



LAKES AREA HOCKEY ASSOCIATION

Boji Mammoths Logo and Branding Use Policy

The Boji Mammoths name, logo and related branding are the property of the Lakes Area Hockey Association (LAHA). This branding represents our organization. To maintain consistency and protect our brand, the following applies to all LAHA members, volunteers, parents and any outside individuals or businesses seeking to use the Boji Mammoths name or logo.

Authorized Use:

The Boji Mammoths logo may be used:

- On official LAHA material, uniforms, flags, signage and apparel authorized or distributed by the Association.
- For communications, presentations, events or promotions that are directly affiliated with LAHA (for example: team flyers, social media posts, sponsorship material, and other material as approved by the Board).
- By hockey-related organizations, leagues or Associations for official hockey purposes such as schedules, standings, promotion material, or recognition – provided the use is professional in nature and reflects positively on LAHA and the Boji Mammoth brand.
- Any other use as determined appropriate by the Board in promotion of LAHA.

Prohibited Use:

The Boji Mammoths logo may not be used for:

- Personal profit
- Creation of merchandise, apparel, signage or related items which was not authorized or distributed by the Association.
- Use in connection with any business, group or event not affiliated with LAHA.
- Any context that could misrepresent or damage the reputation of LAHA or the Boji Mammoths.

Request for Permission:

Any person or business wishing to use the Boji Mammoths logo for merchandise, marketing or promotional purposes must first obtain written approval from the LAHA Board.

To request permission, please email president@lakesareahockey.com and provide a detailed description of how the logo will be used and for what purposes.

Enforcement:

Unauthorized use of the Boji Mammoths logo or branding materials may result in a request for removal or further action as determined appropriate by the LAHA Board.

TO INCLUDE, BUT NOT LIMIT TO, THE FOLLOWING.

THE MODIFICATION, RECOLORING, OR ALTERATION OF THE LOGO DOES NOT EXCLUDE IT FROM THIS POLICY.

