Logo & Trademark Use Policy

*This is a Volleyball PEI Policy applicable to all registered members.*



Purpose**:**

An association with a clear, consistent, visual identification succeeds in conveying a strong and cohesive message to its clients, prospective clients, employees and sponsors. In addition, frequent, consistent exposure of a unique association identity helps to keep Volleyball PEI at the top of the sports industry minds.

The following information defines the Volleyball PEI standards for the association identity. It provides guidelines that must be used for any marketing communications material, from brochures to t-shirts. As a club network, it is imperative that we all adhere to these standards. Doing so results in increased brand awareness and recognition for Volleyball PEI as a whole association. In other words, a strong association identity is an asset and, therefore needs protection.

All materials using the Volleyball PEI logo, or any of its’ Program logos (see above & sample in Appendix), or other association visual identification are subject to review and approval by Volleyball PEI Executive Director and/or President. Volleyball PEI expressly prohibits any and all use of its logo, without the express written consent of Volleyball PEI. If you have any questions regarding the application of this standard please contact the Volleyball PEI Executive Director or President.

Improper use of the Volleyball PEI logo, or other association visual elements, may be a violation of federal trademark laws.

License Rights:

As a club which is a member of Volleyball PEI you are required to include your club name on all stationary and promotions (i.e. Letterhead, business cards, envelopes, and t-shirts), followed by the Volleyball PEI logo. Not only does this avoid confusion in the marketplace; it notifies the public that the logo is being used under license. Below is an example of how this is done.

ABC Volleyball Club

O/a Volleyball PEI

123 Anywhere Street

Anywhere, PE 121 121

On business cards, however, your club name must appear after your title.

Example:

LOGO Brenda Millar

President, \_\_\_\_\_\_\_

Charlottetown

Please note that the Volleyball PEI logo must still be clearly displayed - without alterations, on business cards and all other printed material.

To ensure that the Volleyball PEI logo is properly credited in ads and other marketing communications material produced by your club, you are required to indicate that you or your club is a member of Volleyball PEI. Placing a footnote at the bottom of your printed materials does this.

Signature Arrangements:

Modifiers refer to the words that are on the logo. Expressly, it refers to the words “Volleyball PEI”. When used together, the wordmark and logo graphic are known as the “Signature Arrangement”.

Do’s of Using Modifiers and Signature Arrangements:

a. Where appropriate, the logo should be used in upper case (see logo above).

b. When appropriate, the logo should be used in the color shown above.

c. The logo graphic must always be used with the modifier below. It is not acceptable to use the logo graphic only, as a stand alone, without the accompaniment of the modifier (Volleyball PEI), since it is a logo.

Don’ts of Using Modifiers and Signature Arrangements:

a. Never abbreviate the modifier. For example, VPEI is unacceptable.

b. Never mix and match the logo and the modifier. For example, the modifier (Volleyball PEI) cannot be placed above the logo

c. DO NOT depict the Volleyball PEI marks in colors other than black and green, unless approved by the Marketing Committee and/or board of directors.

Approval & Review:

This policy was approved by the Volleyball PEI Board of Directors in 2019.

Date of last review: March 2022.