



# Alpine Canada Alpin Brand Policy

## Use of ACA logos/Photography/Video Footage/Renditions

Publishers may:

- Use athlete images and ACA logo only once approval has been provided by Alpine Canada Alpin and the athlete.
- All images must be from the current season and meet the standards set by Alpine Canada Alpin.
- Use athlete images and the ACA logo if they are a current partner and are not a conflicting partner of Alpine Canada Alpin.

Contact your ACA representative for image request from the ACA photopool

- Editorial and educational use: Manager - Public Relations & Media
- ACA Supplier use: Brand and Marketing Manager and/or Manager - Supplier Servicing
- ACA Partner use: ACA Marketing Coordinator

**PLEASE contact your ACA representative prior to purchasing images from photography companies to confirm validity, example: ZOOM, PENTAPHOTO, etc.**

Images are being made available under the following conditions. Breach of any of these conditions may mean loss of access or additional charges being levied.

- Placement of images must be approved by Alpine Canada Alpin.
- Images are non-transferable and must not be re-sold.
- All uses must be accompanied by photo credit: “photographers’ name/Alpine Canada Alpin and athlete name”.
- Any alterations made to images must be approved by Alpine Canada Alpin.
- Partners and Suppliers are encouraged to create ads with images of three or more athletes, and/or a collage of images.
- Review and approval necessary by ACA prior to print/production.

## Use of ACA Logos/Photography/Video Footage

Publishers may not:

- Use any ACA logos/photographs, logotypes, trade dress, or other brand elements without the permission of ACA and concerned athlete(s).
- Create their own logos/photographs to represent ACA products, or services.
- Use ACA logos/photography on posters, brochures, signage, their websites, or other materials to promote a relationship with ACA, products, or services without the permission of ACA and concerned athlete(s).
- Add their own logo/photograph to, or remove ACA logo/photograph from, a CD that may be provided to them by ACA for inclusion with a publication.
- Remove any brand elements on CAST/CDAST uniforms.

## **USE of imagery that represents Alpine Ski Racing or renditions of the sport**

Publishers *may not*:

- Use any photography, or brand elements that represent the sport of alpine ski racing or the CAST/CDAST without the permission of ACA and the concerned athlete(s).
- Remove any brand elements on CAST/CDAST uniforms.
- Use ski racing imagery on posters, brochures, signage, their websites, or other materials to promote an association with ski racing or ACA, products, or services without the permission of ACA.

## **Olympic brand usage (Canadian Olympic Committee and/or VANOC)**

Only authorized sponsors that have purchased the rights to the Olympic names and emblems can use such imagery in their respective programs. It is unlawful; to represent an association, affiliation, endorsement, sponsorship or similar relationship with the Olympic brands and emblems unless a specific agreement and approval has been given by the Olympic organizations.

Any Canadian alpine skiing imagery or wording used in association with the Olympics, even though approved by the Olympic organization, **must still be approved by ACA**.

Any unauthorized use of the Olympic names and emblems will mean legal actions by the Olympic organizations. Alpine Canada Alpin does not approve the unauthorized use of Olympic names and emblems by any business, association or organization as it relates to alpine ski racing in Canada.

Publishers *may not*:

- Use any ACA logos/photographs, logotypes, or other brand elements without the permission of ACA.
- Use any photography, or brand elements that represent the sport of ski racing or the CAST/CDAST without the permission of ACA.
- Remove any brand elements from CAST/CDAST uniforms unless the purpose is to use the CAST/CDAST uniform during the Olympic period as defined in the Olympic Charter, where IOC Olympic Charter regulations apply. Any alteration of the CAST/CDAST uniform may only be done with the express written consent of ACA.
- Create or edit their own logos/photographs to represent ACA products, or services.
- Use ACA logos/photography on posters, brochures, signage, their websites, or other materials to promote a relationship with ACA, products, or services without the permission of ACA
- Add their own logo/photograph to, or remove ACA logo/photograph from, a CD that may be provided to them by ACA for inclusion with a publication.

The above is meant as a working guideline and ACA reserves the right to expand its limitations/ownership of imagery and/or logo usage.