

# Baseball Manitoba

## Logo Use Policy

### Use of Baseball Manitoba Logos

The intent of this policy is to clearly define the Baseball Manitoba Logos and their use in all applications within the specifications and restrictions outlined. Utilizing the Baseball Manitoba name and logos in connection with your local league name can authenticate your league as being paired and unified with the sole amateur baseball organization in the province of Manitoba. In addition, it adds prominence and distinction to your league. Members operating under the auspices of Baseball Manitoba are welcome to use our logo for the purpose of promoting their association, providing that the following criteria are adhered to.

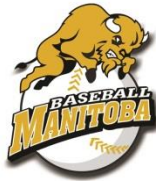
### The Official Baseball Manitoba Logos

There are two official Baseball Manitoba Logos. The corporate logo features a bison astride a baseball with the text “Baseball Manitoba” across the ball. The second logo is intended more for the provincial team programs, and features an interlocking “M” and “B”, for Manitoba Baseball and the provincial abbreviations MB. The provincial team logo has an alternate design with two crossed bats in the background

### Definition of the Baseball Manitoba Logos

There are two Baseball Manitoba Logos and these are defined as either (1) Corporate Graphic (“the bison/ball figure”) and (2) Provincial Team (MB)

#### 1. Corporate Graphic



#### 2. Provincial Team – main version



#### 2. Provincial Team – alternate version



### Specifications

#### Official Colours for the Corporate Graphic logo:

- Black Pantone Black - outline and separations
- Vegas Gold Pantone 4515 - text, bison and baseball stitches
- White Pantone White - text, text separations, baseball and bison teeth

#### Official Colours for Provincial Team M & B logo:

- Black Pantone Black - letters M and B, outline, separation
- Vegas Gold Pantone 618 - outline

- White Pantone White – outline, separations

The graphics must appear in the specified colours. Background colour must not distort the graphics.

In some cases it may be necessary to use the logo as greyscale or monochrome. These options will also be acceptable.

### 1. Corporate Graphic in greyscale



### 2. Provincial Team in monochrome



### Logo Restrictions

Only official reproductions of the Baseball Manitoba Logo may be used, regardless of the application. The Baseball Manitoba office will be responsible for providing the appropriate / required format for all applications.

Additional restrictions:

- The logo must not be re-created or altered in any way.
- The logo must be produced in its official form, enlarged or reduced. It may not be distorted in any way.
- A photocopy of the logo is not suitable for printing or desktop publishing purposes as it will not be precise enough for clean reproduction.
- The logo may appear in close proximity to other logos, provided the Baseball Manitoba Logo is clearly visible and not distorted in any way.
- That the logo not be combined with any other commercial logo representing alcohol or tobacco products or contravenes any Baseball Manitoba sponsor.
- That the logo not be combined with any slogan, saying, or picture of any kind which represents a philosophy not in keeping with our mission statement

### Imitation or Alteration

No imitation or alteration of the Baseball Manitoba Logo may be made by any user.

### Ownership

The logo is owned by Baseball Manitoba and all uses of the logo will benefit Baseball Manitoba.

### Who can use the Logo?

Three categories of users / usage are designated as follows:

1. The Baseball Manitoba Logo may be used by leagues and minor associations to promote their affiliation with the provincial body
2. The Baseball Manitoba Logo may be used by other sport organizations to acknowledge Baseball Manitoba's affiliation with that organization or to promote events sponsored or co-sponsored by the Baseball Manitoba.

3. All other potential users approved by Baseball Manitoba (i.e. sponsors)

All users must contact the Baseball Manitoba office for approval prior to any use of Baseball Manitoba Logos or name. Access to the necessary artwork / graphic format will be provided through the provincial office.

**League Use of the Baseball Manitoba Logos and Name**

Leagues receive permission per membership with Baseball Manitoba Logos and Name in connection with authorized local league activities.

This permission, which is effective only while a league remains a members in good standing, includes the right to use Baseball Manitoba Logos and Name as part of the local league name, and to use the Baseball Manitoba logo on stationery, uniforms, in press releases issued by the local league, in programs, and at the local league facilities on scoreboards, and other signs. All such uses of Baseball Manitoba logos *must* include the local league name such as the city, town or other similar reference.

**NOTE:** At no time is a league or minor association permitted to use the Baseball Manitoba logos in connection with a business or organization entity nor give that business permission to use the Baseball Manitoba logos in any form or fashion. Logo use is **ONLY** permitted by the league to help promote the league’s initiatives, which may include such activities as registration, promotion on your website, and social media posts.

**Limitations of using the words “Baseball Manitoba”**

Leagues may not use the Baseball Manitoba Logos and Name in connection with any other activity or program, or as a part of a composite name covering unrelated programs. The Baseball Manitoba Logos and Name may not, for example, appear on stationery, bulletins, advertisements, social media posts or press releases of other sports organizations, commercial enterprises, or businesses. For example, the league may not grant permission to a local business to advertise its association with the local league whereby the local business profits directly from the use of the name.

Further, the Baseball Manitoba Logos and Name may not be used separately or in connection with the name of any other program or activity for the purpose of soliciting funds to be used for activities other than Baseball Manitoba activities.

**Approval process**

Requests by all users must be presented in writing, outlining the specifics of the intended use of the Baseball Manitoba Logo. All requests require approval by the Baseball Manitoba Management Committee (VP Marketing and ED).

**Soliciting Funds Using the words “Baseball Manitoba”**

The Baseball Manitoba Logo is intended to identify endorsement / sponsorship by Baseball Manitoba. As such, its use will be controlled to ensure use by affiliates and other users do not violate this intent.

The use of the Baseball Manitoba Logos and Name by any person, organization, business entity or league not chartered by Baseball Manitoba or in an unauthorized fashion is an infringement of Baseball Manitoba Logos and Name rights.

It is the policy of Baseball Manitoba not to endorse any company, commercial product, or service with the exception of those items of approved playing equipment and other materials and entities associated with Baseball Manitoba. Any use of the Baseball Manitoba Logos and Name, unless expressly granted by Baseball Manitoba, Incorporated, which falsely tends to imply such an endorsement is an infringement.

**Local League or Minor Association Websites**

Leagues and minor baseball associations are permitted to host websites that assist with communicating information about their activities in the local community. The local league name, affiliation with Baseball Manitoba, registration, facilities locations, board members and other information for parents and volunteers should be clearly stated on the website.

Use of the Baseball Manitoba Logos and Name, and links to baseballmanitoba.ca are permitted on websites operated by leagues or minor baseball associations.

Leagues are also encouraged to secure model releases as part of the player and volunteer registration process. This allows leagues to host images or video of players participating in league and Baseball Manitoba activities.

Baseball Manitoba reserves the right to review any league or district website that uses Baseball Manitoba Logos and Name. If content is deemed inappropriate, the league will be required to remove the content.

**Restricted Use of Baseball Manitoba Logos and Name by Third Parties**

Under no circumstances may local leagues, administrators, or other field personnel permit the Baseball Manitoba Logos and Name to be used on or in connection with any business products or services. The local league does not have the right to assign the use of Baseball Manitoba Logos and Name to any third party entity.

Exploitation of the Baseball Manitoba program, a league, a team or individual players, for the benefit, financially or otherwise, of an individual or a business will not be condoned. Leagues which permit any type of exploitation run the risk of losing their charter.

Baseball Manitoba, Incorporated encourages all leagues and its members to use our partners of Baseball Manitoba Baseball, Incorporated, especially licensed partners, to produce any special goods, products and/or fundraising requests that could benefit the local league.

Approved by the Management Committee \_\_\_\_\_