

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
- Gray - Pantone Cool Gray 10C | CMYK 0/2/0/60
- Black

Knights Hockey Club type - Paladins Straight

Alternate font - Taurunum W00 Regular



KNIGHTS HOCKEY CLUB APPAREL

Play It Again Sports Shawnessy is the official supplier of apparel for the Knights Hockey Club.

Knights apparel can ONLY be ordered from the designated Knights online store. There will be some inventory in-store as well.

Visit the online store and catalogue at www.knightshc.ca (look under the Apparel tab)

All alternate apparel (swag, promotional items, etc) MUST be approved. Send an email (and mockup) to ice@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
- Name bars on practice jerseys can go across the shoulders OR lower back - please specify at time of ordering at Play It Again Sports Shawnessy

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 placed either; on the left sleeve no larger than 3 inches x 3 inches or on the back no larger than 3 inches x 5 inches (placement to be approved)

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
ice@knightshc.ca**

WWW.KNIGHTSHC.CA