

# **WEST OTTAWA SOCCER CLUB**



## **Copyrights, Trademarks & Logo Usage Policy**

WOSC has spent a great deal of time and effort to create a strong brand and wishes to protect that brand. This policy outlines the use of the WOSC brand.

### **Copyrights**

Unless otherwise noted, all materials and publications, including web sites and emails, are protected as the copyrights, trade dress and/or intellectual properties owned by West Ottawa Soccer Club (WOSC). Such copyrights, trade dress and/or intellectual properties may not be reproduced or used by others without written permission.

### **Trademarks**

The WOSC name, logo, and PD4L (Player Development For Life) term are collectively the “Trademarks” of WOSC and are protected intellectual properties. Nothing used on clothing, uniforms, publications, web sites or other materials shall be construed as granting, by implication or otherwise, as a license or right to use any WOSC Trademarks by third parties.

### **Club Logo**

The WOSC logo may be made available to authorized suppliers and vendors.

Unauthorized use of the WOSC logo is strictly prohibited.

### **Logo Usage**

The WOSC logo, as seen at the top of this page, should be recognized as the official club logo. If used, it must be presented in its entirety without modification, on such merchandise and/or materials including but not limited to the following:

- Soccer uniforms and other apparel, bags, hats, pins, patches, etc.
- Press releases and newsletters
- Posters, banners, advertising boards and on-site signage
- Print or broadcast ads
- Electronic mediums, websites
- Registration forms, applications, etc.
- Marketing or informational brochures and materials

## **Logo Usage for Commercial Purposes Requires Written Permission**

The WOSC logo is valuable property and revenues generated by sales of logo-bearing items are strictly subject to the direction and control of WOSC.

WOSC affiliated teams may NOT use the WOSC logo for commercial purposes (i.e., the purchase or sale of shirts, jackets, caps, scarves, blankets, umbrellas or other items bearing the WOSC logo) without first receiving written permission from the WOSC Board of Directors or its designate.

## **Logo Use Specifications**

The WOSC Logo must always be used in the same proportions. It is intended to be used as a unit, and it must not be altered or modified from its standard form. All applications of the Logo must use all colours properly as outlined. No other colours may be substituted in a colour rendition.

For non-colour renditions, either 100% black or 100% white is acceptable. If the logo is presented in 100% white, it can only be placed on a solid dark background. If Logo is presented in 100% black, it can only be placed on a solid light background.

Furthermore, orders for merchandise and/or materials should not be placed with vendors for any WOSC logo bearing items without gaining prior written approval. Written permission granted for such limited commercial purpose may be revoked at any time by WOSC for individuals or teams who do not adhere to these regulations.

## **Club Sponsors**

As WOSC acquires Sponsors, use of any sponsor logo may be granted for marketing materials and apparel. However, placement and size of any logo's must be defined when requesting permission for use.

## **Non-Compliance**

Non-compliance of the copyright, trademark and logo usage within the above policy will be dealt with by the Board of Directors or its designate. Where WOSC encourages creative opportunities to expand its branding and marketing, all opportunities must be brought to the General Manager to be approved by the Board of Directors.

WOSC reserves the right to discipline anyone that does not follow the policy. Discipline could be a written warning, a suspension or removal from WOSC programs.

Approved by the Board of Directors on March 9, 2020.