

## Okotoks Oilers Athletic Association Logo Policy - For Printed Materials, Website, and Social Media

The Okotoks Oilers Athletic Association (OOAA) logo remains the ownership of the Association, this policy refers to both the OOAA logo and the Rocky Mountain Raiders logos.

The OOAA Logo is restricted to official material and approved by the Board. Permission to use the OOAA logo and name on any merchandise for personal or commercial use must be obtained from the OOAA Board of Directors in writing, in advance, no exceptions.

Never manipulate the logo in any way. Do not alter or change our logo, colors, or fonts. This includes not modifying the lettering or adding additional elements, shadows, outlines and embellishments. Never rotate it, or separate the elements of the logo, and do not add words to either logo. Unauthorized use of our brand, in any way, is not permitted. The only permitted adjustment of the logo is the use of a grayscale logo is permitted on apparel, the website, and social media.

### Print and digital media

The OOAA logo is permitted for use by all teams for:

- Printing logos in programs
- Fundraising signs
- Brochures for tournaments
- Social media.

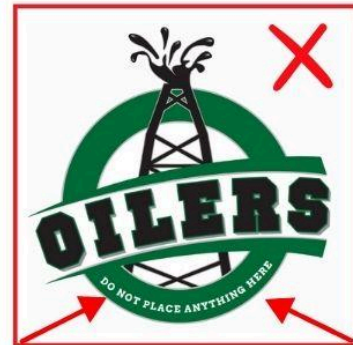
Teams are not permitted to alter the OOAA Logo.

The following OOAA and Rocky Mountain Raiders logos are the approved logos, in their entirety, for use by teams, tournaments, Association members and approved suppliers. No other variations are considered acceptable without the permission of the OOAA Board of Directors. Any logo deemed inappropriate by the Board of Directors must be removed in a timely manner. Any use without prior permission is strictly prohibited, and may result in a cease of the volunteer's position.



## LOGOS FOR SOCIAL MEDIA PROFILE PICTURES:

TO DIFFERENTIATE ALL OF THE OAAA TEAMS ON SOCIAL MEDIA, THE WHITE SPACE BELOW THE LOGO CAN HAVE THE TEAM NAME FOR THE PROFILE PICTURE:



## OAAA APPROVED LOGOS FOR ALL SOCIAL MEDIA & PRINTED MATERIAL:

ANY LOGOS THAT HAVE BEEN DIGITALLY ALTERED ARE NOT APPROVED FOR USE.  
PLEASE ONLY USE THE LOGOS AS THEY ARE SHOWN BELOW:

