



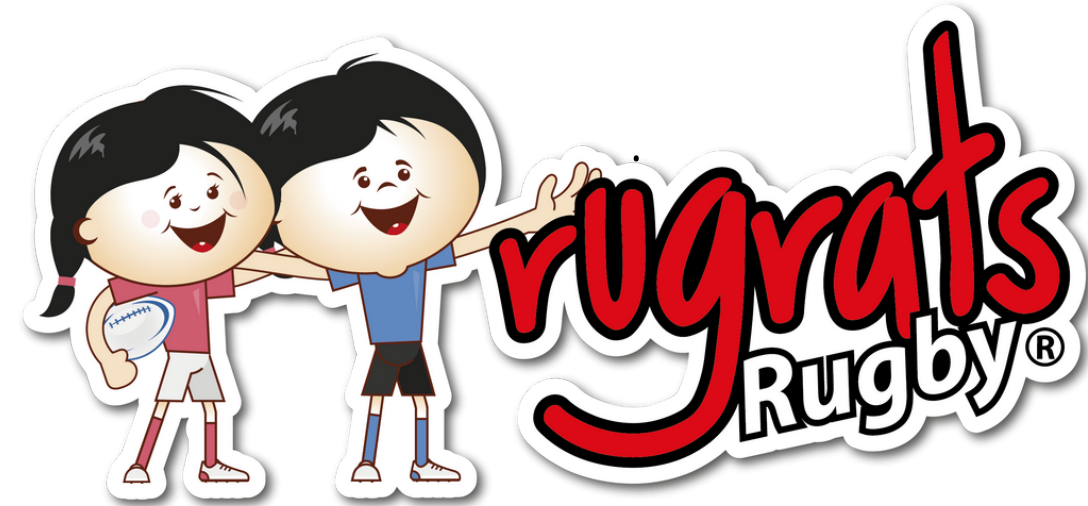
# BRAND GUIDELINES

# OVERVIEW

The reputation of the Rugrats Rugby brand is key to our success and collectively we all have a duty to ensure that the brand is portrayed in the correct way in both our online and offline activities.

This guide has been produced to highlight some of the key fundamental areas when it comes to protecting the brand and system and your roles and responsibilities as a Franchisee in ensuring that this is adhered to.

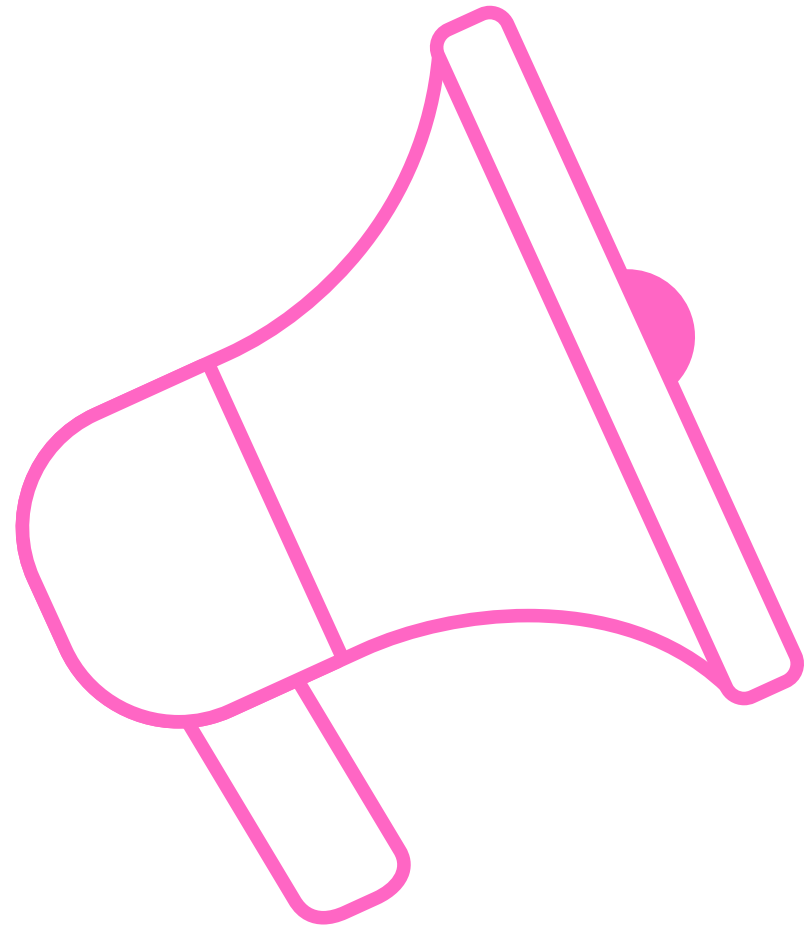
# LOGO USAGE



The use of the Rugrats Rugby logo is strictly for professional use only. The majority of the materials that you will use are already pre-formatted and approved, but we understand on occasions you may receive requests for our logo, for example if you are supporting or taking part in a local event.

You must ensure that the use of the logo is protected, if you are looking to use the logo to support an event or charity then you must seek approval from Rugrats Rugby HQ before this is used in any marketing activity or promotion on behalf of the event or charity.

# MARKETING ASSETS



Rugrats Rugby have a range of marketing assets from flyers and posters, to digital assets that can be used on social media.

All of these are approved and require no further authorisation for you to use them in their current format.

The creation of your own marketing materials or digital assets is strictly prohibited, however suggestions to Rugrats Rugby HQ are welcomed if you believe that the business could benefit from having certain marketing collateral that you believe are currently missing.

# BRANDED CLOTHING & MERCHANDISE



Rugrats Rugby have an agreement with My Sports Wear for their Coaches branded clothing, all coaching stash must be ordered through the Coaches online shop.

As a Franchisee you also have your own club shop that provides a range of merchandise that customers can order, all customer orders must be placed via your online store for approved merchandise.

The creation of your own branded clothing and merchandise is strictly prohibited.



# SOCIAL MEDIA CHANNELS



You are permitted as part of your Franchise Agreement to use the RUGRATS Rugby name to create social media accounts for the promotion of your business. However these must follow the brand guidelines for the usage of correct logos, covers etc.

Equally the social media channels must only be used for professional use, that is to promote your business and the services you offer.

These must not be used for promoting your personal life, other businesses or organisations, political or religious views.

If you are supporting an event or charity that has been approved by RUGRATS Rugby HQ, then of course you can reference this in your social media.

