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# **IGA BRANDING & LOGO USE POLICY**

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Version 1.0



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## Introduction

IGA name, logos, and visual identity represent more than just branding; they are the cornerstone of IGA's reputation, standards, and professionalism. To maintain the integrity of the IGA brand and ensure that it is consistently and appropriately represented across all platforms, this policy establishes strict rules governing the use of all IGA brand assets by affiliated clubs, staff, and third-party providers.

IGA logo and name are protected by registered trademarks in the United Kingdom. These trademarks are valuable intellectual property assets and form a critical part of IGA's public identity. Any use of these marks must comply with this policy and UK trademark law. The unauthorised use of IGA's branding constitutes a violation of intellectual property rights and may lead to legal enforcement action.

## Purpose of Policy

This policy exists to:

- Protect IGA's brand identity and intellectual property.
- Prevent misuse, unauthorised reproduction, or misrepresentation of the IGA name or logo.
- Ensure consistency in how the IGA brand is presented to the public, members, and partners.
- Set clear expectations for all affiliated clubs regarding appropriate branding use.
- Provide a framework for approval, enforcement, and consequences related to branding violations.

## Scope of Policy

This policy applies to:

- All IGA-affiliated clubs and their members (including coaches, gymnasts, and administrators).
- Event organisers hosting competitions or displays under the IGA name.
- Third-party service providers (e.g. designers, printers, sponsors) engaged by affiliated clubs.
- All uses of IGA logos, name, wordmarks, slogans, and associated visual branding in physical and digital formats.

The policy covers use on websites, social media, promotional materials, uniforms, signage, event branding, merchandise, and any other context where the IGA identity may be displayed.

## Branding Rights Based on Affiliation

**4.1 Fully Compliant Clubs Only clubs that are fully affiliated with IGA** — meaning they have submitted all required documents, are safeguarding compliant, inline with membership policy, paid all affiliation fees, and hold valid insurance — are permitted to use the IGA brand under specific conditions outlined in this policy.

These clubs may reference IGA affiliation and display the IGA logo on approved materials. However, this use must still adhere to the rules in this policy, and approval is required for specific uses such as uniforms or merchandise.



**4.2 Provisionally Affiliated or Non-Compliant Clubs** - Clubs that are partially affiliated, pending compliance, or found to be non-compliant with IGA requirements are not permitted to use the IGA brand in any context until full compliance is confirmed in writing by IGA.

**4.3 Unaffiliated Clubs and External Entities Clubs** that are not affiliated with IGA, including former members or clubs affiliated with other governing bodies, are strictly prohibited from using the IGA name or logo in any form. Doing so constitutes a breach of trademark and brand rights.

### General Principles of Logo and Name Use

All permitted uses of IGA branding must meet the following general principles:

- The IGA logo must never be altered. This includes changes to colours, proportions, fonts, or the addition of graphic elements.
- The logo must be displayed clearly, without distortion, obstruction, or overlaid text.
- Use of the logo must not imply IGA sponsorship, partnership, or endorsement of a club's independent activity unless such a relationship has been formally approved in writing.
- The IGA logo may not be positioned adjacent to third-party or sponsor logos in a way that implies co-branding or endorsement unless approved.
- The IGA name or branding may not be incorporated into a club's name, legal identity, or website domain (e.g. "IGA Midlands Gymnastics" or iga-yourclub.co.uk is not allowed).

All public uses of IGA branding are subject to inspection and enforcement by IGA at any time.

Clubs must not use the IGA logo in a way that implies endorsement or authorship of communications, events, or policies that are not directly organised or sanctioned by IGA. This includes, but is not limited to, event flyers, safeguarding communications, policy letters, or public statements. Clubs are strictly prohibited from attaching the IGA logo to any document or material that has not been reviewed or approved by IGA, even if the club is affiliated.

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- The logo must be displayed clearly, without distortion, obstruction, or overlaid text.
- Use of the logo must not imply IGA sponsorship, partnership, or endorsement of a club's independent activity unless such a relationship has been formally approved in writing.
- The IGA logo may not be positioned adjacent to third-party or sponsor logos in a way that implies co-branding or endorsement unless approved.
- The IGA name or branding may not be incorporated into a club's name, legal identity, or website domain (e.g. "IGA Midlands Gymnastics" or iga-yourclub.co.uk is not allowed).

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## Branding on Clothing, Uniforms, and Competition Attire

When the IGA logo is used on physical apparel, strict guidelines must be followed. These rules apply to leotards, warm-up suits, t-shirts, tracksuits, coaching wear, and any items worn by gymnasts, coaches, or officials during events or training.

### 6.1 Use of IGA Logo on Clothing

- The IGA logo may appear on one garment per person at IGA-sanctioned events (e.g., the left sleeve of a warm-up top).
- The logo must not exceed 40 cm<sup>2</sup> in size (e.g., no larger than 5x8 cm).
- It must be printed or embroidered clearly and not stretched, warped, or covered.
- The logo must be at least 1 cm away from any other logos or graphic elements.

Use on competition leotards is discouraged unless explicitly approved and must comply with all aesthetic and safety requirements.

