

SEMAHMOO MINOR HOCKEY ASSOCIATION APPROVED COLOURS AND LOGO (as of June 26, 2012)

1. Trademark Statement; Use of Our Logo, Wordmark and Acronym

Semiahmoo Minor Hockey Association's logo and wordmark may **NOT** be modified, edited in any way or used without the expressed written consent of *Semiahmoo Minor Hockey Association*. This includes the "Semiahmoo Minor Hockey Association"; "Semiahmoo Minor Hockey"; "SEMI", "Semiahmoo Ravens", "Ravens" name, and "SMHA" acronym. Semiahmoo Minor Hockey Association retains ownership of all past marks, logos and images used by the Association. **Our new logo, approved June 26, 2012, obsoletes all previous SMHA logos.**

2. SMHA Approved Colours (As approved for use by the Pacific Coast Amateur Hockey Association):

Main Colour **White** Trim **Orange/ Black**

3. SMHA Approved Logo Colours (As approved by SMHA Executive June 26, 2012)

ORANGE	WOOD BROWN
PANTONE® Orange 021CV	PANTONE® 154CVU
hex #FE7D19	hex #A85F00
RGB 254, 125, 25	RGB 168, 95, 0
CMYK 0%, 51%, 87%, 0%	CMYK 0%, 43%, 100%, 34%
Closest web safe color is: #FF6600	Closest web safe color is: #996600

4. Versions of the SMHA Logo APPROVED for use:

- A. **Full-colour logo is to be used where ever possible.** As placed on "WHITE" background with "ORANGE" coloured inner shape and dots; and "WOOD BROWN" stick. Wordmark in roundel reads: *above* "SEMAHMOO" *below* "MINOR HOCKEY".
- B. Full-colour logo, same as above (a.), as placed on a *dark* background must be distinguished from background with a "WHITE" edging of same thickness dimension as inner-shape edging.
- C. Subdued logo allows for one-colour printing and is approved for use only on a light background. (For the purpose of embroider items; the reverse of the following instructions apply): All coloured segments of the logo are converted to a chosen "base" colour (ie. "BLACK"); in addition, colour is to be removed from the "stick" and "dots". All non-coloured elements of the logo may be "knocked-out" as required.
- D. Subdued logo, same as above (c.), as placed on dark background must be distinguished from background with edging of same thickness dimension as inner-shape edging.



Modified logo examples **NOT APPROVED** for use:

- E. Dots in roundel are "WHITE" not "ORANGE".
- F. "WHITE" edging distinguished roundel from darker background is missing.
- G. Outer shape roundel is missing.
- H. Roundel and wordmark elements are missing.

