

# A NEW LOGO FOR SMHA!

## KEY MESSAGES

- We understand that our logo is not appropriate and want to change it to be more meaningful and reflective of our Association and our community
- We are hoping to engage our membership and the entire community in our process
- The SMHA will need the help of families from different age groups and skill levels to be part of a Logo Advisory Group to shortlist ideas
- The final logo will be selected by a vote of all members
- We hope to have a logo selected by our next AGM in May 2020 and to have new jerseys for the start of the 2020-2021 season



## MISSION

SMHA provides rewarding experiences for youth through the game of hockey based on a foundation of respect. Regardless of skills and goals, we strive to positively impact the development of our athletes and their future contribution to the community.



## VISION

SMHA is the organization families trust and is seen as positively contributing towards the accomplishments on and off the ice of our past and present membership.



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## LOGO SELECTION PROCESS

The new logo selection process will be overseen by the Logo Selection Committee and approved by the SMHA Executive, the following explains the steps that will be taken.

# 1



### GENERATING IDEAS

- The SMHA will host a contest with membership and in the community to identify logo options
- Submissions will be encouraged from members, students, artists, and others and a prize will be awarded should an idea be chosen
- This will occur in April and May

# 2



### SHORTLIST

- The Logo Selection Committee will shortlist options to approximately 10 ideas
- A Logo Advisory Group will be formed by selecting SMHA families representing various age groups and skill levels to help reduce the list from 10 down to 3
- This will occur in June

# 3



### VOTE

- The top three ideas as selected by the Logo Advisory Group will be voted on by the SMHA membership
- Once a logo is selected by the membership the Executive will work to have jerseys designed and produced
- The intent is to have a new logo selected at the SMHA AGM in May 2020 and new jerseys by the start of the 2020-2021 season