### 6.2 Sponsor Logos on Club Attire

- A maximum of two sponsor logos are allowed per garment.
- Each logo must be under 60 cm<sup>2</sup> and placed on non-dominant areas such as the hip or lower sleeve.
- Sponsors must not be associated with alcohol, tobacco, gambling, or any business that could undermine the values of IGA.

### 6.3 Manufacturer Logos

- Garments may include one manufacturer logo (e.g. a clothing supplier), no larger than 30 cm<sup>2</sup>.
- Placement must follow standard practices and must not dominate the design.

## Use of Branding in Digital and Print Media

### 7.1 Websites and Social Media

Compliant clubs may display the IGA logo on their official websites and social media channels under the following conditions:

- The logo must be accompanied by text such as: "An affiliated club of Independent Gymnastics Association (IGA)".
- Clubs must not use the logo as their primary profile picture or as a standalone brand.
- Social media usernames and domains must not include "IGA" unless followed by a clear club name.

### 7.2 Event Flyers, Posters, and Documents

Clubs must not use the IGA logo or name on promotional materials for any event unless:

- The event is formally recognised or sanctioned by IGA in writing.
- The branding use has been explicitly approved via a Logo Use Request Form.

Using IGA branding to promote independent club events that are not connected to IGA misrepresents IGA's involvement and is a violation of this policy, even if the club itself is affiliated.



Additionally, IGA branding may not be used on documents such as safeguarding letters, policy updates, parent notices, or internal club communications unless those materials are based on IGA-issued guidance or have been pre-approved by the IGA governance team.

## Commercial Use and Merchandising

Any use of the IGA logo or name on products intended for public sale — such as t-shirts, hoodies, mugs, bottles, or bags — must be explicitly approved by IGA in writing.

Approval requests must include:

- Product visuals and description
- Intended sale method (internal or external)
- Proposed price point
- Details of manufacturer or supplier

No club is permitted to profit from IGA branding or represent the logo as their own intellectual property. Any club or supplier found to be producing, selling, or distributing merchandise bearing the IGA logo without prior written authorisation will be considered in violation of IGA's trademark rights.

Clubs must not use the IGA logo in an "endorsement-style" layout — for example, placing it at the top of documents, alongside club logos, or in a way that implies the material is officially produced or reviewed by IGA — without explicit written approval. This rule applies to all types of content, including:

- Parent communications (e.g., welcome letters, policy updates)
- Safeguarding notices or internal policy guidance
- Training manuals or documentation
- Event advertising for non-sanctioned competitions

## Approval and Request Process

To request permission to use the IGA logo or branding, clubs must submit a branding use request to [info@igauk.com](mailto:info@igauk.com), including:

- Club name and contact details
- Description of proposed use
- Mock-ups or samples of the material
- Confirmation of current compliance status

Approval will be issued in writing and valid only for the specific use and period approved. All other uses are unauthorised.

## Intellectual Property and Trademark Ownership

The name "Independent Gymnastics Association", the IGA logo, and all associated branding assets (including slogans, wordmarks, and graphic variations) are registered trademarks of the Independent Gymnastics Association in the United Kingdom.



These trademarks are legally protected under the Trade Marks Act 1994, and any use of them without explicit, written permission from IGA constitutes a breach of trademark law. Trademarks grant IGA the exclusive legal right to use, reproduce, license, or restrict the use of its brand in connection with goods, services, communications, and events.

This means:

- No club, organisation, or individual may use IGA's branding to suggest endorsement, partnership, or affiliation unless formally authorised.
- Clubs are prohibited from using the IGA logo or name on websites, clothing, promotional materials, merchandise, or social media without full compliance and approval.
- The IGA logo must never be used as a primary or standalone identifier in any club materials, nor combined with other logos to create a composite brand.

Infringement of IGA's trademark rights may result in:

- Withdrawal of branding privileges
- Suspension or termination of IGA affiliation
- Formal cease-and-desist action
- Legal proceedings and claims for damages

Clubs are responsible for ensuring that all third parties working on their behalf (designers, printers, merchandisers) are fully aware of IGA's trademark protections and this policy.

## Monitoring & Enforcement

As the legal trademark holder, IGA will actively monitor use of its logo and name in both physical and digital spaces. Misuse of IGA's trademarked branding will be treated as a breach of both this policy and UK trademark law. Where informal resolution is not possible, IGA reserves the right to engage legal counsel and pursue enforcement through the UK Intellectual Property Office (UKIPO) or the courts.

Any breaches of this policy may result in:

- Formal warning
- Withdrawal of branding rights
- Suspension of affiliation
- Legal enforcement for trademark infringement

Ignorance of this policy does not exempt a club or individual from liability.

Use of the IGA logo on unauthorised documents — such as non-IGA events, unofficial safeguarding policies, or internal club letters — is considered a misrepresentation of governance and brand authority. This may result in:

- Immediate withdrawal of branding privileges
- Review of the club's affiliation status





## Review & Revision

This policy will be reviewed annually or when changes to IGA branding standards occur. The latest version will always be available on the IGA website. Clubs are expected to ensure they are using the most current version at all times.