



BRAND GUIDELINES

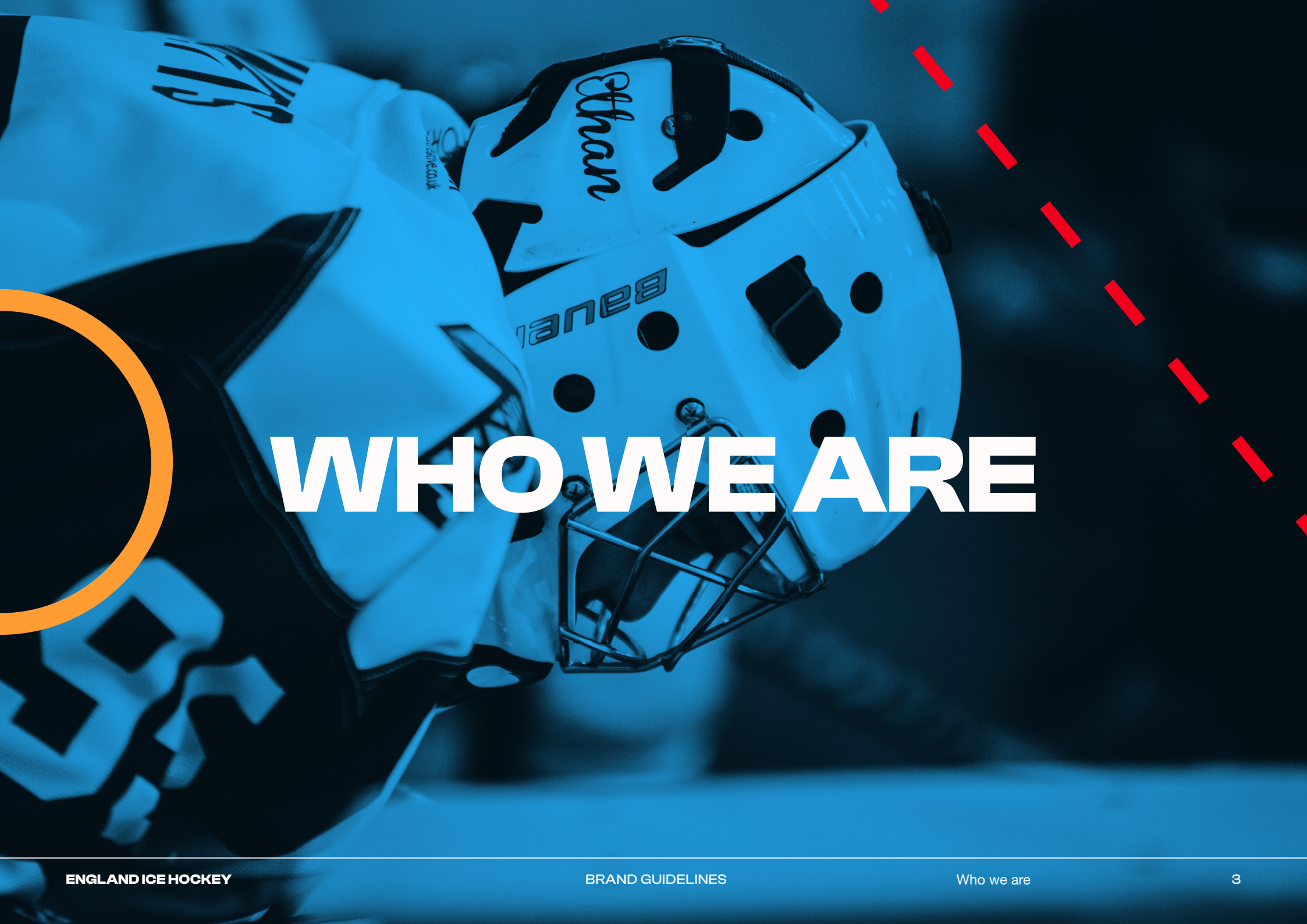


Welcome to our new brand

These guidelines serve as an introduction to our brand and its identity elements, providing recommendations on how to create compelling communications, spaces, and experiences that adhere to best practices.

By adhering to these guidelines, we can ensure that all our communications align with and strengthen our brand identity. This will enable us to stand out ourselves in a competitive market and expand our reach to attract a fresh audience.

