

## LOGO AND NAME USE POLICY

### **Purpose:**

Sunderland Stingerz Ringette logo and name are the property of Sunderland Ringette Association. The purpose of this Policy is to ensure the protection of the logo and provide guidance on correct logo and brand usage. The Policy does not imply any rights or endorsement on the part of any user. This Policy is subject to review at least every 2 years.

### **Application:**

This Policy applies to staff, Directors, Members, committee members, volunteers, coaches, members and third parties wishing to use the logo.

### **Logo:**

Sunderland Ringette's logo consists of the emblem which is the 'stinger' with a ring incorporated in the design and the wording. Refer to Appendix 'A'

### **Use of Logo:**

1. Sunderland Ringette reserves the right to use and grant permission to use the logo in any way it deems appropriate and also reserves the right to request other parties cease usage of the logo and name in instances where Sunderland Ringette Association, at its sole discretion, deems the usage inappropriate, misleading or in violation of this policy and any related by-law or regulation.
2. Use of the logo will be consistent with all other Sunderland Ringette policies, procedures and mandates.
3. The logo will not be reproduced or used without written permission from Sunderland Ringette Association.
4. Requests to use the logo must be submitted in writing to the Executive Board at least 30 days prior to the expected use or reproduction of the logo. Submission must include a sample and/or explanation of the proposed use or reproduction.
5. Sunderland Ringette will provide written permission or denial within 14 days of receipt of the request. This decision will be final and binding.
6. Only the official logo may be used. Hand-drawn or altered versions including re-colouring, are not permitted unless written permission is provided by the Sunderland Ringette.
7. The logo will not be used in any way that could be interpreted as:
  - a. Harmful to the reputation or image of Sunderland Ringette or its events;
  - b. A false or implied endorsement, sponsorship, approval of Sunderland Ringette's support of the users' products, services, events or other related activities; and

- c. A violation of any law, regulation, public policy or the rights of others.
8. In consideration of the acceptance of a third party's use of the logo, the third party agrees as follows:
  - a. To abide by this policy and Sunderland Ringette's By-Laws, Policies and Procedures;
  - b. That all information provided to Sunderland Ringette is accurate and correct;
  - c. That Sunderland Ringette reserves the right, at any time and in its sole discretion, to revoke the third party's use of the logo, name and/or brand.
  - d. Acceptance of the third party's use of the logo is confirmed in writing by the Board of Directors.
9. SRA may choose to enter into an exclusive use agreement with an apparel vendor for any term the Board determines is appropriate, and may be subject to monetary fine if another person and/or company is permitted to use the SRA logo or name. Anyone found using the logo without Board approval would be responsible to fully reimburse the SRA for any financial fine resulting in the misuse or unapproved use of the SRA logo and/or name. Failure to reimburse the SRA for costs incurred as a result of non-compliance with this Policy will put the offending Member (or member's player) not in good standing.

End of Document

*Date of last Review: June 14, 2023*

Appendix 'A'

