



HMBIA IDENTITY POLICY

GLOBAL BRAND

Founded in 2014 HMBIA today unites National HMB Federations and individual HMB sportsmen of more than 40 countries of the World. More than 100 official HMBIA events, such as tournaments, festivals and championships are held annually all over Europe, North and South America, Asia, Oceania.

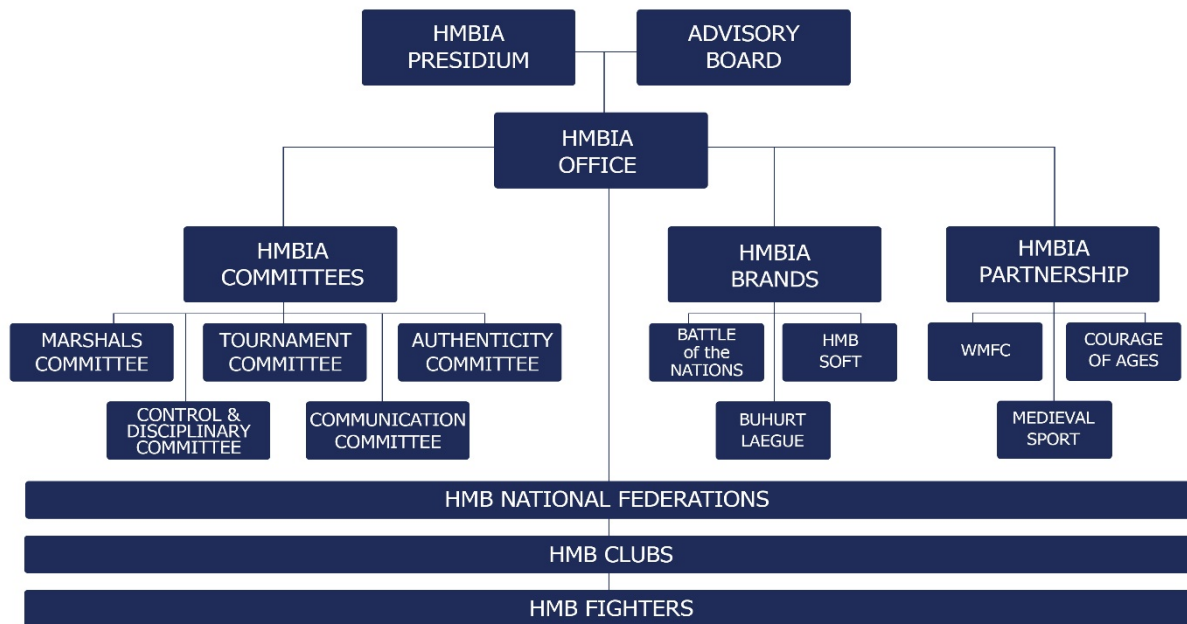
Website: www.hmbia.info

E-mail: office@hmbia.com

Today HMBIA uses umbrella branding strategy and promotes several brands as a part of its portfolio.

Brands
 Battle of the Nations
 Buhurt League
 HMB Academy
 HMB Soft

Partnership
 Courage of Ages
 Medieval Sport Magazine
 WMFC





Each of them uses its own branding strategy and focuses on the particular part of the wide audience, but all of them are united under HMBIA umbrella to facilitate coordination and promotions of HMB sport worldwide.

Policy for the use of the brands identity:

- brand identity is the visible elements of a brand, such as color, design, and logo, that identify and distinguish the brand in consumers' minds.
- the lead logo of HMBIA should be used at any HMB tournaments
- without any additional concerns can be used HMBIA lead logo in conjunction with other brands and brand partners logos mentioned in the Association structure. These visible elements of brands can be used together in the design of the venue, printing, awards, photo materials, video footage, electronic and communications resources.
- without any additional concerns can be used HMBIA lead logo in conjunction with the national organizations' graphic marks, emblems, symbols or stylized names used to identify them.
- The use of the HMBIA brands and brand partners visible elements in conjunction with any other logos should be agreed not later than 30 days prior to the event with the HMBIA PR & Marketing manager
- Commercial use of the HMBIA brands and brand partners logos and visible elements is expressly denied
- In case the HMB tournament takes place within the other event (city holiday, festival, fair, championship etc.) the organizers are obliged to inform the HMBIA PR & Marketing manager about any other contact sports disciplines planning as a part of the event program to agree on how to proceed with the brand identity policy by sending the request to irina.kamaeva@hmbia.com.
- these restrictions apply to brands (symbols) of sports, competitive disciplines, organizations and individuals that may enter into a competitive conflict with the HMBIA brand

INTELLECTUAL RIGHTS AND CONTENT USAGE

Procedure of the usage agreement for copyrighted video for bloggers and different platforms for possible collaboration with the Association was announced in 2020. It is useful for everyone who wants to spread the ideas of the unique movement, make a creative video or tell the whole world about a certain team and its participation in different tournaments.

Historical Medieval Battle International Association (HMBIA) is the ultimate owner of the content on YouTube channels dedicated to Buhurt League and Battle of the Nations:

- www.youtube.com/user/battleofthenations
- <https://www.youtube.com/c/BuhurtLeague>

To have the possibility to share some official live streams in different languages or make a video about the team performance (both non-commercial and commercial usage), and don't get a copyright infringement notification, it is necessary to follow these simple steps:

1. Official request to the office@hmbia.com with the channel link and a short description of the content type as well as your ideas of the usage of the HMBIA footage.
2. Preparation of a personal agreement.
3. Signing by the applicant and the HMBIA President.

Please, remember that professional photography and videography is permitted at HMBIA events only with press credentials. Personal digital cameras are allowed at HMBIA events for capture of content for personal, non-commercial (non-sponsored and non-monetized) use, subject to the limitations below.

Attendees may take photos and shoot video from their seats, as long as they are not standing in the press area, obstructing views, using any sort of device like a tripod or selfie-stick, or using a flash.

Press accreditation is obligatory for work at the **Battle of the Nations** for representatives of any media. All national team support members who want to take pictures at the event also need to apply for accreditation.

Taking into account the increasing number of individuals and media representatives willing to film the event it was decided to adopt a tighter media representatives access policy.

System of preliminary agreements will be mandatory for all participants. No foreign media with professional film equipment will be allowed without a prior content license and location agreements.

In case of any additional questions get in touch with the HMBIA PR & Marketing manager.

Contacts:

Irina Kamaeva

e-mail: Irina.kamaeva@hmbia.com

WhatsApp : + 7 917 887 54 49