

Logo Policy Document



BOWLS AUSTRALIA
LOGO POLICY



BOWLS
AUSTRALIA



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The Bowls Australia Logo Policy outlines attire worn in BA sanctioned pennant and above level events that must carry the BA logo. The presentation of the BA logo on garments is recognition it has been manufactured by a BA licensed manufacturer.

In accordance with the categories outlined in this policy, attire identified as on replacement is not required to display the BA logo until it has reached its life cycle and upon replacement, should be replaced with a BA licensed garment displaying the BA logo.

The BA logo may appear in its traditional green and gold colouring, in a single colour “tone on tone” where the BA 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.

For side competitions (as defined under the Laws of the Sport of Bowls – Rule 1.2.1) at pennant and above level bowlers must be attired in the same club, state or

representative shirt in respect to image and colour of the shirt, these garments are referred to as teamwear. 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.

For clarity reasons ‘pennant’ is any form of structured competition between clubs that are affiliated to their state authority, where the competition uses the Laws of the Sport of Bowls Australia and requires Accredited National Umpires to adjudicate. Above pennants are all events organised or controlled by BA, state and territory authorities and/ or any division/ sub-division of the state or territory authority.

I hope that you find this policy document of value and that it provides clarity surrounding this important program for bowls in Australia.

Neil Dalrymple
Chief Executive Officer
April 2010

DISCLAIMER:

Bowls Australia Inc, its member state and territory associations, along with contributors to and publishers of the Bowls Australia Logo Policy advise that every effort has been made to ensure that the information in the document is accurate at the time of printing and none of them, either collectively or individually, accept any responsibility for any inaccuracy in this document whether by inclusion or omission. The information and best practice examples are of a general nature and are presented as a guide only. The information in this document is not to be taken as a substitute for specific advice. Clubs and other persons to whom the document is provided need to make their own assessment as to whether or not the information contained in it is relevant to their needs and, where appropriate, seek specific professional advice. Bowls Australia Inc, its member state and territory associations, along with contributors to and publishers of the Bowls Australia Logo Policy accept no responsibility for actions undertaken by clubs in relation to the information presented in this document.

1. Licensed categories

i. TEAM WEAR

Team wear refers to all garments worn in pennant and above level competitions whereby participants are required to be similarly attired in club, state, territory or event attire.

Team wear is recognised under two categories, upper body attire and lower body attire.

Upper body attire

Upper body attire is classified as:

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

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

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.

TEAM WEAR UPPER BODY ATTIRE LOGO PLACEMENT

Right chest area:

The BA logo must be placed on the right chest area of upper body team wear attire (the right sleeve of garments is allowed only in exceptional circumstances and must have the direct approval of the affiliated state or territory association).

The BA logo placement for upper body attire is mandatory on team wear worn in pennant and above level competitions sanctioned or controlled by BA.

Minimum BA logo representation: 3cm when measured from the bottom left to the bottom right of the logo

Maximum BA logo representation: 7cm when measured from the bottom left to the bottom right of the logo

Wherever possible, licensed manufacturers must reproduce the BA logo in a balanced manner, especially when other logos appear on the garment or there is any question over the quality of its representation.

Left chest area

The left chest area of upper body team wear is strictly reserved for club, state, territory, event or representative names or logos.

Maximum area of representation: 64cm²

Sponsor logos

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

TEAM WEAR LOWER BODY ATTIRE LOGO PLACEMENT

Right leg:

The BA logo must be placed immediately above the back right pocket or front right below pocket as determined by the BA licensed manufacturer.

The BA logo placement for lower body attire is mandatory on team wear worn in pennant and above level competitions sanctioned or controlled by BA.

Minimum BA logo representation: 3cm when measured from the bottom left to the bottom right of the logo

Maximum BA logo representation: 7cm when measured from the bottom left to the bottom right of the logo

Wherever possible, licensed manufacturers must reproduce the BA logo in a balanced manner, especially when other logos appear on the garment or there is any question over the quality of its representation.

Sponsor logos:

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

Approval process

The image and colour of team wear garments including club, state, territory or event attire must be approved by your affiliated state or territory association.

