

PELHAM MINOR HOCKEY ASSOCIATION



LOGO AND COLOURS POLICY

INTENT

The purpose of this Logo and Colours Policy is to prevent unauthorized use of the Pelham Minor Hockey Association (PMHA) logo and ensure that, where authorized, its use positively promotes PMHA, is consistent with the Mission of PMHA, and that maximum benefit to PMHA is achieved through its use and to ensure that it is presented in a consistent format through use of an approved colour scheme.

PMHA, from time to time, may enter into exclusive agreements for supply of PMHA apparel, products, and written or printed materials complete with the PMHA logo. Such exclusive agreements may include preferred pricing and/or purchase incentives advantageous to PMHA and the membership, which may be undermined by unauthorized supplier use of the PMHA logo. While this policy is necessary to prevent use of the PMHA logo by unauthorized suppliers, it is also necessary to communicate to the membership that use of the PMHA logo on apparel purchased by individuals or groups of individuals of PMHA is restricted to PMHA approved suppliers. For clarity, no member or group of members of PMHA may source any goods adorning the PMHA logo from suppliers other than those as may be approved from time to time by PMHA and no suppliers may use the PMHA logo without the expressed written consent of PMHA.

IMPLEMENTATION

To this end, PMHA asserts that the PMHA logo is the exclusive property of PMHA and may be used only with expressed prior written approval of PMHA. No part of the PMHA logo may be reproduced, stored in a retrieval system, or transmitted, in any form or by any means, electronic, mechanical, photocopying, or otherwise, without the prior written consent of Pelham Minor Hockey Association. Such expressed written approval to use the PMHA logo may be rescinded by PMHA, at its sole discretion.

The approved representative PMHA colours are green, black and white. All authorized use of the Panthers name and logo will incorporate the approved representative PMHA colours.

ENFORCEMENT

PMHA will pursue any and all legal avenues to recover damages from unauthorized supplier use of the PMHA logo. PMHA may also seek to recover damages from PMHA member unauthorized use of the PMHA logo. Further, PMHA member non-compliance with this Policy may be subject to discipline from PMHA, including suspension and revocation of membership.