

## **SAULT RINGETTE CLUB USE OF LOGO POLICY**

### **1. Purpose**

The purpose of this policy is to define the rules and guidelines for the use of Sault Ringette Club (SRC or the Club) logo and the Sault Ice Hawks logo, which has been associated with our Club brand since 2000 and 2006 respectively. This policy aims to preserve the integrity of our brand and ensure consistent use of our logos.

### **2. Ownership of the Logo**

The SRC logo is a symbol of the Club's identity, having been used continuously since 2000. Although the logo is not currently trademarked or copyrighted, it remains a unique identifier of our Club. By virtue of longstanding usage, SRC claims common law rights to the logo under Ontario law.

The Sault Ice Hawks logo is a symbol of the Club's identity and heritage, having been used continuously since 2006. Although the logo is not currently trademarked or copyrighted, it remains a unique identifier of our Club travel teams. By virtue of longstanding usage, SRC claims common law rights to the Sault Ice Hawks logo under Ontario law.

### **3. Permitted Use Logos**

The SRC and Sault Ice Hawks logos may be used by members, affiliated teams, and authorized third parties for the following purposes:

- On Club merchandise, uniforms, and team gear purchased through approved suppliers (SRC maintains a list of approved vendors)
- On official Club communications such as websites, social media, and marketing materials
- In promotional and sponsor recognition materials for Club and team events, games, and community outreach programs

### **4. Use of Ice Hawks Logo for Team Fundraising**

Sault Ice Hawks teams wishing to use the SRC or Sault Ice Hawks logo for fundraising purposes must request and receive prior written approval from the SRC Board. This special permission is granted on a case-by-case basis and is intended to support team fundraising efforts while protecting the integrity and consistency of our brand.

To maintain the quality and value of merchandise bearing the Club's logo, the following conditions apply:

- Quote Requirement: All items proposed for sale must first be quoted by Team Essentials, our Club's preferred supplier
- If Team Essentials is unable to fulfill the request, teams may seek a quote from a Canadian-based manufacturer
- If a Canadian based manufacturer is not available, special permission must be granted by the Board to approve the purchase
- All merchandise must meet the Club's quality standards and be representative of the SRC and Sault Ice Hawks brands

The following elements must be submitted to the SRC Board for review and approval before any items are ordered or sold:

- A sample or detailed description of the proposed item(s)
- Supplier quote, including production and shipping details
- Proposed purchase cost and resale cost per item

The SRC Board will review all submissions to ensure:

- The quality and value of the items reflect positively on the Club
- Buyers receive fair pricing and value
- The fundraiser aligns with the Club's standards and image

Limitations:

- Teams are allowed one (1) logo-based fundraiser per season
- Unauthorized use of the logo or deviation from the approved process may result in forfeiture of fundraising privileges

### **5. Prohibited Use of the Logo**

The following uses of the SRC and Sault Ice Hawks logos are prohibited without explicit written permission from the Club's Executive Committee:

- For commercial purposes by external parties not directly affiliated with the club
- On unofficial merchandise or products not approved by the Club
- In any manner that implies endorsement by the Club for political, religious, or other non-ringette-related activities
- In any way that may tarnish the reputation of the Club or its members

### **6. Approval Process for Logo Use**

All uses of the SRC and Sault Ice Hawks logos, outside of standard team merchandise and communication, must be approved by the Club's Executive Committee. Requests must be submitted in writing to [marketing@saultringette.com](mailto:marketing@saultringette.com) and should include:

- A description of how and where the logo will be used
- Any accompanying text or design element
- A timeline for usage

### **7. Modification of the Logo**

The SRC and Sault Ice Hawks logos must not be altered, including changing colours, fonts, or proportions, without explicit approval. Logos must always appear in their official form to maintain consistency across all platforms and materials. There must be reasonable clear space around the logo, equivalent to 50% of the logo size to ensure the logo remains clear and unobstructed.

### **8. Enforcement and Penalties**

Unauthorized use of the SRC and Sault Ice Hawks logos will result in appropriate action by the Club, which may include at the discretion of the Club Executive:

- Cease and desist orders for improper use
- Legal action if deemed necessary to protect the Club's rights

- Penalties or suspension of membership for players or teams found in violation of this policy
- Fines

**9. Policy Updates**

This policy is effective June 5, 2025.

