



SOOKE & DISTRICT MINOR HOCKEY ASSOCIATION

PO BOX 383
SOOKE, BC V9Z 1G1
www.sookeminorhockey.ca

Sooke & District Minor Hockey Association (SDMHA) Logo Use Policy

Introduction

This policy governs the use and dissemination of the SDMHA's logo. Its objective is ensuring consistency in the Association's branding across all teams, members, and vendors.

Purpose

This policy ensures consistent, respectful, and authorized use of the SDMHA logo and brand elements. The SDMHA logo represents our association's identity, values, and community. Proper use protects the integrity of our brand and ensures fairness across all teams, vendors, and partners.

Effective Date

January 2026

Scope

This policy applies to all SDMHA teams, team officials, players, parents or guardians, and any vendors or third parties authorized to use the SDMHA logo. All parties must exercise good judgment when using the SDMHA logo, striving to uphold SDMHA's reputation. Additionally, all designs outside of the approved uses require approval from the SDMHA Executive prior to production. If items being procured do not bear the SDMHA logo or name, then adherence to this policy is not required.

Guidelines and Responsibilities

Ownership

The SDMHA logo, word marks, and all associated branding elements are the exclusive property of the SDMHA. Unauthorized use is prohibited.

Approved Uses

The SDMHA logo may be used for the following purposes without additional approval provided all guidelines in this policy are followed:

- Team apparel purchased through SDMHA approved vendors.
- Official SDMHA communications, documents, and presentations.
- Team level communications (e.g., newsletters, posters, tournament materials).
- Social media posts related to SDMHA teams, events, or achievements.
- Association sanctioned fundraising activities.

Uses Requiring Prior Approval

Written approval from the SDMHA Executive is required for:

- Commercial use of the logo.
- Use by external organizations, sponsors, or businesses.
- Any merchandise or apparel produced outside SDMHA approved vendors.
- Use on items intended for resale.
- Use in partnership or co branding with another organization.

Requests must be submitted to the SDMHA Executive at least 10 business days in advance of production. Production must not proceed until written approval is received. Lack of response does not mean approval has been granted.



SOOKE & DISTRICT MINOR HOCKEY ASSOCIATION

PO BOX 383
SOOKE, BC V9Z 1G1
www.sookeminorhockey.ca

Prohibited Uses

The SDMHA logo shall not be used in the following ways:

- Altered, stretched, re-coloured, distorted, or combined with other graphics.
- Placed on backgrounds that reduce visibility or professionalism.
- Modifications, redesigns, or alternate versions of the logo.
- Used in connection with political, religious, or controversial messaging.
- Used in any context that may reflect negatively on SDMHA.
- Used by individuals or groups not affiliated with SDMHA.

Vendor Requirements

To ensure consistency and quality:

- All apparel and merchandise featuring the SDMHA logo must be produced through SDMHA approved vendors.
- Vendors must follow SDMHA brand standards and may not reproduce or distribute the logo for any purpose outside approved orders.
- Teams may not provide the logo file directly to unapproved vendors.

Digital and Print Standards

To maintain brand integrity:

- Only official, high-resolution logo files provided by SDMHA may be used.
- Minimum clear space around the logo must be maintained.
- Colours must match SDMHA brand standards (no substitutions).
- The logo must not be cropped, rotated, or overlaid with text or images.

Enforcement

SDMHA reserves the right to:

- Request removal of unauthorized or inappropriate logo use.
- Deny future requests from individuals or vendors who violate this policy.
- Take further action if misuse results in reputational or financial harm.

Questions & Approvals

All questions, requests, and approval submissions should be directed to: vp-admin@sookeminorhockey.ca

Disciplinary Actions

Failure to follow the rules outlined in this policy may result in disciplinary actions such as: written warnings, removal of items at the team's expense, suspension of purchasing privileges, or other measures consistent with the SDMHA bylaws and policies.

Policy Exceptions

The SDMHA Executive reserves the right to amend or waive policy requirements based on specific circumstances.