



Version	1.0
Draft Date	August 19, 2024
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Apparel Policy

1. Purpose

This Trails West Hockey Association (“TWHA” or the “Association”) policy is in place to provide guidance on the use of the TWHA logo and brand. Ensuring proper use of the brand and preserving its recognizability within our hockey community.

2. TWHA Logo and Brand Use

The TWHA logo and colour pantones are intended for use exclusively on team apparel to foster unity and promote team spirit among players, coaches, and supporters. These logos are not to be used for fundraising purposes, as their primary function is to represent the team within the community.

3. TWHA Logos, Colours and Brand

TWHA apparel shall utilize the approved logos and colour pantones provided in the TWHA Logo Book and in the Team Managers Manual. Modification of the Trail West brand and logos is against TWHA apparel policy and is strictly prohibited.

4. Vendor

Adrenalin Source for Sports is the preferred outfitter of Trails West Hockey Association for all apparel and jerseys. They have access to all TWHA logos, colors and rules.

Teams are permitted to utilize the apparel supplier of their choice, as long as the approved TWHA logo and colour pantones are utilized. Logos can be requested and provided by emailing apparel@trailswesthockey.com.

5. Sponsorships

Company sponsor logos are **not permitted** on TWHA game jerseys nor on TWHA approved team third jerseys.

Company sponsor logos **are permitted** on team practice jerseys and apparel. The following guidelines are to be followed:

- Company logo is appropriate in size and location and does not conflict with the TWHA logo and colour pantones
- Company sponsor’s type of business is suitable for children’s sports



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6. Apparel

a. Third Jerseys / Team Purchased Jerseys

Teams may purchase their own sets of jerseys provided they only utilize the TWHA approved logos and colour pantones. Jersey approval must be done with the TWHA Apparel Coordinator prior to ordering third jerseys to ensure compliance with TWHA brand standards and Hockey Calgary requirements.

Note: All third jerseys must have the STOP logo or RESPECT on the back of the jersey as per the Uniforms section of the [Hockey Calgary Operations Manual](#) and Hockey Calgary Regulation 8 Safe Checking Program.

Pre- Approved third jersey designs can be found in the Apparel section of the TWHA website and are available for order through Adrenaline Source for Sports. <https://www.trailswesthockey.com/resources-managers/#TWHA-logo-requests>

All other third jerseys intended to be used during a Hockey Calgary sanctioned games must be approved by the TWHA Apparel Coordinator and the VP Operations (of the applicable age category) prior to ordering. Email completed mockup's to apparel@trailswesthockey.com for approval. TWHA apparel coordinator will include the VP on the reply email.

b. Practice Jerseys

Team practice jerseys may be purchased from any apparel provider, so long as they abide by the TWHA brand rules noted above. Jerseys can have players' names and numbers. Jerseys can only be used for practice.

7. Non-Compliance with this Policy

Teams not following this policy may be subject to a monetary fine. These fines will go to support TWHA scholarship funds. The consequence of not paying the fine will be no Travel permits granted or canceled ice for practices and/or home games canceled with the team being responsible for any fines or fees from the applicable league.