



6.29 HEO Logo—Approval of Usage

Effective Date

Rev. 1 April 2017

Purpose: To ensure that the use of the Hockey Eastern Ontario (HEO) logo is restricted to the usage principles listed in this policy and thereby ensure that the identification of members representing the HEO Branch is properly administered and controlled. The Hockey Eastern Ontario Logo is a Trademarked Seal (License Number **TMA945,198**) and is property of the Corporation of Hockey Eastern Ontario. Any use of the Hockey Eastern Ontario Logo and Name requires Express Written Consent of Hockey eastern Ontario's Executive Director. Any violation of this regulation may result in disciplinary or legal action taken towards the offending organization and/or individuals.

Policy Statement: The following criteria for the usage of the Hockey Eastern Ontario (HEO) logo must be strictly observed and any non-compliance will be addressed by the HEO Board of Directors:

- a) All initial requests for the use of the HEO logo must first be approved by the HEO Executive Director;
- b) Any alteration and/or style change(size adjustment, colour, text content, etc.) to the logo must first be approved by the HEO Executive Director;
- c) Any usage of the HEO logo for overall cresting purposes, signage at special events, inclusion on any website and/or any social media website must first be approved by the HEO Executive Director;
- d) Any major diversion from the above mentioned usage standards listed in paragraph (c) website must first be approved by the HEO Executive Director;
- e) The contract for the design and production of the HEO logo must be approved by the HEO Executive Director; and
- f) All HEO on-ice officials shall only utilize the HEO logo proper on their respective uniforms.

