



CALIFORNIA FLY FISHERS UNLIMITED

*Sacramento's Oldest Fly Fishing Club...Since 1962 www.cffu.org
N.C.C.F.F.F. Affiliate*

USE OF C.F.F.U. NAME & LOGO

Approved by Board of Directors 7-5-2010

PURPOSE: The purpose of the policy is to establish a procedure to be followed when members wish to use the C.F.F.U. name, logo or other reference on materials not approved by and/or purchased by the club after approval by the Board of Directors. It is not the intent of this policy to preclude members from using the clubs name or logo on materials purchased by them. It establishes that prior approval is required by the Board of Directors prior to the use of the clubs name, logo etc.

POLICY: Any member(s) using the CALIFORNIA FLY FISHERS UNLIMITED name, logo or other reference on materials purchased by them must first receive approval from the Board of Directors prior to the use of the club reference.

These materials include but are not limited to:

- **Hats**
- **Coffee cups**
- **Articles of clothing**
- **Fishing equipment**
- **Printed materials including letters, news articles etc.**
- **Posters or political material**

In the event that a member wishes to use the club logo, name etc. on any material, the member shall submit the following to the Board of Directors for approval:

- **A brief description of the item that the name, logo etc. will be used on**
- **The purpose of the item (intended use etc.)**
- **If a logo is being used, a copy of the logo shall be submitted with the above.**

The member is encouraged to come to the next scheduled Board meeting to present the above material; this will expedite the review process. If the item is approved, the member will be notified in person and via E Mail. If the Board disapproves the use of the name, logo etc., the member will be advised via E mail of the disapproval and the specific reasons why the request was denied. In the event of disapproval, the member is free to redesign the logo or other item containing the club name to address the Boards concerns and resubmit it for approval.

APPLICATION: This policy applies only to items purchased by club members at their own expense. It does not apply to items purchased for Logo Sales or other items previously approved by the Board of Directors.