



**Australian
Taekwondo**

National Policy

Logo Usage

**Sports Taekwondo Australia
Ltd**

T/A Australian Taekwondo Ltd

ACN: 167 216 033

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Policy Statement

Intent

This policy sets out the approved usage of the Australian Taekwondo Logo (the Logo).

Objectives

To protect the Australian Taekwondo (AT) brand and ensure that the Logo is only used under the authority of Australian Taekwondo.

Scope

Australian Taekwondo official team wear, merchandise, publications and media, signage and Australian Taekwondo member clubs.

Policy Principles

The AT Logo must be used on all team wear for any National Teams and participants at any AT sanctioned event where AT accredited officials are required.

The AT logo may not be used on any other apparel or merchandise (including but not limited to promotional materials, membership cards, clothing, badges) without the express written permission of Australian Taekwondo.

Clubs are not permitted to use the Logo as an endorsement by AT of any event, course, product or service without the written approval of AT.

Only AT contracted apparel suppliers may be used to produce garments with the AT Logo as either embroidered, tonal sublimated or screen printed.

Member Clubs of AT may use the permitted logo formats for advertising purposes only on club social media, signage and promotional material to indicate membership of AT. Should a club discontinue its membership of AT, then the Logo must be removed from all forms of advertising and signage.

Permitted Logo Formats

The logo may appear in its traditional green, black and white colouring as defined below, or in black and white monotone, with the Logo not stretched or cropped.



Accountabilities

Implementation:	Chief Executive Officer
Compliance:	Board
Monitoring and Evaluation:	Chief Executive Officer
Development and Review:	Chief Executive Officer
Interpretation and Advice:	Chief Executive Officer

Accountabilities

1. All **Australian Taekwondo Staff** and **Member Club Instructors** are responsible for knowing this policy.
2. The **Board** is responsible for the approval and maintenance of this policy.
3. The **Chief Executive Officer** is responsible for implementation and ensuring adherence to this policy and for educating users in the content of supporting policies.

How Will The Effectiveness Of This Policy Be Measured?

1. Compliant logos used on member club social media, advertising material and signage.
2. Approvals sought for club use of logo for other than social media, advertising material and signage.