

## ARCHERY GUYANA

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### **ARCHERY GUYANA : LOGO USE POLICY**

(Hereinafter referred to as the “Logo use Policy”)

1. Purpose: This policy establishes clear guidelines for all members of Archery Guyana, its affiliated clubs and the Guyana National Archery Team, including athletes, coaches, officials, parents, judges, and support staff, when travelling internationally or domestically to represent purpose of this policy is to provide clear guidance on the proper use of Archery Guyana (AG), World Archery (WA) and World Archery Americas (WAA) logos. The policy ensures that all affiliated clubs, partners, and sponsors maintain a consistent, professional, and compliant visual representation of Archery in Guyana.

2. Scope: This policy applies to: Archery Guyana affiliated clubs, Archery Guyana members, Event organisers, sponsors, and promotional partners, Any merchandise, apparel, or promotional materials bearing the AG or WAA logos

### 3. General Principles

Combination Use: Logos of Archery Guyana and World Archery Americas must be grouped together on apparel or promotional materials.

The logos should appear in the same zone/area (stacked or combination format) to clearly represent the affiliation.

Design Integrity: No alterations to the colour palette, fonts, image, or structure of either logo are allowed.

World Archery branding guidelines must be strictly adhered to: World Archery Brand Guidelines

#### Logo Placement and Sizing:

The combination logo may be placed on the left or right sleeve of shirts or other apparel, per design preference.

Minimum width: 20 mm. Logos may be larger, provided the aspect ratio is maintained.

Coloured backgrounds must comply with World Archery and Archery Guyana brand standards.

#### 4. Approval Process

All final designs incorporating AG, WA or WAA logos must be submitted to the Archery Guyana Board for approval prior to production.

Submission should include digital mock-ups or photos showing exact logo placement and sizing.

#### 5. Compliance and Enforcement

Clubs, partners, or individuals using the logos must comply fully with this policy.

Unauthorised use of the Archery Guyana logo or the World Archery Americas logo constitutes a violation of registered trademark rights under the Trade Marks Act, Cap. 90:01, laws of Guyana, and may also constitute copyright or design infringement where applicable.

Any such violation may result in:

- Immediate withdrawal of logo usage permission

- Notification to affiliated partners or sponsors

- Notice to the General Public

- Legal action, including civil proceedings in the courts of Guyana for trademark infringement, passing off, or other applicable intellectual property violations

- Possible disciplinary or contractual sanctions for repeated or deliberate violations

6. **Review of Policy:** This policy shall be reviewed annually (or earlier if required by changes in rules, Federation governance or international requirements). Any amendments must be submitted to the Federation's Executive Committee for approval.

*Policy Review Version: Dated this 4<sup>th</sup> day of December, 2025*