

TITLE	LOGO USE POLICY
POLICY #	Administration - 3.5
APPROVED DATE	April 25, 2024
REVISED DATE	
OWNED BY	Executive Committee

1.0 OVERVIEW

This policy will provide guidelines regarding all the logos associated with BMHA. This includes, but is not limited to, the association logo, jersey logo and apparel logo. The logos for BMHA were created by and for BMHA, who has ownership and control of the use of the logo to maintain consistency and integrity of the logo brand and where it is used.

1.1 The following policy outlines the use and reproduction of BMHA logos.

1.2 All inquiries regarding the use of the BMHA logos should be directed to the BMHA Executive Committee or staff (if applicable.)

2.0 LOGO DEFINITIONS

Logo packages can be found at the end of this policy, please reference by the definition number. Note that there are also some approved variations of what has been included in the policy, all are available via the complete branding package.

2.1 Association Logo – When representing a team or communicating on behalf of the association, Banff Minor Hockey Association must be included with the image. There are currently 2 designs available.

2.2 Jersey Logo – Single bear head with Banff Bears located below the head.

2.3 Apparel Logo – This logo is to be used for retail items that won't be used for team apparel orders. There are variations of the apparel logo which allows for many apparel options.

3.0 POLICY

3.1 The BMHA logo use or reproduction is restricted to BMHA, unless otherwise provided for in this policy. Authority for approval of the use of the BMHA logo for custom orders must have prior written approval from the BMHA Executive board or delegate.

3.2 BMHA will enter into preferred vendor relationships with apparel suppliers who will be authorized to use the BMHA logos. Members will be encouraged to use the preferred

vendors for apparel/gear but if it isn't financially viable, alternate suppliers will be considered. Purchases will be made directly with the suppliers.

3.3 Certain levels of sponsors may be given permission to use the logo on their website or promotional material in order to associate themselves with BMHA. This is determined by the Executive Committee.

3.4 Unauthorized use of the BMHA logos may result in legal action.

2.1 – ASSOCIATION LOGO (3 options)



2.2 JERSEY LOGO



2.3 APPAREL LOGO

