



USA RUGBY COMPETITION MANAGEMENT SYSTEM | USARUGBYSTATS.COM | LAST UPDATED: 25 AUGUST 2017

## ***USA RUGBY CLUB NAMING STANDARDS & POLICIES***

A common inquiry to USA Rugby is, “Why is my team named the way it is in your CMS / on your website / at your events?” The answer, quite simply, is that USA Rugby follows an adopted set of naming standards whenever possible.

When USA Rugby first began implementing competition management systems several years back, there were many stated preferences among teams as to how their identity would be displayed. Unfortunately, individual preferences often create confusing and non-uniform displays for those without knowledge of a team, area, or specific competition. As such, USA Rugby developed a set of standards for displaying team information in a (mostly) uniform manner. Notably, these display standards do not reflect any actual change to the name of a club (which clubs control). For the most part, these naming standards are in place to provide a uniform way to display information for the casual observer.

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### **OVERALL:**

USA Rugby’s competition management system does not permit any team names that discriminate, slander, or permeate hostile imagery against any person or group’s age, race, sex, national origin, ethnicity, religion, physical or mental disability, medical condition, pregnancy, marital status, gender identification, or sexual orientation.

Examples of items not allowed include (but are not restricted to): logos or names featuring ethnic imagery outside of the team’s group identity, names promoting vulgar or lewd descriptions, names that turn into lewd acronyms, and/or names that can be interpreted as lewd provided other context by the club.

In most instances, names or logos will simply be changed for the purpose of public display to something more appropriate. If a logo does not meet USA Rugby’s standards, it will be changed to a state or city flag (teams/clubs without logos similarly just have a state or city flag in their logo’s place). If a name does not meet USA Rugby’s standards, it will be changed to something simpler (e.g. ‘Chiefs’ as a team nickname may become ‘Rugby’).

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### **SENIOR CLUBS:**

**No acronyms (mostly).** Acronyms don’t convey much information to the uninformed, and several teams often try to use the same or similar acronyms (‘PAC,’ etc.). As such, USA Rugby breaks down acronyms to reflect the relevant information for observers, while removing unnecessary words such as ‘Club,’ ‘Rugby Club,’ or ‘Rugby Football Club’ whenever possible.\* For example, in the CMS, the Houston-based club commonly known as ‘HARC’ becomes ‘Houston Athletic’ (Houston Athletic Rugby Club). The only exceptions to the ‘no acronyms’ policy involves names with long institutional names



affiliated with the club that are beyond the club's control. Examples: 'Inner City Education Fund Rugby' = ICEF Rugby; 'Massachusetts Institute of Technology Rugby' = MIT Rugby.

**Names should have a geographic indicator and a nickname.** Club names are often long endeavors and some clubs want to have full representation of their name while others are satisfied with just a city, a nickname, or some combination therein. While the Denver Harlequins Rugby Football Club may have a preference to be known as 'Denver,' 'Denver Harlequins RFC,' or 'Denver Harlequins Rugby Football Club,' it is more presentable to display them as 'Denver Harlequins.'

**'Rugby' as part of the name.** If a club does not have any sort of geographic indicator (example: Old Gaelic), USA Rugby defaults to calling the club by its name and the word 'Rugby' (e.g. Old Gaelic Rugby). Similarly, if a club is only known as a geographic location and the words 'Rugby Football Club,' 'Rugby Club,' etc., USA Rugby defaults to that geographic indicator and the word 'Rugby' (example: Boston Rugby).

### **Examples:**

**Metropolis RFC**, a Minnesota-based Division I team in the Midwest Premiership, is known as '**Metropolis Rugby**' in the CMS. The team is not known as Minnesota Metropolis (or similar), so Metropolis takes the place of the geographic indicator and 'Rugby' takes the place of the nickname.

**OMBAC**, a San Diego-based team in Southern California, is known as '**Old Mission Beach Athletic**' in the CMS. The word 'Club' is unnecessary and makes the club name too long in the system. The word 'Athletic' takes the place of the nickname and 'Old Mission Beach' is the geographic indicator.

**Cleveland Eastern Suburbs RFC**, a Cleveland-based Division II team in the Midwest Conference, is known as '**Cleveland Eastern Suburbs**' in the CMS. The 'Eastern Suburbs' bit suffices as a nickname.

**Dallas RFC**, a Dallas-based Division I team in the Red River Conference, is known as '**Dallas Rugby**' in the CMS. Though the team is popularly nicknamed the Reds, Dallas has previously requested to go by 'Dallas RFC,' as it is the owner and original proprietor of the named association with Dallas. As USA Rugby does not use 'RFC,' it has entered 'Rugby' in its place.

**Massachusetts Institute of Technology Rugby**, a Massachusetts-based Division III team in the Atlantic North Conference, is known as '**MIT RUGBY**' in the CMS. This is a college-based team that plays senior club, and the long institutional name of the club cannot be otherwise shortened to fit senior club naming standards.

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### **COLLEGE CLUBS:**

**The 'ESPN Standard.'** For college clubs, USA Rugby utilizes the naming standard most commonly used by national sports reporting about the college/university's other athletic entities. Informally, this is sometimes referred to as the 'ESPN standard.' In other words, whatever ESPN calls your school's athletic teams is what USA Rugby is likely to call your team as well for the purpose of the competition management system.

**No full-name acronyms unless they're national recognized as such.** Texas Christian University is



known as 'TCU' nationally, and most everyone who hears TCU either recognizes what it means, knows the school/brand, or acknowledges that the 'TCU' out of Fort Worth is the predominant TCU. In contrast, 'OSU' as a name for the Ohio State University is less-commonly known outside of the Midwest, and may mean different things in different places (e.g. 'Oregon State'). Notably, USA Rugby does allow for short abbreviations if they're complementary to other parts of the name. For example, the University of Wisconsin-Whitewater may be 'UW Whitewater.'

**No team nicknames.** Unlike with senior clubs, the names of college clubs in the CMS are just the name of their school. School names are largely unique, so the addition of a nickname is not as necessary as it might be at the senior club level (where there are 14 clubs that start with 'Chicago,' for example). In the rare instance that school names are duplicative, a parentheses indicating geographic location may be added (examples: St. Mary's (MD); St. Mary's (MN)).

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## HIGH SCHOOL AND YOUTH CLUBS:

**Location and Age Grade.** Youth and High School teams will always feature both a school or age (agegrade) indicator (e.g. 'HS'; 'U19'; 'U8'; etc.) and a state location (e.g. '(CO)'; '(NY)').

**School affiliation.** If a team is affiliated with a school, it will be presented by how that school's name is commonly presented within its state's high school sports news reporting services. No nickname will be added.

**No school affiliation.** If a Youth or High School team isn't affiliated with a school, its name will follow the senior club standards, with the addition of the location and age-grade indicators.

### Examples:

Denver East HS (CO) = East High School in Denver, Colorado.

Morris Rugby U8 (NJ) = U8 age-grade program of Morris Rugby in New Jersey.

Glendale Raptors U18 (CO) = The U18 traveling club team of the Glendale Raptors in Glendale, Colorado.

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## TEAM INFORMATION UPDATES/SUBMISSIONS

Team names are entered under USA Rugby's naming standards and may be adjusted by petition. If you would like to change a team's logo, cover image, or name, please fill out the CMS Team Information Update Form located here:

<http://tinyurl.com/usarcms>

Please note that USA Rugby reserves the right to approve/deny logos, photos, and names.

If a team has changed its overall club name, please make sure you also inform the appropriate administrative & competition bodies, as well as the USA Rugby Membership Department.