



## **Brand Guide - Uniform and Apparel 2022/2023 (Competitive/Rep/DS)**

This guide is intended for players, goalies, trainers, managers, bench staff, and coaches for the 2022/23 season when combined with the Uniform and Equipment Policy.

For this season, Flames clothing purchased from Monster (prior to this season) or GSW can be worn.

### **ARRIVING AT/LEAVING FROM PRACTICES**

#### Player

- Flames t-shirt or long-sleeve
- White, black or red shirts without logos can be worn under Flames jacket (ex: no other colours should be seen underneath)
- Flames bottom (track/wind pants or shorts) or plain black bottom without any logos
- Flames jacket or hoodie or tracksuit
- If wearing a hat, it must be a Flames hat or toque
- Red base layer no longer required under jacket

#### Coach/Trainer/Bench Staff

- Flames or plain black bottom (track/wind pants, not jogger)
- Flames jacket or hoodie (tracksuit)

### **ARRIVING AT/LEAVING FROM GAMES**

#### Player

- Flames t-shirt or Flames long-sleeve
- Flames bottom (track/wind pants, not jogger)
- Flames jacket or hoodie (tracksuit)
- If wearing a hat, it must be a Flames hat or toque

*For U15+ Teams only, the following option can be applied as a team*

- Dress jacket (or Flames jacket)
- Dress pant (no leggings or tights)
- Dress shirt (with collar)
- Black/brown/dark dress boot/shoe (no runners)
- If wearing a hat, it must be a Flames hat or toque or a plain dressy-style (no large logo)

#### Coach/Bench Staff (and on-ice)

- Dress jacket (or Flames jacket)
- Dress pants
- Collared shirt (tie optional)
- If wearing a hat, it must be a Flames hat or toque or plain without a large logo

OR

- Structured black pants (not track pants, jeans or jogger)
- Collared shirt (golf or dress)
- If wearing a hat, it must be a Flames hat or toque or plain without a large logo

Trainer

- Flames tracksuit or winter jacket and black bottoms
- Footwear suitable for walking on the ice (close toe, rubber bottom)
- If wearing a hat, it must be a Flames hat or toque

Manager

- Flames apparel as a top layer/upper (easily identifiable)

**IN-GAME**

Player/Goalie

- Flames home or away jersey
- Flames pant shell for players, the goalie must wear black pants or shell
- Flames home or away sock
- Primarily black gloves
- Black helmet (with number sticker and flames sticker only)

Coach/Bench Staff

- Dress jacket (or Flames jacket)
- Dress pants
- Collared shirt (tie optional)
- If wearing a hat, it must be a Flames hat or toque

*OR*

- Structured black pants (not track pants, jeans or jogger)
- Collared shirt (golf or dress)
- If wearing a hat, it must be a Flames hat or toque a plain dressy-style

Trainer

- Flames tracksuit or winter jacket and black bottoms
- Footwear suitable for walking on the ice (close toe, rubber bottom)
- If wearing a hat, it must be a Flames hat or toque

\*Previous apparel will be accepted only for the 2022/23 season.