



## SSAT LOGO USE POLICY

### **Purpose:**

1. To clarify current team wear requirements.
2. To clarify how our logo can be used, and who has the right to use it.
3. To clarify the role of the equipment managers in providing team wear to our members.
4. To ensure all members know and understand their rights and responsibilities with regards to logo use.
5. To ensure inclusivity.

### **Objectives:**

1. To ensure all team members feel like they are a part of the SSAT team.
2. To ensure that our Club has a team presence at meets.
3. Team affiliation is a huge factor in athlete retention and motivation.

### **Policy:**

1. Required team wear on deck at meets is the purple Surge T-shirt.
2. Either the team parka with the new standard logo placement and SAULT SURGE SWIMMING on the back is strongly encouraged for older swimmers who

are attending swim meets regularly. –OR- The team track jacket with standard logo placement.

3. It is hoped that the swim bag of choice will become the purple Speedo back pack, with the Sault Surge logo on it, as older versions need to be replaced.

4. Ball caps, toques, previous versions of club street wear and t-shirts are great additions for providing a club presence in the community.

5. The club does not want to prevent individual members from purchasing and using wear/gear that they obtain from other sources, however, we want a consistent message in the community. To achieve this, members are expected to have a permission form signed by an executive member to use the logo prior to having it applied. Permission will not be unreasonably withheld.

- This permission is intended for individuals buying gear for their family. If more than 2 families are putting an order together, this needs to go through the executive and/or equipment managers.

6. Colours that can be associated with the logo – Black, white, purple, grey, light blue.

7. Logo to be applied with a consistent and appropriate placement.

8. The team will have gear and team clothing for sale at a minimum of once per year.

9. The Equipment Managers and the Executive encourage any member who has an idea for team wear or team gear to make suggestions or submit designs and ideas.