



Brand Policy
Use of BCS Logos/Photography/Video Footage/ Renditions

Publishers may:

- Use athlete images and BCS Logo only once Bobsleigh Canada Skeleton and the athlete have provided approval
- All images must be from the current season and meet standards set by Bobsleigh Canada Skeleton
- Use athlete images and the BCS logo if they are a current partner and are not a conflicting partner of Bobsleigh Canada Skeleton

Contact the BCS Director Business Development (cdias@bobsleigh.ca) for image request from the BCS photo pool for:

- Editorial and educational use
- BCS Supplier Use
- BCS Partner Use

Please contact BCS Director of Business Development prior to purchasing images from photography companies to confirm validity of company.

Images are being made available under the following condition. Breach of any of these conditions means loss of access or additional charges being levied.

- Bobsleigh Canada Skeleton must approve placement of images
- Images are non-transferable and must not be resold
- All uses must be accompanied by photo credit: "Photographer name/ Bobsleigh Canada Skeleton and Athlete name"
- Any alterations made to images must be approved by Bobsleigh Canada Skeleton
- Partners and suppliers are encouraged to create ads with images of three or more athletes, and or a collage of images
- Review and approval necessary by Bobsleigh Canada Skeleton prior to print or production

Use of BCS Logos/Photography/Video Footage

Publishers may not:

- Use any BCS logos/ photography, logotypes, trade dress, or other brand elements without the permission of BCS and athlete(s)
- Create their own logos/photographs to represent BCS products or services
- Use BCS logos/photography on posters, brochures, signage, their websites, or other materials to promote a relationship with BCS, products, or services without the permission of BCS and concerned athlete(s)
- Add their own logo/photograph to or remove BCS logo/photograph from a CD that may be provided to them by BCS for inclusion with a publication
- Remove any brand elements on BCS Team uniforms or sleds

USE of imagery that represents Bobsleigh Canada Skeleton racing or renditions of the sport

Publishers may not:

- Use any photography or brand elements that represent the sport of bobsleigh or Skeleton without the permission of BCS and the concerned athlete(s)
- Remove brand elements on team uniforms or sleds
- Use bobsleigh or skeleton racing imagery on posters, brochures, signage, their websites, or other materials to promote an association with bobsleigh or skeleton racing or BCS, products, or services without the permission of BCS

Olympic Brand usage (Canadian Olympic Committee and/or VANOC)

Only authorized sponsors that have purchased the rights to the Olympic names and emblems can use such imagery in their respective programs. It is unlawful: to represent an association, affiliation, endorsement, sponsorship or similar relationship with the Olympic brands and emblems unless a specific agreement and approval has been given by the Olympic organizations.

Any Canadian bobsleigh or skeleton imagery or wording used in association with the Olympics, even though approved by the Olympic organization, **must still be approved by BCS.**

Any authorized use of the Olympic names and emblems will mean legal actions by the Olympic organizations. Bobsleigh Canada Skeleton does not approve the unauthorized use of Olympic names and emblems by any business, association or organization as it relates to bobsleigh and skeleton sport in Canada.

Publishers may not:

- Use any BCS logos/photographs, logotypes, or other brand elements without the permission of BCS
- Use any photography or brand elements that represent the sport of bobsleigh or skeleton without the permission of BCS
- Remove any brand elements from BCS uniforms or sleds unless the purpose is to use BCS uniform or sled during the Olympic period as defined by the Olympic charter, where IOC Olympic Charter regulations apply. Any alterations of the BCS uniform or Sled may only be done with the express written consent of BCS
- Create or edit their own logos/photographs to represent BCS products, or services
- Use BCS logos/photography on posters, brochures, signage, their websites, or other materials to promote a relationship with BCS, products, or services without the permission of BCS
- Add their own logo/photography to, or remove BCS logo/photography from, a CD that may be provided to them by BCS for inclusion with a publication

The above is meant as a working guideline and BCS reserves the right to expand its limitations/ownership of image and/or logo usage.