

KRA Branding and Apparel Policy

Status: Operating

Adopted: February 10, 2026

Last Amended: April 24, 2026

1. Introduction

1.1 This policy is adopted by the Kelowna Ringette Association (KRA) Executive under the authority of the KRA Bylaws. Questions about this policy may be referred to admin@kelownaringette.com. The term "Executive" refers to the governing body of the Kelowna Ringette Association, as defined in the KRA Bylaws. This group is often referred to informally as the "board."

1.2 This policy governs the creation, purchase, distribution, and use of apparel or materials that represent or display the **KRA Brand**. It applies to all **KRA Apparel** arranged, purchased, or distributed by KRA members or volunteers acting on behalf of KRA, and in any other context where the KRA Brand is used.

1.3 The purpose of this policy is to protect and strengthen the KRA Brand, ensure consistent and appropriate use of KRA's name and logo, and provide clear direction on how branded items must be obtained and approved. This supports quality, consistency, and pride in representation across all KRA teams.

1.4 This policy does not require any team, individual athlete, or family to purchase KRA Apparel.

2. Definitions

2.1 **KRA Brand:** the name "Kelowna Ringette Association", "KRA", the KRA logo, colours, wordmarks, visual identity, and any associated graphics or marks owned by KRA.

2.2 **KRA-approved Branding:** the official, unaltered KRA logo files, design elements, colours, and visual standards provided by KRA for all official use.

2.3 **KRA-approved Vendor:** a vendor reviewed and approved by the KRA Executive to produce apparel using the KRA Brand in accordance with KRA standards.

2.4 **KRA Apparel:** any clothing, gear, merchandise, or material that displays or incorporates the KRA Brand, including but not limited to jackets, hoodies, shirts, pants, bags, hats, or warm-up wear.

2.5 **Spirit Wear:** KRA-branded apparel made available to families, supporters, or the public, whether as part of a fundraising initiative or association offering.

3. Branding Requirements

3.1 The KRA Brand may not be altered, recoloured, distorted, stretched, redesigned, or combined with other logos or text unless expressly authorized by the Executive in writing.

3.2 Third parties must receive official logo files directly from KRA to ensure consistency in colours, format, and quality.

4. KRA Apparel Requirements

4.1 All KRA Apparel, whether purchased for team, individual, or fundraising purposes, must be obtained through a **KRA-approved Vendor** and use **KRA-approved Branding**.

4.2 Teams that choose to purchase apparel for their athletes may not independently select branding or vendors outside the KRA-approved Vendor list unless an exception is submitted and approved under Section 6 of this policy.

4.2.1 Where teams choose to purchase KRA Apparel for their athletes, affordability and equity considerations must be taken into account.

4.3 KRA Apparel may include non-branded personalization [eg: last name, jersey numbers, positions] provided these additions do not conflict with other requirements defined in this policy.

4.4 Sponsor logos may appear on KRA Apparel only if permitted under KRA standards and any applicable league or Ringette BC rules.

4.5 Sponsor logos must not obscure, compete with, or diminish the prominence of the KRA Brand.

4.6 All **Spirit Wear** offerings must be coordinated with the KRA Executive or its designate to ensure compliance with branding standards.

5. Quality and Consistency

5.1 KRA Apparel must reflect professionalism and quality consistent with representing KRA at games, tournaments, and public events.

5.2 KRA reserves the right to prohibit the use of any item that does not meet reasonable quality, branding, or appropriateness standards.

6. Exception Requests

6.1 Exceptions to this policy may be considered when:

6.1.1 a KRA-approved vendor cannot supply an item in the necessary timeline; or

6.1.2 a specific item is not available from KRA-approved Vendors; or

6.1.3 a substantial reason makes use of KRA-approved Vendors or KRA-approved Branding impractical.

6.2 All exception requests must:

6.2.1 be submitted in writing to the Treasurer before any orders are placed; and

6.2.2 describe the item, vendor, proposed design or mock-up, and the reason the exception is required.

6.3 The Treasurer, or their delegate, may approve, approve with conditions, or deny the request.

6.3.1 No order may be placed until written approval from the Treasurer, or their delegate, is provided.

7. Enforcement

7.1 If non-compliant apparel is produced or distributed, the Executive may take corrective action, including requiring the removal of non-approved apparel from KRA events, or disciplinary actions in accordance with the authority granted under the KRA Bylaws.

8. Escalation

8.1 If a request for exception under this policy is denied, or if clarification is required on any matter related to branding or apparel, the requesting party may submit a written appeal to the KRA President for review by the Executive.

8.2 The Executive will review the request and may uphold, amend, or overturn the previous decision. The decision is final, and will be communicated in writing.

Revision History

Date	Revision
2025.10.04	Initial draft created.
2026.02.10	Policy approved as Interim Policy by KRA Executive. Minor formatting changes.
2026.04.24	Policy approved as Operating Policy at KRA AGM.