

Logo and Custom Jersey Policy and Guidelines



Passed by BPRA: September 11, 2023

Introduction:

The purpose of this guideline is to ensure the protection of the BPRA logo and provide guidance on usage. All uses of the BPRA logo are subject for approval by the BPRA Board. BPRA reserves the right to use and grant permission to use its logo in any way it deems appropriate, and at its sole discretion and for any reason, reserves the right to demand that any party cease the use of BPRA logo.

Use of the BPRA logo is for approved and/or mandatory for:

- Association and program-related document and media use;
- Applicable teamwear or equipment product use.

Current Approved Uses of Logo:

- Entripy (<https://bpra.entripyshops.com/>) - BPRA has partnered with Entripy for BPRA branded clothing. A portion of sales proceeds is provided back to BPRA.
- Team Clothing - If a BPRA team would like to purchase team gear beyond what is available on Entripy the logo can be used without BPRA Board approval if the guidelines listed below are followed.

Guidelines for Use:

- Logo colours and scaling are to be maintained (any logo amendment or alternation must be approved by the BPRA Board). If a two toned logo is not feasible, monotone black or red is acceptable.
- The logo can not be used for revenue generating purposes without prior approval of the BPRA Board. For example, printing of clothing or other promotional items for resale.
- Vendors supplied with our logos for production of above items are not permitted to share/use our logo beyond one-time approved use.
- The logo shall not be used in any way that could be interpreted, at BPRA's sole discretion, as:
 - Harmful to the reputation or image of BPRA or its events;
 - A false or implied endorsement, sponsorship, approval of BPRA's support of the user's products, services, events or other related activities; and
 - A violation of any law, regulation, public policy or the rights of others.
- Reproduction of our old logo is no longer allowed for documentation, teamwear or equipment purchases.

Custom Jerseys

Teams are encouraged to wear jerseys provided by the association at sanctioned events (excluding practices). Teams are permitted to use custom jerseys, but must conform to BPRC colours (black, white, red, grey – as per pantones below) and have Buffalo Plains Ringette or BPRC on the front of the jersey and the BPRC logo somewhere on the Jersey.

18+ Open teams may purchase and use custom jerseys.

All teams who want to purchase custom jerseys must obtain BPRC approval by submitting a copy of the jersey design and logo to the division Commissioner. The Equipment Manager will review the request and approve it if the jersey design, including any advertising, logos or names are in keeping with the ethics and accepted policies of Ringette and if the design conforms to Ringette Canada's guidelines (see below) with respect to number size and placement. Teams must still have two sets of jerseys, one in a dark color and one in a light color.

BPRC Pantones



Ringette Canada's jersey guidelines (2019-2022 Rule Book)

Each player shall wear a clearly visible individual number on the back and should wear a clearly visible individual number on the right front of their sweater. The number shall be a maximum of two digits and shall contrast in colour with the sweater. The back number shall be at least 15.24cm (6 in.) in height and the front number should be at least 7.62cm (3 in.) in height. A number different than that on the sweater may not appear elsewhere on the uniform.