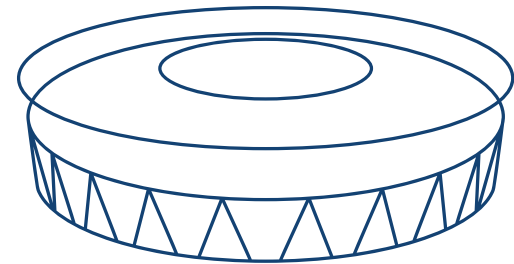


**LONDON
STADIUM**



**ASSOCIATE
PARTNER**

2025-26 SEASON

IP GUIDELINES



RIGHTS



As part of the rights that Eleven Sports Media obtain under its partnership agreement with London Stadium, Eleven are granted the rights to use London Stadium's intellectual property ('IPR') within agreed parameters.

Eleven's IPR rights, in the form of a pre-agreed 'Partner Crest' are transferable to all Eleven facilitated partners, for use on their own businesses corporate correspondence ONLY.

Please ensure you adhere to all guidelines detailed in this document. If you have any queries regarding rights, please contact your dedicated Account Manager.



DANIEL GREEN

daniel.green@elevensportsmedia.com

CORPORATE CORRESPONDENCE

Partner Crests are a valuable tool to showcase your association with London Stadium and amplify your Associate Partnership, which will help raise your brand profile and enhance your credibility as a business.

Partner Crests can be used for corporate business correspondence ONLY. Examples of permitted partner crest application are detailed on page three of this document.

TERMINOLOGY

When referencing your partnership, it is imperative that you do not present yourselves as an 'Official Partner' or 'Sponsor' of London Stadium. Always refer to yourself as a 'Associate Partner' of London Stadium.

Referencing West Ham or using words such as 'Official Partner' and 'Sponsor' or 'Sponsorship' constitutes a breach of contract and may result in termination and/or legal action.

VISUAL MEDIA

As an Associate Partner of London Stadium, you have restricted use of the London Stadium's intellectual property in the form of your Associate Partner Crest. You cannot use any images and/or footage featuring players and/or any team IP (e.g. the team logo) other than in accordance with the guidelines set out below. Any unsolicited use of such images and/or footage shall be deemed a material breach of contract and may result in termination and/or legal action.

SOCIAL MEDIA

- All social media posts must adhere to any special instructions provided by Eleven.
- Associate Partners are prohibited from using #WestHam, #Hammers, #Irons and any other hashtags relating to West Ham United.
- The use of the Hammers emoji is strictly prohibited.

FORMAT

Your Account Manager will provide you with the agreed partner crests, in multiple formats for web usage. You must use the provided crest files **ONLY**, adhering to the rules outlined in the 'Agreed Partner Crests' section.

Any misuse of the partner crest will constitute IP Infringement and may result in termination and/or legal action.

AGREED PARTNER CRESTS



- Partner crests cannot be edited and must remain true to current form
- No transparent backgrounds can be used
- No other colour variations can be used
- The season date must be present

