

# Copyrights, Trademarks & Logo Usage Guidelines

## Copyrights

Unless otherwise noted, all materials and publications, including web sites and emails, are protected as the copyrights, trade dress and/or intellectual properties owned by South Carolina United FC (SCUFC). Such intellectual properties may not be reproduced or used by others without the express written permission of SCUFC. All rights not expressly granted are reserved.

## Trademarks

The South Carolina United FC trademarks, service marks, logos, brand identities, titles, trade names, graphics, designs and copyrights are protected intellectual properties that are both registered and unregistered trademarks of SCUFC, its affiliates and others. Nothing used on clothing, uniforms, publications, web sites or other materials shall be construed as granting, by implication or otherwise, as a license or right to use any SCUFC trademark by third parties.

## South Carolina United FC Logos

The South Carolina United FC Logos are available for certain licensed and authorized usage by the SCUFC Board of Directors, SCUFC teams and certain pre-authorized suppliers and vendors. Unauthorized use of any SCUFC Logo is strictly prohibited, and may subject an infringing party to criminal prosecution.

## Proper Usage of SCUFC Logos

The SCUFC Logos are to be recognized as the official club and competitive logos, and if used, they by way of a licensing agreement and authorized usage must be presented in their entirety without modification, on such merchandise and/or materials including but not limited to the following:

- Soccer uniforms and other apparel, bags, hats, pins, patches, etc.
- Press releases and newsletters
- Posters, banners, field boards
- Print or broadcast ads
- Electronic mediums, websites, on-site signage
- Registration forms, applications, etc.
- Marketing or informational brochures and materials

## Logo Usage by SCUFC-Affiliated Teams

Current member teams of SCUFC are granted a limited license to use the South Carolina United FC Logos for inclusion on their league's team web page and for tournament team web pages for identification purposes as long as the logo is not altered or combined with other symbols, nor used in a manner inconsistent with the goals and mission of SCUFC. This limited license may be revoked at any time by SCUFC for individuals or teams who, in the opinion of SCUFC, do not adhere to SCUFC policies. In such instances, and upon the written or oral request of SCUFC, all usage of the SCUFC Logo and SCUFC name must cease immediately.

All current SCUFC-affiliated teams are NOT permitted to use the SCUFC Logo on any team apparel item, banners and signs, or any other product without first receiving the prior written permission of the appropriate individual or individuals authorized to grant such permission by the SCUFC Board of Directors, or the appropriate individual or individuals authorized to grant such permission by the SCUFC Board of Directors.

Logo Usage for Commercial Purposes Requires Written Permission. The Club Logo is a valuable property of the Club, and revenues generated by sales of SCUFC Logo-bearing items are strictly subject to the direction and control of SCUFC. SCUFC-affiliated teams may NOT use the SCUFC Logo for any commercial purpose whatsoever (i.e., the sale of shirts, jackets, caps, scarves, blankets, umbrellas or

other items bearing the SCUFC Logo) without first receiving the prior written permission of the appropriate individual or individuals authorized to grant such permission by the SCUFC Board of Directors, or the appropriate individual or individuals authorized to grant such permission by the SCUFC Board of Directors.

If permission for a commercial purpose is granted, such as a team fundraising activity, all proceeds from those sales must go directly into Team accounts and not to an individual or individuals' personal bank accounts. Note - Teams should not place purchase orders with vendors for any SCUFC Logo bearing items prior to gaining written approval (which may be approved or denied) of SCUFC. Any written permission granted for such limited commercial purpose may be revoked at any time by SCUFC for individuals or teams who do not adhere to SCUFC policies.

### Logo Use Specifications

The South Carolina United FC Logos must always be used in the same proportions. They are intended to be used as units, and must not be altered or modified from their standard form.

All applications of the Logos must use all three colors properly as outlined. No other colors may be substituted in a color rendition. For non-color renditions, either 100% black or 100% white is acceptable. If Logos are presented in 100% white, they can only be placed on a solid dark background. If Logos are presented in 100% black, they can only be placed on a solid light background. A graphics free zone should be maintained around the perimeter of the Logos. No lettering, lines, or images may cross over or hide the elements of the Logos. The required border of space around the Logos must equal to or greater than one third of the diameter of the logos.

### Club Sponsors

As SCUFC acquires Club Sponsors, use of the club sponsor's logo may be granted for marketing materials and apparel. Use/placement of the presenting sponsor's logo is subject to the following:

- Sponsor logo usage must be submitted for approval prior to any use in conjunction with the SCUFC Logo, SCUFC Team Uniforms, or Team Banners and Tents.
- The size of the presenting Sponsor's logo cannot be larger than the size of the SCUFC Logo.
- Placement of both logos must be indicated when submitted.

### Branded Apparel

The SCUFC Logo is required on all club merchandise including but not limited to: Uniforms, T-shirts, sweatshirts, jackets, sweaters, hats etc. For all apparel purchases or for fundraising wearable items, club sponsor merchandise must be used and supplied by an authorized vendor.

REMINDER - All described uses of the SCUFC Logo in the foregoing guidelines for any commercial purpose whatsoever must receive the prior written approval of SCUFC. Please submit requests for using the SCUFC Logo to: South Carolina United FC SpiritWear Committee, PO Box 24942, Columbia, SC 29224. Please allow 10 business days for approval.