

# KNIGHTS HOCKEY CLUB BRAND & APPAREL GUIDELINES

## LOGO SPECS

Logos cannot be used without consent of the Knights Hockey Club.

Official team colours are;

- Gold - Pantone 1245C | CMYK 0/28/100/18
- Red - Pantone 187C | CMYK 0/100/79/20
- Black

Knights Hockey Club type - Paladins Straight



Ice Logo



Home Jersey Logo



Away Jersey Logo

## KNIGHTS HOCKEY CLUB APPAREL

Play It Again Sports Shawnessy is the official supplier of apparel for the 2019 / 2020 season.

Knights apparel can **ONLY** be ordered from the designated Knights online store.

Visit the online store and catalogue at [www.knightshc.ca](http://www.knightshc.ca)  
(look under the Resource tab)



All alternate apparel (swag, promotional items, etc) **MUST** be approved.  
Send an email (and mockup) to [talk@knightshc.ca](mailto:talk@knightshc.ca) for approval.

## KNIGHTS HOCKEY CLUB SPONSORSHIP

Under **NO** circumstance will **ANY** logos or sponsorship of any kind be permitted on KHC game jerseys (including name bars). **NO** C's or A's are to be sewn or glued on to game jerseys.

**All sponsorship and logo use requests must be pre-approved**

Practice Jersey;

- Sponsors logos on practice jerseys should be no larger than 3 inches x 10 inches
- Logo placement should be either on the lower back (near the bottom of the jersey) or on the shoulder

Pant Shells;

- Sponsors logos on pant shells should be no larger than 3 inches x 3 inches
- Logo placement should be either on the back or on the right side (not on the logo side)

Jackets, hoodies and shirts;

- Sponsors logos should be no larger than 3 inches x 3 inches
- Logo placement should be on the left sleeve

It will be the sole responsibility of the team to adhere the approved logo onto the approved apparel item.

Teams are required to supply a PDF or JPEG of the actual logo that will be applied to the apparel.

**All sponsorship and logo use requests MUST go through**  
**[talk@knightshc.ca](mailto:talk@knightshc.ca)**