



FMMHA Branding Policy

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

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 license or rights to any Third Party to use FMMHA's Brand Identity Elements.

Consistent Use of FMMH.

A 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 Our VP Communications at vpcoms@fmmha.com 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. [Approved vendors and Catalogs are available on the website.](#)**

1. Junior Oil Barons / Huskies logo
2. Logo of sponsor if promised as part of the Corporate Sponsorship commitment (**Junior Oil Barons See Bouchier outline on the agreement we have committed to them**)
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

Junior Oil Barons / Huskies

Modifications of FMMHA supplied gear or jerseys such as the addition of sponsors logo and name bars **are permitted** with non permanent bars and will need to be removed at the end of each season.

Pant Shells if adding a sponsor these are parent purchased and sponsor must be done in a patch to be able to be removed at the end of season or next season. So parents do not need to purchase new shells every year.

Sponsor Letters

Must follow branding guidelines and be approved by VPCommunications vpvcoms@fmmha.com

Commitment to Bouchier For Junior Oil Barons Program

Branding our JOB program as the Bouchier Jr. Oil Barons program. JOB programs include all A and AA programs. Deliverables include:

- Logo recognition and Bouchier Jr. Oil Baron program name on all Facebook fan pages.
Example: Bouchier U18 AA Jr. Oil Barons
- Logo branding on all JOB players - (placement must be consistent for all teams)
 - Jerseys
 - Helmet Sticker (**Helmets will only have JOB and Bouchier Stickers**)
 - **ALL TEAM APPAREL** will be required to have Bouchier group logo (including any sponsored apparel) Apparel can have a second sponsor on them **Bouchier must be the prominent sponsor** on the Apparel as well Bouchier will be the larger logo. **The second sponsor logo must not be placed to be misinterpreted as the program sponsor.**
- Title on any JOB hosted events. **Example:** Bouchier AA playdowns tournament
- Bouchier logo on all promotional material associated with JOB Program and Teams affiliated.
Example: Banners, programs, raffle tickets, posters and News Releases

Commitment to Huskies Program

TBD

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, following program sponsors branding guidelines.

No Exception of the development of a Third Jersey that is intended to be used in FMMHA sanctioned activities / league play, all Third Jersey and Practice Jersey approvals must go through the VP of Communications. If a game supports a cause (example pink jersey for breast cancer awareness) for a specialty game, a written letter with request details will need to be emailed to the VP of Communications for review by the executive board for approval.

Under no circumstances is the use of FMMHA Logos /Jerseys to be used in any other organized sport during season or off season (ex: spring hockey, soccer team) .

All Jerseys need to be returned at the end of the season unless otherwise specified.

Facebook

FMMHA owns these pages (JOB, Huskies, WBHL, Royals) and are to be only used for the sole purpose of team information or promoting the team. Zero tolerance of abuse or misuse on the pages will be dealt with accordingly ([see social media policy](#)). VP of Communications must remain on the page as Admin at all times and not be deleted.

Team Photos

Teams are permitted to arrange their own team photos but must still strongly encourage players to arrive for FMMHA picture days, as we use these for our year end grad gifts

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 must be responsible and follow the appropriate financial Directive for their Program.

