



Greater Victoria Minor Ball Hockey Association

Brand Guide

July 2025

Introduction

This document provides guidance on the use of the Victoria Vipers brand as the visual identity for the Greater Victoria Minor Ball Hockey Association (GVMBHA).

Effective, consistent and appropriate use of the brand supports the reputation, recognition and development of the GVMBHA as the premier minor ball hockey league in the Greater Victoria region.

The brand is the property of the GVMBHA and can only be used with the permission of the GVMBHA executive. This includes any print or digital use, including by league members, individual executive members, players or teams.

Anyone wanting to use the brand must email comms@victoriavipers.ca to request permission. The GMBHA reserves the right to take any and all appropriate action in response to any unsanctioned use of its brand.

Names

The following are considered part of the league's brand identity. They should not be used, particularly in the context of minor ball hockey in the province of British Columbia, by any third party to imply endorsement or alignment with the league or its teams.

Greater Victoria Minor Ball Hockey Association

The Greater Victoria Minor Ball Hockey Association (GVMBHA) is the non-profit governing body of the league and the official name registered under the B.C. Societies Act.

It should be used for all official, legal and administrative purposes. It can also be used alongside the Victoria Vipers team name to build awareness of the league as the governing body.

Victoria Vipers

Victoria Vipers is the team name for all GVMBHA teams. It's the name we use to market the league because it is more engaging and easily identifiable.

Primary Brand Assets



FULL COLOUR LOGO



BLACK LOGO



WHITE LOGO



PURPLE LOGO

PRIMARY BRAND COLOURS



INDIGO
HEX: 131A46
RGB: 19-26-70



GOLD
HEX: F6B733
RGB: 246-183-51



PURPLE*
HEX: 5C358E
RGB: 92-53-142

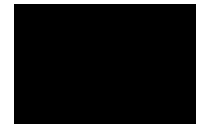
SECONDARY BRAND COLOURS



BLUE
HEX: 4472C4
RGB: 68-114-196



ORANGE
HEX: C87229
RGB: 200-114-41



BLACK
HEX: 000000
RGB: 0-0-0

*Purple is reserved primarily for use by teams playing in the Western Challenge Cup or other league-endorsed tournaments.

Greater Victoria Minor Ball Hockey Association

PRIMARY FONT: Myriad Pro

VIPERS

VIPERS FONT: FullSpeedAhead

Logo Version Guidelines

The logo must not be altered and can only be used in these approved colour variations. Any additional variations must be approved by the GVMBHA Communications Manager.



The full colour version of the logo is the default choice for most uses. It should not be used with a navy or black background where the navy of the logo will blend in. There is a version of this graphic available with a white background for the "shield" portion to provide improved contrast with the background colour or image.



The white version of the logo is used where a single colour is required against a dark background.



The black version of the logo is used on jerseys and in other cases where it will appear against a bright coloured or white background. There is a version of this graphic available with a white background for the "shield" portion to provide improved contrast with the background colour or image.



The purple version of the logo is reserved primarily for use by teams playing in the Western Challenge Cup or other league-endorsed tournaments.

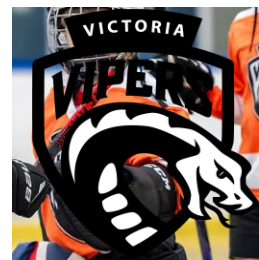


Greater Victoria
Minor Ball Hockey Association

When used alongside the GVMBHA name, the logo should be placed to the left of the name bar as shown here, with the name bar text left justified and space between the name bar and the logo.

Logo Usage Examples

Choose the version of the logo that ensures the Victoria Vipers text is as legible as possible against the background being used.



Brand Voice

The GVMBHA is a fair play minor ball hockey league. That means we focus on providing a positive player experience with an emphasis on respect, sportsmanship and equality. While we value competition in sport, we place an equal value on ensuring everyone has fun playing.

Reflecting this, our brand voice is approachable, accessible, inclusive, informal and family friendly.

Communication to members should always be clear, respectful and positive.

Imagery used in league digital and print materials should reflect this voice, reinforcing the spirit of fun competition and the diversity of players and their families.

The brand should never be used in conjunction with any imagery or language that is not appropriate for a youth and family audience.

Branded Merchandise

The Vipers brand cannot be used on any clothing or merchandise other than what is officially provided or endorsed by the league.

No third party – including league members, players or teams – can use the Vipers brand without the explicit written approval of the GVMBHA executive.

Requests to use the brand for any merchandise not officially provided by the league can be emailed to president@victoriavipers.ca for consideration and approval. Please include details of the proposed use, including visual mock-ups showing the proposed design, which must be consistent these branding guidelines to be eligible for approval.

Those seeking use of the brand are responsible for securing approval before production of any merchandise. Any costs incurred in producing merchandise using the brand without prior approval are not the responsibility of the GVMBHA.



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