



Team Names and Logos Policy

“Organization” refers to: Bonnyville Soccer Association (BSA)

Purpose

1. The purpose of this Policy is to inform sport clubs of the appropriate standards for team names and logos.

Standards

2. The Organization requires all of its teams to have appropriate names and logos. The Organization considers a team name or logo to be “appropriate” if it meets the following standards:

- a) Does not discriminate against or demean any individual or group
- b) Does not include derogatory or sexual imagery
- c) Does not include a racial or ethnic stereotype
- d) Does not include references to gangs, weapons, violence, or other criminal activity

Inappropriate Names

3. The Organization considers the following names, and variations thereof, to be inappropriate:

- a) Braves / Indians / Eskimos / Natives / Savages
- b) Blackhawks
- c) Chiefs / Chieftains
- d) Redskins / Redmen
- e) Tribe / Tribesmen
- f) Names of specific Indigenous tribes (e.g., Huron, Iroquois, Mohawks, etc.)
- g) Tomahawks / Arrows
- h) Midgets
- i) Bullets
- j) Shooters
- k) Gangsters / Mafia
- l) Criminals / Thieves / Killers

Inappropriate Logos

4. A team can have an appropriate team name (i.e., Warriors) but the imagery or logo associated with the team cannot be inappropriate.

5. The Organization considers logos that have the following imagery to be inappropriate:

- a) Indigenous imagery (e.g., tomahawks, head of Indigenous person, warpaint)
- c) Overly violent imagery (e.g., guns, bullets, bombs)

Name or Logo Changes

6. The Organization requires teams with inappropriate names or logos to initiate a process that will change the logo/image within two (2) years of the Organization adopting this Policy. Teams that do not change their name or logo will be subject to discipline under the Organization’s procedures for discipline and complaints.

Exceptions

7. A team that believes it has a valid reason for requesting an exception to this Policy may contact the Organization in writing detailing its reasons. For exception requests involving Indigenous-related names or logos, the Organization may consult with Indigenous-rights groups for guidance.