



FMMHA Branding Policy

Last Update: Sept 2025

Approved by Vote: Executive Board

Purpose

The Fort McMurray Minor Hockey Association (FMMHA) governs all branding activities of its registered teams, including the use of association logos, sponsorships, FMMHA social media pages, the FMMHA website, corporate donations, team apparel, and program expenses, all of which must comply with association policies. FMMHA retains final authority over all team apparel and finances and reserves the right to review, approve, restrict, or audit team budgets, fundraising activities, sponsorships, and expenditures to ensure all teams remain in compliance with the financial and branding policies established by the association.

This policy applies to all members of FMMHA, as well as third parties such as contractors, external partners, suppliers, and agents representing FMMHA. All third parties are required to agree to and abide by this policy and related procedures.

Brand Identity

Brand Identity refers to all logos and naming conventions utilized by FMMHA, including but not limited to:

- Fort McMurray Minor Hockey Association logo
- Wood Buffalo Hockey League (WBHL) logo
- Junior Oil Barons logo
- Wood Buffalo Huskies logo
- Inclusive Royals logo
- All WBHL team logos (*list all 20 teams in official appendix*)

Clear and consistent use of FMMHA's Brand Identity across all branded materials supports our mission and ensures proper application of our visual identity, logos, and graphic standards.

Brand Identity Approval

All team apparel must be purchased through an association-approved branding partner. Members and third parties must obtain written consent from the FMMHA Board before using any Brand Identity elements. All FMMHA Brand Identity elements must be applied appropriately and consistently on all branded materials to maintain the association's visual standards.

Sponsorship logos, wordmarks, and other branding appearing on FMMHA materials will only be approved by the VP of Communications for association-level sponsors. FMMHA retains full control over all advertising and sponsorship relationships for branded materials, including but not limited to player and team jerseys, practice gear, and game uniforms.

Sponsors will have the right to approve final samples prior to orders being completed to ensure proper placement and use of logos. All teams must work through the VP of Communications at vpcoms@fmmha.com for final approval on all branded items.

Official Team Gear Standards

Official team gear must be purchased from FMMHA-approved vendors only. Approved vendor lists and catalogs are available on the FMMHA website.

Official gear includes:

- Track suits
- Winter jackets
- Pant shells
- Hockey gloves
- Helmets
- Dryland gear
- Gear/player bags

All official gear must include:

1. Junior Oil Barons or Huskies logo
2. Sponsor logo (if included as part of the Corporate Sponsorship agreement)
3. Player name, number, or position (optional)
4. Coach name (optional)

Note: All items must be **navy blue** unless otherwise approved in writing by the VP of Communications.

Logo Placement Guidelines

Junior Oil Barons / Huskies Logo:

- Track suits: Jacket – upper left chest; Pants – upper left thigh
- Winter jackets: Upper left chest
- Pant shells: Lower left thigh
- Dryland shorts: Lower left leg
- Dryland shirts: Center chest or upper left chest
- Hockey gear bags: Centered on long side
- Backpacks/player bags: Centered on bag
- Sweatpants: Upper left thigh
- Hats & toques: Front center
- Zip hoodies: Upper left chest
- Pullover hoodies: Center chest

Name Bars & Modifications

Modifications to FMMHA-supplied jerseys — including sponsor logos, name bars, or other alterations — are permitted only with non-permanent name bars and must be removed at the end of each season. Jerseys returned with name bars still attached will result in an invoice to the team for removal costs.

For WBHL jerseys, name bars are only permitted on jerseys that players keep at the end of the season. Teams must confirm the correct jersey color with their Division Director prior to adding name bars.

Sponsorship Requirements

Any team that receives a sponsor must fulfill all sponsorship requirements for the season.

This includes:

- Adhering to agreed placement of sponsor recognition
- Meeting all obligations outlined in the sponsorship agreement

Example: If Huskies players' names are on the bottom back of the jersey and the sponsor is at the top back, this must be clearly communicated to the sponsor **before** securing the commitment.

Additional Team Items

Teams and individuals may purchase other commemorative items (e.g., toques, hoodies, t-shirts, warm-up gear) from **approved vendors only**, following all branding guidelines.

Third Jerseys

No third jerseys may be developed or used for FMMHA-sanctioned activities or league play unless they receive prior approval from the Executive Board. For special cause games (e.g., pink jerseys for breast cancer awareness), teams must submit a written request to the VP of Communications for Board review and approval before any orders are placed.

Logo Use Restrictions

FMMHA logos and jerseys may not be used for any other organized sport or activity during or outside of the hockey season (e.g., spring hockey, soccer, or non-FMMHA tournaments).

Jersey Return Policy

- All jerseys must be returned at season's end unless otherwise specified.
- Graduating U18 Huskies and Junior Oil Barons players may purchase their jerseys at the end of the season.
- WBHL players keep one of their jerseys.
- Any lost or unreturned jersey will result in an invoice for the replacement cost.

Financial Obligation

Per FMMHA's financial directive:

- **Team gear may not be purchased** with Alberta Gaming, Liquor and Cannabis (AGLC) fundraising proceeds.
- Teams must follow the financial directive for their program regarding gear purchases.



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