CONTENTS



WHO WE ARE

VISION

A nation enjoying memorable experiences in ice hockey, through participation, performing to the best of abilities and making continued progression.

MISSION

To create an environment that improves the sport for existing members and welcomes new players, coaches, volunteers and officials into the community, providing the framework and partnerships to develop their talent that enables them to excel.

BRAND PERSONALITY

THE EVERYPERSON

Goal: create an inclusive, down-to-earth community where anyone can feel welcome.

Drivers: Connection, togetherness, equality, fellowship, inclusion.

Fears: Exclusion, standing out, isolation, hostility, disassociation.

Strategy: Create a welcoming community.



THE HERO

Goal: inspire and empower your audience to succeed and believe in their ambition.

Drivers: Mastery, courageousness, growth, development, defence.

Fears: Incompetence, cowardice, deterioration, downfall, incapability.

Strategy: Become stronger & better.

England Ice Hockey Association is:

Authentic & Brave

Tolerant & Honest

Easy to Talk to & Candid

Friendly & Humble

Conscious & Responsible

BRAND CAMPAIGN

**OUR PASSION
IS YOUR
OPPORTUNITY**



OUR IDENTITY

LOGO

The logo consists of an ice hockey player logomark, inspired by Olympic pictograms, with free flowing shapes. This is combined with 'England Ice Hockey' logotype with a customised 'O' on 'Hockey' representing the puck and centre circle of an ice rink.

The logomark and logotype should appear together in nearly all instances; however, there are special circumstances when the logomark can be used on its own.

Never use the logomark without the logotype without seeking prior permission from the Marketing team.



VERSIONS



Primary logo



Portrait



One line

The identity has been adapted for all possible uses. The logotype can be portrait or one line for usage in narrow spaces, and the mono version can be used in any one of our primary colours or black colour when printing requires.



CLEAR SPACE AND MINIMUM SIZING

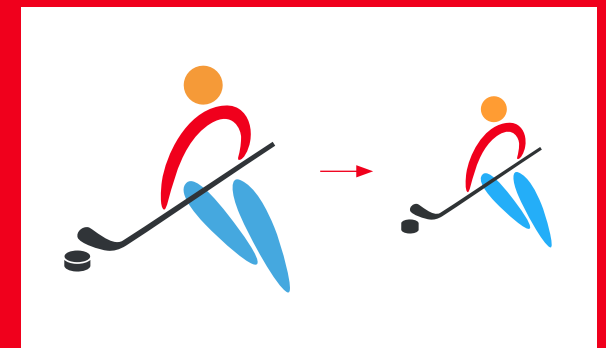


A minimum area of surrounding space around the logo is required across all visual communication.

The clearance area must be relative to the size of the logo and is therefore equal to the height of the red 'arms' section within the logomark (see diagram).

To preserve legibility, the primary logo should never be shown smaller than 30mm wide, while the stacked version should be shown at a minimum of 20mm.

There is also a 'small size' version of the logo, with a different puck on the logomark, which you must use when the logomark is less than 30mm height. The purpose of this logomark version is to preserve visibility, as the perspective detail on the puck disappears at this size.



DON'TS



Don't create a new logo with our logo.
Please, make sure to respect the clearance space around the logo at all times.



Don't change or add text to the logo.



Please, don't change the colours of the logo to match your brand.



Don't alterate or distort the proportions of the logo.
Please, the logo must retain the original proportions at all times.



Don't separate the logo elements in any way.
The logo must always be displayed in its entirety.



Don't place the logo over a similar colour background.
Help yourself with this guide to choose the most suitable logo version.

USING THE LOGOMARK

For social media profile pictures etc, the logomark can be used on its own and in place of the full logo (see example).

This is the only instance when you do not need prior permission to use the logomark without the logotype.





