



POLICY

Effective Date: May 24, 2011

POLICY TITLE: Town Branding on Community Uniforms

POLICY NUMBER: 12-022

POLICY PURPOSE:

Branding has been an integral part of the Town and economic development business plan. The business concept is to have a consistent message and symbol in circulation that will be seen and identified by as many people as possible. The intent of the proposal is to give local minor and adult teams the opportunity to add the brand to their own uniforms.

POLICY:

1. All teams, recreation groups, or youth clubs and organizations will be encouraged to imprint the Whitecourt logo on a clothing item of their choice.
2. The logo must be imprinted as Policy 12-005 – Use of Town Logo and Trademark with the addition of the following:
 - a. The logo may be created in colour variations outlined in the Whitecourt Visual Identity Standards.
 - b. There must be a minimum of a 5.08 centimeter (2 inch) perimeter around the logo to ensure that it maintains its integrity;

Recommended Sizes and Placement

3. The Town logo shall be branded on jerseys as follows:
 - a. The minimum recommended size for adult or youth shirt or jersey is 8.86cm x 3.78 cm (3.49" x 1.49") with placement on the chest or back;
 - b. The minimum recommend size for a child shirt or jersey is 5.48cm x 2.87cm (2.16" x 1.13") with placement on the chest or back;
 - c. The minimum recommended size for the sleeve is 5.48cm x 2.87cm (2"16 x 1.13").
4. While this is the recommended placement it is understood that the placement of the logo in these areas may not be possible and this policy will rely on the expertise of the embroidery companies to determine the best display area.

Application

5. The logo may be created in a crest, thermal film, silk screened or directly embroidered on the clothing item of the team/groups choice. It is expected that the embroidery company will recommend the best application to the team/group. For example: hockey teams may choose to have the logo installed on their jackets in



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which case the company would recommend the crest, while minor soccer teams would have the recommendation to have the logo silk screened when the t-shirts are originally screened with the team name on them.

6. Each group may have the logo installed once per year at the Town of Whitecourt's cost.

Approval

7. Teams and groups will approach a local embroidery company with the request for the Whitecourt logo application. The embroidery company will then submit a request detailing the team/groups name, number of clothing items and description of installation for approval to the Community Services Department before the actual installation.

REFERENCE:

Policy 12-005 Use of Town Logo and Trademark