



## BRANDING POLICY

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Drafted by	Marc White	Approved by Board on	7/4/21
Responsible position(s)	Floorball ACT Executive	Scheduled review date	5/1/22

### Introduction

Maintaining a consistent brand is important for any organisation. This policy outlines the circumstances in which Floorball ACT Inc. (Floorball ACT) branding should and should not be used, to maintain a consistent, professional appearance and to prevent Floorball ACT or its brand falling into disrepute.

### Purpose

The purpose of this policy is to define under what circumstances Floorball ACT branding may be used. Branding includes logos, letterheads, email signature blocks, as well as uniforms of Floorball ACT representative teams.

### Policy

The endorsed Floorball ACT logos should be used on all official communications, including letterheads, email signature blocks, social media accounts, websites, advertising, signage and clothing.

Individual members of Floorball ACT may **not** use Floorball ACT branding for any purpose without prior Executive Committee approval.

Floorball ACT clothing, stickers or other identifying items (such as signage) should not be worn, used or displayed at political or religious rallies or events.

Current-generation jerseys in use by Floorball ACT representative teams, including Canberra Chargers, Chargettes, Chargers X, or equivalent Juniors teams, must not be worn in organised games where the team playing is not a Floorball ACT representative team. The exception to this rule is that all retired and/or superseded jerseys may be used in this fashion.

Violations of this Policy may result in disciplinary action by the Floorball ACT Committee.

### Authorisation

[Signature of Committee Secretary]

[Date of approval]

Floorball ACT