



NAAZ BRAND PROTECTION AND USAGE POLICY

Approved by the NAAZ Executive Committee

1. INTRODUCTION

The National Athletics Association of Zimbabwe (NAAZ) is the officially recognized governing body of athletics in Zimbabwe, affiliated with World Athletics and the Confederation of African Athletics (CAA). This policy is enacted to formally govern the use, protection, and enforcement of the NAAZ brand and related assets.

This policy is binding upon all affiliated provincial structures, clubs, partners, event sponsors, service providers, athletes, and staff. The objective is to maintain a professional and unified brand identity and to safeguard NAAZ's reputation, credibility, and commercial interests.

2. Scope of Application

This policy applies to:

- All NAAZ-branded materials, whether printed, digital, or broadcast.
- All use of the NAAZ name, logo, trademarks, and other intellectual property.
- All regions, provinces, clubs, events, and sponsors affiliated with NAAZ.
- Any third-party involved in co-branding, merchandising, or promoting NAAZ activities.

3. Definition of Brand Assets

Brand assets include but are not limited to:

- NAAZ official logo and variations.
- Taglines, fonts, color palettes, and brand marks.
- Event branding (e.g. national championships, qualifiers, international representations).
- Templates for presentations, stationery, advertising, uniforms, merchandise.
- All brand assets are governed by the NAAZ Brand Manual.

4. LEGAL BASIS FOR PROTECTION

- **Copyright & Neighbouring Rights Act [Chapter 26:05]:** Protects original brand designs automatically from creation.
- **Trade Marks Act [Chapter 26:04]:** Once registered, enables exclusive rights and enforcement.
- **Contract Law:** Enforces use through affiliation contracts and event agreements.
- **Common Law (Passing Off):** Prevents misuse or false representation of affiliation with NAAZ.
- **Moral Responsibility:** NAAZ, recognized by SRC and Ministry of Sport, holds a duty to uphold national standards.



5. BRAND USE POLICY

5.1 Authorized Use

Only approved and officially provided logos and materials are to be used. All materials must conform to the NAAZ Brand Manual.

5.2 Unauthorized Use

Prohibited actions include:

- Altering or distorting the logo.
- Using unofficial templates or graphics.
- Printing or distributing materials without prior approval from NAAZ Marketing Partners.

5.3 Sponsorship Integrity

- No anonymous donations or sponsorships shall be accepted.
- Full disclosure of sponsor details is mandatory to the NAAZ Executive and Marketing Consultant.
- Sponsors may opt for anonymity in public recognition only.

5.4 Commercial Co-branding

No merchandise, apparel, or regalia may be produced without:

- Written approval by NAAZ.
- Compliance with quality and brand guidelines.

6. COMPLIANCE ENFORCEMENT FRAMEWORK

First Violation:

- Formal written warning.
- Mandatory correction within 48 hours.

Second Violation:

- Suspension of media and branding privileges.
- Temporary freeze on event participation.

Third Violation:

- Public correction.
- Disqualification from NAAZ events.
- Termination of partnerships.
- Legal action where applicable.

7. ADMINISTRATIVE & MONITORING STRUCTURE

- Oversight by NAAZ Executive Committee and Secretary General.
- Compliance monitoring by Marketing Consultant.
- Provincial reporting and escalation mechanisms in place.



8. SUPPORT & GUIDANCE

Stakeholders requiring guidance or materials must contact: marketingconsultant@naaz.org.zw ; ruth@5brandsconsultinggroup.com

9. POLICY REVIEW CYCLE

This policy will be reviewed every three (3) years, or earlier if necessary, to adapt to legal and market developments.

10. REGALIA BRANDING AND APPROVAL POLICY

Regalia as a Brand Extension

All athletic regalia, kits, tracksuits, or apparel bearing the NAAZ logo, name, national colors, or associated imagery are considered official brand assets. As such, their use is strictly regulated to protect the integrity and reputation of NAAZ.

Approval Requirement

No team, club, province, or athlete shall use regalia branded with the NAAZ logo, name, or identity without prior written approval from the NAAZ Executive Committee or its authorized Marketing Consultant. Approval must be sought for both design and production phases before regalia are worn at any competition, event, or public appearance.

Compliance for National Representation

For international or national events, all athletes representing NAAZ must wear officially sanctioned regalia. Unauthorized regalia will result in the athlete or team being barred from participation.

Violation Consequences

- > Immediate disqualification from events where the breach is observed.
- > Withdrawal of any titles, awards, or rankings earned while in unauthorized attire.
- > Suspension of the responsible club, province, or athlete from future NAAZ events.
- > Potential legal action for repeated or malicious breaches.

Approved Suppliers

Regalia production must be sourced from approved suppliers complying with NAAZ's quality, branding, and manufacturing standards.

Monitoring and Reporting

Event officials, provincial executives, and compliance monitors will verify athlete regalia at check-in or pre-race inspection to ensure compliance. This policy now has full executive structure, legal references, regalia branding controls, and ready-to-circulate content!



11. SIGNATORIES & APPROVAL

This policy has been approved and adopted by the undersigned:

Mr. Tendai Tagara President,
National Athletics Association of Zimbabwe (NAAZ)

Madam Cynthia Phiri
Secretary General, National Athletics Association of Zimbabwe (NAAZ)