



## Crow River Community Swim Club

### Apparel - Logo Policy

Velocity Aquatics believes branded apparel is beneficial for the club for several reasons. First, young swimmers wearing Velocity clothing, swimming gear, and accessories helps build a strong team atmosphere and helps participants take pride in their team and teammates. Second, Velocity apparel worn by family and friends is a positive way to show support for the swimmers and their efforts. And lastly, marketing the club within the community is important for the club's future growth and continued success. By promoting and encouraging the wearing of Velocity apparel, the image of the program can be enhanced and promoted in our local community.

With these positive benefits in mind, Velocity Aquatics encourages the purchase and wearing of products through the team store. From time-to-time, Velocity will open sales of products in partnership with a local apparel shop for purchase by swimmers, family, and friends. Velocity wants to be consistent with the application of its brand and keep similar products available to all swimmers; therefore, Velocity logo will not be provided for individual use without permission of the Board of Directors. If you wish to use the Velocity logo for a product not available through the Velocity store, and not proposed for future inclusion in upcoming sales, please submit your request in writing to the Team Coordinator. Exceptions to this policy shall be made to allow logo use for swim parkas (only black in color) and swimming equipment bags. Any approvals for individual use of the logo will need to be coordinated with Velocity's partnered apparel shop.

Approved and adopted this 13 day of April, 2015.

Board President – Aaron Benker

Board Secretary – Jill York