



# KCYS Select Program Branding Policy

Approved 1-9-2013

## **UNITY Defined**

In an aim to solidify KCYS's Select Program identity, this policy is designed to establish standardized branding through colors, uniform and accessory selection, logo and name use, spirit wear, and team designations. The KCYS Select Program garners recognition through reputation and individual team performance, and a unified Select Program image will strengthen the program dynamic. Unity in branding communicates unity of vision for and by KCYS Select Program coaches, players, and parents.

## **UNITED by Colors**

KCYS Select Program colors are designated by the Select Program Director with approval of the KCYS board. These colors should be used for uniforms, accessories, advertisements and spirit wear. Introduction of other colors into uniforms, accessories, advertisements and spirit wear should be submitted to the Select Program Director for approval.

## **UNITED by Uniforms and Accessories**

Uniform style options are chosen by the Select Program Director to maintain consistency of availability for returning and new players and minimize cost impact to membership. The Select Program Director will choose suppliers based on quality, competitive bid, reliability of vendor, and availability of products for program contracts with board approval.

Uniform, warm up, and accessory colors will be designated by the Select Program Director to standardize the look of teams at home and away throughout the program.

The Select Program Director, in accordance with program policy, will designate uniform, accessory, and spirit wear customizations, which include the embroidery/printing/or attachment of logos, player numbers, or sponsor acknowledgements.

Sponsor logos that are approved by the Select Program Director in accordance with policy will be limited to monochromatic representations. The monochromatic logos should be black, white, or the trim color of uniforms and accessories with variation subject to Select Program Director approval.

In the event of Select Program logo or color changes, teams will not be required to make changes to their uniforms or accessories until their two year replacement cycle has been completed if the team has 60% player retention.

## **UNITED by Logo and Name Use**

The KCYS Select Logo is only available via authorized usage by KCYS. Unauthorized use of the KCYS Select Logo is strictly prohibited.

The KCYS Select Logo is to be recognized as the official logo and if used, it must be presented in its 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

The KCYS Select name/logo is not to be used to endorse events, fundraisers, merchandise, or vendors/businesses without the express permission of the KCYS board or the Select Program Director. KCYS Select teams are not to use the KCYS Select name/logo without express permission for individual team benefit.

## **UNITED by Spirit Wear**

Spirit wear is defined as clothing, accessories, and merchandise not part of the uniform kit that bears the name or logo of the KCYS Select Program. Spirit wear is designed to provide players and families with a means to promote/support KCYS Select both on the sidelines and off the field. Spirit wear will not be sold for a profit or used for fundraising purposes for individual teams.

## **UNITED by Team Designations**

Team designations are defined by gender, age, level of play, and additional KCYS board approved elements (i.e. - coach's name) to create formatted names that are distinct, ex. G97-Green. Individual team names are prohibited. All individual teams should be referred to by the KCYS Select Program title with accompanying formatted names (i.e. - Kent United G97-Green) to maintain a recognizable program identity.

## **UNITED by Policy Compliance**

Compliance with program policy is expected at all times by coaches, players, and all representatives or members of the KCYS Select Program. Consequences for non-compliance with the above described policy will be administered by the Select Program Director, and may include suspension of duties for a defined period of time.