

# LOGO USAGE RULES



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# OVERVIEW

The World Footballgolf Association (WFGA) logo is a protected visual asset and a key element of the WFGA identity.

These **Logo Usage Rules** establish a restrictive framework for the use of the WFGA logo worldwide. Any use by third parties requires prior written authorization and must strictly comply with the official WFGA **Brandbook**. Unauthorized or misleading use is not permitted.

Limited and clearly defined logo usage may be granted to approved partners, sponsors, member federations, and event organizers on a case-by-case basis. All permissions remain under the full control of the WFGA.

Together with the WFGA **Brandbook** and the **Sponsor Guidelines**, these rules form a unified brand governance framework.

# PURPOSE AND SCOPE

The WFGA Logo Usage Rules define the conditions under which the name, logo, emblem, and visual identifiers of the World Footballgolf Association (hereinafter referred to as “WFGA”) may be used.

## The purpose of these rules is to:

- ▶ protect the integrity, reputation, and legal ownership of the WFGA brand
- ▶ ensure consistent and correct visual representation in accordance with the official WFGA **Brandbook**
- ▶ regulate and control all forms of logo usage by third parties
- ▶ allow limited and clearly defined logo usage by approved partners and sponsors under controlled conditions

These rules apply worldwide and to all media, including but not limited to print, digital, audiovisual, physical products, merchandise, signage, and promotional materials.

# OWNERSHIP OF THE WFGA LOGO

The WFGA logo, name, acronym, emblem, and all associated visual elements are the exclusive intellectual property of the World Footballgolf Association.

No ownership rights, licenses, or usage rights are transferred by these rules unless explicitly granted in writing by the WFGA.

Any unauthorized use of the WFGA logo constitutes a violation of WFGA intellectual property rights and may result in legal action.



# PRINCIPLE OF RESTRICTIVE USE

As a general rule, the use of the WFGA logo is strictly restricted.

## **The WFGA logo may only be used:**

- ▶ by the WFGA itself
- ▶ by entities explicitly authorized in writing by the WFGA
- ▶ for purposes explicitly approved by the WFGA

No implied permission, customary practice, or prior informal usage shall be interpreted as authorization.

# MANDATORY COMPLIANCE

Any authorized use of the WFGA logo must fully comply with the current official WFGA **Brandbook**, including but not limited to:

- ▶ correct logo versions and formats
- ▶ color specifications
- ▶ minimum size and clear space requirements
- ▶ background and contrast rules
- ▶ positioning and alignment
- ▶ prohibited alterations or distortions

In case of conflict between these **Logo Usage Rules** and the **Brandbook**, the stricter provision shall prevail.

# PROHIBITED USES

The WFGA logo may not be used under any circumstances in the following contexts:

- ▶ for commercial purposes without explicit written authorization
- ▶ in connection with political, religious, or ideological activities
- ▶ in a way that suggests endorsement, certification, or approval by the WFGA where none exists
- ▶ in a misleading, defamatory, or inappropriate context
- ▶ in modified, stylized, animated, or combined forms not approved by the WFGA
- ▶ as part of another logo, trademark, or visual identity
- ▶ on merchandise, products, or packaging without a specific license agreement

# AUTHORIZED USE

National federations, official member organizations, and event organizers affiliated with the WFGA may only use the WFGA logo if:

- ▶ the use is directly related to WFGA-sanctioned activities or events
- ▶ the use has been reviewed and approved by the WFGA
- ▶ the logo is used strictly in accordance with the **Brandbook**

The WFGA reserves the right to revoke authorization at any time.

# USE BY PARTNERS AND SPONSORS

The WFGA logo may be used by commercial partners and sponsors only after explicit written approval by the WFGA.

## **Such authorization:**

- ▶ is granted on a case-by-case basis
- ▶ is limited in scope, duration, and application
- ▶ must be defined in a separate written agreement or sponsor guideline
- ▶ does not grant any ownership or long-term rights

The WFGA retains full control over how, where, and for how long its logo is used.

# APPROVAL PROCEDURE

Any request to use the WFGA logo must be submitted in advance and in writing.

## **Requests must include:**

- ▶ the purpose of use
- ▶ the context and medium of use
- ▶ visual mock-ups or drafts
- ▶ duration and geographic scope

The WFGA reserves the right to approve, reject, or request modifications without providing justification.

# RIGHT OF WITHDRAWAL

The WFGA may withdraw or revoke any previously granted authorization:

- ▶ if the terms of approval are violated
- ▶ if the use damages or risks damaging the reputation of the WFGA
- ▶ if the use damages or risks damaging the reputation of the WFGA
- ▶ if strategic, legal, or organizational circumstances change

Upon withdrawal, all use of the WFGA logo must cease immediately.

# MONITORING AND ENFORCEMENT

The WFGA actively monitors the use of its logo.

## **Unauthorized or improper use may result in:**

- ▶ formal warnings
- ▶ requests for immediate removal
- ▶ termination of partnerships
- ▶ legal measures where appropriate

# ENTRY INTO FORCE AND UPDATES

These Logo Usage Rules enter into force upon publication.

The WFGA reserves the right to amend or update these rules at any time. The most recent version shall always apply.



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