



## Huntsville Girls Hockey Association Logo Use Policy

Revision Number: 1

Revision Date: 2025-11-24

### Table of Contents

1. Purpose
2. Scope
3. Definitions
4. Ownership
5. Alterations Prohibited
6. Financial Use (Sponsorship and Fundraising)
7. Pre-Approved Uses
  - 7.1 Team Operations
  - 7.2 Team Apparel & Gear
  - 7.3 Accepted Names for Use
8. Logo Placement on Apparel & Gear
9. Logo Use Requests
10. Compliance

## 1. Purpose

The purpose of this policy is to ensure the Huntsville Girls Hockey Association (HGHA) name, the Huntsville Sting name, and the association logo are used properly and in a manner that reflects the mission and values of HGHA.

- This policy shall replace and supersede any previous Logo Policy of the HGHA

## 2. Scope

This policy applies to:

- Association members
- Team staff
- Association volunteers

It does not apply to:

- Contracted parties selling Sting merchandise
- Previously approved (retired) logos; requests to use retired logos must be submitted in writing to the Board

## 3. Definitions

- Logo: The current Board-approved Huntsville Sting logo.
- Name: Includes “Huntsville Girls Hockey Association” and “Huntsville Sting.”
- Fundraising: The process of collecting money through events or activities to cover team expenses, travel, or tournament fees.
- Sponsorship: When a business or individual provides money, products, or services to support the team in exchange for promotion or advertising.

## 4. Ownership

The logo and name are proprietary and remain the sole property of HGHA.

## 5. Alterations Prohibited

- Alteration of the logo is strictly prohibited.
- The logo shall not be adjusted, changed, or altered from its original design, including but not limited to changes in colour, layout, wording, or shape.
- The logo must always remain in the correct upright orientation.

- Adjusting the size of the logo to fit different apparel, gear, or materials is permitted, provided the design itself is not altered.

## 6. Financial Use & Sponsorship/Fundraising

- The HGHA logo and name may only be used to benefit HGHA teams or the association.
- Competitive teams may use the logo for sponsorship and fundraising activities without Board approval, provided the activity is listed as an approved option in the Competitive Sponsorship Policy.
- No individual or group may receive personal financial benefit from the use of the logo or name.
- Teams must request approval from the Director of Sponsorship & Fundraising for any fundraising or sponsorship activities not listed as pre-approved.

## 7. Pre-Approved Uses

The HGHA logo is pre-approved for use in:

### 7.1 Team Operations

- Letters, emails, notices, forms
- Team social media accounts

### 7.2 Team Apparel & Gear

- Shirts, sweaters, jackets
- Hats and toques
- Practice jerseys
- Track suits/pants
- Water bottles (insulated or plastic), mugs
- Team/player bags, backpacks, fanny packs
- Arena blankets, towels, skate mats
- Team banners/flags, dressing room curtains

### 7.3 Accepted Names for Use

- Huntsville Girls Hockey Association
- Huntsville Sting
- Sting
- Full competitive team names (e.g., “Huntsville Sting U18B”)
- Full house league team names (e.g., “Huntsville Sting U18 Gold”)

## 8. Logo Placement on Apparel & Gear

- Shirts, sweaters, jackets: front, shoulders, or back

- Hats and toques: front or sides
- Pants/track pants: front or sides only
  - *Logos must not be placed on the back side (butt area) to maintain a professional appearance.*
- Practice jerseys: must appear on the front; may also appear on the shoulder

#### 9. Logo Use Requests

- Users are responsible for ensuring they use the correct Board-approved high-resolution logo file.
- Requests for the logo file may be made by emailing a Director of the Board.
- Any logo request fulfilled by a Board member shall include a copy of this policy.

#### 10. Compliance

- Use of the logo and name indicates agreement to abide by the rules herein.
- Failure to comply may result in sanctions by the Board.

**---end of document---**