COLOURS

PRIMARY COLOURS

<p>CMYK: 0/100/90/0 RGB: 240/0/28 Hex: #F0001C</p> <p>Pantone 185C (coated) Pantone 2347U (uncoated)</p> <p>HERITAGE RED</p>	<p>CMYK: 74/60/55/60 RGB: 47/51/55 Hex: #2F3337</p> <p>Pantone 4280C Pantone 4280U</p> <p>BISCUIT BLACK</p>	<p>CMYK: 70/20/0/0 RGB: 36/174/248 Hex: #24AEF8</p> <p>Pantone 2925C Pantone 292U</p> <p>COOL BLUE</p>	<p>CMYK: 0/38/80/0 RGB: 255/156/51 Hex: #FF9C33</p> <p>Pantone 4009C Pantone 123U</p> <p>OLD TIME ORANGE</p>	<p>CMYK: 0/1/1/0 RGB: 255/251/251 Hex: #FFFBFB</p> <p>ICE WHITE</p>
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To retain the brand legacy of England Ice Hockey the existing red colour remains, becoming 'Heritage Red'.

This is complemented with a strong and bold colour palette, adding vibrance and freshness to the new brand, to represent ice hockey as a modern, progressive and a unified sport.

A photograph of three ice hockey players in action on an ice rink. The player in the center is wearing a yellow jersey with the number 22 and is viewed from behind. To his left, a player in a white jersey with the number 8 is also viewed from behind. To his right, a player in a white jersey with the number 30 is viewed from behind. The player with number 30 has a 'STOP' logo on his back. The player with number 8 has 'ENGLAND ICE HOCKEY' and a crest on his jersey. The player with number 22 has a 'VELOPMENT' logo on his jersey. The background is a blurred ice rink with spectators in the stands. The image is overlaid with a large white text 'TYPOGRAPHY' in the center. There are decorative blue dashed lines in the top right corner and a blue circle on the left side.

TYPOGRAPHY

TYPOGRAPHY

Primary Font

Used for headlines, titles, pull quotes and display.
Tracking should be set to '0'.
Kerning should be set to 'Optical'.

Clash Display

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Secondary Font

Used for body copy. All variations can be used for titles and subtitles, bullet points, pull quotes and annotation within the body copy.
Tracking should be set to '0'.

Helvetica Neue

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Alternative Font

Used for non-professionally produced or Microsoft Office based materials.

Arial

Bold

Bold Italic

Regular

Italic

FONT USE

Only Primary Font variations

When using inside organisation

TITLE Subtitle

Occatemquo qui asint pore nonse
prorescia quiatem resequatem
voluptis plit, eum ipsaperspel etur.
Qui corerci psumend ucilita cusa
volorum quiderum quam, nimin
porem volum undebitae corrupta
officta doluptur, ut re eaquiat ea
eos expellor eaquae velesequi.

Primary + Secondary Fonts

When using inside organisation

TITLE Subtitle

Occatemquo qui asint pore nonse
prorescia quiatem resequatem
voluptis plit, eum ipsaperspel etur.
Qui corerci psumend ucilita cusa volorum quiderum
quam, nimin repe porem volum undebitae corrupta
officta doluptur, ut re eaquiat ea con eos expellor
reiunt eaquae velesequi.

Alternative Font variations

Non-professionally produced or
Microsoft Office based

TITLE Subtitle

Occatemquo qui asint pore nonse
prorescia quiatem resequatem voluptis
plit, eum ipsaperspel etur.
Qui corerci psumend ucilita cusa volorum quiderum
quam, nimin repe porem volum undebitae corrupta
officta doluptur, ut re eaquiat ea con eos expellor
reiunt eaquae velesequi.

A photograph of an ice hockey player in a black and white uniform, captured in a dynamic pose on the ice. The player is wearing a jersey with 'TOYOTA' and a tiger logo, and 'BAUER' on the sleeve. A red dashed line runs diagonally across the right side of the image. A solid orange circle is on the left side. The background is a solid blue color.

GRAPHIC ELEMENTS

ORIGIN, POSITIONING AND COLOUR USE

Origin

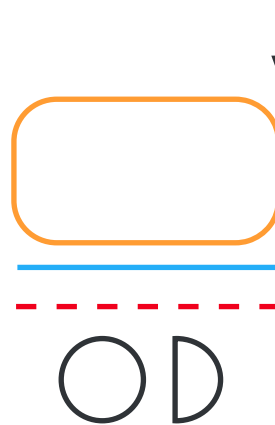
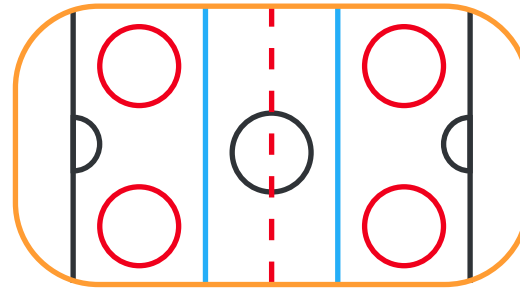
Alongside the logo, a branding system was created to support England's Ice Hockey identity and strategy.

