

Branding and Apparel Policy 2019

Beaumont Blitz Fastball Association

Unregistered Trademark

The scope of this document is to control the use and dissemination of the Beaumont Blitz Fastball Association logo to ensure a standardized supply of material to our association teams and members.

The Beaumont Blitz Fastball logo (shown below) is an unregistered trademark of the Beaumont Blitz Fastball Association (BBFA).



Logo Policy

1. The Beaumont Blitz Fastball Association (BBFA) name and logo are unregistered trademarks.
2. The Beaumont Blitz Fastball Association (BBFA) logo cannot be altered or reproduced without the expressed written consent of the BBFA Board of Directors.

Apparel Policy

Association approved apparel will ensure that every member of BBFA has consistent clothing year to year and team to team. This also ensures that members can reuse apparel purchased for more than one year. This policy was established to have a uniformed brand within the association, and to improve cost effectiveness to teams and families.

1. Teams must wear BBFA supplied jerseys for tournament games, league games and exhibition games.
2. BBFA players will only wear approved association apparel to games and tournaments to ensure professional and consistent representation of BBFA. Only apparel purchased through the BBFA approved suppliers is allowed.
3. Only approved suppliers may have access to the BBFA logo for use on items and products approved by the BBFA Board of Directors.
4. Teams may include a sponsors logo on their apparel but the sponsor logo must be smaller (and less prominent) than the BBFA logo.
5. The team apparel must not contain graphics or verbiage that would be considered in poor taste or damaging to the image of BBFA.
6. Violation of this policy by a Team Staff may result in suspensions or a fine. Where a suspension is made, it shall be indefinite pending the review by the Disciplinary Committee.