

# Brand Policy

## PURPOSE

The purpose of this policy is to set out the parameters within which the brand properties of Bobsleigh Canada Skeleton ("BCS"), including but not necessarily limited to Logos, Photographs, Video Footage, and Renditions, may and may not be used.

## SCOPE

This policy is intended to be used as a working guideline. BCS reserves the right to modify its limitations regarding ownership of image (photography/video), logo usage, and the like.

## BCS PROPERTY USAGE

Publishers must:

- Be a current BCS partner and not a conflicting partner in order to use the BCS logo and/or image of the subject BCS athlete(s);
- Only use the BCS Logo and/or image of the subject BCS athlete(s) after receiving formal approval from BCS and the subject athlete(s);
- Ensure that all applicable images (i) meet the standards set by BCS and (ii) are approved by the BCS CEO or the BCS communications/marketing lead.

Images will be made available under the following conditions, noting that any breach of any of these conditions may result in the publisher's loss of access or additional charges being levied:

- BCS must prior approve the placement of an image;
- Images are for one-time use only, are non-transferable, and must not be resold;
- All image usages must be accompanied by photo credit: Photographer name/ Bobsleigh Canada Skeleton;
- Images will be made available (i) for a fee if the use is corporate in nature, or (ii) for free if the use is for editorial traditional media;
- Any alterations made to an image must be approved by BCS and supported by the subject BCS athlete(s);
- Review and approval necessary by BCS prior to print or production.

Publishers must NOT:

- Use any BCS property without the prior permission of BCS and the subject BCS athlete(s);
- Create their own properties to represent any BCS product or service;
- Use any BCS image on any poster, brochure, signage, website, or other materials to promote a relationship with BCS, products, or services without the prior permission of BCS and the subject athlete(s);

- Add their own imagery and/or remove any BCS property that may be provided to them by BCS for inclusion with a publication;
- Remove any brand elements on any BCS Team uniform or sled.

## **OLYMPIC IMAGERY**

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 unauthorized use of the Olympic names and emblems may result in legal action by the Olympic organizations.

BCS 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.

## **REQUESTS**

All image or video requests must be made through BCS communications/marketing lead ([hpprchr@shaw.ca](mailto:hpprchr@shaw.ca)) be it for commercial, traditional media or educational purposes.