

# **Capital Region Female Minor Hockey Association (CRFMHA)**

## **Brand, Representation and Promotion Policy**

### **Version 2.1**

**Approved - April 22, 2026**

#### **BACKGROUND**

This policy governs the internal and external representation of the CRFMHA brand, as used in competition, marketing, promotion and merchandising.

The team name was determined by a contest open to membership in June 2019, with multiple rounds of voting to select the name from a progressively smaller list of choices. The contest ended on June 21, 2019, with “Victoria Reign” being the selected name. Coincidentally, this name had also been submitted the most number of times (8) in the initial request for names.

The CRFMHA brand, including logo and jersey design, was developed by Jones Creative in 2019, presented to the Board of Directors and approved by a majority vote on July 16, 2019.

#### **OFFICIAL LOGOS**

CRFMHA has four official logos (see Appendix 1):

- Female hero logo - to be used as the primary logo on all jerseys (U18 and below), the secondary logo on U21 jerseys and not to be used on any other jerseys or merchandise. This logo is restricted to use on game jerseys only.
- Cypher logo - to be used as the primary logo on U21 jerseys, as the secondary logo on all other jerseys and as the only logo on pant shells.
- Crown logo - to be used as a merchandising logo and on Association letterhead as well as other administrative representations.
- Wordmark logo - to be used for administrative applications and otherwise as necessary for Association purposes.

Only the official logos of the Association may be used in representation of a player, team, program or the association (society).

In particular, given the availability of image editing software and automated services (including applications of artificial intelligence), the logos may not be used or presented in any altered scale, aspect ratio, colour scheme, contour or appearance.

The logo may only be used in its entirety without extraction, elimination or deconstruction of any element.

## **COLOUR PALETTE**

CRFMHA branding and merchandising shall be restricted to the use of the six colours included in the colour palette (See Appendix 2). Although very close matches may be accepted within the limits of our suppliers, using different shades, tones or colours is forbidden. This includes all attire and clothing, sponsored or unsponsored practice jerseys and merchandise acquired through sponsorship at the team level. The only exception, for the general financial benefit of membership, is a nationally recognized Divisional sponsorship program (e.g. Tim Horton's TimBits or McDonald's *atoMc*).

## **FONT**

The font to be used for administrative purposes and internal documents, including minutes is "Arial".

The font to be used for branding and representation purposes, including on jerseys is "Exo".

## **JERSEYS**

### **Game Jerseys (For U11-Development A and all teams U13-U21)**

Game jerseys will be ordered by the Board and produced according to the Board-approved Brand document. No alterations to the jersey pattern, style, logo, colours or font are permitted. CRFMHA-supplied game jerseys must be worn for all games played by CRFMHA teams (league, exhibition, tournament).

For teams participating in recognized external programs (e.g. Orange Jersey Project), with permission of the Officers Committee, a team may wear an alternate jersey for one exhibition game per team per season.

### **Practice Jerseys**

Practice jerseys are not supplied by CRFMHA, but are permitted and can be ordered or arranged by teams, programs or individuals. Practice jerseys must be a single colour jersey matching one of the six colours from the Association colour palette (above) or reasonably close approximation. If a logo is used, it must be the Crown logo (aka merchandise logo). Practice jerseys may not have STOP signs applied. Practice jerseys can not be used for game play by CRFMHA teams. Player names and numbers on practice jerseys are optional and can be applied temporarily or permanently. Team or program sponsorship is permitted on the jersey, if applicable. (See External Funding Policy - Team Practice Jersey Sponsor and Development Program Sponsor).

## **ACCOUTREMENTS**

On Home jerseys, C and A will be dark blue. Removable name bars will be white with dark blue or red lettering.

On Away jerseys, C and A will be light gray. Removable name bars will be red with white lettering or white name bars with dark blue or red lettering.

## **TEAM NAMES**

CRFMHA teams are named according to:

- The selected Board-approved name “Victoria Reign”;
- the team Division (U-X);
- the team Class/Category (A - competitive hockey; C - recreational hockey);
- For recreational teams only, the team number (1, 2, 3, 4, 5), with the exception of Victoria Reign U11 Development A.

Example: “Victoria Reign U11-C1”

When there is a single recreational team in one Division, it will be designated as “C1”.

When there are multiple recreational teams in the same Division, team formation will roughly follow geography of the region and for consistency, the naming convention will be:

- C1 - Sooke, Metchosin, Langford, Highlands and/or Colwood & View Royal.
- C2 - North Saanich, Sidney, Central Saanich and/or Saanich\* (northern or western Saanich)
- C3 - Saanich\* (eastern or southern Saanich, Oak Bay, Victoria, Esquimalt and/or View Royal)
- C4 - Saanich\* (western or southern Saanich, Esquimalt, View Royal and/or Colwood)
- C5 and C6 - Other as necessary.