Originating from the shapes within the ice rink and the curve from the logomark stick, it provides a way to bring movement, energy and drama to our materials and create a brand that is recognisable even when the logo isn't present, creating a unique personality, representing the sport and showing England's Ice Hockey passion.

These elements must be used with careful consideration on all applications to make sure they are not overused.

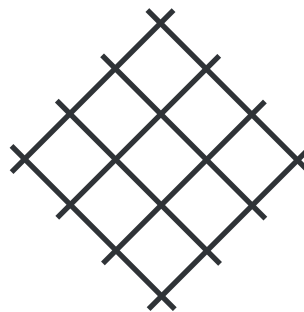
Over the following pages, we'll explore each element in detail and show how to use them effectively.

ICE HOCKEY RINK



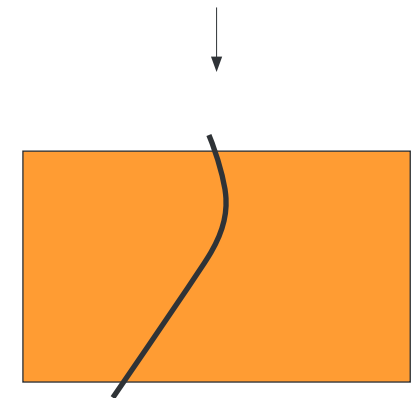
All shapes and lines can be coloured, rotated and scaled individually.

ICE HOCKEY NET



This net can be coloured and scaled. Use as a grid to place images or text.

LOGOMARK'S STICK CURVATURE



The curvatures of the stick can be used to create colour shapes or image frames.

ORIGIN, POSITIONING AND COLOUR USE

Positioning

A minimum of one and a maximum of four different shapes are positioned onto the page at the same time. The layout of the page should always be a 6 x 6 grid dividing the area depending on the content.

Do always bleed the shapes off the edges of the page (in exception of the *circles and rounded corners rectangle*, which can be placed within or off the edge of the page).

Don't use more than 2 different stroke weights.

Colour use

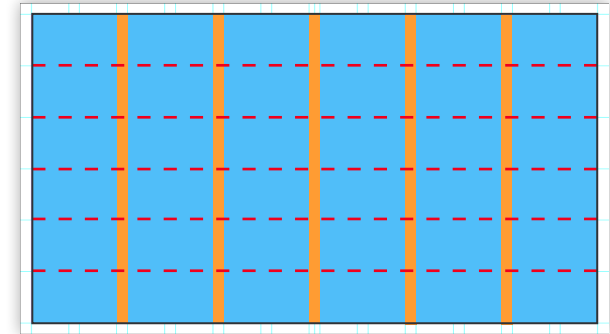
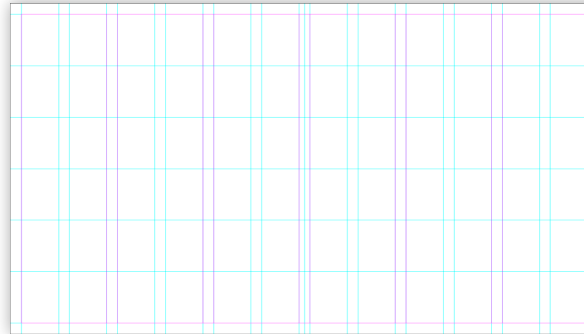
Each page must use at least two colours, a predominant colour and a highlight colour.

Do combine two different colours with some lines in a different colour as a highlight.

Don't place shapes too close or over the text.

