

Trademarks and Branding Transition Plan Guidelines

Principles

These guidelines, consistent with the Master Services Agreement, are designed to:

1. Reduce confusion about abuse reporting and investigative responsibilities among organizations within the U.S. Olympic and Paralympic Movement.
2. Distinguish Center-developed policies and training from NGB-developed policies and training.
3. Protect the Center's marks from improper use within and outside the Olympic and Paralympic Movement.

Deadline

The deadline to complete this trademark transition plan will be January 1, 2022. This deadline can be extended on a case-by-case basis. Extensions for special considerations, such as financial hardships or the scope of changes, will be discussed and resolved in good faith with individual NGBs.

Licensed Uses

The Center has agreed to license use of its trademarks to NGBs under the following guidelines:

1. **Staff Titles.** NGB staff titles can include the term "Safe Sport" (two words) if the title also includes the organization's name and the position has responsibilities related to the Center's mission.
 - a. NGB staff members with SafeSport titles are encouraged to meet the Athlete Safety Coordinator educational training standards.
 - b. Examples of Allowed Uses:
 - i. USA Weightlifting Safe Sport Coordinator
 - ii. USA Badminton Director of Safe Sport
2. **NGB Departments, Programs, and Policies.** NGB departments, programs, and policies can include the term "Safe Sport" (two words) if the Department/Program name includes the organization's name.
 - a. Examples of Allowed Uses:
 - i. USA Biathlon Safe Sport Policy
 - ii. USA Hockey Safe Sport Program
 - iii. USA Swimming Safe Sport
3. **Use of the Center's Logo with NGB Policies.** NGB-developed policies (including NGB-specific MAAPP policies) can include the Center's logo only if the policy has been approved by the Center and the logo is consistent with the brand toolkit.

4. **NGB Logos.** NGB logos can include the term “Safe Sport” directly under the logo if approved by the Center. The use of “SafeSport” or “Safe Sport” inside an NGB logo lockup is not permitted.
5. **Trainings.** Trainings or courses, other than Center-developed courses, cannot include the terms “SafeSport” or “Safe Sport” in their titles.
6. **SafeSport Certification.** SafeSport Certification is not permitted. Use of the terms “SafeSport Certified,” “Safe Sport Certified,” “SafeSport Approved,” or other Center marks to refer to an individual, organization, or facility is not permitted.
7. **Social Media.** Social media account names cannot use the terms “SafeSport,” “Safe Sport,” or other Center marks. Social media accounts cannot post the Center’s logo without express permission.
8. **Help Lines and Reporting Forms.** Help lines and reporting forms should clearly denote the responsible organization. Help lines and reporting forms not directly under the Center’s control can use the terms “SafeSport” or “Safe Sport” only if the organization name is clearly identified immediately before the term.
 - a. Allowed: USAHockeySafeSport@usahockey.org
 - b. Not allowed: Safesport@usahockey.org
9. **Organization website.** The use of “SafeSport” or “Safe Sport” on a website affiliated with the USOPC, NGB, or HPMO is permitted if these requirements are met:
 - a. A section on the front page of the organization’s website or prominent placement on “Athlete Safety” pages that features the correct logo and tagline, and a Center-provided description of the U.S. Center for SafeSport
 - b. Any header or page labeled “SafeSport” must contain the following information:
 - A Center-provided description of what can and what should be reported to the Center and a button, banner, or clear link to our [“Report a Concern”](#) page
 - Center-provided descriptions of the SafeSport Code and the MAAAP with links to the policy documents or to the correct pages on our website
 - A Center-provided description of the training requirements and a link to our [NGB Services page](#) for additional information.

10. **All other uses of the Center’s marks require approval.** Submit all requests for approval to marketing.approvals@safesport.org.
- a. Please allow five days for a response. The Center will not unreasonably withhold approval for mark usage consistent with our brand toolkit.
 - b. The Center is developing an extended toolkit with additional website assets, approved language, and graphic elements for NGBs – available October 31, 2020.