

## Capital Area Soccer League Copyrights, Trademarks & Logo Usage Guidelines

### Copyrights

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### Trademarks

The CASL trademarks, logos, service marks, brand identities, titles, trade names, graphics, designs and copyrights (collectively the "Trademarks") are protected intellectual properties that are both registered and unregistered Trademarks of CASL, its affiliates and others. Nothing used on clothing, uniforms, publications, web sites or other materials shall be construed as granting, by implication or otherwise, as a license or right to use any CASL Trademark by third parties.

### Capital Area Soccer League Logo(s)

The Capital Area Soccer League Logo ("CASL Logo") is available for certain authorized usage by CASL, the CASL Board of Directors, CASL-affiliated teams and certain pre-authorized suppliers and vendors. Unauthorized use of the Capital Area Soccer League Logo is strictly prohibited, and may subject an infringing party to criminal prosecution.

### Proper Capital Area Soccer League Logo Usage

The CASL Logo is to be recognized as the official club logo, and if used, it must be presented in its entirety without modification, on such merchandise and/or materials including but not limited to the following:

- Soccer uniforms and other apparel, bags, hats, pins, patches, etc.
- Press releases and newsletters
- Posters, banners, field boards
- Print or broadcast ads
- Electronic mediums, web sites, on-site signage
- Registration forms, applications, etc.
- Marketing or informational brochures and materials

### Logo Usage by CASL and CASL-Affiliated Teams

Current CASL employees and member teams of CASL are granted a limited license to use the Capital Area Soccer League Logo for newsletters and team web sites for identification purposes as long as the logo is not altered or combined with other symbols, nor used in a manner inconsistent with the goals and mission of CASL. This limited license may be revoked at any time by either CASL for individuals or teams who, in the opinion of CASL, do not adhere to CASL policies. In such instances, and upon the written or oral request of CASL, all usage of the Capital Area Soccer League Logo and Capital Area Soccer League name must cease immediately.

All current Capital Area Soccer League-affiliated teams are further permitted to use the CASL Logo on Team Tents, Practice T-Shirts, Scrimmage Vests, Team and Team Sponsor banners and signs, as well as on Sponsor Recognition plaques and similar gifts without seeking prior approval from CASL.

### Logo Usage for Commercial Purposes Requires Written Permission

The Capital Area Soccer League Logo is a valuable property of the Capital Area Soccer League, and revenues generated by sales of CASL Logo-bearing items are strictly subject to the direction and control of CASL. CASL-affiliated teams may NOT use the CASL Logo for any commercial purpose whatsoever (i.e., the sale of shirts, jackets, caps, scarves, blankets, umbrellas or other items bearing the CASL Logo) without first receiving the prior written permission of the appropriate individual or individuals authorized to grant such permission by the CASL Board of Directors.

If permission for a commercial purpose is granted, such as a team fund raising activity, all proceeds from those sales must go directly into Team accounts and not to an individual or individuals' personal bank accounts. Note - Teams should not place purchase orders with vendors for any CASL Logo bearing items prior to gaining written approval (which may be approved or denied) of CASL. Any written permission granted for such limited commercial purpose may be revoked at any time by CASL for individuals or teams who do not adhere to CASL policies.

### Logo Use Specifications

The Capital Area Soccer League Logo must always be used in the same proportions. It is intended to be used as a unit, and it must not be

altered or modified from its standard form. (See CASL identity standards PDF for usage guidelines)

All applications of the Logo must use the colors properly as outlined in CASL identity standards manual. No other colors may be substituted in a color rendition. For non-color renditions, either 100% black or 100% white is acceptable. If Logo is presented in 100% white, it can only be placed on a solid dark background. If Logo is presented in 100% black, it can only be placed on a solid light background. A *graphics free zone* should be maintained around the perimeter of the Logo (minimum of 2 times the height of the CASL rectangular enclosure). No lettering, lines, or images may cross over or hide the elements of the Logo. The required border of space around the Logo must equal the height of its rectangle enclosure (outside edge of gray boarder).

#### Club Sponsors

As CASL acquires Club Sponsors, use of the club sponsor's logo may be granted for marketing materials and apparel. Use/placement of the presenting sponsor's logo is subject to the following:

- Sponsor logo usage must be submitted for approval prior to any use in conjunction with the CASL Logo, CASL Team Uniforms, or Team Banners and Tents. Please review the CASL identity standards manual for CASL logo placement on uniforms.
- The size of the presenting Sponsor's logo cannot be larger than the size of the CASL Logo.
- Placement of both logos must be indicated when submitted.

#### Branded Apparel

The CASL Logo is required on all club merchandise including but not limited to: Uniforms, T-shirts, sweatshirts, jackets, sweaters, hats etc. When screened or embroidered on apparel items, the Logo must be at least 2.5" wide. For all apparel purchases or for fund raising wearable items, club sponsor merchandise must be used and supplied by an authorized vendor.

#### Downloadable Versions of the CASL Logo

Please read and understand these guidelines as well as the CASL Identity Standards manual (PDF download) in their entirety before downloading or using the CASL Logo.

CASL Logo in jpg format

CASL Logo in eps format

REMINDER - All described uses of the CASL Logo in the foregoing guidelines for any commercial purpose whatsoever must receive the prior written approval of Capital Area Soccer League leadership. Please submit requests for using the CASL Logo to: Rich Bostwick, CASL Communications

Please allow 10 business days for approval.