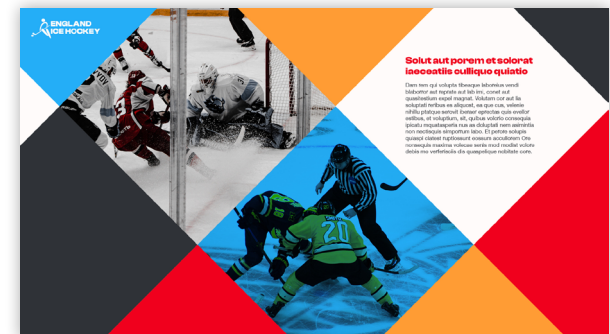
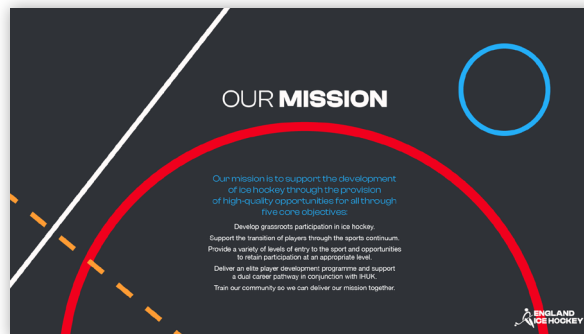
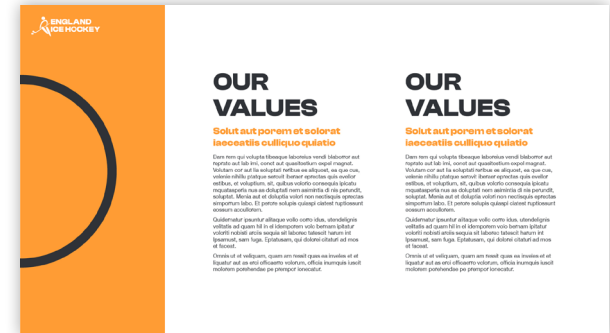
Shapes and lines can ONLY overlap with big UPPERCASE titles, that are placed behind the text and the colours have enough contrast.

PAGE GRID LAYOUT



6 columns with a 5px gutter + 6 rows within the page margins.

PAGE LAYOUT EXAMPLES





SUB BRANDS

Main Brand



Sub Brands

JUNIOR'S



WOMEN'S

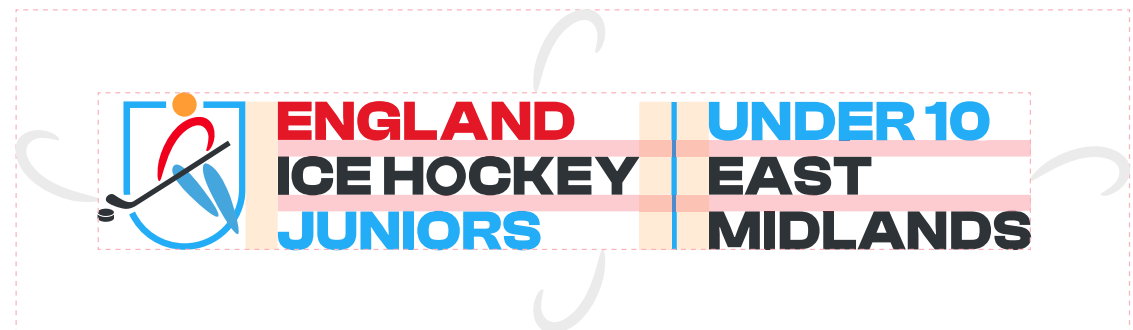


JUNIOR'S LOGO

The logo consists of a shield that contains the ice hockey player logomark, inspired by Olympic pictograms, with free flowing shapes. This is combined with the 'England Ice Hockey Juniors' text with a customised 'O' on 'Hockey' representing the puck and centre circle of an ice rink.

There is also a landscape version of the logo, this logo should appear together in nearly all instances; however, there are special circumstances when the logomark can be used on its own.

Never use the logomark without the logotype without seeking prior permission from the Marketing team.

