



# Skate SA Logo & Brand Usage Policy

(To be read in conjunction with Skate Australia's Bylaw 15)

## BYLAW 7

The purpose of this policy is to ensure appropriate use of the State Emblem, (The Piping Shrike) the Skate SA logo and letterheads and applies to all Skate SA Branch Committees and any sub committees formed for specific purposes.

Branch VP's owe certain duties to Skate SA and its members. These duties require Branch VP's to act competently, honestly, in good faith and in what they consider to be the best interests of Skate SA and its members.

**Policy for any use of the State Emblem, Skate SA Logo and Brands:**

The Skate SA brand and all associated logos (including Branch Logo's) are the property of Skate SA.

Authorisation to use the State Emblem, Skate SA brand and logos can only be granted by the Skate SA Executive (for the State Emblem & Skate SA logo) or the relevant disciplines committee (for branch logos).

Each branch logo must be approved originally by the Skate SA Executive

Skate SA must approve all intended use(s) of the State Emblem, Skate SA Logo and/or Brands including use(s) on state uniforms, business cards, advertisements or letterhead or in any similar manner prior to printing or usage.

- If the Skate SA logo or brands are used on the internet, they must always be used as an active link to Skate SA's official website: [www.skatesa.org.au](http://www.skatesa.org.au).
- Compulsory Skate SA State uniforms bearing either State Emblem or Skate SA logos are only available to members selected to the relevant state team.
- The State Emblem (Piping Shrike) must only be worn on the competitive uniform/playing jersey.
- For further uniform information see State Team Clothing Policy, Bylaw 10

Use of the SA logo and/ or brands may be granted to any one of the categories specified below as well as other Skate SA business partners.

- Sub Committees of Skate SA
- Skate SA Branches
- Affiliated Member Club
- Approved Program Member Licensee
- Approved Sponsor or Preferred Supplier

Skate SA's or Branch Specific Letterheads must be used ethically, effectively, and carefully in the course of the role as Branch VP's, and must not be used for private purposes.

Skate SA's Branch VP's have use of Skate SA's or Branch Specific Letterhead for the purpose of carrying out their responsibilities, including but not limited to:

- Representation of branch executive
- Functions associated with their technical role as Branch VP

However, Branch VP's must avoid any use of Skate SA or Branch Specific Letterhead that could create the impression that Skate SA's name or function is being improperly used for their own or any other person or body's benefit or gain.

The interest of their re-election or the re-election of any member of their Executive Committee is

considered to be a personal interest and Skate SA letterhead and other information that could give the impression it is official branch material must not be used for these purposes.

Copies of all correspondence using the Skate SA or Branch Specific Letter, with the exception of intra-committee communication in relation to technical matters, must be provided to the State Office at the same time the correspondence is sent to the recipient.

Where the Skate SA Board finds that a Branch Chairperson has breached this policy, it may decide by resolution, to remove the Branch Chairperson from office

### **Applications for any use of the Skate SA Logo and Brands:**

Applications to use any emblem, brand or logo should be sent in writing to the relevant authorising body. Applications should provide details including, the intended use of the logo, if any profits will be made using the logo, the period that the application covers and any other information relevant to the application.

The authorising body must reply in writing to all applicants.

*For approved* applications, the reply must cover all conditions related to the authorisation.

*For rejected* applications, the reply must detail the reasons for the rejection.

During the assessment period the authorising body may request additional information from the applicant if the application is lacking required information.

Unless otherwise stated in the authorisation, all authorisations will be for the nonexclusive use of the brand or logos.

### **Use of the Skate SA brand or logos for profit generating activities**

If the Skate SA brand or logos are to be used in a profit generating activity, the details of such activity are to be included in the application. The Skate SA executive committee may apply a reasonable fee for the use of its logos or brand in profit generating activities. This fee, if applied, will be worked out on a case by case basis and will be based on the proposed usage detailed in the application.

### **Right to cancelation**

Skate SA reserves the right to cancel any approved brand or logo usage

### **Appeals**

Any appeals relating to a non-approval, or to the usage conditions are to be addressed in writing to the Skate SA Executive committee

### **Artwork and Specifications**

The State Office is responsible for keeping all relevant artwork and specifications. All requests for use of the logo must go through the State Office.

The Skate SA Logo must be displayed on a white background. Exemptions to this rule can only be granted by the Skate SA Executive.

The colours and shape of the Skate SA logo are not to be altered other than if it is to be used in a monochrome format.