



MANDO MERC'S COSTUME CLUB

A NORTH CAROLINA NONPROFIT

LIVERY AND BRANDING GENERAL POLICY

The creation of club livery/gift/fundraising Item has been a time-honored tradition in MMCC since its inception. Livery allows members to show off their MMCC pride as well as help raise money to pay for projects at all levels of the association. While MMCC owns a large portion of its own intellectual property, some of the club's most iconic imagery is owned by and has been approved for use by Lucasfilm LTD. It is the responsibility of MMCC to keep a duty of care over both approved Lucasfilm LTD. intellectual property and intellectual property of the association.

Section 1 Livery/Gift/Fundraising Item Creation

Livery/Gift/Fundraising Item produced at all levels of the association are not considered "official" unless authorization to produce livery/gift/fundraising Item(s) is given in-writing by the MMCC Quartermaster.

1. Use of MMCC-owned imagery/intellectual property is prohibited unless expressly authorized. MMCC intellectual property includes:
 - a. MMCC "Skull" logo, variations and derivatives
 - b. Use of the phrase "Mando Mercs" or "Mando Mercs Costume Club" or any phrase that can create confusion as being related to or representative of the club
 - c. Clan sigils, art team created variations of clan sigils, and derivatives
 - d. Region sigils, art team created variations of region sigils, and derivatives
 - e. Stronghold sigils, art team created variations of stronghold sigils, and derivatives
 - f. International department, admin team sigils, and derivatives
 - g. Non-canon Brigade sigils and derivatives

- h. Social Society logos/imagery, variations and derivatives of social society logos/imagery
 - i. Verd'ika Corps logos/imagery, variations and derivatives
 - j. Little Warrior International (LWI) logos/imagery, various and derivatives
 - k. Business cards, fliers, banners, table cloths, and any PR-created handout material and/or press kits that do not contain direct *STAR WARS*™ imagery that is the property of Disney, Lucasfilm, LTD, and/or licensed affiliates
 - l. Any art or art template created by the MMCC Art Team for livery/gift/fundraising Item production use
2. Use of imagery specifically created to represent a unit or branch of MMCC, in whole or in part, must be authorized by the Quartermaster, in-writing prior to production of the item.
3. MMCC livery/gift/fundraising Item must not contain ANY profanity, profane imagery, or insinuation of any such imagery, visible or hidden. Livery/gift/fundraising Item found to contain profanity or profane imagery will subject the creator to disciplinary sanctions. Livery must also be considered “Tasteful & Family Friendly”, displaying good aesthetic judgment towards MMCC IP and organizational mission.
4. MMCC Regions, and Clans may outsource the creation of imagery for LIVERY USE ONLY. MMCC's Art Team may be used, on-request, to produce livery art. Such use of the Art Team shall be done based on team availability.
 - a. Requests to the MMCC Art Team for livery/gift/fundraising Item art must be made by the region Ver'sol or clan Ver'alor using the online order form:
<http://mandalorianmercs.org/forum/index.php?action=form;n=31>
 - b. All requests for invasion hand-out materials must be made by the region Ver'sol or clan Ver'alor using the online order form:
<http://mandalorianmercs.org/forum/index.php?action=form;n=18>
 - c. No MMCC club, region, or clan sigils may be altered in the creation of club, region, or clan livery.
5. Any livery/gift/fundraising Item that contains the intellectual property of Lucasfilm, LTD. and/or The Walt Disney Company, Inc. must be approved by Lucasfilm, LTD. Business Affairs office prior to being produced and/or offered to MMCC members.
6. MMCC Regions and Clans shall be allowed to produce four (4) livery items annually, the control of production being governed by “Livery Tokens”. There are 2 types of Livery Tokens: General Livery, Charity Livery. General Livery is considered items sold by the clan, to members, to raise funds for the clan's Admin Fund. Charity Livery is considered items sold by the clan, to members, to raise funds for an external, verified, charity organization.
 - a. Regions and clans shall receive 3 General Livery tokens per-year.
 - b. Regions and clans shall receive 1 Charity Livery token per-year.
 - c. General Livery Tokens may be exchanged for Charity Livery tokens on a 1-1 basis.
 - d. Charity Livery tokens MAY NOT be exchanged for General Livery tokens.
 - e. Regions and Clans may only have four (4) tokens per-year. Livery tokens DO NOT accumulate.
7. The cut-off for livery art & approval request shall be November 1st, and reopen on January 15h
8. Regions and Clans may petition for the creation of livery, through LWI (Littler Warrior International), for the purposes of fundraising for emergency circumstances/situations that

directly affect members. Any funds raised through this livery shall be disbursed either through LWI (if going to an external charity), or Member Support Fund (if going to a member in distress).

