



BOWLS SA BRAND POLICY

The Bowls SA Brand or logo is the official registered trademark of the organisation and as such we need to be discerning on how we permit the brand/logo to be applied and used.

Currently the brand appears on all official stationery of Bowls SA (BSA), in our official publications, newsletters and other promotional material as well as on the Bowls SA website and therefore technically we generally have adequate control of same. More recently decisions have been made where new partnerships have been formed between Bowls SA and other business parties to allow the BSA brand and the partners' brand to jointly appear on material that promotes the partnership.

It is known that some clubs have used the BSA brand to add credibility to or to enhance their local club promotional material without necessarily gaining the permission of Bowls SA believing that because the club is affiliated that they are entitled to use the BSA brand. There is an inherent danger in this because Bowls SA basically has no jurisdiction over what clubs do at the local level.

Another aspect of using the Bowls SA brand is maintaining quality in its reproduction and indeed utilising the correct colours, hence the need for sound control over usage.

In the event that any club or other party uses the Bowls SA brand without the approval of Bowls SA then that may result in taking legal action or imposing a fine.

It is therefore proposed that the following Policy on use of the Bowls SA brand be approved:

Policy

Use of the Bowls SA registered trademark (brand) by other parties, including member clubs, affiliated members will be subject to the approval of the Chief Executive Officer, Bowls SA.

In exercising this approval the Chief Executive Officer shall have due regard to the purpose and intent of the other party in requesting such use of the Bowls SA registered trademark (brand) in relation to the full ramifications of such usage.

The most likely area of consent for use of the Bowls SA trademark (brand) would be where an event, program or activity is conducted that directly involves Bowls SA resources and where Bowls SA will assume some responsibility for the event, program or activity.

Any third party (including member clubs) using the Bowls SA trademark (brand) without prior approval of Bowls SA may cause legal action or a fine to be instigated against them.

Bowls SA Brand Guidelines For colour and sizing standards please see attached the Bowls SA Brand Guidelines provided by Bowl Australia and adopted by Bowls SA.