Best practice examples for team wear



1. Traditional BA logo example



2. Tone on Tone BA logo example



3. Traditional BA logo example



4. Single colour match BA logo example

II. NON-TEAM WEAR

Non-team wear refers to all garments worn in pennant and above level competitions 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 wear and lower body wear attire.

Upper body attire

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

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

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.

NON-TEAM WEAR UPPER BODY ATTIRE LOGO PLACEMENT

Right chest area:

The BA logo must be placed on the right chest area of upper body non-team wear attire (the right sleeve of garments is allowed only in exceptional circumstances and must have the direct approval of the applicable state or territory association).

The BA logo placement for upper body attire is mandatory on non-team wear worn in pennant and above level competitions sanctioned or controlled by BA.

Minimum BA logo representation: 3cm when measured from the bottom left to the bottom right of the logo

Maximum BA logo representation: 7cm when measured from the bottom left to the bottom right of the logo

Wherever possible, licensed manufacturers must reproduce the BA logo in a balanced manner, especially when other logos appear on the garment or there is any question over the quality of its representation.

Left chest area

The left chest area of upper body non-team wear 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

NON-TEAM WEAR LOWER BODY ATTIRE LOGO PLACEMENT

Right leg:

The BA logo must be placed immediately above the back right pocket or front right below pocket as determined by the BA licensed manufacturer.

The BA logo placement for lower body attire is mandatory on non-team wear worn in pennant and above level competitions sanctioned or controlled by BA.

Minimum BA logo representation: 3cm when measured from the bottom left to the bottom right of the logo

Maximum BA logo representation: 7cm when measured from the bottom left to the bottom right of the logo

Wherever possible, licensed manufacturers must reproduce the BA logo in a balanced manner, especially when other logos appear on the garment or there is any question over the quality of its representation.

All other areas:

For non-team wear apparel, aside from the areas designated in this section, all other areas can be used to integrate brand livery in the general design of garments.

Approval process

The image and colour of non-team wear containing sponsor or promotional names or logos must be approved by BA.

Best practice examples for non-team wear



1. Traditional BA logo example



2. Traditional BA logo example



3. Single colour match BA logo example with promotional logo on left chest



4. Tone on tone BA logo example

III. OUTERWEAR

Outerwear is classified as:

- knitwear
- rainwear
- wind jackets
- windcheaters

OUTWEAR LOGO PLACEMENT

Right chest area:

The BA logo must be placed on the right chest area of outerwear attire.

The BA logo placement for outerwear should occur on replacement of existing garments and has no mandatory compliance date for pennant and above level competitions sanctioned or controlled by BA.

Minimum BA logo representation: 3cm when measured from the bottom left to the bottom right of the logo

Maximum BA logo representation: 7cm when measured from the bottom left to the bottom right of the logo

Wherever possible, licensed manufacturers must reproduce the BA logo in a balanced manner, especially when other logos appear on the garment or there is any question over the quality of its representation.

Best practice examples for outerwear



IV. SOCKS

Includes all socks and ankle socks.

SOCK LOGO PLACEMENT

Top area of sock:

When socks are worn with trousers, the BA logo is optional.

When socks are worn with pedal pushers, culottes, shorts, skirts, skorts, dresses etc the BA logo must appear on the top area of the sock.

The logo placement for socks is mandatory for pennant and above competitions sanctioned or controlled by BA.

When ankle socks are worn with pedal pushers, culottes, shorts, skirts, skorts, dresses etc the BA logo placement is optional, socks not displaying the BA logo must be blank.

Minimum BA logo representation: 3cm when measured from the bottom left to the bottom right of the logo

Wherever possible, licensed manufacturers must reproduce the BA logo in a balanced manner, especially when other logos appear on the garment or there is any question over the quality of its representation.

