



Sunshine Coast Minor Hockey Association

PO Box 1879

Sechelt BC, V0N 3A0

[www.scminorhockey.com](http://www.scminorhockey.com)

*Leading, Developing and Promoting Positive Hockey Experiences*

## SUNSHINE COAST MINOR HOCKEY ASSOCIATION LOGO & MERCHANDISE POLICY

This policy governs the use and dissemination of the Sunshine Coast Minor Hockey Association's logo. Its objective is ensuring consistency in our Association's branding across all teams, tournaments, and members.

### **The SCMHA Executive will administer this policy, enforcing the following rules and limitations:**

1. Any teams, Association members, or businesses using the SCMHA logo on items for purchase must contribute a minimum of 4% of the total proceeds of the said items back to the Association.
2. All parties must exercise good judgment when using the logo on clothing or promotional materials, striving to uphold SCMHA's reputation. Additionally, all designs necessitate approval from the Ways and Means Director prior to production.
3. If items being procured do not bear the SCMHA logo or name, then adherence to this policy is not required.

### **JERSEYS:**

The SCMHA's official colors are Navy Blue and White. Jerseys supplied by the SCMHA will follow this color scheme and prominently showcase the Association's logo. This rule is binding for all SCMHA Representative Teams.

### **TEAM WEAR:**

Teams wishing to purchase clothing displayed with the SCMHA logo must seek approval from the Ways and Means Director prior to placing an order outside our online store system. The SCMHA logo should be used according to the policy, and the official colors, Navy Blue and White, must be employed.

### **VENDOR GUIDELINES:**

Vendors working with the SCMHA must agree to donate a minimum of 4% of the total cost of goods to the SCMHA, either directly by the company or through the team concerned.

### **MERCHANDISE POLICY VIOLATION CONSEQUENCES:**

Team officials or coaches who violate the merchandise policy may be subjected to a penalty equivalent to the lost proceeds. Failure to settle this penalty could result in forfeiture of the team's Jersey Deposits.

Unauthorized use of the SCMHA logo by any vendor will prompt a request from SCMHA for discontinuation of its usage.

### **APPROVED SCMHA LOGO:**

The official SCMHA logo, when used in its entirety, is sanctioned for use by teams, tournaments, Association members, and approved vendors. Any deviations from this guideline require the express permission of the SCMHA Ways and Means Director.