\*Saanich is divided approximately east/west by Highway 17 and approximately north/south by McKenzie Avenue.

Teams may not represent themselves in any other manner (e.g. nicknames; alternate names).

## **TOURNAMENT LOGOS**

CRFMHA has logos for each of its annual tournaments. These are included as Appendix 3. The logos will be made available to the tournament Host Committee by the Secretary during preparation for the tournament. Tournament logos should be professionally updated each season to reflect the calendar years of the current playing season.

## **BANNERS**

Banners won by the Association or any of its programs or teams become property of the Association. This includes BC Hockey Championship banners, VIAHA District, Playoff or League banners, Tournament championship banners or promotional banners.

### **Banner Extensions**

For playoff and league championship banners, CRFMHA will consider banner extensions, where permitted by the facility the banner will be displayed.

For purposes of standardization, banner extensions will include team players first, listed in number order as “## Firstname Lastname”, with the goaltender(s) appearing above the skaters. Team Manager will be represented below the players. Head Coach will appear below the Team Manager, followed by HCR rostered Assistant Coaches. Due to space limitations, HCSP personnel, on-ice helpers and other roles will not be included. (See Appendix 4 for Sample)

## **REPRESENTATION**

CRFMHA representation will include only Board approved logos, colours, fonts, jerseys and team names. Logos, jerseys and names may not be altered, amended or appended in any way. Removable accouterments are only permitted on jerseys as specified in the Equipment Use Policy.

## **GENERAL MERCHANDISE**

To ensure equal access to merchandise products for all members, CRFMHA merchandise featuring the Crown logo (aka merchandise logo) will be sold exclusively through “Reign Gear” on-line portal. Selections available through the Reign Gear portal will be reviewed and/or revised on an annual basis by the Merchandise Committee to optimize and customize selections to suit membership preferences and demands. CRFMHA does not allow team-specific or exclusive merchandising or representation.

The Merchandise Committee may invite suggestions or requests for merchandise options from membership in the Spring of each year. Final decisions regarding selections will be made by June 30 to allow sourcing and fulfillment through the official supplier prior to the start of the regular season. As the Chair of the Merchandise Committee, the Director of Equipment is the CRFMHA liaison with the official supplier.

Membership will be notified of any additions to the merchandise catalog offered on the Reign Gear portal before the end of September. Merchandise can be purchased by individuals or

organized as a team purchase. Membership will also be notified of any items being discontinued from the Reign Gear portal.

The Merchandise Committee may offer exclusive items for time limited purchase by the membership as an Association level fundraiser.

## **USE OF LOGO**

The logos will be used by the Board of Directors for uniforms, merchandise, communication, promotion and marketing as specified above.

Teams may use the Crown logo (aka merchandise logo) or wordmark logos for internal team communication and signage. Teams can acquire the logo through the Secretary.

Apparel and merchandise bearing the Reign logo must be purchased by teams or individuals through the official supplier of CRFMHA. If the category of item is not available from the official supplier, an alternate supplier may be identified and approved by the Merchandise Committee. Examples of categories include hat, toque, jacket, shirt, sweater, pants, mug, water bottle, sticker, etc.

Teams or individuals pursuing an alternate *style* of any item within a *category* already available through the official supplier is prohibited.

Use of the logo for disposable, consumable or handcrafted/homemade items for personal use is generally permissible, but subject to approval by the Merchandise Committee. The logo will only be supplied for proposals submitted to and approved by the Merchandise Committee.

Confirmed Association Sponsors and Team Sponsors may use the crown logo (aka merchandise logo) and/or wordmark logo, limited to the duration of their sponsorship agreement or term and will be supplied with a digital copy of the logo upon request to the Director of External Funding or Secretary.

Partners, collaborators, and affiliates may use the crown logo (aka merchandise logo) and/or wordmark logo with consent of the Secretary, for the duration of their engagement with CRFMHA.

## **MERCHANDISE JERSEY**

Official CRFMHA game jerseys are NOT available for purchase. The Victoria Reign merchandise jersey is available for purchase through the Reign Gear portal, featuring the Crown logo. The merchandise jersey will not have a STOP sign or number and cannot be used for game play.

## PROMOTION

CRFMHA will pursue both internal and external opportunities for promotion.

