



Woolwich Minor Hockey Association – [www.woolwichminorhockey.ca](http://www.woolwichminorhockey.ca)

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## BRAND & LOGO IDENTITY GUIDE

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The document will act as a guide to the brand & logo representation style for Woolwich Minor Hockey Association. It explains how the creative elements of our brand & logo fit together in all our representations and the rules for use of the Woolwich Minor Hockey Association brand and logos. The guide should be followed when commissioning, designing or delivering any kind of communications, apparel, or imagery related to Woolwich Minor Hockey Association. A strong brand is one of the most valuable assets an organization owns. Our brand should always be applied consistently so anyone dealing with the Woolwich Minor Hockey Association, knows who we are. Everyone has a part to play in doing this and bringing our brand to life. These guidelines will ensure our brand is always represented correctly.

Digital files containing WMHA approved logos are to be obtained from WMHA by contacting [hockeyoffice@woolwichminorhockey.ca](mailto:hockeyoffice@woolwichminorhockey.ca). Digital files cannot be altered in any way. Only use the versions of the logo available as digital files, as any other version is considered non-conforming.

**If you wish to use WMHA approved logos on any merchandise other than WMHA approved vendor offerings, you will need to submit a request to the hockey office (see address above) for approval. A decision on approval will be made by the brand committee, made up of the WMHA President and Vice Presidents. Please note that WMHA will not permit the use of WMHA logos or brands on any apparel or merchandise deemed inappropriate. A commonsense approach is expected.**

## General Use of All Logos:

Approved vendors may use the following 5 options when producing logos.

1. Screening
2. Hot stamping
3. Full Embroidery
4. Patch (see below for colour & stitching guidelines)
5. Embroidery Applique. (see below for colour & stitching guidelines)




## W & WOOLWICH Logo:

### Logo Basic Rules:

- ✓ “W” is always in colour with ‘ALL’ caps with **Superstar M54** font used
- ✓ “WOOLWICH” is always in colour with ‘ALL’ caps with **Superstar M54** font used
- ✓ When used in colour the logo colours should use colours in guide outlined below



**Colour Palette:** Navy - 2767C; Red - 187C




	<b>Outline of W and WOOLWICH Letter Box in Red</b>	CMYK: 7, 100, 82, 26 RGB: 166, 25, 46
	<b>Interior Between Red Outline and W and Within WOOLWICH Letter box in White</b>	CMYK 0,0,0 RGB: 255,255,255
	<b>W and WOOLWICH in Blue</b>	CMYK: 100, 90,10, 77 0% RGB: 19, 41, 75

### Stitching Guidelines:

- ✓ Main patch in white twill
- ✓ Red outline embroidered onto white twill
- ✓ Blue “WOOLWICH” lettering embroidered onto white twill
- ✓ 5 components of the large “W” in blue twill pieces. Twill pieces to have perimeters sewn to white twill embroidered in blue.



**Black & White Palette:**

	<b>Outline of W and WOOLWICH Letter Box in Black</b>	CMYK: 0%, 0%, 0%, 100% RGB: 35, 31, 32
	<b>Interior Between Black Outline and W and Within WOOLWICH Letter box in White</b>	CMYK 0,0,0 RGB: 255,255,255
	<b>W and WOOLWICH in Black</b>	CMYK: 0%, 0%, 0%, 100% RGB: 35, 31, 32




## **WILDCATS with Wildcat Head Logo:**

### **Logo Basic Rules:**

- ✓ “Wildcat logo cannot be altered
- ✓ “WILDCATS” in Wildcat logo is always ‘ALL’ caps with **Superstar M54** font used
- ✓ When used in colour the logo colours should use colours in guide outlined below



**Colour Palette:** Navy - 2767C; Red - 187C




	<b>Outline of Crest in Red</b>	CMYK: 7, 100, 82, 26   RGB: 166, 25, 46
	<b>Inside Crest, Letter Box, WILDCATS and Wildcat Head in Blue</b>	CMYK: 100, 90, 10, 77   0% RGB: 19, 41, 75
	<b>Interior of entire crest in White</b>	CMYK 0,0,0   RGB: 255,255,255

### **Stitching Guidelines:**

- ✓ Main patch in white twill
- ✓ Red outline embroidered onto white twill
- ✓ Blue outline embroidered onto white twill
- ✓ Blue “WILDCATS” lettering embroidered onto white twill
- ✓ Background (behind cat in (in mouth)) onto blue twill
- ✓ Remaining details of Wildcat head embroidered in blue onto white twill



**Black & White Palette:**

	<b>Outline of Crest in Black</b>	CMYK: 0%, 0%, 0%, 100% RGB: 35, 31, 32
	<b>Inside Crest, Letter Box, WILDCATS and Wildcat Head in Black</b>	CMYK: 0%, 0%, 0%, 100% RGB: 35, 31, 32
	<b>Interior of entire crest in White</b>	CMYK 0,0,0 RGB: 255,255,255









