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## FMMHA Branding policy

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**This Policy outlines the purpose and use of Fort McMurray Minor Hockey Association Brand Identity.**

### **Purpose**

Fort McMurray Minor Hockey Association is a community-based amateur youth ice hockey association committed to maintaining and building on its reputation of delivering safe, supportive hockey programs in The Regional Municipality of Wood Buffalo by creating positive opportunities and experiences for all players through innovative leadership and exceptional service.

Brand Identity refers to all logos and naming conventions utilized by FMMHA including: Fort McMurray Minor Hockey Logo, Wood Buffalo Hockey League Logo, Junior Oil Barons Logo, Wood Buffalo Huskies and all team Logos including ( NAME ALL 20)

Clear and consistent use of FMMHA's Brand Identity Elements in all FMMHA Branded Material supports our organization's mission and ensures consistency in the application of FMMHA's visual identity, logos, and graphic standards.

### **Scope**

This Policy applies to all members of FMMHA with respect to the appropriate and consistent use of FMMHA's Brand Identity Elements. Third Parties, including but not limited to, contractors, external partners, suppliers, or agents working for or representing FMMHA are expected to agree to and abide by this Policy and related Procedures to the extent it may be applicable. This Policy does not grant any licence or rights to any Third Party to use FMMHA's Brand Identity Elements.

### **Consistent Use of FMMHA Brand Identity**

Members and Third Parties must seek written consent and approval from the Board prior to using any FMMHA Brand Identity Elements and must appropriately and consistently use and apply FMMHA's Brand Identity Elements to FMMHA Branded Material.

Use of sponsorship logos/wordmark/branding on FMMHA Branded Material will only be approved by the Executive Board for Association-level sponsors. FMMHA controls all advertising and sponsorship relationships for all FMMHA Branded Material, including but not limited to player/team jerseys and uniforms for practices and/or games. The sponsor representative will have the right to approve final samples prior to teams completing orders to ensure proper placement and Logos. Teams will work through Ou VP Communications for that final approval on all items.





Official team gear will follow FMMHA Gear Standards. This includes items like track suits, winter jackets, pant shells, hockey gloves, helmets, dryland gear, gear or player bags. These items, if purchased, will include the following logo/names, and will be purchased from one of the FMMHA approved vendors ONLY.

1. Junior Oil Barons / Huskies logo
2. Logo of sponsor if promised as part of the Corporate Sponsorship commitment
3. Player name, number, or position (if desired)
4. Coach name (if desired)
3. Will be navy blue

Junior Oil Barons / Huskies Logo placement will be:

- Track Suits - front upper left chest on jacket; front left upper thigh for pants
- Winter Jackets - front upper left chest on jacket
- Hockey Pant Shells - front left lower thigh
- Dryland shorts - front left lower leg
- Dryland shirts - Front center chest or front upper left chest
- Hockey gear bags - centered on long side
- backpacks / player bags - centered on bag
- Sweatpants - front left upper thigh for pants
- Hats - front left center
- Toque - front left center
- Hoodies (front zip) - Front upper left chest
- Hoodie (over the head) - centered full chest

Other team items can be purchased by individuals or teams within the FMMHA to help commemorate the hockey season by approved vendors such as touques, Hoodies, T-shirts, warm up gear, etc.

Advanced approval from the Board is required for:

- Modifications of FMMHA supplied gear or jerseys such as the addition of sponsors logo and name bars.
- Development of a Third Jersey that is intended to be used in FMMHA sanctioned activities / league play.

## Financial Obligation

As per the FMMHA financial directive Team Gear MAY not be purchased with ALGC raised money. Although we support the value of team gear all teams we must be responsible and follow the appropriate financial Directive for their Program.



P.O. BOX 5118, FORT MCMURRAY, ALBERTA T9H 3G2 PH. 780-791-7358  
EMAIL: [fmaha@telus.net](mailto:fmaha@telus.net) WEBSITE: [www.fmmha.com](http://www.fmmha.com)

