Orillia Ladies Hockey League “Home of the Renegades”

Team Uniform, Logo and Name Policy – Updated July 2026

To protect the integrity of the Orillia Ladies Hockey League logo and all that it represents and ensure fairness and equality amongst all OLHL teams.

Definition

The term logo shall mean the current Orillia Renegades (OLHL) logo in use by the Executive as its recognized identity (updated 2026).
The term League Apparel shall include but not be limited to league regulated uniforms, socks, jerseys and any other items provided by the associations and its approved vendors.

The term League Merchandise means all goods, products, and articles of property bearing the proprietary trademarks, service marks, trade names, logos, copyrights, or other intellectual property owned, licensed, or controlled by the League. This includes, but is not limited to, official apparel, headwear, athletic equipment, digital assets, novelties, and memorabilia, whether produced for commercial sale, promotional distribution, or internal use by teams, staff, or affiliates.

Ownership

The Orillia Ladies Hockey League shall be the sole owner of all artworks associated with this league. The Renegades emblem and OLHL name shall remain the sole property of this league and as such will not be reproduced by persons inside or outside the organization without permission from the Executive Committee. It is understood that in instances when permission is granted it will be for a defined term or use and is ending with the conclusion of the season in which the permission was granted.

Procedures

1. Logo Ownership and Recognition

The current logo is the only accepted and recognized logo to be utilized by all teams, management, and the executive committee to identify our association. This applies to all written, physical, or electronic means. See Section 4 regarding team jersey updates. The current and accepted vectored logo will be maintained within the League's official digital asset repository.

2. Restrictions on Logo Alterations

The logo shall not be adjusted, changed, or altered from its original design without consent from the majority of the Executive. This consent must be granted through a voting process at a regularly scheduled executive meeting. Changes regarding colour, layout, wording, design, size, shape, and use shall be made only with the express written consent of the executive committee.

Furthermore, the logo shall not be recoloured, distorted, stretched, cropped, outlined, animated, combined with other graphics, or otherwise modified, except where an officially approved colour variation has been issued by the League. The word **"Renegades"** shall be included in all reproductions of the logo, as it embodies the essence of our league and its history.

3. Approval and Variance Request Process

Approval for any changes will only be granted upon a formal written request submitted to the Executive by the team, officials, or executive members wishing to make the modification. Following a majority consent vote of the executive committee, all approved requests shall require the final sign-off of the President or the Webmaster.

4. Jersey Updates and Procurement

Logo and branding updates for team jerseys will be conducted annually during the off-season. These updates are strictly conditional upon an Executive assessment of the physical wear and tear of the current jerseys.
All League Apparel and League Merchandise must be ordered exclusively through the League's approved vendors. Ordering custom team apparel or merchandise through unauthorized third-party printers or local sports shops is strictly prohibited.

5. Logo Use in Digital Media
The League logo may not be altered or incorporated into profile pictures, social media graphics, websites, AI-generated artwork, videos, or other digital media without approval, except when using official, League-provided assets.

League Uniforms
League jerseys will be provided to each team by the association at the start of each season and will be used as the only approved team jersey**.** No team will be permitted, without written consent from the association executive, to purchase, develop, wear or utilize any other non-approved team uniform.

Official OLHL game jerseys are the exclusive property of the Orillia Ladies Hockey League and are intended solely for sanctioned OLHL play. League jerseys shall not be worn, loaned, rented, sold, transferred, or used in any other hockey league, tournament, exhibition game, promotional event, or public activity without prior written approval of the Executive Committee.

Upon request, or at the conclusion of a player's participation with the league, league jerseys remain subject to recall by the League.

Commercial Use
The League name, logo, wordmarks and associated artwork shall not be used for commercial purposes, fundraising, advertising, sponsorship, resale, or product promotion without prior written approval of the Executive Committee.

Penalties
Unauthorized use of League intellectual property may result in removal of merchandise, revocation of approval, suspension of privileges, financial responsibility for replacement costs, or other disciplinary action as determined by the Executive Committee.

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