;
4. Support cross-Project initiatives when appropriate;
5. Maintain unity and coherence across the Studio.

Section 10.3 - External Communications

Projects communicating externally must:

1. Identify themselves as Projects of Eyden Studio;
2. Not represent themselves as independent organizations;
3. Maintain consistent messaging with Studio values and mission;
4. Refer legal, media, or significant inquiries to Studio Leadership;
5. Not make commitments beyond their authority.

Section 10.4 - Crisis Communication

In the event of crises, incidents, or emergencies:

1. Immediately notify Studio Leadership;
2. Do not issue public statements without approval;
3. Coordinate response with Studio Leadership;
4. Follow established incident response procedures;
5. Prioritize safety and reputation protection.

ARTICLE XI: FINANCIAL MATTERS

Section 11.1 - Financial Structure

Currently, the Studio operates on a non-commercial, non-monetary basis:

1. No revenue is generated;
2. No fees are charged;
3. No compensation is provided;
4. Expenses are minimized and covered personally by Studio Leadership.

Section 11.2 - Future Financial Activities

Should the Studio engage in financial activities in the future:

1. All financial matters will be centralized under Studio Leadership;
2. Projects will not maintain separate bank accounts or financial systems;
3. Financial policies will be established and communicated;
4. Proper accounting and record-keeping will be implemented;
5. Legal and tax compliance will be ensured.

Section 11.3 - Fundraising and Donations

Any fundraising or solicitation of donations:

1. Must be approved in advance by Studio Leadership;

2. Must comply with applicable charitable solicitation laws;
3. Must be clearly attributed to Eyden Studio, not individual Projects;
4. Must include appropriate disclaimers regarding non-profit status;
5. Must maintain transparency and accountability.

Section 11.4 - Expense Reimbursement

Consistent with Volunteer Terms & Conditions:

1. Volunteers are generally not reimbursed for expenses;
2. Exceptions require prior written approval from Studio Leadership;
3. Reimbursement requests must be documented and substantiated;
4. Project Coordinators may not approve expense reimbursements without Studio Leadership authorization.

ARTICLE XII: PARTNERSHIPS AND COLLABORATIONS

Section 12.1 - External Partnerships

Projects may engage with external organizations, but:

1. Formal Partnerships: Require Studio Leadership approval;
2. Legal Agreements: Must be reviewed and signed by Studio Leadership;
3. Financial Commitments: Cannot be made without Studio Leadership authorization;
4. Brand Use: Use of Studio or Project branding by partners requires approval;
5. Informal Collaborations: May proceed with coordination and notification to Studio Leadership.

Section 12.2 - Representing the Studio

When engaging with external parties, Projects must:

1. Clearly identify themselves as Projects of Eyden Studio;
2. Not misrepresent their authority or independent status;
3. Refer partnership inquiries to Studio Leadership;
4. Avoid commitments beyond their delegated authority;
5. Maintain professionalism and protect Studio reputation.

Section 12.3 - Cross-Promotion

Projects may promote or feature other organizations, but should:

1. Ensure alignment with Studio values;
2. Avoid endorsing controversial or problematic entities;
3. Disclose any relationships or affiliations;
4. Maintain editorial independence and judgment;
5. Notify Studio Leadership of significant promotional relationships.

ARTICLE XIII: PROJECT MODIFICATIONS AND TERMINATION

Section 13.1 - Project Evolution

Projects may evolve over time, including:

1. Changes in focus, scope, or activities;
2. Rebranding or name changes;
3. Mergers with other Projects;
4. Spin-offs or subdivisions;
5. Pivots in strategy or approach.

Significant changes require Studio Leadership approval.

Section 13.2 - Project Suspension

Projects may be temporarily suspended when:

1. Resources are insufficient to maintain operations;
2. Leadership or volunteer capacity is limited;
3. Strategic priorities shift;
4. External circumstances necessitate pause;
5. Quality standards cannot be maintained.

Suspended Projects may be reactivated at Studio Leadership's discretion.

Section 13.3 - Project Termination

Studio Leadership may terminate Projects when:

1. Projects no longer align with Studio mission;
2. Projects are unsuccessful or unsustainable;
3. Resources are better allocated elsewhere;
4. Legal, safety, or reputational risks emerge;
5. Strategic direction changes.

Section 13.4 - Termination Procedures

Upon Project termination:

1. Active work is completed or transitioned appropriately;
2. Volunteers are notified and reassigned or released;
3. Content and materials are archived;
4. Platforms are closed or redirected;
5. External parties are notified as appropriate;
6. Intellectual property remains with the Studio.

