

CLARINGTON GIRLS HOCKEY ASSOCIATION (CGHA) BRAND IDENTITY AND GUIDELINE

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

Logo(s)



Primary logo

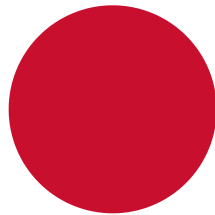


Alternate or apparel logo

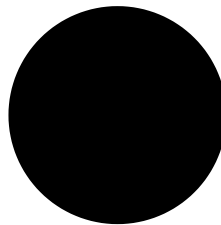


Applefest tournament logo

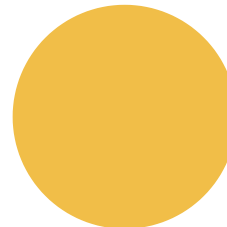
Colour Guide



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

Print/web

ALPHA SLAB ONE

Oswald
OSWALD

**CLARINGTON
GIRLS HOCKEY**

FLAMES HOCKEY

Lato
LATO

HOME OF THE FLAMES

Stacked word mark

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.

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.