



The Sunshine Coast Minor Hockey Association is excited to release our new logo for the 2017 / 2018 Hockey Season

Sunshine Coast Minor Hockey Association Logo & Merchandise Policy

Sunshine Coast Minor Hockey Association logo may not be used without the express written consent of the Sunshine Coast Minor Hockey Association Board of directors or the Ways and Means Director.

The scope of this document is to control the use and dissemination of the Sunshine Coast Minor Hockey Association's logo and to ensure a standardized supply of material to our Association's teams, tournaments and members.

This policy will be governed by the SCMHA Executive and adhere to the following limitations and rules:

- (a) Teams and Association members and businesses must submit a small portion of the proceeds (Min. 4%) of any item being purchased is branded with the SCMHA logo.
- (b) Teams and Association members must use common sense in ordering apparel and must act accordingly to preserve the image of SCMHA. All designs must be approved by the Ways and Means director prior to printing.
- (c) Teams, tournaments and Association members do not have to follow this policy if the items they are purchasing are not branded with the SCMHA logo / name.

Jerseys

SCMHA Supplied Jerseys - The colors of SCMHA are Navy Blue and white. Jerseys supplied & logo's by SCMHA will be in this color scheme and/or will prominently display the SCMHA logo.

- (a) All SCMHA Representative Teams will adhere to this

Team Wear

(a) Teams wishing to purchase team clothing using the SCMHA logo must have approval from the Ways & Means director prior to ordering if done outside our online store system. The Teams must use the SCMHA logo as per policy. The colors of SCMHA are Navy Blue and white.

Suppliers Section

SCMHA Suppliers must meet the following criteria:

- (a) Must agree to submit a minimum of 4% of the total cost of the goods back to the SCMHA as a donation. This can be done by the company or by the team directly.



Breach of Merchandise Policy Sanctions

- (a) Coaches/Team Officials i) violation of the Merchandise Policy by a Coach or other Team Official may result in a fine equivalent to loss of proceeds. Failure to pay the fine will result in the team's forfeiture of Jersey Deposits.

Any Supplier that is using the SCMHA logo or parts of without prior consent, SCMHA will request to discontinue use of the logo.

Approved SCMHA logo

The SCMHA logo is the approved logo, in its entirety, for use by teams, tournaments, Association members and approved suppliers. No other variations are considered acceptable without the express permission of the SCMHA Ways and Means Director.