



Okotoks Minor Hockey Association

"Practice and play like a champion today!"

Box 1152 Okotoks, AB T1S 1B2

Okotoks Minor Hockey Association Apparel Policy

1. Purpose

The Okotoks Minor Hockey Association (OMHA) apparel policy is in place to provide guidance on the use of the OMHA logo and brand. Ensuring proper use of the logo preserves the OMHA brand and its recognizability within the hockey community.

2. OMHA Logo, Brand Use and Colours

The OMHA logo is the exclusive property of the Okotoks Minor Hockey Association. No member of the Association may use the logo for any purpose other than official OMHA business that has been expressly approved by the Association.

The use of the OMHA logo and approved colour pantones on team apparel is intended to foster unity, pride, and team spirit among players, coaches, and supporters. Any apparel displaying the OMHA logo must incorporate one of the approved colour pantones and be produced by a licensed and authorized vendor.

Modification, alteration, or replication of the OMHA brand or logo in any form is strictly prohibited. All OMHA apparel must feature the official OMHA logo, with the exception of approved third jerseys and practice jerseys.

3. Team Apparel

Definition:

Team apparel refers to any clothing or gear worn by players, coaches, or team staff during games, practices, warm-ups, or official OMHA events. This includes game and practices jerseys, coaches and players jackets, tracksuits, sweatpants, hoodies, warm-up shirts, t-shirts, toques, hats, bags, and bench apparel that visually represent the team or Association.

Purpose:

Team apparel is designed to create a unified, professional appearance that aligns with OMHA's



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official colours, logos, and brand standards. It ensures players and staff represent the Association consistently, both on and off the ice.

Ordering Rules:

- Must be purchased only through OMHA's approved team apparel vendors — **Classic Source for Sports, Professional Skate Services and Grand Slam Sports Okotoks.**
- Must use approved colours, logos, and templates.
- Requires pre-approval by the OMHA Apparel & Equipment Committee (AEC) before production.
- If team funds (cash call, sponsorship, fundraised, etc.) are being used to purchase apparel, one of the above three vendors must be used.

House Team Names and Logos

OMHA encourages all players and families to take pride in the OMHA logo and association - all Okotoks Oilers belong to a team and all teams belong to OMHA. While House teams do have House names, the OMHA logo should be the only logo on all apparel, other than approved sponsorship logos. Players, coaches and families represent the brand of OMHA, the organization we are all a part of and play for. **Use of any other team logos on team apparel is strictly prohibited.** House or tier team names may be placed on apparel other than game jerseys; please see details below.

Sponsorship Logo Policy

Company sponsor logos are not permitted on OMHA provided game jerseys. However, sponsor logos are allowed on OMHA approved third jerseys, provided all guidelines below are met. If a team orders a third jersey in a division that has a uniform sponsor, the official uniform sponsor's logo must appear on the jersey and socks to comply with OMHA's sponsorship agreement. Classic Source for Sports is the Current Uniform Sponsor for U9, U11& U13.



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Sponsor logos are also permitted on team practice jerseys and team apparel.

Sponsorship Guidelines

All team sponsorship logos must adhere to the following standards:

- **Size and Placement:**
Logos must be appropriate in size and location, ensuring they do not conflict with OMHA's official logo or approved colour pantones.
- **Apparel Placement:**
Sponsor logos may be placed on the sleeve, back, or hood of apparel garments.
- **Third Jersey Placement:**
Logos on third jerseys must be placed on the back of the jersey below the player numbers.
- **Restricted Placement:**
Logos cannot be placed on the front of any garment where the official OMHA logo is typically displayed.
- **Appropriateness of Sponsor:**
The sponsor's business must be suitable for association with youth sports.
Teams uncertain about a sponsor's appropriateness must seek approval from the OMHA Executive before proceeding.

Third Jerseys / Team Purchased Jerseys

Teams may purchase a set of third jerseys provided they use OMHA-approved vendors who have access to official OMHA designs, logos, and colour pantones. The only vendors licensed to produce approved third-jersey designs are Classic Source for Sports and Professional Skate Services.



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Currently, there are three approved alternate jersey and sock designs available. Player names and numbers may be added to these jerseys, which are permitted for game use. Each team is limited to one set of third jerseys per season.

Practice Jerseys

Teams may purchase practice jerseys provided they comply with all OMHA branding standards outlined above. The following guidelines apply:

- **Team Identification:** The front of the jersey may display the team's house or tier name in text only.
- **Player Identification:** Player names are permitted on the back of the jersey; however, numbers are not allowed.
- **Usage:** Practice jerseys are for practice use only and may not be worn during games or official events.
- **Logos:**
 - Only the approved OMHA logo may appear on the jersey.
 - No other team or organization logos are permitted.
 - Sponsorship logos are allowed provided they meet OMHA's sponsorship and branding guidelines.
- **Color:** Practice jerseys may be produced in any color.

Apparel (Hoodies, coats, track pants, toques, hats, bags, etc.)

Teams may place their house or tier team name, player's name and number, on the front, sleeve, hood, back, or leg portion of the garment. Hats, toques and bags may have their house or tier team name, player's name and number. Use of any team logos other than the OMHA logo are strictly prohibited.

Pant Shells

Classic Source for Sports and Professional Skate Services have access to the OMHA approved designs. Pants shells can have player numbers on the front, and sponsorship logos on the back.

Socks



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OMHA teams are required to purchase their own socks, unless supplied by a corporate sponsor (ex. Tim Hortons, McDonalds). Teams are required to have a set of both the approved home and away colour schemes. Third jersey designs have approved sock designs to match and must be ordered as a set. If a team orders a 3rd jersey in a division that includes a uniform sponsor, the sponsor's logo must appear on the socks to remain compliant with the sponsorship agreement.

Helmet Stickers

OMHA provides all teams with OMHA logo stickers and number stickers. Teams may produce helmet stickers with their house or tier name in text. No other logo, other than the OMHA logo, is permitted in team name stickers.

Door hangers

Door hangers should only display the approved OMHA logo. Teams may include their house or tier name on the flag. These do not have to be ordered through OMHA vendors.

Policy Non-Compliance

Teams found in non-compliance with this policy may be subject to a monetary fine, including but not limited to the forfeiture of their Equipment Deposit, and up to \$1000. Fines will go to support OMHA operational costs. Consequence of non-payment may result in the forfeiture of travel permits, or the cancellation of ice for practices and/or home games. League game cancellation fines or fees will be the responsibility of the canceled team and will need to be paid directly to the applicable league. The OMHA Executive reserves the right to further disciplinary action for repeated non-compliance.