

To improve the promotion of community lacrosse throughout Ontario, clubs in all sectors have one of three naming options that support OLA objectives. Logo and naming conventions are included below when clubs are considering logos, colours, and naming and imagery:

1. **Scope.** This policy applies to all clubs and leagues who are approved Members of Ontario Lacrosse, regardless of the division of play or sector. The purpose of this policy is to improve the positive imagery associated with clubs and leagues in the OLA.

2. **Naming Options for OLA Club Members.** There are three options available to clubs:

a. The Name of the OLA-approved Residential Boundary **and** the phrase “Minor Lacrosse Club/Association” or “Lacrosse Club/Association”

Examples:

- i. Toronto Beaches Minor Lacrosse Association
- ii. West Durham Minor Lacrosse Association
- iii. Brooklin Lacrosse Club

b. The Name of the OLA-approved Residential Boundary **and** an OLA-approved Club Nickname **and** the phrase “Minor Lacrosse Club/Association” or “Lacrosse Club/Association”

Examples:

- i. Brampton Excelsiors Minor Lacrosse Association
- ii. Sarnia Pacers Minor Lacrosse Association
- iii. Windsor Clippers Junior “B” Lacrosse Club
- iv. St. Catharines Junior “A” Athletics Lacrosse

c. Public-Facing Club Nicknames **and** the phrase “Minor Lacrosse Club/Association” or Junior (League) Lacrosse Club/Association” (with the name of the Residential Boundary publicly displayed by the OLA in official correspondence)

Examples:

- i. Green Gaels Junior “B” Lacrosse (via OLA: Whitby Green Gaels)
- ii. Redbirds Lacrosse (via OLA: Newmarket Redbirds Lacrosse Association)
- iii. Lady Blue Knights Lacrosse (via OLA: Oshawa Lady Blue Knights Women’s Field Lacrosse)

3. **Naming Options that are not available to OLA Club Members.** There are several choices that are not available or are no longer available to clubs:

a. Using a Residential Boundary Name that does not correspond to OLA-approved boundaries of that club

Examples:

- i. Bracebridge Minor Lacrosse Association (with a residential boundary of Gravenhurst)
- ii. Lincoln Redcoats Junior “A” Lacrosse Club (with a residential boundary of Stoney Creek)
- iii. Whitby Warriors Minor Lacrosse Club (with a residential boundary of Ajax)

b. Claiming a larger residential boundary than what has been OLA-approved

Examples:

- i. Barrie-South Simcoe Minor Lacrosse Association
- ii. Caledon-Vaughan Minor Lacrosse Association
- iii. Orangeville-Dufferin Minor Lacrosse Association

- c. Using the combination of a club name and/or nickname and/or logos which are (or are too similar to) registered trademarks in lacrosse or in other sports

Examples:

- i. Brampton Bandits Minor Lacrosse (with the Buffalo Bandits logo)
- ii. Fort Erie Firewolves Minor Lacrosse (with the Albany FireWolves logo)
- iii. Mimico Mammoth Minor Lacrosse (with the Colorado Mammoth logo)
- iv. Sudbury Seals Minor Lacrosse (with the San Diego Seals logo)
- v. Arthur Avalanche (with the Colorado Avalanche logo)
- vi. Barrie Blue Jays (with the Toronto Blue Jays logo)

4. **Additional Guidelines for Logos, Colours and other Displays.** The OLA requires all members to promote names, values and logos that are unique and consistent with the history and heritage of each community in order to advance the sport. To achieve this, the following standards are applied:
 - a. Names and logos should promote ideals that are consistent with common minor sports principles
 - b. Logos should be of a quality, format and colour combination that are both unique and visually appealing, which reflect the community and the sport in a positive manner
 - c. Names, colours and logos should be in good taste, at the discretion of the OLA's Board of Directors, and must be placed on file with the OLA in vector format (including any primary, secondary or alternate marks)
 - i. Variant logos and jersey designs for special events (charity fundraisers, association milestones, or other specific uses) may be approved by the league in which the team competes
 - d. Names, logos and individual team/athlete sponsors may not promote images or ideals that are inconsistent with sports values, including themes of aggression or violence, consumption or financing of alcohol, tobacco, drugs or illicit behaviour
 - e. Names and logos may not be of, or relate to, Indigenous history or heritage (with the exception of recognized Indigenous communities and territories)
 - f. Changes to existing names, logos, colour combinations or any related imagery must be approved by the OLA's Board of Directors prior to any implementation. The OLA, at its discretion, reserves the right to approve or require modifications according to these guidelines.
5. **Existing OLA Member Clubs.** Where Members are not in compliance with any of the articles in this policy, the OLA will grant a period of grace time based on individual club circumstances and impacts to make their changes.