



RICHMOND JETS MINOR HOCKEY ASSOCIATION

UNIFORM & BRANDING POLICY

1) Introduction:

A uniform branding policy is crucial for any organization, including youth sports associations like the Richmond Jets Minor Hockey Association. It ensures consistency in all aspects of the organization's brand, such as logo, typography, color scheme, messaging, and tone, across all communication channels. A strong and recognizable brand identity can help attract new members, sponsors, and fans while fostering a sense of pride and loyalty among existing members. A uniform branding policy also streamlines marketing efforts and reduces the risk of confusion or miscommunication.

2) General:

- 2.1 This Uniform, Branding, and Logo and Trademark Usage Policy is binding on ALL Richmond Jets MHA Teams.
- 2.2 The Richmond Jets is the exclusive owner of all rights, title, and interest to the trademarks "Richmond Jets", "Richmond Jets Minor Hockey Association" and the Richmond Jets logos shown on this page. At its sole discretion, the Richmond Jets grants the following rights to use and display the logo according to the guidelines contained within this Policy.
- 2.3 Richmond Jets member teams may not, and shall not, register any name, logo, trademark, indicia, brand name, service mark, or any other mark that is: (i) identical or similar to the Marks; or (ii) which infers any relationship or affiliation with the Richmond Jets MHA.

3) Richmond Jets Logo and Merchandising

- 3.1 No Richmond Jets member team may produce or sell any item featuring the logo without the advance written approval of the Board of Directors of the Richmond Jets Minor Hockey Association, which may be withheld for any reason.
- 3.2 All Richmond Jets members, including coaches and managers, agree to abide by the branding policy and marketing guidelines.
- 3.3 Use of the Richmond Jets logo and brand on social media or websites (other than the official team pages) must also have approval prior to their use.

4) Uniforms

Consistency of use and marketing of the Richmond Jets brand is of utmost importance to the growth and development of the Richmond Jets Minor Hockey Association. As such, the following guidelines are mandatory for all Richmond Jets MHA members:

- 4.1 Every player on a Richmond Jets MHA team must wear the official association uniforms and socks, and they may not be altered in any way.
- 4.2 The Richmond Jets have three official jerseys: White Home, Dark Away, and the Third "Alternate" cut and sew jersey or sublimated jersey.
- 4.3 **Name bars of any kind are NOT** permitted on Richmond Jets home and away jerseys. Name bars are only permitted on alternate jerseys.
- 4.4 Any Richmond Jets team that wishes to use a third/alternate jersey must use the official Richmond Jets alternate jersey. Teams, coaches and managers are **NOT** allowed to create their own third/alternate game jerseys.
- 4.5 All Third/Alternate official jerseys orders must be ordered through Cyclone Taylor Sports - Source For Sports (our official KOBE/LAGA uniform supplier and storefront).
- 4.6 All players must wear a **BLACK** hockey helmet.

5) Apparel & Swag

- 5.1 All tracksuits, hockey bags, hats, touques, and official training jerseys must also be approved official gear as declared by the Richmond Jets MHA.
- 5.2 All logowear must be purchased from the Richmond Jets official suppliers. The 2023-2024 official suppliers of Richmond Jets team wear and fan wear are Cyclone Taylors Source for Sports (Richmond Store) and Real Hip Clothing.
- 5.3 Any gear bearing the Richmond Jets logo **MUST** be submitted for approval in writing to the branding committee **BEFORE** any permission will be considered.

6) Brand Violations

- 6.1 Any team found to be in violation of the Richmond Jets Logo and Trademark Usage policy, will have all tournament permissions revoked by the Richmond Jets Minor Hockey Association.