



# WASAGA BEACH MINOR HOCKEY

## Jersey Branding Guidelines

*Keeping our identity strong, on and off the ice*

### Primary Colors

- **Green** (pantone 7725 C)
- **Lime Green** (as used by the Dallas Stars)
- **Black**
- **White**

### Secondary Colors

- **Cream/Gold**
- **Silver/Grey** (optional)

### Logo & Wording Placement

- **Wasaga Stars Logo** (on chest or shoulder)
- **Team Name** (middle, front)
- **Sponsor Name** (lower back)

### Numbers & Names

- **Block/Athletic Style**
- **High Contrast**
- **Names** (optional)

### Jersey Style

- A traditional hockey sweater design that still feels like part of the Wasaga Stars identity.

### Suppliers

- Must use Association approved supplier or provide full details for Board review. Jerseys must meet quality and durability standards.

### Prohibited

- Alterations to Stars logo or brand colors
- Oversized or unapproved sponsor branding
- Alternate team names, mascots, or unrelated symbols

***All alternate jersey designs must be submitted to the Board for approval before production***