Eden Prairie Hockey Association
Brand Guidelines (updated July 2023)

The EPHA has established this style guide to maintain consistency while representing our organization. The logos here are the ONLY ones to be used in applications such as, but not limited to; communication, documents, apparel, equipment, "swag", or any item representing the association or any EPHA team.

Maintaining this style guide is the responsibility of the current EPHA Communication Director. Any questions regarding it can be directed to: communicationdirector@ephockey.com.

Primary Eden Prairie Hockey Association Logo
This is the official logo of the EPHA.

➢ **Do not alter the logo in any way.**

➢ **Do not alter shape (do not ovalize.)**

➢ **Do not add or remove features.**

➢ **For high resolution files, contact:** communicationdirector@ephockey.com

Color Guidelines
NOTE: Do not color-pick from the above logo. PDF compression will alter color accuracy.

EP Red: CMYK: 10/98/93/2, RGB: 214/39/46, Hex: d6272e
Black: CMYK: 0/0/0/100, RGB: 0/0/0, Hex: 000000
White: CMYK: 0/0/0/0, RGB: 255/255/255, Hex: FFFFFF
Gold: CMYK: 0/23/100/0, RGB: 255/197/10, Hex: FFC600

Size Guidelines
The logo should always be reproduced in a way to be legible and properly proportioned. There is no minimum or maximum size restriction. However, if the final configuration it too small to be legible, it is recommended to use the secondary logo below.

Secondary Eden Prairie Hockey Association Logos

The EP symbol can also be used on its own in place of the primary hockey logo. The EP symbol is borrowed with approval from the Eden Prairie Schools Brand Guidelines (Sept 2018). The preferred color is red, however; black, white, or red with a single white or black border are also acceptable. Please resist the urge to alter the EP symbol in any way (i.e. do not change colors, skew, rotate, change spacing, or apply different border colors or patterns).

Color Guidelines:
EP Red: CMYK: 10/98/93/2, RGB: 214/39/46, Hex: d6272e
Black CMYK: 0/0/0/100, RGB: 0/0/0, Hex: 000000
White CMYK: 0/0/0/0, RGB: 255/255/255, Hex: FFFFFF

Using Numbers

The font to be used for **numbers** or to provide additional **team identification** in conjunction with the Primary or Secondary Logo can be any reasonable and legible font.

Additional Acceptable Fonts

Used with approval, "Industry, Inc" (https://fonts.adobe.com/fonts/industry-inc) may be incorporated into team branding. See example below. You may also consider using Helvetica, Roboto, or Open Sans. If a serif font is desired, please use Minion.

Example of "Industry, Inc." Font

Team Branding

It is asked that any custom team branding be presented to the EPHA Communication Director for approval prior to printing, stitching, manufacturing, or assembly. If a team intends to create any custom team branding, please email communicationdirector@ephockey.com for guidance.

Unacceptable Logos

Please avoid using the EP High School Hockey Logo or the outdated (oval) EPHA Logo.