

Team ParaCheerGB – Name, Logo & Brand Use Policy



1. Purpose

This policy sets out how the **Team ParaCheerGB** name, logos, icons, and brand elements may be used. Its purpose is to protect the integrity, reputation, and identity of the team while allowing appropriate personal expression by athletes and supporters.

2. Ownership

All official **Team ParaCheerGB** intellectual property—including but not limited to:

- Team name (“Team ParaCheerGB” / “ParaCheerGB”)
- The term “ParaCheer” which is a registered trademark of Cheer for Everyone
- Logos (primary and secondary)
- Icons, marks, and graphic devices
- Official branding assets

are the exclusive property of Cheer for Everyone and may not be used without permission except as outlined below.

3. Restricted Use (Not Permitted Without Written Approval)

The following uses are **strictly prohibited** unless prior written consent is obtained from Cheer for Everyone:

- Use of the **Team ParaCheerGB** name in:
 - Business names
 - Club/team names
 - Events or competitions
 - Merchandise or products
- Use of any **official logos or icons**, including:
 - Modified, altered, or recoloured versions
 - Social media branding or profile images
 - Printed or digital merchandise (e.g. clothing, posters, websites)
- Any use that:
 - Suggests official affiliation, endorsement, or partnership
 - Misrepresents involvement with Team ParaCheerGB
 - Damages or could harm the team’s reputation

4. Permitted Personal Use

Individuals (including athletes, supporters, and members) **may use the following without prior approval**, provided the use is non-commercial and respectful:



Allowed:

- The **colours associated with Team ParaCheerGB**
- The standalone use of the term **“GB”**
- Personal, non-commercial social media content that:
 - Celebrates participation or support
 - Does **not include official logos or imply official branding**

Conditions:

- Must not imply official team representation unless formally selected
- Must not replicate or closely imitate official branding
- Must remain respectful and aligned with team values

5. Commercial Use

Any commercial use (including merchandise, sponsorship, promotions, or fundraising activities) involving:

- The team name
- Logos or icons
- Brand identity elements

requires explicit written permission from Cheer for Everyone.

6. Social Media Guidance

- Athletes may reference their involvement with Team ParaCheerGB in text (e.g. bios, posts)
- Official logos **must not** be used in personal branding (profile pictures, banners, etc.)
- Content should not give the impression of being an official team account

7. Enforcement

Cheer for Everyone reserves the right to:

- Request removal of unauthorised content or materials
- Take appropriate action in cases of misuse or infringement

8. Requests for Permission

All requests for use of Team ParaCheerGB branding should be submitted in writing, including:

- Intended use
- Format/platform
- Duration of use

9. Summary

- Team name, logos, and icons = **restricted**
- Colours and “GB” = **allowed for personal use**
- No implication of official status without permission