



NORTH VANCOUVER MINOR HOCKEY ASSOCIATION BRAND IDENTITY POLICY

BACKGROUND AND PURPOSE

North Vancouver Minor Hockey Association (NVMHA) is a community-based amateur youth ice hockey association committed to maintaining and building on its reputation of delivering safe, supportive hockey programs in North Vancouver.

Clear and consistent use of NVMHA's Brand Identity Elements in all NVMHA Branded Material supports NVMHA to maintain, build, and reinforce its brand recognition and reputation as an inclusive amateur youth ice hockey association, and ensures consistency in the application of NVMHA's visual identity, logos, and graphic standards.

1.0 GENERAL

The purpose of this Policy and related Procedures is to provide guidelines for using the various NVMHA Brand Identity Elements and how they are provided on NVMHA Branded Material.

2.0 SCOPE

This Policy applies to all members of NVMHA with respect to the appropriate and consistent use of NVMHA's Brand Identity Elements. Third Parties, including but not limited to, contractors, external partners, suppliers, or agents working for or representing NVMHA 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 licence or rights to any Third Party to use NVMHA's Brand Identity Elements.

3.0 CONSISTENT USE OF NVMHA BRAND IDENTITY

NVMHA Members and Third Parties must seek written consent and approval from the Board prior to using any NVMHA Brand Identity Elements and must appropriately and consistently use and apply NVMHA's Brand Identity Elements to NVMHA Branded Material.

Use of sponsorship logos/wordmark/branding on NVMHA Branded Material will only be approved by the Board for Association-level sponsors. NVMHA controls all advertising and sponsorship relationships for all NVMHA Branded Material, including but not limited to player/team jerseys and uniforms for practices and/or games.

4.0 RESPONSIBILITIES

- 4.1 Board is responsible for:
 - 4.1.1 approving this Policy;
 - 4.1.2 approving the use of all Brand Identity Elements;
 - 4.1.3 approving Brand Identity Elements for NVMHA; and
 - 4.1.4 reviewing and updating this policy from time to time
- 4.2 NVMHA Members are collectively and individually responsible for complying with this Policy



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- 4.3 NVMHA Employees and Contractors are responsible for compliance with this Policy and shall be aware that any breach may be subject to discipline, including dismissal and/or termination of contract agreements

5.0 DEFINITIONS & REFERENCES

NVMHA	refers to the North Vancouver Minor Hockey Association
Association	means an organization whose common purpose is to direct the management and administration of sport to the community
Board	means the NVMHA Board of Directors
Brand Identity Elements	means, collectively, and includes, but is not limited to, NVMHA’s logos, wordmark, designs, colour schemes, website “look and feel”, communication toolkits, programs, and teams Primary Logo, known as the “Rink” logo; presented in specified formats or as otherwise approved by NVMHA (<i>see graphic standards document for specific formats</i>) Secondary Logo, known as the “Storm” logo; presented as a flash marker on various rep team uniforms and not to be used as a primary logo (<i>see graphic standards document for specific formats</i>) Wordmark is Lithos Pro Black (see graphic standards document for specific sizing and layout and pantone colour codes) Colour Schemes are blue, green and white; primary colours for uniforms are blue and white with green trim (see graphic standards document for specific pantone colour codes; see also PCAHA Constitution, Bylaws, Rules & Regulations handbook)
NVMHA Branded Material	means, collectively, and includes but is not limited to, websites, digital and social media, business cards, letterhead and other stationery, jerseys and uniforms, apparel, merchandise, advertising or promotional materials, signage, brochures and other publications, and other similar materials prepared by or on behalf of NVMHA for NVMHA purposes
Vendor	means an approved supplier of NVMHA Branded Material
Governing Bodies	refers to Pacific Coast Amateur Hockey Association (PCAHA) (District-Level), BC Hockey (Provincial-Level), Hockey Canada (National-Level)



