



# APPAREL POLICY & GUIDELINES

The Springbank Minor Hockey Association takes pride in our Association and as such our brand and logo apparel is a representation of that pride and our team spirit. SMHA has chosen and approved all logo apparel items to establish a uniform brand within the Association and to improve cost effectiveness for teams and families. The SMHA board will delegate an assigned Director representative for all apparel reviews and approvals. This Director is accountable for timely response to the membership and can be contacted at [apparel@springbankhockey.com](mailto:apparel@springbankhockey.com).

SMHA has chosen **Adrenalin Source for Sports** as our primary supplier of hockey equipment and apparel for the upcoming season.

This relationship provides SMHA families with a 10% discount off regular priced items (excluding SMHA apparel) purchased in-store. In order to obtain this discount, you must advise the Adrenalin staff at the time of purchase that you are a SMHA member. SMHA teams and families will be able to purchase at competitive prices SMHA apparel through an online store, administered by Adrenalin. Adrenalin will also carry, in-store, a variety of SMHA apparel for purchase. See the SMHA website for access to the online store.

## LOGO AND BRAND USE

The Springbank Rockies logo adopted and used by the Association from time to time is the sole and exclusive property of the Association. No Member of the Association shall use the Springbank Rockies logo for any purposes whatsoever other than carrying on the sanctioned and official business of the Association on behalf of the SMHA board, including, without limitation, affixing the logo to any apparel or other items not arranged, offered or purchased through the Association's official apparel supplier, without the express prior written consent of the President of the Association.

- a) The SMHA logo cannot be altered or reproduced without the expressed written consent of the SMHA board.
- b) SMHA logos may be used, after approval has been received, as provided by SMHA in black and white or in colour but may not otherwise be modified.
- c) There cannot be any other cresting, wording or other objects blocking or overlaying the SMHA logo.
- d) If you require the SMHA Logo for tournament brochures, trophies or other sanctioned items the vector format is available by contacting: [apparel@springbankhockey.com](mailto:apparel@springbankhockey.com).

Below are the official colour specifications.

Blue:

RGB: R36 G23 B95

CMYK: C:99% M:100% Y:25% K:27%

Web: #24175f

Green:

RGB: R55 G121 B59

CMYK: C:96% M:26% Y:100% K:15%

Web: #37793b

RGB R119 G119 B121

CMYK: C:55% M:46% Y:44% K:10%

Web: #777779

White

RGB: R255 G255 B255

CMYK: C:0% M:0% Y:0% K:0%

Web: FFFFFFFF

Grey:



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Any apparel displaying the SMHA logo must have a colour scheme consistent with the team uniform colour scheme. Except as set forth below, teams are not permitted to source their own jerseys. The authorized source of all Official SMHA jerseys is the Association. Only the Association is authorized to requisition Official SMHA jerseys from its chosen supplier(s).

## 1) Jerseys

- e) For all games, including regular season, exhibition and tournaments, all teams shall wear only jerseys distributed by SMHA. No other jerseys may be worn without the approval of the SMHA board.
- f) Team jerseys are not to be worn for practices.
- g) **3rd Jersey & Practice Jersey**
  - i) U15 and under, the SMHA board shall sanction a 3<sup>rd</sup> jersey design each season and make that jersey available for purchase by teams within the Association on an optional basis. Since the purchase of this 3<sup>rd</sup> jersey is optional, is at the discretion of each team and will be funded solely by that team, it is important to ensure that team consent has been obtained prior to purchase. If a team purchasing the optional 3<sup>rd</sup> jersey wishes to wear that jersey during any SMHA sanctioned event, it must be worn by each member of the team during such event. Name bars along with C's and 2 -A's can be applied at team expense.
  - ii) U18, as the teams near the end of their minor hockey engagement it is important, they take pride in the years playing Springbank Minor Hockey. As such these teams are permitted to custom design their own 3<sup>rd</sup> jersey under the SMHA design guidelines. Should sponsorship be used the sponsors logos may be placed on the right and/or left shoulders and/or the back bottom portion of the jersey.
  - iii) All logo & brand policy are to be followed and the final design must be approved by the SMHA board appointed Director prior to purchase. To request approval, please contact [apparel@springbankhockey.com](mailto:apparel@springbankhockey.com) Should this approval not be provided disciplinary actions may be taken
  - iv) Under no circumstances should the numbers 0, 00 or 69 be used.

## 2) Name Bars / Advertising

- a) Name bars or advertising crests cannot be affixed to jerseys other than the U18 team 3<sup>rd</sup> jersey's. Jerseys are a major expense of any hockey organization. The SMHA cost per jersey is approximately \$120. We estimate that on average we get 5 years of use out of a set of jerseys if they are properly cared for. SMHA has decided that we will not permit name bars to be placed on SMHA jerseys, nor will we allow any team level advertising on SMHA jerseys for the purpose of fundraising for that individual team. The sewing of crests on to jerseys is destructive and can reduce the life of a jersey by 2 to 3 years. This is an expense to all SMHA members, and the benefit of damaging these jerseys is only received by an individual team.
- b) It is the coach's discretion on affixing Captain (C) and Assistant (A) crests. If these crests are applied, they must be hand-stitched to the jersey and carefully removed at end of season and must not affect the overall integrity of the jersey for reuse in subsequent years.



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- c) Teams are, from time to time, able to secure corporate sponsors for the purchase of team apparel. SMHA encourages and welcomes this sponsorship. Any advertising on any equipment other than jerseys (i.e. helmets, gloves, pants, pant shells, socks or skates) or any other apparel must be approved by the SMHA board appointed Director. Preference would be to helmets, socks or shell pants. To request approval, please contact [apparel@springbankhockey.com](mailto:apparel@springbankhockey.com).
- d) Any form of advertising or logo cannot interfere with or be more prominent than the SMHA logo. For additional guidance in regards to advertising and logo sizing and placement, please contact [apparel@springbankhockey.com](mailto:apparel@springbankhockey.com).

### 3) Ordering Apparel – Consent & Privacy

- a) Teams and individuals are entirely responsible for approving and paying for their Rockies order. SMHA is not responsible for the ordering, receiving, or payment of Rockies items made by individuals or teams.
- b) SMHA recognizes that the decision to purchase Team Apparel is one which is made by each team, as a team. Teams wishing to acquire apparel as a team must ensure that consent of the team is obtained prior to committing to ordering.
- c) The use of players' names and numbers on apparel can be a safety and security issue. To protect the privacy of individual players and their families, when apparel is being obtained on a team basis, where a player's name is included on the apparel, consent and approval must be given by each player's parent or legal guardian for the name that is to appear.
- d) While Adrenaline Source for Sports is our preferred provider, we recognize greater selection may be required. It is the responsibility of the individual placing the order to ensure all colour and brand use guidelines are followed. Should these guidelines not be met, disciplinary actions may be undertaken. If in doubt please contact the SMHA board appointed Director at [apparel@springbankhockey.com](mailto:apparel@springbankhockey.com).

### COMPLIANCE & DISCIPLINARY ACTIONS

The team manager and head coach are responsible for ensuring that this SMHA Apparel policy is followed. The SMHA board is confident that all teams will work with the SMHA to ensure that these policies are adhered to. In the unlikely event that SMHA becomes aware of a breach of the Apparel Policy, the team manager and/or head coach may be required to appear before the SMHA Discipline Committee and could face disciplinary action.