



CLUB LOGO POLICY

STATEMENT

The Glenmore Park Football Club (Inc.) logo refers to both the logo (in any colour variant) and the icon (the 'kookaburra), and the colour and typography of the text used in the logo, which has been custom designed for use by the Glenmore Park Football Club (Inc.).

Glenmore Park Football Club (GPFC) is the exclusive owner of all rights, title, and interest to the trademarks "Glenmore Park FC", "GPFC", "Glenmore Park Football Club Inc." and the Glenmore Park Football Club logo shown on this page.

At its sole discretion, Glenmore Park Football Club grants the following rights to use and display the logo according to the guidelines contained within this Policy for one (1) playing season, unless stipulated in writing by the GPFC Executive Committee.

GPFC members or teams may not, and shall not, register any name, logo, trademark, indicia, brand name, service mark, or any other mark that is:

- (i) identical or similar to the Marks; or
- (ii) which infers any relationship or affiliation with Glenmore Park Football Club.

DEFINITION

Merchandise

No GPFC member or team may produce or sell any item/s featuring the logo without the advanced written approval of the Executive Committee of GPFC, which may be withheld for any reason. GPFC may consider granting limited rights to use the logo in fundraising merchandising efforts by a GPFC team upon submission of the proposed usage of the logo according to the process set forth below, and according to such terms as may be determined by Glenmore Park Football Club at its sole discretion for such usage. The following process shall be followed for approval of merchandising containing the logo:

PROCESS

1. The Glenmore Park Football Club team/member shall send through via email their intentions for the usage of the logo, (including location of the proposed logo and the quantity of item produced), to secretary@glenmoreparkfootball.com.au.
2. Glenmore Park Football Club shall review the proposed use at the next committee meeting and will respond in writing to the Glenmore Park Football Club team/member with approval or rejection within 10 days. If Glenmore Park Football Club does not respond during this time period, the use shall be considered rejected.

Note: Committee meetings are generally held 2nd or 3rd Monday of each month.

3. Should the member or team not be satisfied with the decision of the General Committee. They may exercise their right to appeal under section 8 of the GPFC By-Laws & have the matter brought before the Disciplinary & Grievances Tribunal.

Guidelines

Consistency of use and marketing of the Glenmore Park Football Club brand is of utmost importance to the growth and development of Glenmore Park Football Club. As such, the following guidelines are mandatory for all Glenmore Park Football Club Members:

1. The game shirts of each player competing in Glenmore Park Football Club must wear the official club uniforms and they may not be altered in anyway.
2. Use of the Glenmore Park Football Club logo and brand on social media or websites (other than the official club pages) must also have approval prior to their use.
3. Official training apparel & gear must also be approved by Glenmore Park Football Club.
4. All club merchandise must be purchased from the GPFC merchandise store on our site or from an approved GPFC supplier with the latter requiring written approval from GPFC Executive Committee.

REVIEW

Any merchandise bearing the Glenmore Park Football Club logo **MUST** be submitted for approval in writing **BEFORE** any permission will be considered in accordance with the process previously stated.

Except as expressly provided within this Policy or in a separate writing signed by the Executive Committee of Glenmore Park Football Club, no right to use the Glenmore Park Football Club brand or logo in any way is granted to any Glenmore Park Football Club member or to any third party. No ownership in the Glenmore Park Football Club brand or logo is granted to any Glenmore Park Football Club member or any third party.

GPFC reserves the right to charge a fee or subscription, in accordance with section 11 of the GPFC Constitution Nov 2019, or refuse any member or team for the authorisation to produce or sell any item/s featuring the logo without the written approval of the Executive Committee of GPFC. Any member or team of GPFC found to produce or sell without written approval of the GPFC Executive Committee will face disciplinary action from the club.

RELATED DOCUMENTS

- GPFC Constitution
- GPFC By-laws & regulations
- GPFC Playing shirts policy
- Code of Conduct

NOTE: All related documents can be found on the GPFC website under the tab documents

Approved by: GPFC Committee

Date: 11th January 2021

Review date: Jan 2022

DOCUMENT HISTORY

Version	Date	Comments	Editor
1	16/12/20	Introduction of GPFC Club Logo Policy	N F
2	17/12/20	Formatting change - Introduction of review, change of process Introduction of fee	N F
3	17/12/20	Addition of By-Laws & Constitution reference Change to include – or subscription Addition of point 3 in process & document table	N F
4	11/1/21	Changes to guidelines point 3 - Remove “Warm ups, bags and official training jerseys must also be approved official gear as declared”	N F