



NATIONAL MERCHANDISE PROGRAM LOGO POLICY



UPDATED MAY 2018

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RELATED POLICIES: Nil

RESPONSIBLE OFFICERS:

- Audit, Risk and Policy Committee
- Chief Executive Officer
- Licensing, Products & Partnership Coordinator

AUTHORITY: Board

APPLICABLE FORMS: Nil

APPROVED: May 2018

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NATIONAL MERCHANDISE PROGRAM LOGO POLICY OVERVIEW

1. PRINCIPLE

Bowls Australia (BA) has developed a National Merchandise Program (NMP) Logo Policy which provides guidance regarding the correct use and purchasing of compliant garments for Pennant, Championship Events and Other Tournaments as specified.

For clarity:

‘Pennant’ is any form of structured competition between clubs that are affiliated to their state or district authority, where the competition uses the Laws of the Sport of Bowls Australia and requires Accredited National Umpires to adjudicate.

‘Championship Events and Other Tournaments’ refers to events organised or controlled by BA, State and Territory Association (STA) authorities and/or any division/subdivision of the STA authority; in addition to:

- Club Championships;
- Region/District Championships; and
- Club Tournaments (with the exception of social competitions) where it is specified in the Conditions of Play.

All competition/tournament rights holders are encouraged to reference attire requirements in the associated competition/tournament Conditions of Play.

Participants and Officials within all Pennant, Championship Events and Other Tournaments, as noted above, are also required to be compliant with this Policy.

2. WHERE DOES THE REVENUE GO

The Program has two objectives, firstly to provide a revenue source to fund the Regional Bowls Manager (RBM) Program and secondly to maintain a national brand for the sport.

The RBM Program: Bowls Australia currently has 18 RBM’s working in conjunction with STA’s and clubs across the country. Each RBM lives within their region and they are well informed about the issues surrounding each club in their area. Additionally, RBM’s provide invaluable support by assisting with the sports participation growth and development, program delivery (Jr. Jack Attack & Jack Attack), census coordination, club development and development of coaches and officials associated with the sport.

Maintain a national brand for the sport: BA recognise that a brand represents a promise. As an organisation, BA strive to ensure that our members can be confident in knowing what they’re going to get, ensuring all Licensed Manufacturers’ maintain quality, well-branded products and services.

3. PRODUCTION OF GARMENTS

The NMP Logo Policy provides Licensees an opportunity to offer a comprehensive range of clothing for bowlers to choose from. Licensees are expected to provide high quality, innovative, NMP branded products for bowlers nationwide and at reasonable cost.

The presentation of the NMP Logo (pictured below) on garments is recognition the garment and logo have been manufactured by an approved Licensed Manufacturer. Only NMP Licensed Manufacturers are able to produce garments that display the NMP Logo. The NMP Logo cannot lawfully be transferred onto a garment by a non-licensee.

A list of approved Licensed Manufacturers is available via the BA website www.bowls.com.au.

4. NMP LOGO APPEARANCE

The NMP Logo is a sub-brand that has been created to represent the National Merchandise Program and is the core visual used to identify and communicate the Program and its approved Licensed Manufacturers.

The NMP Logo artwork is only approved for use by contracted Licensed Manufacturers in the construction and manufacturing of bowls apparel and equipment that forms part of this Policy.

The NMP Logo may appear in its traditional green and gold colouring, in a single colour “tone-on-tone” either embroidered or tonal sublimation where the logo is the same colour as the base of the garment or in a single “colour matched” version where the logo is the same colour as a contrasting tone in the garment.

Clubs are permitted to include a white key-line of no more than 1mm in width, surrounding the logo to separate colour on monochromatic designs.



NMP Logo minimum and maximum production size.



Please note: The NMP Logo differs from the Bowls Australia Corporate 'teardrop-style' Logo (shown below). The BA Corporate Logo is strictly reserved for BA's corporate use and must not be reproduced on garments unless authorised by BA.



5. LICENSED CATEGORY: TEAM WEAR

5.1 TEAM WEAR ATTIRE

For side competitions (as defined under the Laws of the Sport of Bowls – Rule 1.3) at Pennant, Championship Events and Other Tournaments, as specified, bowlers must be attired in the same club, state or representative, upper and Lower Body Attire in respect to image and colour. These garments are referred to as *Team Wear*.

