

## **BHB LOGO USE/APPAREL POLICY**

### **PURPOSE:**

This policy outlines the proper use of the Bismarck Hockey Boosters logo, colors, name, and branding on apparel and merchandise. It ensures consistent representation of our organization and protects the integrity of our brand across all teams, partners, and vendors.

### **SCOPE:**

This policy applies to:

1. All teams and athletes under the Bismarck Hockey Boosters umbrella
2. Coaches, volunteers, members, and staff
3. Partner vendors, sponsors, and third-party apparel providers
4. Event organizers and community partners using Bismarck Hockey Boosters branding

### **APPROVED USE OF LOGO:**

1. Authorized Branding Only: Only the official, approved versions of the Bismarck Hockey Boosters logo and name may be used. Alterations – including stretching, recoloring, or adding additional graphics – are strictly prohibited unless written approval is received by Bismarck Hockey Boosters.
2. Logo Placement: Logos and name may appear on training gear, promotional items, and marketing materials, provided they are used in accordance with this policy and approved by the Executive Director.
3. Color Guidelines: Logo and name must be used in its official color palette. Alternate versions (black, white, or grayscale) may be used only when required by garment color or design constraints and with prior approval from the Executive Director.
4. Clear Space: A minimum amount of clear space must be maintained around the logo or name to ensure visibility and impact. Do not place text or images too close to the logo.

### **UNIFORM AND APPAREL STANDARDS:**

1. Spirit Wear: Items like hoodies, hats, and t-shirts may use the logo and name as long as the design is pre-approved or designed by an approved vendor and maintains brand integrity.
2. Sponsorship Logos: Sponsor logos may be included on team apparel with approval from the Executive Director. Placement must not overshadow the organization's branding.

### **VENDOR & PRODUCTION GUIDELINES:**

1. Approved Vendors: Members must use vendors that have been previously approved by Bismarck Hockey Boosters. A full list of approved vendors is on the Bismarck Hockey Boosters website.
2. New and Unapproved Vendors: Vendors that have not been previously approved must fill out a Vendor Application form and return it to the Executive Director prior to

producing any items with the Bismarck Hockey Boosters logo and/or name. Bismarck Hockey Boosters will review all applications and respond in a timely manner with an approval or denial of the application. No vendor shall produce any items until a contract with signed with Bismarck Hockey Boosters giving the vendor express permission to produce items with the Bismarck Hockey Boosters logo and/or name.

### **PROHIBITED COMMERCIAL USE:**

1. No Unauthorized Sales: Individuals, teams, or third parties are strictly prohibited from producing and/or selling any merchandise, apparel, or promotional items that feature the Bismarck Hockey Boosters logo and/or name without express written permission from the Executive Director.
2. No Use of Outside Vendors: The use of outside or unapproved vendors to produce items with the organization's logo is not permitted under any circumstances. All production must go through the approved vendors and channels.
3. Fundraisers and Exceptions: Any use of the logo for fundraising purposes must be preapproved in writing from the Executive Director. Members are free to make their own items for their own personal use or to use as gifts for their team. No money can be collected for the production of items. Unauthorized use of the logo and/or name without written permission from the Executive Director may result in disciplinary action.

### **UNAUTHORIZED USE:**

Unauthorized use of the Bismarck Hockey Boosters logo and/or name may result in the following:

1. Request for immediate removal or destruction of items;
2. Disciplinary action against individual members;
3. Loss of team privileges or organizational affiliation;
4. Legal action in cases of trademark infringement.

### **DIGITAL AND PROMOTIONAL USE:**

Use of the logo and/or name on websites, social media, or digital campaigns must adhere to the same brand standards. Social media graphics should be consistent with the organization's visual identity and may be reviewed by the BHB Board upon request.

### **REQUESTING APPROVAL:**

To submit a design or apparel request, please email [executivedirector@bismarckhockey.com](mailto:executivedirector@bismarckhockey.com). Please include a mockup or digital proof of the item; details on apparel item (color, style, vendor); and quantity being produced and the intended use of the item(s).

**By participating in Bismarck Hockey Boosters activities, you agree to comply with this policy and help maintain the integrity of our brand.**