



CLUB LOGO POLICY

The Southern Rangers Cricket Club's logo is our most invaluable marketing tool, as it is the first visual encountered by the public.

As such, we wish to promote the logo and Southern Rangers brand as heavily as possible, but in order to protect the integrity of the Southern Rangers Cricket Club (Inc.), we must provide restrictions as to how the logo is used and who can use it.

We prevent the use of our logo for commercial or promotional purposes that do not have previous approval from the Club, and as such the logo is a registered copyright of the Southern Rangers Cricket Club, ABN 27 740 107 601.

The Southern Rangers Cricket Club Logo:

The Southern Rangers Cricket Club logo refers to both the logo (in any colour variant black, orange & white) and the icon (the 'Lion head'), and the colour and typography of the text (SR) used in the logo, which has been custom designed for use by the Southern Rangers Cricket Club (Inc.).

When To Use:

The Southern Rangers Cricket Club (Inc.) permits personal use only of the Southern Rangers Cricket Club (Inc.)'s logo and icon, and as such is **never to be used for commercial purposes without express written permission** from the Club Committee.

This includes, but is not limited to,

- Use on clothing not officially provided by the Southern Rangers Cricket Club
- Use on websites (business or personal)
- Use on advertising banners
- Use on bumper stickers not officially provided by the Southern Rangers Cricket Club
- Use on signage
- Use on advertisements
- Use on social media pages relating to a business
- Use in the media unless permitted
- Use on YouTube and other video streaming sites
- Use on cricket gear not officially provided by the Southern Rangers Cricket Club
- Corporate use

Use Of Club Sponsor Logos:

All Southern Rangers Cricket Club (Inc.) sponsor logos are registered trademarks of the associated company and are therefore not to be used without express written permission of the sponsor and organisation in question.

Southern Rangers Cricket Club (Inc.) has received explicit permission from these organisations to utilise the use of their company logo and icon, and as such cannot provide members or others with the capacity to utilise the logo on the sponsor's behalf.

You must therefore seek explicit permission from the business in question to utilise their logo.