

Club Uniform, Logo and Sponsorship User Policy

Purpose

The purpose of this policy is to clarify the Club Uniform, Logo and Sponsorship protocols for all IHNZ affiliated clubs and the subsequent usage of the IHNZ logo.

It is understood that many IHNZ affiliated clubs have Uniforms and club logos traditionally recognised as their clubs “intellectual property” regardless of copyright.

The IHNZ logo is also recognised as the official logo of the association, and if used, permission must be granted from the association and the logo must be presented in its entirety without modification.

The IHNZ Rule Book (Rule No. 3.2.9 Uniforms & 3.2.10 Allocation and Colours of Uniforms) states the following:

All players participating in IHNZ games must be dressed in matching team uniforms.

- (a) Each player and each goalkeeper listed in the line up must wear an individual identifying number at least 20cm in height on the back of the playing jersey. All numbers assigned must be whole numbers between 1 and 99.*
- (b) At the discretion of the referees, the Home team shall change its jersey if the colours of the competing teams conflict.*

Hockey Uniform Suppliers have the ability to sublimate unlimited designs and this ability has created an opportunity for clubs to seek sponsors and to have sponsors logos included at the design stage of the club uniform.

IHNZ acknowledges that the club playing jersey is recognised as a valuable resource and advertising logo space can be marketed to potential sponsors reducing the overall cost of the jersey to the club and its players.

Compliance with Rule 3.2.9 for all Teams Participating in IHNZ Sanctioned Events

- Club teams must be dressed in matching team uniforms
- Each player and goalkeeper listed on the team roster MUST wear an identifying number at least 20cm in height on the back of the jersey, and
- Each player and goalkeeper listed on the team roster MUST have either
 - the clubs official logo on the front of the playing jersey or;
 - a space centre front (25cm x 25 cm) must be left clear for the club logo inclusion
- Clubs are free to obtain sponsorship for playing uniforms subject to:
- Where there is doubt about the acceptability of advertising on team uniforms the advice and permission of IHNZ shall be sought.

Further, IHNZ advises:

- Individual player sponsorship arrangements must not conflict with the requirement for the team to be uniformly dressed
- Team playing pants (shell pants) must comply with Rule 3.2.9 and 3.2.10 (teams must be dressed in matching uniforms)
- That jersey numbers are recommended on the jersey sleeve where possible
- Both front logo area and back number area should remain clearly visible to game officials when the jersey is being worn
- Club uniform design and colours must be registered with IHNZ as part of the yearly club affiliation process.
- Clubs may have a maximum of three (3) registered uniform designs
- Clubs must have a home and away jersey in case of colour clashes when meeting their opponent

- Club may request the application of the “affiliated to IHNZ “ logo to subliminate into their design. This can be supplied in a JPG format. Placement location should be on either the left or right jersey shoulder.
- Any applications of the IHNZ logo must use the original colours. No other colours may be substituted in a colour rendition.
- For non colour renditions, either 100% black or 100% white is acceptable. If the IHNZ logo is represented as 100% white, it can only be placed on a solid dark background. If the IHNZ logo is represented as 100% black, it can only be placed on a solid light background.
- A graphics free zone should be maintained around the perimeter of the IHNZ logo. No lettering, lines or images may cross over or hide the elements of the IHNZ logo.
- To apply for approval to change club colours and jersey design please contact IHNZ

The New Zealand Inline Hockey Association name and its derivatives and/or the IHNZ logo may not be used for any commercial purpose whatsoever (i.e. the sale of shirts, jackets, caps, pucks or other items) without first receiving prior written permission from the IHNZ executive.

New Zealand Inline Hockey is granted use of its affiliated clubs logos for promotional purposes including:

- Insertion of e-bulletins, newsletters, official programmes
- Inclusion on website, electronic media, Facebook etc
- Stored on database

Affiliated clubs are encouraged to send IHNZ a copy of their club logo and/or jersey design for inclusion with club listings on the IHNZ website and other official publications as necessary.

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| IHNZ Board | |
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