



Edmonton Ringette Club Branding Guidelines

Purpose

1. Edmonton Ringette Club (ERC) marks and logos are the sole property of ERC. The purpose of this Policy is to ensure the protection of the marks and logos and provide guidance on correct usage. This would include reprinting or any other “promotional items” not within the ERC’s online store.

Application

2. This Policy applies to ERC Members, External Members, and third parties wishing to use ERC marks and/or logos.

Marks and Logos

3. ERC marks, logos and artwork commissioned and owned by ERC. These include but are not limited to:
 - ERC Club logo
 - Wood Tournament logo
 - AA Edmonton logo
 - WAM! logo

Use of ERC Marks and Logos

4. ERC reserves the right to use and grant permission to use its marks and/or logos in any way it deems appropriate
5. ERC, at its sole discretion and for any reason, reserves the right to demand that any party cease the use of ERC marks and/or logos.

6. Marks and logos will not be reproduced or used without written (email) permission from the ERC Equipment Director or designate current at time of request. Examples of items for approval include:
 - Teamwear/fanwear apparel
 - Public ERC documents such as sponsorship letters/receipts
 - AA team fundraising purposes (banners, posters, raffle tickets etc)
7. Requests to use a mark or logo must be submitted to the ERC submission email at least ten (10) days prior to the expected use or reproduction of the mark or logo. Submissions may be asked to include a sample and/or explanation of the proposed use or reproduction.
8. ERC marks and logos must not be used/reproduced to sell merchandise unless written (email) permission is granted by the ERC Equipment Director or designate or for its own use.
9. ERC Equipment Director or designate will provide written permission or denial within three (3) business days of receipt of the request. This decision is not appealable.
10. For all authorized use, no hand drawn or altered versions are permitted, and only the official marks and/or logos shall be used. Alterations / reproductions of ERC marks and/or logo colors or size ratio are not permitted.
11. The marks and/or logos shall not be used in any way that could be interpreted, at Edmonton Ringette Clubs sole discretion, as:
 - a. Harmful to the reputation or image of ERC or its events
 - b. A false or implied endorsement, sponsorship, approval of ERC support of the user's products, services, events or other related activities
 - c. A violation of any law, regulation, public policy or the rights of others.
12. For vendors/authorized third-party provided ERC marks and/or logos, the third party agrees as follows:
 - a. To abide by this policy and other direction, such as ERC Logo Guide, related to mark and logo use
 - b. To not amend or alter the ERC Identity marks and/or logos in any way
 - c. That all information provided to ERC is accurate and correct
 - d. That ERC reserves the right to revoke the third party's use of the marks and/or logos

e. Acceptance of the third party's use of the marks and/or logos is confirmed in writing (email) by the ERC Equipment Director or designate

13. For any branding, including logo questions and permissions, please contact equipmentdirector@edmontonringetteclub.com