



## Chicago Blues Hockey Club

### Logo Usage Policy

The Chicago Blues Hockey Club (CBHC) logo is a valuable asset representing our team's identity, values, and heritage. To maintain its integrity and ensure consistent representation, the following policy outlines the guidelines for using the CBHC logo.

- **Authorization Required:** The CBHC logo is not to be used without prior written permission from the Chicago Blues Hockey Club.
- **Request Process:** To obtain permission, individuals or organizations must submit a formal request to the CBHC management team, detailing the intended use, duration, and distribution method.
- **Unauthorized Reproduction:** The logo cannot be reproduced, distributed, or displayed without express permission.
- **Misrepresentation:** The logo must not be used in any way that misrepresents or discredits the CBHC.
- **Commercial Use:** The logo cannot be used for commercial purposes not directly associated with the CBHC without written consent.
- **Alterations:** The logo must not be altered, distorted, or modified in any way.
- **Colors:** The official colors of the logo must be used. Any deviation requires approval.
- **Clear Space:** Adequate clear space around the logo must be maintained to ensure its visibility and impact.
- **Monitoring:** CBHC reserves the right to monitor and review the use of its logo to ensure compliance with this policy.
- **Violations:** Unauthorized use of the logo may result in legal action. CBHC will pursue appropriate measures to address any misuse.

### Contact Information

For permission requests, questions, or further information regarding the CBHC logo policy, please contact [chicagoblueshockeyclub@gmail.com](mailto:chicagoblueshockeyclub@gmail.com)

This policy ensures that the CBHC logo is used in a manner that respects and promotes the brand's integrity. All stakeholders are expected to adhere to these guidelines to protect and uphold the Chicago Blues Hockey Club's image.