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**Logo and Colours**

**Intent**

The purpose of this Logo and Colours Policy is to prevent unauthorized use of the Meadow Lake Minor Hockey Association (MLMHA) logo and ensure that, where authorized, its use positively promotes MLMHA, is consistent with the Mission of MLMHA, and that maximum benefit to MLMHA is achieved through its use and to ensure that it is presented in a consistent format through use of an approved colour scheme. MLMHA, from time to time, may enter into exclusive agreements for supply of MLMHA apparel, products, and written or printed materials complete with the MLMHA logo. Such exclusive agreements may include preferred pricing and/or purchase incentives advantageous to MLMHA and the membership.

The Association’s policy also provides for a standard logo for all MLMHA teams (see exceptions below) to provide cost benefits for equipment purchases and for recognition of the Association teams.

**Procedures**

To this end, MLMHA asserts that the MLMHA logo(s) are the exclusive property of MLMHA and may be used only with expressed prior approval of MLMHA. No part of the MLMHA logo(s) may be reproduced, stored in a retrieval system, or transmitted, in any form or by any means, electronic, mechanical, photocopying, or otherwise, without the prior consent of Meadow Lake Minor Hockey Association. Such expressed approval to use the MLMHA logo(s) may be rescinded by MLMHA, at its sole discretion.

****The following logo(s) have been approved by the MLMHA:

All apparel designs must utilize the approved colors and logo designs. The approved representative MLMHA colours are Kelly Green, Black, and White. All authorized use of the Stampeders name and logo will incorporate the approved representative MLMHA colours. You can supply the below colour values to any vendor to ensure colour accuracy.



**Supplementary Clothing**

All supplementary clothing is purchased by parents as a matter of personal choice. No requirement is to be made by team officials regarding the purchase of supplementary clothing and no player shall be penalized for not participating in the purchase plan. Supplemental clothing purchases shall be made in accordance with the Association’s guidelines and standards.

All optional supplementary clothing shall comply with the Association’s logo, colors, and designs. All teams within the Association shall ensure that all of the following items, if ordered in any given year, regardless of who is paying for the cost of such items, shall be in the Association’s approved colors and designs and shall only display the Association’s approved logo(s), the player name, and number. For clarity, none of the following items shall have any other logos, team names, or sponsor names in either logo format or written format without the express consent of the MLMHA Board. These restrictions apply to all team and player personal wear that is worn to show membership in the team, including but not limited to:

* team jackets (all types)
* track pants/sweats
* team hockey bags (if used)
* pant shells (if used)
* team hoodies (all types)
* pre-game warm-up gear (shirts, shorts)
* toques
* ball caps
* practice jerseys (additional colours outside of Kelly Green, Black, and White are permitted for jersey base colour ONLY)
* helmet stickers

Teams are required to have MLMHA Board approval prior to using any other color, design, and logo other than the Association logo to confirm appropriate application of this policy.

**Enforcement**

MLMHA will pursue any and all legal avenues to recover damages from unauthorized supplier use of the MLMHA logo. MLMHA may also seek to recover damages from MLMHA member unauthorized use of the MLMHA logo. Further, MLMHA member non-compliance with this Policy may be subject to discipline from MLMHA, including suspension and revocation of membership.

**Exceptions**

The above Policy does not apply to the U7 Division. U7 teams may opt to go by a team name other than the Stampeders and use a logo other than the approved Stampeders logo(s). Team colours in the U7 Division will be based on the availability of jerseys as provided through the Timbit’s Jersey Program sponsorship.

The above Policy only partially applies to the U11 Division. Team colours in the U11 Division will be based on the availability of jerseys as provided through the AtoMc Jersey Program sponsorship. U11 teams are still required to use the Stampeders name and approved logos.