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League	means a specific group of Associations or teams as defined by geographical area or age who compete against each other
Division	means the age divisions of minor hockey where a team is established
Category	means a Division further divided into subdivisions (i.e., A and C categories)
Flight	means a sub-set of similar aged teams divided into smaller competitive playing groups
Conference	means a collection of minor hockey Associations within a geographical area as defined by the District-Level Governing Body, which are subdivided into smaller divisions with the best teams competing at successively higher levels
Managing Directors	means a designated person appointed by the District-Level Governing Body to supervise a specific League or Division
League Managers	means a designated person appointed by the District-Level Governing Body to supervise a specific group of teams within a League
Tournament	means a sanctioned competitive event organized outside of regular scheduled games in which teams participate
Playing Season	means the annual season in which a team participates designated by the year of participation

Policy Sponsor	President		
Policy Steward	Vice President		
Authorized by	Board of Directors		
Effective Date	February 2020	Next Review	February 2023
Related Documents	NVMHA Merchandise Policy and Guidelines Processes Associated with the Brand Identity Policy		



NORTH VANCOUVER MINOR HOCKEY ASSOCIATION PROCESSES ASSOCIATED WITH THE BRAND IDENTITY POLICY

1.0 GENERAL

The processes associated with the Brand Identity Policy establish responsibilities and approvals that support the consistent use of NVMHA's Brand Identity Elements on NVMHA Branded Materials.

2.0 APPLICATION PROCESS: ALTERNATE JERSEY

NVMHA teams are not permitted to produce or wear an alternate jersey without the written consent and approval from the NVMHA Board.

An alternate jersey available for teams to use after the official NVMHA-issued home and away jerseys. It is not considered to be a "third jersey" and will be restricted as to when it can be worn.

1. Teams will have until October 15th of each season to submit an "application for use" to the Board for approval to utilize an alternate jersey option.
2. Application will include specific information including:
 - a. Team name including category, division, level;
 - b. Name of applicant on behalf of team who will remain the point of contact;
 - c. Contact telephone number;
 - d. Contact email address;
 - e. Intended use(s) of an alternate jersey (i.e. tournaments, exhibition games, and public appearances); and
 - f. Additional markings (i.e. Player Personalization and memorial patches); no other alterations will be considered.
3. Include with the submission:
 - a. Sign-off by parent group providing unanimous support of an alternate jersey; and
 - b. Agreement to provide financial support for the submission.
4. Upon receipt of Board approval:
 - a. Teams will be responsible to order and pay for the alternate jerseys through the specified NVMHA approved Vendor; teams who order and obtain alternate jerseys outside a NVMHA approved Vendor, without explicit permission from the Association, will be subject to disciplinary action (e.g. suspensions, fines, tournament/event sanctioning claw-back) as well as be prohibited from wearing the alternate jerseys; and
 - b. Teams will only use alternate jerseys for intended use(s) approved by the Board; alternate jerseys do not replace the use of the official NVMHA-issued home and away jerseys.

Player Personalization

Player Personalization, in the form of a name bar, is limited to the player's last name only; occasionally distinguishing initials may be used when duplication of player's name occurs.

Approval Expiration

Each alternate jersey design and approval is issued on a season-by-season basis and expires at the end of each Playing Season.



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3.0 APPLICATION PROCESS: OTHER BRANDED APPAREL/MATERIALS

The use or manufacture of 'Other Branded Apparel/Materials' will follow a similar application process as laid out for 'Alternate Jersey' and will be subject to approval by the Board of Directors. There will be no deadline for submissions to the Board of Directors.

4.0 DESIGN AUTHORITY AND APPROVAL

NVMHA Board, or appointed authority, retains design authority and approval for all Brand Identity Elements and NVMHA Branded Materials and will develop design and conformity based on interpretation of governing rules/regulations/guidelines.

5.0 VENDOR APPROVAL

The preferred Vendor for NVMHA jerseys, pant shells, socks, and other uniform apparel from time to time is "Laga Sports". Any other Vendor for jerseys and uniform apparel must be approved by the Board, or appointed authority.

The preferred vendor all other NVMHA Branded Materials is "Time Out Source for Sports" and "Larry's Sports". Any other Vendor must be approved by the Board, or appointed authority.