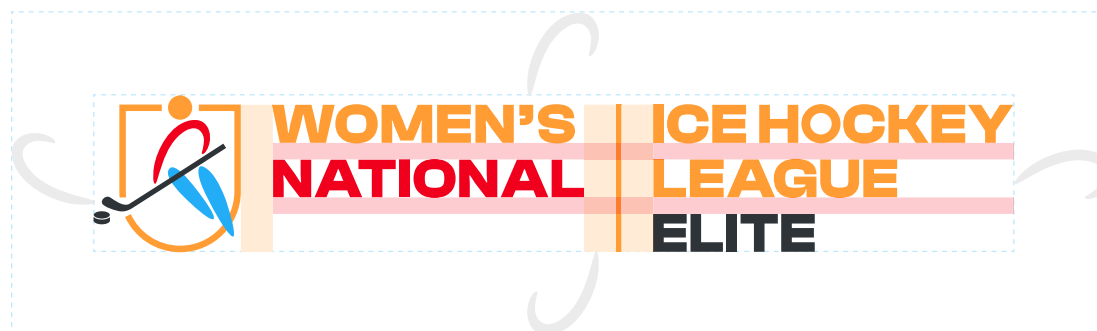


WOMEN'S LOGO

The logo consists of a shield that contains the ice hockey player logomark, inspired by Olympic pictograms, with free flowing shapes. This is combined with the 'Women's National Ice Hockey League' text with a customised 'O' on 'Hockey' representing the puck and centre circle of an ice rink.

There is also a landscape version of the logo, this logo should appear together in nearly all instances; however, there are special circumstances when the logomark can be used on its own.

Never use the logomark without the logotype without seeking prior permission from the Marketing team.



A background image of three ice hockey players in action on an ice rink. The player in the center is wearing a yellow jersey with the number 22. The player on the left is wearing a white jersey with the number 16. The player on the right is wearing a white jersey with the number 39. The image is overlaid with a semi-transparent dark grey filter. A blue circle is on the left side, and a dashed orange line is on the right side.

BRAND APPLICATIONS

SOCIAL CHANNELS

- Home
- Explore
- Notifications
- Messages
- Bookmarks
- Lists
- Profile
- More

Tweet

England Ice Hockey Association
9,569 Tweets

England Ice Hockey Association
@EIHA_Official
linktr.ee/eihaofficial
England and Wales · Joined October 2012
307 Following · 9,767 Followers

Tweets Tweets & replies Media Likes

England Ice Hockey Association @EIHA_Official · Apr 22
The @Kingston_Sharks are holding player trials in May AND are looking to expand their coaching staff! 🏒

