



WENTWORTH SKI RACING CLUB

Brand Policy

Club Name: Wentworth Ski Racing Club

Club Logo:



Note: This logo is on file with the following Halifax-based companies: Advanced Screen Printing Embroidery & Promotions, Say It with Stitches, and Haystack Media Productions

Club Initials: WSRC

Club Colours: Red, White, and Black

Logo Variations: Black or White

Use: Use of the club name, club initials and logo will be subject to approval by the WSRC Board of Directors.

Voice: The club voice in all club communications shall be consistent with the club mission, vision, values:

Mission Statement

A progressive alpine ski racing club whose athletes and coaches are encouraged to achieve their personal best, grow from their experiences and most of all, have fun and develop a life-long love of the sport.

Vision

Athlete Centered / Coach Driven / Board Supported

WSRC Values

1. Integrity
2. Honesty
3. Intensity
4. Loyalty
5. Friendship
6. Contentedness
7. Joy / Love of the Sport

Club Communications: Club communications are subject to the Code of Conduct and Social Media Policy. The WSRC Board of Directors have ultimate authority over all communications on behalf of WSRC.

Discipline: Should brand usage and/or club communications not meet these requirements, discipline up to and including employment and/or membership termination may be applied.