



BALMORAL BEACH CLUB



GUIDELINES FOR USE OF CLUB LOGO:

1. The logo is the property of Balmoral Beach Club Ltd and is not to be used without express permission from the board of the club.
2. All requests to use the logo must be submitted, in writing, at least 6 weeks prior to intended use showing an example of the intended use and describing the circumstances or event in which it is to be used.
3. The form of the logo should be clearly displayed along with examples of all other artwork or text alongside which the logo will appear. The context must be clear when application is made.
4. The medium in which the logo will be used must be identified i.e. on a poster or T-shirt or in printed media.
5. The logo must be as designed and not stylised or modified to suit another design or interposed in another artwork.
6. The logo must not be used in any medium alongside advertising, marketing or promotional material.
7. It should be displayed at a maximum size of 20 cms by 10 cms.
8. The logo must only be used in events or undertakings involving club members.
9. It must not be used to endorse or promote a particular event or product under any circumstances.
10. It may only be used in events or undertakings that are considered pertinent activities of the Balmoral Beach Club, including sporting events and special interest groups as approved by the Board.