



## Logo Policy

### Purpose

The West Ottawa Ringette Association's (WORA) logos are the property of the West Ottawa Ringette Association. This Policy is to ensure the protection of the logos and provide guidance on correct logo usage. This Policy does not imply any rights or endorsement on the part of any user.

### Applicability

This Policy applies to staff, directors, teams, association members, committee members, and third parties wishing to use the logos.

### Logos

West Ottawa Ringette Association's logos are defined as follows:



### Logo Standards

The use of the association logos must adhere to the following standards:

- Colour Scheme: The logo's colour scheme and text font must not be altered in any way.
- Alterations to Logo: Additions or distortions to the approved logos are prohibited. (e.g., incorporating a blue ringette ring into the logo where it doesn't already exist).
- Base Colours: Attire and accessories featuring a WORA logo must be in a base colour of Red, Black, White, or any combination thereof.

## **Use of the Logos**

West Ottawa reserves the right to use and grant permission to use the logos in any way it deems appropriate and also reserves the right to request other parties cease usage of the logos in instances where West Ottawa, at its own discretion, deems the usage inappropriate, misleading or in violation of this policy and any law or regulation.

The use or reproduction of the logo, including hand-drawn, altered, or previous versions, is prohibited without written permission from the WORA's board of executives. The only exception is for WORA teams outfitting their players with common attire/accessories. In this case, the use of the WORA logo is permitted to be used under the guidance of the team's Head Coach and Team Manager and must adhere to the logo standards outlined in this policy.

Approved team attire and accessories include:

- Hoodies, t-shirts and toques
- Backpacks
- Team water bottles
- Team signage (ie. sponsor banners and dressing room flags)
- Pre-approved attire and accessories provided by the association's approved vendors (ie. pro2col)

Notes:

The purchasing of team attire or accessories should be done thoughtfully and sparingly to avoid financial hardship for any team members and should not consume a disproportionate share of the team fees or fundraising/sponsorship efforts. There should be a balance established that supports the team's overall needs while respecting the financial constraints and wishes of its members.

Notwithstanding the above exceptions, competitive WORA teams are required to abide by the teamwear requirements outlined in the Competitive Commitment Letter, when participating in official WORA events such as games, tournaments and championships.

## **Requests for Use of Logo**

Requests to use the logos for any reason other than the excepted use detailed above, must be submitted in writing to the West Ottawa Board of Executive at least thirty (30) days prior to the expected use or reproduction of the logos. Submissions must include a sample and explanation of the proposed use or reproduction and be sent via email to [executive@westottawaringette.com](mailto:executive@westottawaringette.com).

West Ottawa will provide written permission or denial within seven (7) business days of receipt of the request. This decision cannot be appealed.

Only the official logos may be used. Hand-drawn or altered versions are not permitted.

The logos will not be used in any way that could be interpreted as:

- Harmful to the reputation or image of West Ottawa or its events;
- A false or implied endorsement, sponsorship, approval of West Ottawa's support of the user's products, services, events or other related activities; or
- A violation of any law, regulation, public policy, or the rights of others.

In consideration of the acceptance of a third party's use of the logos, the third party agrees as follows:

- To abide by this policy and other directions provided by West Ottawa related to logo use;
- That all information provided to West Ottawa is accurate and correct;
- That West Ottawa reserves the right to revoke the third party's use of the logos; and
- Acceptance of the third party's use of the logos is confirmed in writing by the Board of Executive.

### **Non-Sanctioned Events**

The use of WORA logos, the names "West Ottawa Ringette," or "The West Ottawa Wild" at non-sanctioned events and activities, including but not limited to spring ringette tournaments, is strictly prohibited. These events are considered private and are not affiliated with, nor do they fall under the jurisdiction of Ringette Ontario (RO). Additionally, the use of WORA jerseys (both current and former) is prohibited at non-sanctioned events.

### **Policy Adherence**

This policy preserves the integrity and recognition of the association's brand while promoting a cohesive visual identity across all platforms.

Failure to adhere to this policy will result in a \$500 fine.

Reviewed and revised January 2025