Best practice examples for socks



1. Traditional BA logo example



2. Traditional BA logo example



3. Traditional BA logo example



4. Blank ankle sock example

V. HEADWEAR

Headwear is classified as:

- hats without hat bands
- caps
- bucket hats
- visors
- knitted hats

HEADWEAR LOGO PLACEMENT

Front or side of cap:

The BA logo must appear on the front or side of the cap

The BA logo placement on headwear is mandatory in pennant and above level competitions sanctioned or controlled by BA.

Minimum BA logo representation: 3cm when measured from the bottom left to the bottom right of the logo

Maximum BA logo representation: 7cm when measured from the bottom left to the bottom right of the logo

If the club, state, event or sponsor name or logo is placed on the front of the cap the BA logo should appear on the side/s.

Wherever possible, licensed manufacturers must reproduce the BA logo in a balanced manner, especially when other logos appear on the garment or there is any question over the quality of its representation.

Best practice examples for headwear





2. Manufacturer recognition

Upper body wear (includes shirts, tops, blouses, t-shirts, jackets and vests)

Manufacturers may place their logo on one sleeve of the garment, or on the back of the garment in the back neck area or on the front of the garment under the placket. The manufacturer's logo must not exceed an area of 18cm² in any of these positions.

Manufacturers may also place their logo on a pip tag in the side seam of upper body wear, providing that the pip tag is no larger than a total area of 4cm².

Lower body wear (includes pants, trousers (belt, elastic or draw string waist), pedal pushers, culottes, shorts, skirts, skorts, slack suits, skirt suits, dresses etc)

Manufacturers may place their logo immediately above the back left pocket or front left below pocket in an area no greater than 18cm².

Manufacturers may also place their logo on a pip tag in the side seam of lower body wear, providing that the pip tag is no larger than a total area of 4cm².

Outerwear (includes knitwear, rainwear, wind jackets and windcheaters)

Manufacturers may place their logo on one sleeve of the garment, or on the back of the garment in the back neck area or on the front of the garment under the placket. The manufacturer's logo must not exceed an area of 18cm² in any of these positions.

Manufacturers may also place their logo on a pip tag in the side seam of outerwear, providing that the pip tag is no larger than a total area of 4cm².

Headwear (includes hats without hat bands, caps, bucket hats, visors, knitted hats)

Manufacturers may place their logo on one side of the headwear or on the back centre position or on the front of centre position or on one side of the peak of the headwear. The manufacturer logo must not exceed an area of 12cm².



3. Bowls Australia compliance

Participants who gain entry into BA sanctioned pennant and above level events must have the BA logo on all garments worn on the green during competition.

Competitor compliance at BA events is managed by the tournament convener and/ or tournament umpire in accordance with the event conditions of play.

BA event conditions of play are available upon entry into an event or via our website www.bowlsaustralia.com.au, they are also prominently displayed at all events. All competitors are encouraged to refer to the BA event conditions of play where further information on compliance can be attained.

COMPLIANCE TABLE

Garment	BA logo
Team wear (upper and lower body attire)	Compulsory
Non-team wear (upper and lower body attire)	Compulsory
Outerwear	On replacement of existing garment
Socks	Compulsory (please refer to sock section for interpretation when worn with long pants and anklet socks)
Headwear	Compulsory

STATE AND TERRITORY COMPLIANCE

For all affiliated state and territory pennant and above level events, competitors must comply in accordance with the controlling bodies' dress regulations and conditions of play.

EXCEPTIONAL CIRCUMSTANCES

There may be exceptional circumstances where pennant and above level bowlers are unable to comply with the BA Logo Policy due to medical or religious grounds.

Those seeking approval under the exceptional circumstances category must submit their request in writing to their applicable state or territory association, including supporting documents for non-compliance.

Approval for exceptional circumstances is granted at the discretion of the applicable state or territory association in conjunction with BA. Each state or territory in conjunction with BA reserves the right to approve or deny an application at their absolute discretion.

In exceptional circumstance where factors contribute to non-compliance on the day of an event, pennant and above level bowlers must seek permission to wear non-complaint attire with the adjudicating umpire or tournament director.

4. Contact details

Bowls Australia
Logo Policy



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STATE AND TERRITORY ASSOCIATIONS





www.bowlsaustralia.com.au