

# CLARINGTON GIRLS HOCKEY ASSOCIATION (CGHA) BRAND IDENTITY AND GUIDELINE

Below are the guidelines for implementing CGHA's visual identity.

## Logo(s)

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Primary logo



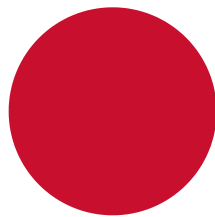
Alternate or apparel logo



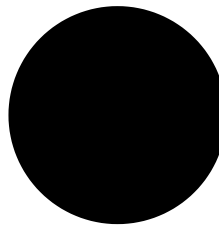
Applefest tournament logo

## Colour Guide

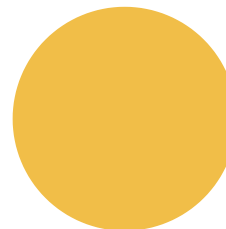
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Red  
Pantone: 186 C  
HEX COLOR: #C8102E;  
RGB: (200,16,46)



Black  
Pantone: Process  
Black  
HEX: #000000;  
RGB: (39, 37,31) )



Yellow  
Pantone: PMS 2006 C  
HEX: #f3bc52  
RGB: (243, 188, 82 )

## Typography

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**OPEN SANS EXTRA BOLD**

**Open Sans Bold**  
**OPEN SANS BOLD**

Open Sans  
OPENS SANS

## Stacked word mark

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**CLARINGTON**  
**GIRLS HOCKEY**  
**FLAMES HOCKEY**  
**HOME OF THE FLAMES**

CGHA board executive has full and final authority over the CGHA brand identity and is responsible for the creation and maintenance of the CGHA brand guidelines, including addressing needs for new or modified guidelines. Permission must be granted by the executive in order to use the logo, produce merchandise, or requesting an alternate jersey.

# CLARINGTON GIRLS HOCKEY ASSOCIATION (CGHA) BRAND IDENTITY AND GUIDELINE

## Rep/DS Jerseys (Game & Practice)



## House League Jersey



**Vision Statement**  
To be a leader in girls' hockey.

**Mission Statement**  
Empower future leaders through hard work, fair play, and fun.

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