For all other events there is no requirement for teams to be similarly attired and participants can wear a combination of Team Wear and/or Non-Team Wear, unless, as stated previously, it is outlined in the event Conditions of Play.

Team Wear Attire is recognised under two categories, Upper Body and Lower Body Attire.

5.1.1 UPPER BODY ATTIRE

Upper Body Attire is classified as:

- all shirts (including sleeve, sleeveless, collar and collarless)
- tops
- blouses
- t-shirts
- jackets
- vests

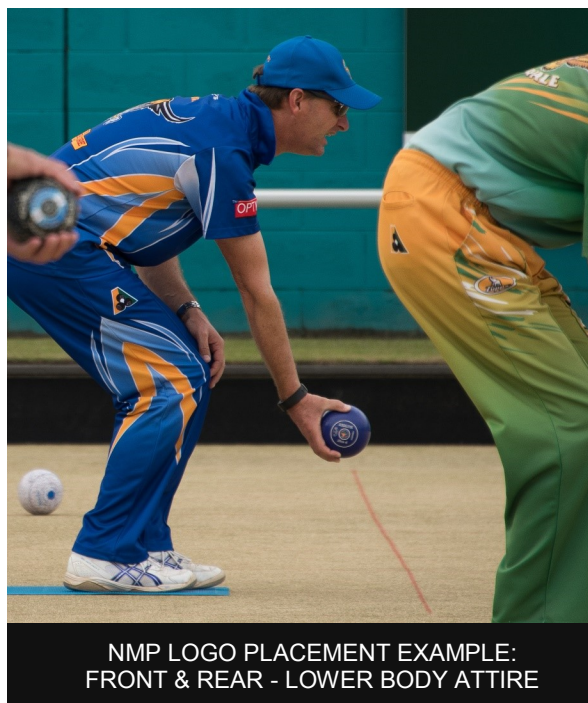


NMP LOGO PLACEMENT EXAMPLE:
UPPER BODY ATTIRE

5.1.2 LOWER BODY ATTIRE

Lower Body Attire is classified as:

- pants
- trousers (belt, elastic or draw string waist)
- pedal pushers
- culottes
- shorts
- skirts
- skorts
- slack suits
- skirt suits
- dresses etc.



NMP LOGO PLACEMENT EXAMPLE:
FRONT & REAR - LOWER BODY ATTIRE

Participants should refer to their Conditions of Play and STA dress regulations to determine which uniform requirements are required when participating in a state or territory sanctioned event.

5.2 TEAM WEAR ATTIRE LOGO PLACEMENT: UPPER BODY

5.2.1 RIGHT CHEST AREA/LEFT OR RIGHT ARM SLEEVE

The NMP Logo placement for Upper Body Attire is mandatory on Team Wear worn in Pennant, Championship Events and Other Tournaments.

Clubs are able to place the NMP Logo on the right chest area of Upper Body Team Wear Attire, or alternatively on one of either the left or right sleeves of garments.

Please refer to 4. NMP LOGO APPEARANCE for minimum and maximum logo production sizing.

Licensed manufacturers must reproduce the NMP Logo in a balanced manner, especially when other logos appear on the garment or there is any question over the quality of its representation.

5.2.2 LEFT CHEST AREA

The left chest area of Upper Body Team Wear Attire is strictly reserved for club, state, territory, event or representative names or logos.

Maximum area of representation: 64cm² or 8cm (high) x 8cm (wide).

5.2.3 SPONSOR LOGOS

The size, combination and placement of sponsor logos are to be determined by the applicable state or territory association.

5.3 TEAM WEAR ATTIRE LOGO PLACEMENT: LOWER BODY

5.3.1 RIGHT LEG

The NMP Logo placement for Lower Body Attire is mandatory on Team Wear worn in Pennant, Championship Events and Other Tournaments.

The NMP Logo must be placed immediately above the back right pocket or front right below pocket as determined by the BA Licensed Manufacturer.

