

Sports Taekwondo Queensland Inc.

trading as

Australian taekwondo queensland

LOGO USAGE POLICY

V1.0.1 – Endorsed Sunday, 2 December 2018

Review Date -

# Document Management

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# Introduction

Australian Taekwondo Queensland (ATQ) will endeavour to minimise the risk any particular operation poses to our organisation, our staff, our volunteers, our clients, our members, and the general public.

# Purpose

The purpose of this policy is to protect the brand of Australian Taekwondo Queensland (ATQ) and sets out the approved usage of the logo ensuring that the logo is only used under the authority of Australian Taekwondo Queensland (ATQ).

# SCOPE

Australian Taekwondo Queensland official team wear, merchandise, publications and media, signage and Australian Taekwondo Queensland Clubs.

# Policy

The ATQ logo must be used on all team wear for any State Teams and participants at any AT Sanctioned event where AT accredited officials are required. Such team wear must be approved by the board of ATQ prior to the event.

The ATQ logo may not be used on any other apparel or merchandise including but not limited to promotional materials, membership cards, clothing, badges without the express written permission of ATQ.

Clubs are not permitted to use the logo as an endorsement by ATQ of any event, course, product or service without the written approval of ATQ.

Only ATQ contracted apparel suppliers may be used to produce garments with the ATQ logo as either embroidered, tonal sublimated or screen printed.

Member clubs of ATQ may use the permitted logo formats for advertising purposes only on club social media, signage and promotional material to indicate membership of ATQ. Should a club discontinue its membership of ATQ, then the logo must be removed from all forms of advertising and signage.

# Permitted Logo Formats

The logo may appear in its traditional maroon, black and white colouring as define below, or in black and white monotone, with the logo not stretched or cropped. The words ‘Australian Taekwondo QLD may appear below or above in addition to the below logos.





# Accountabilities

All ATQ members, directors, member clubs are responsible for knowing this policy.

The board is responsible for the approval and maintenance of this policy.

The board is responsible for implementation and ensuring adherence to this policy and for educating users in the content of supporting policies.