9. Livery created for the purpose of raising funds, to assist an MMCC member in distress, MUST be created as part of a Member Support Fund program fundraiser. MMCC provides benevolence grants to members in dire need through the Member Support Fund program. Items created to raise funds for a member, outside the Member Support Fund program, will no longer be considered “authorized” livery.

Section 2 Livery/Gift/Fundraising Item Sales

As MMCC is a fraternal organization, sales of MMCC livery/livery/gift/fundraising Items can only happen to members of the MMCC unless otherwise authorized, in writing, by the Quartermaster.

1. Sales of all MMCC livery/gift/fundraising items must take place through the approved MMCC sales platform available to all membership classes.
 - a. The Quartermaster may choose to make a limited exception to this rule in the following cases:
 - i. International in-person events where non-members may be in attendance
 - ii. International livery/gift/fundraising Item runs conducted by Region commands
 - iii. Livery/gift/fundraising Item sold where the net proceeds go to a specific charitable goal
 - b. Clans, regions, and international livery/gift/fundraising Item availability may be announced to members on social media as long as the announcement specifies livery/gift/fundraising Item are to be purchased by MEMBERS ONLY and must redirect to the MMCC official forums and/or approved MMCC sales platform
 - i. Such announcements may specify what minimum member classes are allowed to acquire items. (Foundling, Supporter, Auxiliary, and/or Official).
2. The Quartermaster shall provide regions and clans with any guidelines, instructions and requirements, in writing, for livery/gift/fundraising Item sales that take place outside an approved MMCC sales platform.
 - a. Any deviation from the provided guidelines, instructions and requirements may be viewed as a branding infraction subject to MMCC codes of conduct.
3. All livery/gift/fundraising Item procurement and sales must be carried out by the appropriate international, region, or clan officer.
 - a. Scheduling, Procurement, Storage, shipping, and turn-over of all international livery shall be the sole responsibility of the Quartermaster.
 - b. Scheduling, Procurement, Storage, shipping, and turn-over of all regional livery shall be the sole responsibility of the Ver'sol.
 - i. In the absence of a Ver'sol, the Ver Al'verde shall assume this duty.
 - c. Scheduling, Procurement, Storage, shipping, and turn-over of all clan livery shall be the sole responsibility of the
 - i. In the absence of a Ver'alor, the Alor'ad shall assume this duty under the guidance and direction of the regional Ver'sol

Section 3 Clan Swag

Clan swag is defined as any livery item(s) created by an MMCC clan and provided strictly to members of the respective clan, for free, using funds from the clan's Administrative Fund (Standard Clan Constitution, Article X Section 2) for the purchase of such items.

1. All clan swag must be discussed and decided upon between clan command and clan members prior to purchase.
2. Must be acquired through the use of an MMCC-issued credit card (USA-based Clans) OR a payment method approved by the MMCC Exchequer
3. Swag must go through the standard livery/gift/fundraising approval process as laid out in Section 1 of this document, and recorded in an archive by the Quartermaster.
- 4.
5. Clans may accept monetary contributions from clan members ONLY, to offset the cost of swag production.

Section 4 Livery Infractions

A livery infraction occurs when a member, stronghold, clan, or region produces unauthorized livery items, to be used for any purpose outside the scope of this policy. Unauthorized livery items is defined as any livery or swag item, bearing MMCC intellectual property, that hasn't been approved by the Quartermaster.

Chronic non-shipment of livery items constitutes a livery infraction, enforceable at all levels of the club.

Members who are found guilty of livery infractions may be sanctioned by the MMCC Codes of Conduct. Strongholds, Clans, and Regions that commit livery infractions may be placed on a Livery Blackout, and unable to produce livery or swag items until the blackout is lifted.

- Livery Blackout: Sanctions, imposed on a region or clan that limit the amount of livery the affected region or clan are allowed to produce. A livery blackout is imposed on a region or clan due to livery infractions being committed. The Quartermaster shall determine the length of livery blackout, and steps regions and clans can take to be removed from a livery blackout.

Final Note:

When in doubt on any livery/gift/fundraising Item topic, please reach out to the Quartermaster, Signet Master, Exchequer, or Supply Team before making any assumptions related to livery/gift/fundraising Items. The Supply Team and Art Team are here to support the operations of the regions, clans and organization.