1. Internal Promotion:
  - a. Team Photographs - organized by the Director of Managers
  - b. Action Photography - organized by the Director of Communication
    - i. Select and archive allotment of photos
  - c. CRFMHA Awards - organized by the Awards and Scholarship Committee
    - i. Perpetual trophy or plaque to remain property of the Association for public display
    - ii. Individual trophy or plaque for the recipient of each award for personal use (aka "Keeper").
  - d. CRFMHA Scholarships - organized by the Awards and Scholarship Committee
    - i. Open to current graduating Reign U18 players and active Reign U21 players only
  - e. CRFMHA Championship Panels - organized by Administrator
  - f. Acknowledgement of graduating players
    - i. Social media post - organized by the Director of Communication
    - ii. Graduation gifts - organized by the VP Administration
      1. Gifts to be awarded according to year of birth only
        - a. No early graduates, unless corresponds with university or college admission
        - b. No deferrals
      2. Gifts awarded to current Reign U18 players only
  - g. Volunteer recognition
    - i. At the termination of their involvement with the Association, Directors and Officers will be recognized with a trophy or plaque acknowledging their term of service and roles.
  - h. Special Events (organized by the Director of Special Events), including
    - i. Annual Welcome Back Event (Sept)
    - ii. Annual Holiday Event (Dec)
    - iii. Annual Awards Banquet (April)
2. External Promotion
  - a. Arena signage - maintained by the Director of Promotion
    - i. Panorama Recreation Centre
    - ii. Oak Bay Recreation Centre
    - iii. Archie Browning Sports Centre
    - iv. JDF Arena
    - v. SEAPARC Leisure Complex
  - b. Arena Display Case (maintained by the Director of Promotion)
    - i. Pearkes Recreation Centre
  - c. Arena Displays

- i. Championship banner displays (to be organized by the Association where opportunities arise)
  - d. Community engagement at public events - coordinated by the Director of Promotion
  - e. Parades - organized by the Director of Promotion
  - f. School based displays (when allowed)
  - g. Nomination of suitable candidates for external recognition by other agencies, including but not limited to:
    - i. Governing bodies:
      - 1. Hockey Canada (including BFL Female Coach of the Year Award)
      - 2. BC Hockey (including Fred Heslop Minor Hockey Awards)
      - 3. VIAHA
    - ii. Sport agencies:
      - 1. viaSport
      - 2. Greater Victoria Sports Awards
    - iii. Community agencies:
      - 1. Oak Bay Young Exceptional Stars (YES) Awards
      - 2. Keep Girls in Sport Leadership Award
  - h. Guest recognition
    - i. **Eligibility** – Guests who are invited to interact with CRFMHA by the Board of Directors to support learning, promotion and for special events.
    - ii. **Approval** - For each instance, a request for approval will be made to the Public Relations Committee for review at their next standing meeting. If approved, the Treasurer should be notified to ensure that the total annual expenditures for such recognition does not exceed the amount specified for “Guest Recognition” in the annual approved budget.
    - iii. **Promotional Items** – Items will have a suggested value (cost) of \$20-40. Surplus promotional or fundraising items may be considered. When none are available, items from the Reign Gear on-line Team Store may be acquired in advance by the Board-level organizer of the event or activity, at the expense of the Association.

## APPENDIX 1: Logos

### Female Hero Logo:



### Cypher Logo:









### Crown Logo (aka Merchandise Logo):



### Wordmark Logo:

CAPITAL REGION  
**FEMALE**  
MINOR HOCKEY  
ASSOCIATION  
[www.VictoriaGirlsHockey.ca](http://www.VictoriaGirlsHockey.ca)

## APPENDIX 2: CRFMHA COLOUR PALETTE

Colour	PANTONE	CMYK	RGB	Hex Color Code	SAMPLE
Dark Blue	<b>PMS 282C</b>	100 90 13 68	4, 30, 66	#041e42	
Reign Blue	<b>Process Blue C</b>	100 15 0 6	0, 133, 202	#0085ca	
Silver	<b>PMS 429C</b>	21 11 9 23	162, 170, 173	#a2aaad	
Dark Grey	<b>Cool Grey 11C</b>		83, 86, 90	#53565a	
White	-	0 0 0 0	255, 255, 255	#ffffff	
Red	<b>PMS 187C</b>	7 100 82 26	166, 25, 46	#a6192e	

## APPENDIX 3: TOURNAMENT LOGOS

Thanksgiving Tournament:



Remembrance Day Tournament:



New Years Eve Tournament:



Family Day Tournament:



## **APPENDIX 3: BANNER EXTENSIONS**

Sample of format for Banner Extension

30 Firstname Lastname  
35 Firstname Lastname  
2 Firstname Lastname  
3 Firstname Lastname  
4 Firstname Lastname  
5 Firstname Lastname  
6 Firstname Lastname  
7 Firstname Lastname  
8 Firstname Lastname  
9 Firstname Lastname  
10 Firstname Lastname

11 Firstname Lastname  
12 Firstname Lastname  
13 Firstname Lastname  
14 Firstname Lastname  
15 Firstname Lastname  
16 Firstname Lastname  
17 Firstname Lastname  
18 Firstname Lastname  
28 Firstname Lastname  
77 Firstname Lastname

MANAGER: Firstname Lastname

HEAD COACH: Firstname Lastname

ASSISTANT COACHES:

Firstname Lastname  
Firstname Lastname  
Firstname Lastname