

XI. PROGRAM AND SERVICES

A. IES Equipment

1. The Finance Committee shall maintain an inventory of all physical property of IES.

B. Website/Facebook/Other Media

C. Crisis Management Plan

D. USE OF LOGO

1. Statement: The Inland Empire Swimming (IES) logo; its design, colors and content is the property of IES. The logo is an identity mark for IES and its use is intended for identification and promotion of IES within the context of competitive swimming and associated events under the rules and regulations as defined by USA Swimming.

2. General Guidelines

- a) The IES logo will not be approved to appear in conjunction with any other brand that is contrary to the philosophies, rules and regulations IES and its marketing partners. This includes partnerships with alcohol, drugs, tobacco, gambling, or other similar examples.

- b) Reports relating to quality control or violations of these guidelines shall be investigated immediately by IES. Removal of the PNS logo that is not in compliance with this policy will be pursued

3. Non Commercial Use

- a) Use of the IES logo on IES member club web sites, club letterhead, team apparel and bags and banners is permissible with approval from IES.

- b) Direct sale of IES logo merchandise shall be the exclusive right of IES.

- c) Sale by clubs of approved logo merchandise to club members shall, not be for profit, but shall only be to recover the cost of production and distribution to club members.

- d) Web sites displaying the IES logo may not contain any questionable advertising or unsuitable links.

- e) Apparel, bags and banners issued or distributed by member clubs displaying the IES logo may not display inappropriate words, figures, pictures or associations as described in the general guidelines above.

- f) Links must not display the IES Swimming website in a small frame, as this implies that www.pns.org is a part of the website it linked from

4. Commercial Use

- a) Business sponsors and marketing partners of IES must have approval to use the IES logo in their advertising.

- b) Use of the IES logo by persons, agencies, affiliated organizations or member clubs that is in conflict with established sponsorships or marketing

partnerships with IES shall be prohibited

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