Section 13.5 – Organizational Dissolution

In the event of the dissolution of Eyden Studio as an umbrella entity:

1. **Cessation of Operations:**
All Projects operating under the Eyden Studio umbrella shall immediately cease active operations unless otherwise directed by Studio Leadership prior to dissolution.
2. **Disposition of Projects:**
Studio Leadership shall determine, at its sole discretion, the disposition of all Projects, which may include:
 - Formal termination of Projects;
 - Archival of Project materials for historical or portfolio purposes;
 - Consolidation of Project materials into successor structures;
 - Transfer or delegation of limited stewardship for specific Projects or materials, where appropriate.
3. **Intellectual Property:**
All intellectual property associated with the Studio and its Projects, including but not limited to Project names, branding, content, platforms, and creative works, shall remain the property of Eyden Villarreal unless expressly transferred in writing.
4. **Digital Platforms and Assets:**
Project platforms, domains, social media accounts, databases, and digital properties may be:
 - Deactivated or deleted;
 - Archived;
 - Redirected;
 - Retained for personal portfolio or archival purposes;at the discretion of Studio Leadership.
5. **Volunteers and Contributors:**
Volunteers and contributors shall be notified of the dissolution in a reasonable manner. All volunteer relationships shall terminate automatically upon dissolution, without further obligation by either party.

6. **External Communications:**

Studio Leadership may issue a final public or private notice regarding dissolution but is under no obligation to do so unless required by law or prior agreement.

7. **No Assumption of Continuity:**

Dissolution of Eyden Studio shall not confer any right upon Projects, volunteers, contributors, or third parties to continue operations, claim succession, or represent themselves as continuations of the Studio or its Projects.

ARTICLE XIV: COMPLIANCE AND ENFORCEMENT

Section 14.1 - Monitoring and Oversight

Studio Leadership monitors Projects for:

1. Compliance with Studio policies;
2. Quality and consistency standards;
3. Alignment with Studio mission and values;
4. Appropriate use of resources;
5. Legal and ethical compliance.

Section 14.2 - Corrective Action

If Projects fail to comply with this Policy or other Studio standards:

1. Studio Leadership will communicate concerns and expectations;
2. Corrective action plans may be implemented;
3. Additional oversight or restrictions may be imposed;
4. Project Coordinators may be replaced;
5. Projects may be suspended or terminated if issues persist.

Section 14.3 - Appeals

Project Coordinators who disagree with Studio Leadership decisions may:

1. Request reconsideration in writing;
2. Provide additional information or context;
3. Propose alternative approaches;

However, Studio Leadership's final decisions are not subject to further appeal.

ARTICLE XV: MODIFICATIONS TO THIS POLICY

Section 15.1 - Amendment Authority

Studio Leadership reserves the exclusive right to modify this Policy at any time. Modifications become effective immediately upon posting to the Legal Page.

Section 15.2 - Notice of Modifications

Material changes to this Policy will be communicated to:

1. Project Coordinators;
2. Active volunteers;
3. Stakeholders as appropriate.

Section 15.3 - Continuing Effect

All Projects and participants remain subject to this Policy as modified. Continued participation constitutes acceptance of modifications.

ARTICLE XVI: RELATIONSHIP TO OTHER POLICIES

Section 16.1 - Policy Hierarchy

In the event of conflicts between policies:

1. Studio-wide policies (Terms of Use, Privacy Policy, etc.) take precedence over Project-specific guidelines;
2. This Governance Policy clarifies authority and structure across all policies;
3. Studio Leadership has final authority to interpret and resolve policy conflicts.

Section 16.2 - Incorporated Policies

This Policy incorporates by reference:

1. Terms of Use;
2. Privacy Policy;
3. Cookie Policy;
4. Copyright & Intellectual Property Policy;
5. Content Submission Policy;
6. Volunteer Code of Conduct;
7. Volunteer Terms & Conditions;
8. Minor Volunteer Policy.

All Projects and participants must comply with all incorporated policies.

ARTICLE XVII: GENERAL PROVISIONS

Section 17.1 - Governing Law

This Policy is governed by the laws of the State of Texas and the United States of America.

Section 17.2 - Severability

If any provision is held invalid, the remaining provisions continue in full force and effect.

Section 17.3 - Entire Policy

This Policy, together with all incorporated policies, constitutes the complete governance framework for Studio Projects.

Section 17.4 - No Waiver

Failure to enforce any provision does not constitute waiver of that provision or future enforcement rights.

ARTICLE XVIII: CONTACT INFORMATION

For questions regarding Project governance, please contact:

Eyden Studio
Studio Leadership
5715 Houston Rd
Brownsville, Texas 78521
United States of America

Email: admin@eyden.org

Telephone: +1 (346) 613-0833

Notice: *The above address is a residential address provided solely for legal compliance and official correspondence. In-person visits are not permitted. Unauthorized visits or trespassing will be reported to law enforcement.*

Entity Disclaimer:

Eyden Studio is not a formal organization, business, or registered entity. It represents the personal creative portfolio of Eyden Villarreal, a student, and serves as the credit name for independent projects, writings, designs, and other creative works. References to "we," "our," or "the studio" are for branding purposes only and do not indicate a legal entity. All rights reserved.

Document Reference: EYDEN-PROJ-GOV-2025

Maintained at: eyden.org/legal