## HOME OF THE WOOLWICH WILDCATS with WILDCATS & Wildcat Head Logo:

### Logo Basic Rules:

- ✓ “WILDCATS with Wildcat Head logo cannot be altered
- ✓ “WILDCATS” in WILDCATS with Wildcat Head logo is always in ‘ALL’ caps with **Superstar M54** font used
- ✓ “HOME OF THE” is always in ‘ALL’ caps with **Superstar M54** font used
- ✓ Line under “HOME OF THE” is always with narrowed ends
- ✓ “WOOLWICH” is always in ‘ALL’ caps with **Superstar M54** font used
- ✓ Curved line under “WOOLWICH” is always depicted with a downward curve
- ✓ “WILDCATS” is always in ‘ALL’ caps with **Superstar M54** font used
- ✓ When used in colour, all logo colours should use colours in guide outlined below



### Colour Palette:









	<b>Outline of Crest in Red</b>	CMYK: 7, 100, 82, 26    RGB: 166, 25, 46
	<b>Inside Crest, Letter Box, WILDCATS and Wildcat Head in Blue</b>	CMYK: 100, 90, 10, 77    0% RGB: 19, 41, 75
	<b>Interior of entire crest in White</b>	CMYK 0,0,0    RGB: 255,255,255
	<b>HOME OF THE in Red</b>	CMYK: 7, 100, 82, 26    RGB: 166, 25, 46
	<b>Tapered Line above WOOLWICH in Red</b>	CMYK: 7, 100, 82, 26    RGB: 166, 25, 46
	<b>WOOLWICH in Blue</b>	CMYK: 100, 90, 10, 77    0% RGB: 19, 41, 75
	<b>Downward Curving Line under WOOLWICH in Red</b>	CMYK: 7, 100, 82, 26    RGB: 166, 25, 46
	<b>Arced WILDCATS in Blue</b>	CMYK: 100, 90, 10, 77    0% RGB: 19, 41, 75

### Stitching Guidelines:

- ✓ WILDCATS portion of patch to be same as outline in ‘Stitching Guidelines on page 4
- ✓ Main patch housing “HOME OF THE WOOLWICH WILDCATS” and lines in white twill
- ✓ Red “HOME OF THE” embroidered onto white twill
- ✓ Red tapered dash embroidered onto white twill
- ✓ Blue “WOOLWICH” lettering embroidered onto white twill
- ✓ Red downward curving line embroidered onto white twill
- ✓ Blue curved “WILDCATS’ lettering embroidered onto white twill



### Black & White Palette:

	<b>Outline of Crest in Black</b>	CMYK: 0%, 0%, 0%, 100% RGB: 35, 31, 32
	<b>Inside Crest, Letter Box, WILDCATS and Wildcat Head in Black</b>	CMYK: 0%, 0%, 0%, 100% RGB: 35, 31, 32
	<b>Interior of entire crest in White</b>	CMYK 0,0,0 RGB: 255,255,255
	<b>HOME OF THE in Black</b>	CMYK: 0%, 0%, 0%, 100% RGB: 35, 31, 32
	<b>Tapered Line above WOOLWICH in Black</b>	CMYK: 0%, 0%, 0%, 100% RGB: 35, 31, 32
	<b>WOOLWICH in Black</b>	CMYK: 0%, 0%, 0%, 100% RGB: 35, 31, 32
	<b>Downward Curving Line under WOOLWICH in Black</b>	CMYK: 0%, 0%, 0%, 100% RGB: 35, 31, 32
	<b>Arced WILDCATS in Black</b>	CMYK: 0%, 0%, 0%, 100% RGB: 35, 31, 32

### **WMHA Logo Applications on CCM Warm-up Suits:**

- ✓ WMHA CCM Warm-up suits are the only approved warm-suits in our association. CCM Warm-up suits must be produced and purchased from WMHA approved vendors (see list of approved vendors below) and must comply with the WMHA branding rules outlined at start of document.
- ✓ “W” with “WOOLWICH” is **only approved** logo for CCM warm-up suits

#### **Jackets:**

- ✓ “W” with “WOOLWICH” logo to be placed on left breast of CCM jackets
- ✓ Player’s name (College Font) or number (College Font) (0.63-inch size) to be placed on right sleeve in a contrasting colour to the apparel (white on blue)
- ✓ Alternatively, Player’s number (College Font) to be placed on back yoke in contrasting colour to apparel (white on blue) (1.5-inch size)
- ✓ Team sponsor (College Font) to be placed on left sleeve in contrasting colour to apparel (white on blue) or Actual Sponsor Logo

#### **Pants:**

- ✓ “W” with “WOOLWICH” logo to be placed on left thigh of CCM pants
- ✓ Player’s name (College Font) or number (College Font) (1.5-inch size) to be placed on right thigh
- ✓ Alternatively, Player’s number (College Font) to be placed on lower left calf (1.5-inch size)





**WMHA Logo Applications on All Other Spirit Wear and Merchandise:**

- ✓ The approved vendors listed below are licensed to produce spirit wear (in addition to the warm-up suits listed above) and other appropriate merchandise using any of the 3 approved WMHA logos outlined in this document and in accordance with the palettes and specifications outlined in this document for a period of 3 years starting with the 2017/2018 season.

**The following Vendors are WMHA Approved Vendors  
for the 2017/18 through 2019/2020 Seasons:**

- PK Sportswear • 15 Park Ave, East, Elmira, ON N3B 2H2 • (519) 669-9877
- Sports Zone • 92 Lodge Street, Waterloo, ON N2J 2V6 • 1-888-785-9818
- GameDay • 45 Northfields Drive West, Unit 2, Waterloo, ON N2L 4E6 • 519-883-0001