



## **BASEBALL AUSTRALIA USE OF BRANDING AND IP POLICY**

Baseball Canberra is the peak representative body for baseball in the Australian Capital Territory, and is the State governing body on behalf of Baseball Australia.

### **I. General Purpose and Objectives**

Baseball Canberra names, logos and all other BC owned branding are valuable properties of the BC organisation and community. The purpose of this policy is to enhance and ensure the continued value and protection of the above mentioned branding for BC and its stakeholders.

Throughout this document ‘logos’ or ‘trademarks’ refers to all Baseball Canberra owned branding.

### **II. General Guidelines**

#### **a. Registered trademark**

The BC logos are registered trademarks. At first reference in all written, formal communication, the registered trademark indicator (©) should be used in conjunction with the BC logos. These or any other BC trademarks or service marks may not be used without the written permission of Baseball Canberra.

BC trademarks may not be used in connection with any product or service that is not Baseball Canberra owned, operated or affiliated, or in any manner that is likely to cause confusion or be misleading.

#### **b. Style guideline**

BC logos may not be altered and must follow the guidelines of the BC Style Guide. The style guide contains information about logo placement, size and colors. Complete details can be obtained by contacting the Baseball Canberra General Manager.

Where use of the above listed logos has been permitted in the production of merchandise or collateral they must adhere to the style guidelines and a full mock-up of the product must be provided to BC for approval prior to any print or production.



### **III. Permission and Approval**

BC owned branding may not be used to imply affiliation with, or endorsement by BC without written permission. Once permission is granted, the logo may be used only for the stated purpose and in the manner for which permission is granted.

Each request will be evaluated individually and permission will be granted based on BA's discretion. Please e-mail all questions regarding logo approval to the Baseball Canberra General Manager.