COALDALE MINOR HOCKEY ASSOCIATION
Logo Usage Policy

Coaldale Minor Hockey Association has certain assets which belong to the association and are for the collective benefit of the members. The Board of Directors mandate is to protect these assets and ensure they are not exploited for purposes which are not to the benefit of the members. Among these assets are our logos and team name "Cobras".

It is the board's intention to be flexible with all requests for use of the CMHA logo by our members for apparel and equipment. In order to ensure our logos are being used consistently by all members, the following guidelines are in place for teams to follow.

Logo Types

CMHA primarily has two official logos:





Logo Usage Guidelines

It is the intention of CMHA to create a consistent look with official team apparel across the association, while still leaving some freedom for creativity with each team.

- The proportions and colors of the official logos should not be altered at any time, nor should the artwork.
- CMHA logos will not be used on any apparel/other items containing language or graphics that would be deemed vulgar or inappropriate.
- Jackets
    - Jackets(track suit, winter, shells, etc.) should use the ***small logo*** with a left chest placement.
- Bottoms
    - Bottoms (shorts, sweat pants,track pants, etc.) should use the small logo with placement on the left upper thigh or on the right lower calf
- Tops
    - Tops (sweaters, shirts and hoodie, etc.) should use the Full logo on the front center of the item
- Headwear
    - Any hat or toque can use either logo with any placement
- Requests to use modified versions of the logos shall be submitted for Board approval prior to use by contacting CMHA Equipment Director at cmhacobragear@gmail.com.

- Members that wish to create Cobras themed apparel ***without*** the official logo but using the Cobras name, are free to do so.