Search

Trends for you

- Anthony B...
- #anthonyb...
- CCM
- Internation...
- PlayOffs

Show more

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2:13 PM

eihoofficial

371 posts 14.4K followers 272 following

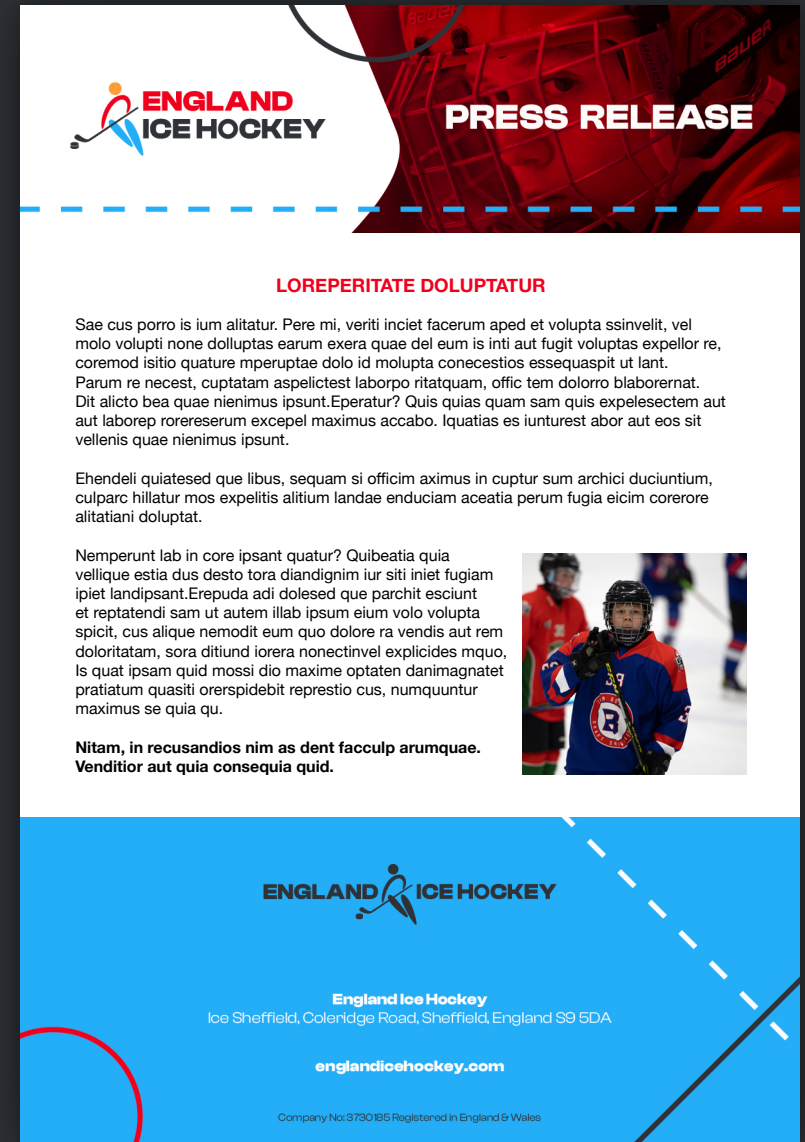
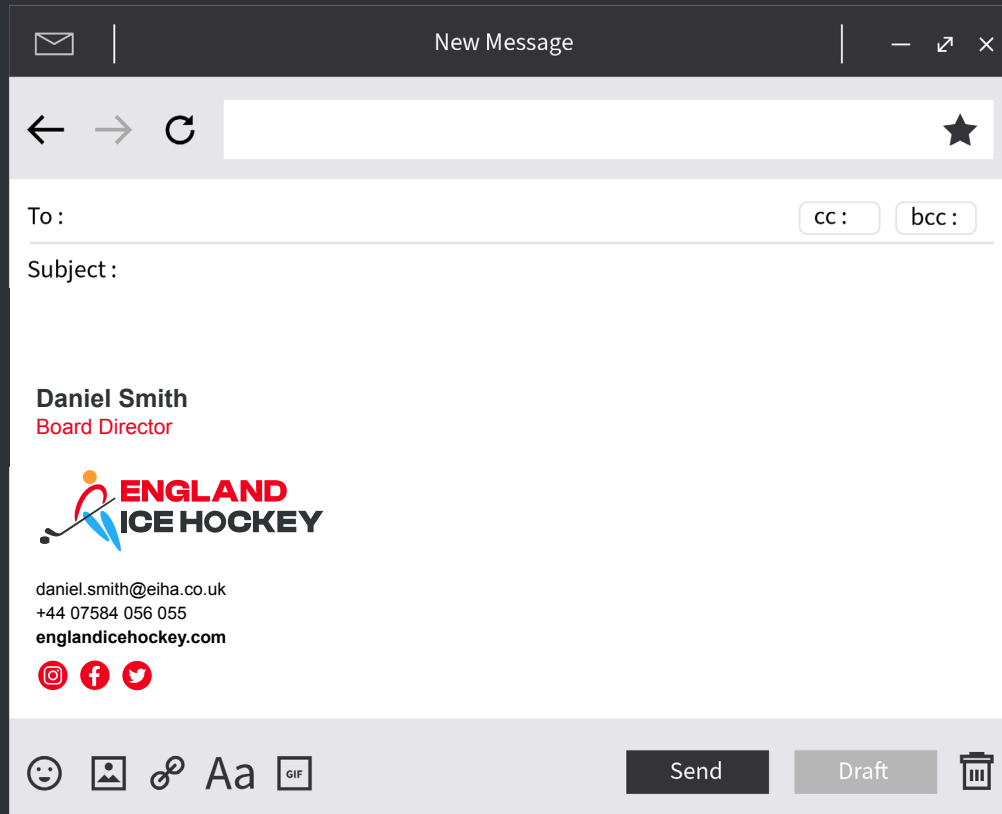
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England Ice Hockey
Sports League
Official account for the governing body of Ice Hockey in England. Dedicated to growing the game from Learn to Play through to the NIHL. Founded 1982.
englandicehockey.com

EIH Women's Juniors National Team E

Directions

STATIONERY



CLOTHING





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englandicehockey.com

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