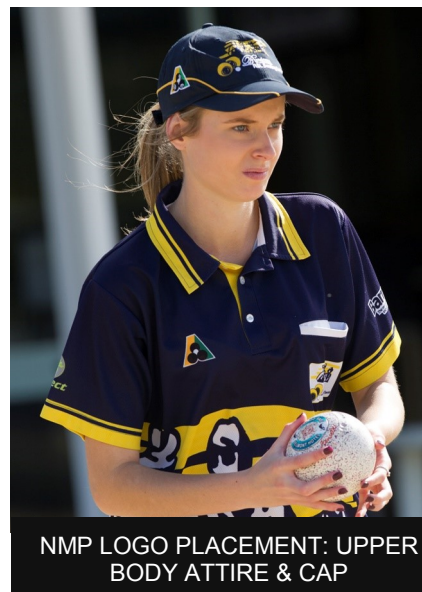
Licensed Manufacturers must reproduce the NMP Logo in a balanced manner, especially when other logos appear on the garment or there is any question over the quality of its representation.

5.3.2 SPONSOR LOGOS

The size, combination and placement of sponsor logos are to be determined by the relevant state or territory association.

5.3.3 APPROVAL PROCESS

The image and colour of Team Wear Attire including club, state, territory or event attire must be approved by your affiliated state or territory association.



6. LICENSED CATEGORY: NON-TEAM WEAR

6.1 NON-TEAM WEAR ATTIRE

Non-Team Wear Attire refers to all garments worn in Pennant, Championship Events and Other Tournaments whereby participants are not required to be similarly attired in club, state, territory, or event uniforms.

Non-Team Wear Attire is recognised under two categories of Upper Body Attire and Lower Body Attire.

6.1.1 UPPER BODY ATTIRE

- all shirts (including sleeve, sleeveless, collar and collarless)
- tops
- blouses
- t-shirts
- jackets
- vests

6.1.2 LOWER BODY ATTIRE

Lower Body Attire is classified as:

- pants
- pedal pushers
- culottes
- shorts
- skirts
- skorts
- trousers (belt, elastic or draw string waist)
- slack suits
- skirt suits
- dresses etc.



NMP LOGO PLACEMENT:
UPPER BODY ATTIRE.
TONE-ON-TONE SUBLIMATED

Participants should refer to their Conditions of Play and state or territory dress regulations to ascertain uniform requirements when participating in a state or territory sanctioned event.

6.2 NON-TEAM WEAR ATTIRE LOGO PLACEMENT: UPPER BODY

6.2.1 RIGHT CHEST AREA/LEFT OR RIGHT ARM SLEEVE

The NMP Logo placement for Upper Body Attire is mandatory on Non-Team Wear Attire worn in Pennant, Championship Events and Other Tournaments.

The NMP Logo must be placed on the right chest area of Upper Body Team Wear Attire, or alternatively on one of either the left or right sleeves of garments.

Please refer to 4. NMP LOGO APPEARANCE for minimum and maximum logo production sizing.

Licensed Manufacturers must reproduce the NMP Logo in a balanced manner, especially when other logos appear on the garment or there is any question over the quality of its representation.

6.2.2 LEFT CHEST AREA

The left chest area of Upper Body Non-Team Wear Attire has no restrictions on logo usage and can be used for the placement of sponsor and promotional names or logos.

Maximum area of representation: 64cm² or 8cm (wide) x 8cm (high).

6.3 NON-TEAM WEAR ATTIRE LOGO PLACEMENT: LOWER BODY

6.3.1 RIGHT LEG

The NMP Logo placement for Lower Body Attire is mandatory on Non-Team Wear worn in Pennant, Championship Events and Other Tournaments.

The NMP Logo must be placed immediately above the back right pocket or front right below pocket as determined by the BA Licensed Manufacturer.

Please refer to 4. NMP LOGO APPEARANCE for minimum and maximum logo production sizing.

Licensed Manufacturers must reproduce the NMP Logo in a balanced manner, especially when other logos appear on the garment or there is any question over the quality of its representation.

6.3.2 ALL OTHER AREAS

For Non-Team Wear Attire, aside from the areas designated in this section, all other areas can be used to integrate brand livery in the general design of garments.

6.3.3 APPROVAL PROCESS

The image and colour of Non-Team Wear garments including club, state, territory or event attire must be approved by your affiliated state or territory association.