

# CORPORATE PROCEDURE



## CARL Team Names and Logos – Selection, Approval and Use

**Related Policy:** A-009 Respectful Behaviour Policy  
**Department:** Community Services  
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**Approval Date:** March 14, 2018  
**Revision Date:** n/a  
**Related Documents/Legislation:** *Human Rights Code, R.S.O. 1990, c. H. 19*

### **Purpose:**

In accordance with the City of Waterloo's Respectful Behaviour Policy (A-009), the City of Waterloo is committed to promoting a safe, healthy, respectful, and positive environment at City facilities for members of the public, volunteers, and staff.

Community Adult Recreation Leagues (CARL) teams create team names, and some also choose logos. Teams enjoy choosing creative team names, and these names are important to team spirit and camaraderie. Although not required, many teams also choose to purchase t-shirts or uniforms that display their name and logo. Team names are also displayed on the City website and on display screens in City facilities.

To help promote a safe, healthy, respectful, and positive environment at City facilities, this procedure will guide CARL participants in selecting team names and logos that align with Policy A-009, and will give authority to staff to approve or deny a selected team name and/or logo. The procedure also promotes adherence to Ontario's *Human Rights Code*, to protect members of the public, volunteers, and staff who visit City facilities from discrimination, as described in the *Human Rights Code*.

### **Scope:**

This procedure applies to all CARL team names and logos. This procedure is intended as a guide to City requirements. Teams are responsible for ensuring that their team name complies with any applicable law.

**Procedure:**

**Selection of team name and logo**

Each CARL team is required to identify themselves with a team name. Teams may also create a team logo.

Teams must select names and logos that:

- Do not contain messages that express contempt, ridicule, or superiority or otherwise discriminate on the basis of race, ethnic origin, ancestry, place of origin, citizenship, creed, colour, disability, gender identity, gender expression, sex, sexual orientation, age, marital status, or family status.
- Do not include profanity.
- Do not include sexual innuendo or sexual messages.
- Do not contain messages that are demeaning or obscene, or that reference dominance over or violence towards someone.
- Do not incite criminal behaviour.
- Do not promote the consumption of illegal substances.
- Do not promote the irresponsible consumption of legal substances.

Team names and/or logos that involve a play on words must also adhere to these requirements.

Teams are responsible for obtaining any necessary third party permission to utilize a personal or corporate name, trademark or logo as part of their team name.

**City of Waterloo approval of names and logos**

Each team must identify their selected team name and any logo at the time of registration. Teams are responsible for ensuring that their team name complies with this procedure.

City of Waterloo CARL Administration staff will review all names and logos selected by a registered team for compliance with the Respectful Behaviour Policy and this procedure. If a team name is deemed to be inappropriate, CARL Administration will contact the team and require that a new name be selected and that the logo be changed or not used, as appropriate.

If a team or captain is unsure whether their name or logo aligns with City of Waterloo requirements, they should contact CARL Administration staff prior to registration to seek input.

It is strongly recommended that teams receive approval from CARL Administration staff prior to printing uniforms or any other items intended for display or use within a City Facility.

The interpretations of words, names and images can change over time. The City of Waterloo reserves the right to reject any name or logo and to require a name or logo change at any time before, during, or after the season, even if formerly utilized.

### **Complaints**

Complaints regarding a team name or logo should be directed to the Supervisor, Leisure and Active Living or designate. The name or logo will be reviewed, and City staff will advise the team captain of the complaint and provide an opportunity for them to provide input. The Supervisor, Leisure and Active Living, or designate, may seek input from management and/or legal services staff prior to making a final decision. A decision about future/ongoing use of the name or logo will be made within 15 business days of receipt of the complaint.

### **Name or logo already in use is deemed inappropriate**

If CARL staff determines that a team name or logo already in use violates the requirements of this procedure, the team may be required to immediately stop using the name and any items displaying the team name or logo, including uniforms. The cost to replace uniforms and other items will be the sole responsibility of the team.

Until a new, approved name is selected by the team, a temporary alternate name will be selected by the Supervisor, Leisure and Active living or designate to identify the team for all league related purposes.

Failure to comply may result in the team being ejected from the league.

### **Effective Date**

This procedure shall come into effect immediately. Implementation will occur starting with the Spring/Summer 2018 season.