

SOUTH DAKOTA HIGH SCHOOL ACTIVITIES ASSOCIATION SHIRT LOGO POLICY

Adopted by the SDHSAA for all SDHSAA sponsored activities & adapted for the All-State Chorus & Orchestra shirts)

The following policy has been adopted by the SDHSAA Board of Directors regarding the use and placement of logos for the SDHSAA and the SDHSAA's "Corporate Partners" on shirts that are designed, sold or distributed at any of the state athletic or fine arts activities sponsored by the Activities Association.

- 1) **SIZE OF LETTERING:** The letters on the shirt pronouncing "South Dakota All-State Chorus & Orchestra" must be at least 1 ½" high.
 - 2) **SDHSAA LOGO:** The SDHSAA logo is to appear on all state event shirts. For the All-State Chorus & Orchestra shirts, the SDHSAA logo must be placed in a location equal to that of the SDMEA co-sponsors logo. Both logos must be placed on the front of the shirt in the same location of importance. Both the SDMEA and SDHSAA logo must be of equal size of not less than 2" in diameter). The specific location of the logos on the shirt front is up to the SDMEA). *Be sure to use the SDHSAA logo that appears on the disk – it is the latest incarnation of the logo (adopted for the 2008-09 school year).*
 - 3) **KEEP THE SDHSAA LOGO & SDMEA LOGOS SEPARATED FROM THE CORPORATE PARTNER LOGOS:** The object of separating the SDHSAA and SDMEA logos from those of the corporate partners is designed to prevent confusion as to who is sponsoring the All-State event.
 - 4) **CORPORATE PARTNER LOGOS:** State event managers/SDMEA have two options in regards to displaying the SDHSAA "corporate partner" logos (Sanford Health, Premier Bank, Farmers Union Insurance and Billion Auto):
 - a) When placing the "corporate partner" logos (Sanford Health, Premier Bank, Farmers Union Insurance and Billion Auto) on the front of the shirt (*depending on the shirt design*), the Sanford Health logo is to be placed on the left side of the shirt (as you are looking at the shirt) with the Premier Bank, Farmers Union Insurance and Billion Auto logos placed to the right of the Sanford Health logo (as you're looking at the shirt).
- OR**
- b) When placing the "corporate partner" logos on the back of the shirt (*depending on the shirt design*), the Sanford Health logo is still to be placed on the left side of the shirt (as you are looking at the shirt) with the other logos placed to the right of the Sanford Health logo.
- 5) The SDHSAA will provide the state event manager with a disk of all five logos (SDHSAA, Sanford Health, Premier Bank, Farmers Union Insurance and Billion Auto).
- 6) **REMEMBER: All logos must be at least 2 square inches with NO DIMENSION less than 2 inches.**
- 7) All shirt designs must be approved by the SDHSAA office prior to printing

The SDHSAA **MUST** receive 6 complementary shirts following All-State (**sizes to be supplied at All-State**).