MISUSAGE



Change to agreed form

Removal of season date

Alternative colours



Logo in isolation

Transparent background

Skewed

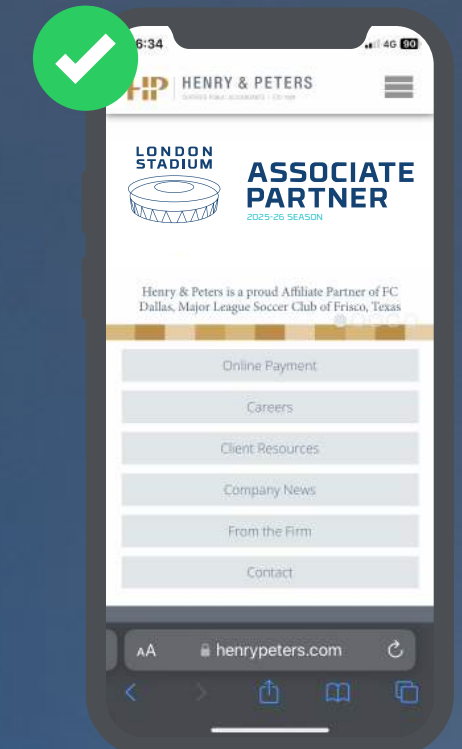
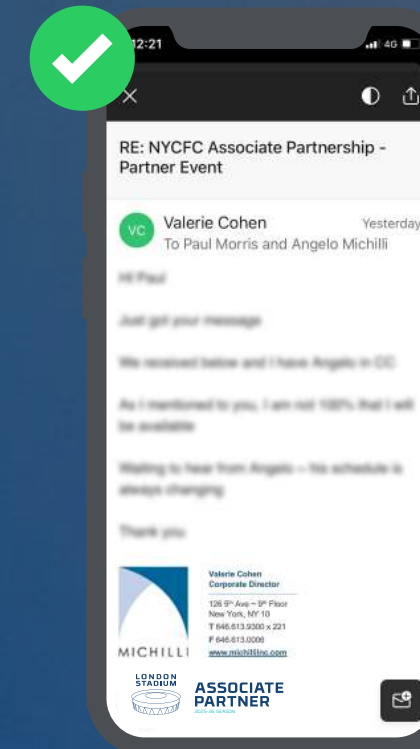
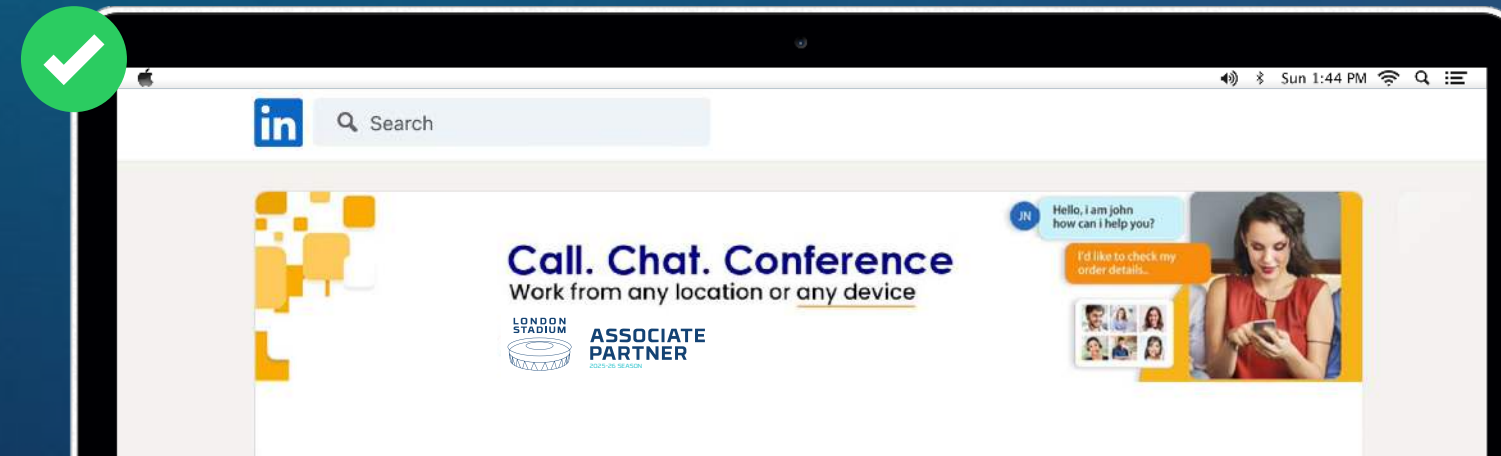
APPLICATION

Partner crests can be applied to corporate business correspondence **ONLY**. If you have any queries regarding applications, or if you'd like approval prior to producing/publishing content, please contact your Account Manager.

Any application misuse will constitute IP Infringement and may result in termination and/or legal action.

AGREED APPLICATION

- Email Signatures
- Website Headers / Footers
- Digital Letterheads / Invoices
- Digital Quotes / Tenders
- Presentations
- Social Media
- Other Internal Documentation



MISUSAGE

Partner crests **CANNOT** be used on any promotional materials not deemed as corporate business correspondence, including but not limited to:

- Leaflets / Banners / Magazines
- Stationery / Notepads / Notebooks
- Vehicles
- Inclusion on Staff / Personal Clothing
- Signs / Shop Fronts (Windows/Doors)
- Billboards

