



# Branding and Apparel Policy

BEAUMONT RINGETTE ASSOCIATION

## Table of Contents

Unregistered Trademark.....	2
Logo Policy .....	2
Apparel Policy .....	2

## Unregistered Trademark

The scope of this document is to control the use and dissemination of the BRA logo and crest to ensure a standardized supply of material to our association teams, tournaments and members.

The Beaumont Ringette Association (BRA) logo and crest (shown below) are unregistered trademarks of the BRA.

BRA Logo	BRA Crest
	

## Logo Policy

1. The Beaumont Ringette Association name, logo and crest are unregistered trademarks.
2. BRA logo and crest cannot be altered or reproduced without the expressed written consent of the BRA Board of Directors.

## Apparel Policy

Association approved apparel will ensure that every member of BRA has consistent clothing year to year and team to team. This also ensures that members can reuse apparel purchased for more than one year. This policy was established to have a uniformed brand within the association, and to improve cost effectiveness to teams and families.

1. Teams must wear BRA supplied jerseys for tournament games, league games and exhibition games.
2. BRA players will only wear approved association apparel to games and tournaments to ensure professional and consistent representation of BRA. Only apparel purchased through the BRA approved suppliers is allowed.
3. Only approved suppliers may have access to the BRA logo for use on items and products approved by the BRA Board of Directors.
4. Teams may include a sponsors logo on their apparel but the sponsor logo must be smaller (and less prominent) than the BRA logo.

5. The team apparel must not contain graphics or verbiage that would be considered in poor taste or damaging to the image of BRA.
6. Violation of this policy by a Team Staff may result in suspensions or a fine. Failure to pay the fine will result in the team's forfeiture of Equipment deposits. Where a suspension is made, it shall be considered to be indefinite pending the review by the Disciplinary Committee.