



## Logo Usage Policy

The KDMHA Logo Usage Policy provides members, teams, and vendors with details about when and where the Kemptville Royals and Kemptville Storm logos may be used.

 **The *Logo Usage Release Form* is on page two of this document (to be completed by potential vendors wanting to use a KDMHA logo).**

### Logo Usage Summary

- No team shall use KDMHA logos for monetary purposes
- All Vendors must sign a release to use KDMHA Trademarked logos
- KDMHA Logos are the property of KDMHA
- No logo shall be used to purchase *any variation – including brand, colours, design, etc.* – of items already sold (*such as tracksuits, water bottles, hoodies, garment bags, hats*) by the KDMHA current-season approved apparel company
- Any team or individual wanting to use KDMHA logos must request permission through the KDMHA Ways and Means Director ([fundraising@kemptvillehockey.com](mailto:fundraising@kemptvillehockey.com))
- Consequences of not following the KDMHA Logo Usage Policy could result in member not in good standing and/or legal action

### Registered Trademark

Storm logo was copyrighted on April 4, 2017 / Royals is pending Copyright filed Feb 27 2019.





## Logo Usage Release Form

This form is to be used by a KDMHA member or team representative as an Agreement between KDMHA and a vendor to use the Kemptville Royals and/or Kemptville Storm logo.

### Summary

- Description of use of logo (e.g., Storm logo; printing on practice jerseys)
- Vendor shall only use provided logo for this request; further requests require another permission to use agreement (i.e., complete another Logo Usage Release Form)
- Vendor confirms *no logo shall be used to purchase any variation – including brand, colours, design, etc. – of items already sold (such as tracksuits, water bottles, hoodies, garment bags, hats) by the KDMHA current-season approved apparel company;* and the use of logo does not conflict with the approved current-season vendor items for sale
- Failure to request permission to use our Trademarked logos could result in legal action as per the Copyright Act

### Logo Usage Agreement

Description of what logo to be used on: \_\_\_\_\_

\_\_\_\_\_

Vendor, owner, email, website: \_\_\_\_\_

\_\_\_\_\_

Team request for: \_\_\_\_\_

By **signing** below, the vendor agrees to the terms described in the *KDMHA Logo Usage Policy*.

\_\_\_\_\_  
KDMHA member

\_\_\_\_\_  
Date

\_\_\_\_\_  
Vendor

\_\_\_\_\_  
Date

For KDMHA usage:

Confirmed by KDMHA Ways & Means: \_\_\_\_\_

Date: \_\_\_\_\_

Approved by KDMHA President or VP: \_\_\_\_\_

Date: \_\_\_\_\_