

# BASC Logo & Brand Usage Policy



## 1. Brand Structure & Program Logos

Broken Arrow Soccer Club (BASC) maintains a unified brand system that includes multiple official logos representing its primary programs. These include:

- **BASC Legacy** (Recreational Program)
- **BASC Express** (Competitive Program)
- **BASC KICKSTART** (Introductory/Development Program)
- **BASC TOPSoccer** (Adaptive Outreach Soccer Program)

Each of these program logos is an official BASC brand asset (“BASC Marks”) and is subject to the same protections, standards, and usage requirements outlined in this policy.

These program-specific logos are designed to operate within the overall BASC brand and may not be altered, combined, or recreated in any way outside of approved guidelines through the BASC Executive Board.

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## 2. Purpose

The purpose of this policy is to protect the integrity, consistency, and legal rights associated with the Broken Arrow Soccer Club (BASC) name, logos, and brand assets. This policy ensures that all use of BASC branding reflects the club’s values and maintains a professional and unified identity.

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## 3. Ownership of Marks

All BASC logos, wordmarks, team names, crests, and related brand elements (“BASC Marks”)—including those associated with Legacy, Express, KICKSTART, and TOPSoccer—are the exclusive property of Broken Arrow Soccer Club.

Use of BASC Marks is permitted only with prior authorization and in accordance with this policy.

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## 4. Authorized Use

The following groups may use BASC Marks **only with approval and in compliance with brand standards**:

- Club Staff and Board Members
- Official BASC teams, coaches, and managers
- Approved vendors and partners
- Sponsors (per written agreement)

Authorized use includes:

- Team uniforms and training gear
- Official club communications
- BASC-approved marketing and promotional materials

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## 5. Prohibited Use

The following uses are strictly prohibited without prior written approval:

- Altering, distorting, or recreating BASC logos in any way
- Creating unofficial team logos incorporating BASC branding
- Combining program logos (e.g., Express + Legacy mashups)
- Personal or commercial merchandise (e.g., parent-created apparel, Etsy stores, etc.)

- Use in political, religious, or controversial contexts
  - Social media accounts that appear to represent BASC without authorization
  - Use of BASC Marks after a coach/player/vendor is no longer affiliated with the Club
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## **6. Merchandise & Apparel**

All BASC-branded merchandise must:

- Be produced through **club-approved vendors only**
- Be pre-approved by BASC leadership or designated brand administrator
- Follow official logo usage guidelines (colors, spacing, placement, etc.)

No team, coach, or parent group may independently produce or sell BASC-branded items.

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## **7. Logo Usage Guidelines**

When using BASC Marks:

- Only approved logo files may be used (no screenshots or recreations)
  - Logos must not be stretched, recolored, or modified
  - Minimum spacing and sizing standards must be maintained
  - Logos must appear clearly and professionally at all times
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## **8. Social Media & Digital Use**

- Only authorized individuals may create or manage accounts representing BASC
  - Team pages must be approved and follow club naming conventions
  - BASC logos may not be used in personal profiles in a way that implies official representation
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## **9. Sponsorship & Commercial Use**

- BASC Marks may not be used in connection with sponsors without formal approval
  - All sponsor logo placements must be reviewed to avoid conflicts with club sponsors
  - Written agreements are required for any commercial use
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## **10. Enforcement**

BASC reserves the right to:

- Require immediate removal of unauthorized or improper use
  - Revoke logo usage privileges
  - Take further action if misuse continues
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## **11. Reporting Violations**

Suspected misuse of BASC branding should be reported to: Barbara Wilson, Executive Director.

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## **12. Acknowledgment**

All coaches, team staff, and approved vendors must acknowledge and comply with this policy as a condition of their affiliation with BASC.