



## **AMFA BRAND STANDARDS GUIDELINES**

### **PURPOSE**

The Abbotsford Minor Fastball Association (“AMFA”) aims to strengthen our community by connecting citizens under a common interest and allowing every child to explore the joy of sport while honoring our core values of commitment, passion, effort, integrity, and equality.

The purpose of these Brand Standard Guidelines is to ensure that the AMFA brand (logo and text), including the Outlaws brand, is used consistently to protect the look, feel, and integrity of the AMFA brand. This document is designed to assist teams in understanding and applying the AMFA Brand Standards.

### **STANDARDS**

The AMFA has a Manager of Uniforms who is responsible for maintaining a master inventory of the AMFA’s uniforms and approving off-the-field clothing (jackets, sweatshirts, hats, etc.). The Manager of Uniforms works with suppliers to design, approve, and distribute approved AMFA-branded clothing, including uniforms. Teams must direct all uniform needs and requests to the Manager of Uniforms. All on-field and off-field apparel must align with and display the AMFA’s core values of effort, passion, commitment, integrity, and equality.

#### ***On-Field Uniforms and Apparel:***

1. While playing softball and representing the AMFA on the field, all AMFA players and coaches must wear AMFA-approved gear and uniforms, including jerseys, helmets, belts, socks, and pants in the approved AMFA colour schemes. The AMFA may choose to refresh, add to, or delete from its inventory of on-field apparel and will publish an inventory of AMFA-approved uniforms each season. No further consent is required from the Manager of Uniforms to wear any of the uniforms or apparel in the approved inventory.
2. If any team wishes to wear a unique article for use on the field for any games (including jerseys, pants, socks, hats, belts, or other player apparel) that is not in the portfolio of options, the following procedure must be followed:
  - a) The team must present a design mock-up to the Manager of Uniforms for consideration. If the mock-up presented is deemed to be reasonable, practical and addresses an unmet need, then the Manager of Uniforms may proceed with the remainder of the process set out below;
  - b) The Manager of Uniforms will ensure that the mock-up complies with the AMFA brand standards or will work with the AMFA-approved vendor to make changes where the mock-up does not meet AMFA brand standards;
  - c) The Manager of Uniforms will then present the mock-up to the Brand Standards Committee of the AMFA, which will be comprised of the Manager of Uniforms, the VP Administration (or another VP, where appropriate), and the Secretary (or another executive member, where appropriate).
  - d) If the Brand Standards Committee decides that the mock-up presented addresses an unmet need for the team and decides that the mock-up meets the brand standards of the AMFA, then the item, uniform, or article of clothing will be approved, and the team will be notified. The item will be available for teams to purchase from the AMFA-approved vendor in accordance with the following policies:



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- i. A specific Outlaws uniform may only be available for teams playing at the U17 or older age division as part of the AMFA's recognition of their commitment, at the discretion of the Manager of Uniforms and the AMFA's Brand Standards Committee;
- ii. Other than those uniforms referred to in 3(c)(i), all other Outlaw uniforms will be available for purchase by any Outlaws team.
- iii. House team designs will be available for purchase by House teams.

### ***Off-Field Apparel and Other Requests***

3. If any team wishes to design apparel for use off the field (including practice shirts, sweatshirts, coaches' apparel, swag, etc.) the following procedure must be followed:
  - a) The team must present a design mock-up to the Manager of Uniforms for consideration;
  - b) The Manager of Uniforms will consider whether the mock-up complies with the AMFA brand standards and the AMFA core values, and;
  - c) If the mock-up does comply with AMFA brand standards and AMFA core values, the Manager of Uniforms will approve the request, and the team may work with a vendor of their choice to produce the items.

### **COMPLIANCE and MATTERS INVOLVING OUR DISCIPLINE COMMITTEE**

If a team has not adhered to the Brand Standard Guidelines, the following progressive discipline may be taken by the AMFA Disciplinary Committee (defined in the AMFA Policy Manual as comprising five executive members, which must include the AMFA President and two of the AMFA's VPs, and must not include any executive members who have any personal involvement in the disciplinary matter):

1. First offence: the team manager and head coach will receive a warning which may be written or oral, from the Manager of Uniforms and/or the Vice President of Operations or the Vice President of Administration.
2. Second offence: the team manager and head coach will receive a written reprimand from the AMFA, may be charged a fine of between \$250 and \$500, and training time may be suspended for up to four weeks, depending on the nature and severity of the situation.
3. Third and final offence: the team will be issued a fine of between \$500 and \$1000, and the head coach may be removed from the team.
4. Any offenses requiring discipline beyond this escalation will be seen as planned, intentional, and egregious, and a manager, coaching staff, player(s), or parent's membership with the AMFA may be revoked permanently or indefinitely. Team fees, registration fees, or other payments will not be eligible for refund or reimbursement.

The Disciplinary Committee reserves the right to exercise discretion in administering the progressive discipline outlined above and may consider any ambiguity in the Brand Standard Guidelines in addition to the conduct of the offending team in administering these Guidelines.



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