

# NIKE GOLF CANADA LOGO / BRANDING GUIDELINES

Below you will find our general guidelines for the embellishing of Nike Golf apparel, accessories, and logo golf balls. We view these guidelines as working in conjunction with our other policies to help preserve Nike Golf's brand identity and reputation. Generally speaking, Nike Golf reserves the right to prohibit such sales in the event it determines in its sole discretion that such sale is incongruent with its brand image and identity.

## 1. Catalogue Statement

The following legend should appear with Nike Golf items in all catalogues (hard copy and electronic media) promoting the Corporate sale of Nike Golf products.

- *Note: To protect its reputation and identity, Nike Golf reserves the right to prohibit the addition to any Nike garment any trademark, name, design or logo of your organization, business, school or team (or for an individual or other entity). Please contact your representative for any questions or clarification.*

## 2. Prohibited Sales And Uses Of Nike Golf Products (Prior Written Approval Necessary)

Due to our threat to Nike's brand identity and reputation, certain types or forms of sales are **expressly prohibited** unless the prior written approval of a Nike Golf representative with sufficient authority to provide such consent is obtained. Given the nature and variety of businesses that may be seeking Nike product, we cannot provide an exhaustive list of every sale that may be deemed prohibited. From past experience, though, we can inform that prohibited sales have fallen within the scope of the following bulleted items:

- Nike Golf products cannot be sold or re-sold to retail establishments that sell directly to consumers.
- Nike Golf products cannot be used in a gift with purchase program that targets consumers.
- Nike Golf products cannot be sold or re-sold to any customer for distribution to the following industries: tobacco, sporting goods manufacturing, adult entertainment, or weapons manufacturing of any kind.
- Nike Golf garments cannot be decorated with the proprietary mark, name, or logo of any professional or collegiate sports team or college institution without obtaining prior licensing approvals from Nike Canada.
- Nike Golf products cannot be sold or re-sold to any industry that is incongruent with a healthy athletic-culture inspired image.
- Nike Golf products cannot be sold or re-sold in company stores, company intranet and/or internet sites unless the Nike Golf garment has been decorated with a company name.
- Nike Golf products cannot be decorated for sale or re-sale where the garment would then violate the licensing rights of any third party. Sellers are responsible for any third party royalties.

**3. Other Sales For Which Prior Notification Is Necessary.**

Certain types of activities raise potential issues for the Nike brand and thus require prior written notification to Nike Golf. These activities are:

- Any transaction of 2,000 units or more or, alternatively, any series of transactions amounting to 2,000 units or more, with delivery to the same end user, where the delivery dates are within 60 days.
- Any transaction where the organization's logo will be next to or in such close proximity to a Nike mark so as to potentially give the effect to a reasonable viewer that Nike sponsors that organization.
- Any transaction for sale or re-sale to any customer in the alcoholic beverage industry.
- Any transaction for sale or re-sale to any customer in the casino/gaming industry.

**4. Logo Golf Ball Embellishing**

- Consistent with the policies aforementioned with respect to apparel and accessory sales, Corporate sales of Golf Balls will follow the same Prohibited Sales and Written Approval policies.
- Nike Golf reserves the right to prohibit the embellishment of any golf ball in the event it determines in its sole discretion that the logo or text provided is incongruent with the Nike Golf brand image and identity.

**5. Use of Athlete Images or Nike Brand Logos**

- The use of Nike or Nike Golf athlete images is strictly prohibited without prior written consent from Nike Golf. Failure to receive authorized prior written approvals may result in legal ramifications.
- The use of the Nike, Nike Golf and Tiger Woods logo is strictly prohibited without prior written consent from Nike Golf. Failure to receive authorized prior written approvals may result in legal ramifications.

**6. All Other Sales**

- Generally, any sale that is not specifically prohibited and is consistent with a healthy athletic-culture inspired image will not require prior written permission from a Nike Golf representative.

If you believe that a prospective sale of Nike Golf product falls within the scope of any one of these items, contact a Nike Golf representative immediately.

**Date:** \_\_\_\_\_

**Print Name:** \_\_\_\_\_ **Signature:** \_\_\_\_\_

