HOCKEY CANADA LOGO GUIDELINES

All use of this logo needs to be approved by Hockey Canada.

| C 10 | M 100 | Y 100 | K 10 |
| C 20 | M 20 | Y 20 | K 100 |

| PANTONE 186 C |
| PANTONE Process Black C |

| R 199 | G 28 | B 34 |
| R 0 | G 0 | B 0 |

Hexadecimal Colour

| #CC3333 |
| #000000 |

The stroke around the leaf is the same width as the hockey stick

PROTECTION SPACE

The logo must always be protected on all sides by a negative or white space no smaller than 200% the height of the *CANADA* wordmark. This exclusion zone must be free of all non-branded graphic or copy elements, and is to be respected under all circumstances. These protection space requirements apply to all versions of the logo.

200% the height of the CANADA *wordmark*

COLOUR REPRODUCTION

Basic colour reproduction rules

- The *Standard* version should be used for four colour process printing.

- The *Pantone* version should be used for spot colour printing and two colour printing.

- In applications requiring less than full, four colour reproduction, the *Greyscale* version is to be used.

- The Standard, Pantone and Greyscale versions of the logo all have a white key-line for printing on a non-white background.

- The *Foil emboss* version is the only allowable monochrome version. It should only be used for special circumstances such as varnishes and embossment.

- The *Red wordmark* and *White wordmark* are to be used for embroidering only. The White wordmark, is only to be used on red backgrounds.

STANDARD

PANTONE

These two logos are for embroidery only

GREYSCALE

FOIL EMBOSS

RED WORDMARK

WHITE WORDMARK

IMPROPER USE

Do not alter the digital file in any way. Only use the versions of the logo available as digital files, as any other version is considered non-conforming.

The following are typical examples of improper use of the logo:

Do not remove puck

Do not remove trademark

Do not remove wordmark

Do not alter wordmark

Do not reverse

Do not tilt or rotate

Do not bevel or emboss

Do not add a gradient

Do not add glows or drop shadows

Do not remove stroke around leaf

* Do not alter the colour of the wordmark

* Do not remove stroke around wordmark

* These two logos are for embroidery only