

# Shrewsbury RUFC Branded Merchandise & Apparel Policy

Policy Owner: Club Treasurer

Approved by: Executive Committee

Review Cycle: Annually in June

## 1. Purpose and Scope

The purpose of this policy is to ensure all branded items associated with Shrewsbury Rugby Club reflect positively on the Club, uphold its values, and maintain a consistent and professional image. This policy governs the use of the Club's intellectual property (badge, crest, name, and identifiers) on all apparel, equipment, and merchandise.

This policy applies to all sections of the Club, including Seniors, Women, Juniors, Minis, Coaches, Volunteers, and Supporters. It covers all branded items, including kit, leisurewear, accessories, and promotional materials.

Supporter sales via the official Club shop or online store are assumed to comply with this policy.

## 2. Approval and Oversight

The Club Treasurer is the policy owner. Section leads (e.g. Mini & Junior Chair, Women's Lead, etc.) may approve items for their respective sections under Treasurer oversight.

All new branded items must undergo a formal approval process, including submission of a request form, mock-up, and payment of the applicable licence fee.

The Club recommends Seaton Sports as its preferred supplier. Other suppliers may be used, provided quality standards are met. The Club will provide the vector file for approved badge reproduction.

## 3. Licensing and Fees

All branded items that carry the Club badge, crest, or name are subject to a flat £5 per-item licence fee. This applies to both stash and tour kit orders. The fee is charged per batch of items.

All fees are to be deposited in the Club's nominal account and recorded for transparency. No suppliers or items are exempt from the licence fee unless explicitly approved by the Executive Committee.

## 4. Brand Use Rules

All branded items must use the official Club badge without alteration. Both full-colour and single-colour versions are acceptable for embroidery or simplified printing. Adaptations such as monochrome versions may be used only with approval.

Club colours are navy blue (primary), with gold or white as accent colours. Designs should reflect these colours unless otherwise approved. Additional text must be legible, professional, and consistent with the Club's tone and image.

All items must be free from unauthorised sponsor logos. The use of the badge on items for resale is prohibited unless distributed through official Club channels.

## 5. Procurement and Quality

Approved suppliers should always be consulted. Comparable quality from other reasonable suppliers is acceptable subject to approval. Images or mock-ups must be submitted prior to production. Ethical sourcing standards are not mandated but suppliers should be reputable and items free from counterfeit markings.

## 6. Enforcement and Penalties

Any unauthorised use of the Club badge, name, or crest will be addressed through the Club's disciplinary process. Repeat offenders may lose access to Club facilities and ordering rights. The Club reserves the right to request removal or cessation of any non-compliant item.

## 7. Governance

Breaches of this policy will be referred to the appropriate subcommittee for investigation and, if necessary, to the Executive Committee for disciplinary consideration.

The Treasurer will maintain a register of all approved branded designs and licence applications. This policy will be reviewed annually in June to ensure continued alignment with Club standards.

## Appendix A: Brand Guidelines

Club Colours:

- Primary: Navy Blue
- Secondary: Light Blue, Gold
- Accent: White (where appropriate)

Badge Use:

- Either full-colour or single-colour badge permitted
- Adaptations (e.g. monochrome for dark backgrounds) may be used if approved
- No alteration, recolouring, or simplification without approval

Typography:

- All text must be legible, professional, and consistent with the Club's tone and image.

## Appendix B: Logo Use Request Form

Team/Section: \_\_\_\_\_

Requested Item(s): \_\_\_\_\_

Supplier: \_\_\_\_\_

Quantity / Batch Size: \_\_\_\_\_

Design Mock-Up Attached:  Yes  No

Licence Fee (£5 per item) Paid:  Yes  No

Approval:

Section Lead Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Club Treasurer Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Executive Committee (if applicable): \_\_\_\_\_ Date: \_\_\_\_\_