APPAREL

Brand visual guide

A practical reference for teams, families and apparel suppliers.

One club. One consistent look.

Official artwork. Consistent colours. Clear placement.

Based on the supplied EFCLRA Branding & Apparel Policy, logo PDF and colour-reference image. The policy governs all use and ordering.

COLOURS

Prepared October 2026

Visual reference based on supplied materials; not a replacement for the apparel policy.

Recognizable at every level.

Use the supplied colour codes and preserve the original logo artwork.

ER Purple

#2F2F80

RGB 47 / 47 / 128

PRIMARY BRAND COLOUR

Logo blue

#2E90CF

RGB 46 / 144 / 207

LOGO ACCENT COLOUR

Black

Heather grey

White

Neutral swatches are illustrative. No black, white or heather-grey HEX codes were supplied; match approved artwork and fabric samples.

GARMENT COLOURS

Player apparel	Black, purple and grey only
Coach jackets	Black only

Logo blue is an artwork accent, not a listed player-apparel colour. White remains a brand colour and is included in the standardized practice-jersey options.

Keep the logo intact

Use approved files. Preserve colours and proportions; do not redraw, crop, stretch, remove elements or add effects.

Production note: HEX is a screen reference. Have the supplier match ink, thread and fabric to an ER-approved sample before production.

Sources: policy pp. 1-2 and 6; supplied logo PDF and HEX-reference image.

Put every mark in its place.

Left and right refer to the wearer. These placement diagrams are schematic and not to scale.

OPTION A

Full front logo



Centre the ER logo on the front.

Full-front dimensions are not specified.

OPTION B

Front left chest



Policy specification: 4" x 4".

Dashed box marks the chest position.

1 Names / initials

Upper right sleeve or arm. Use Arial, with only the customization permitted for that item.

2 Sponsor logo

Lower left sleeve only, no larger than the ER logo. Never on the front or near the ER logo.

Sponsor condition: permitted on sweatshirts only when the sponsorship covers the full cost of the item.

Size clarification: the policy specifies a 4" x 4" left-chest logo. Keep the supplied logo proportional and confirm finished dimensions with ER; do not force it into a square. General production minimums do not replace this placement requirement.

Sources: policy p. 4 (placement and sponsorship) and p. 6 (production minimums).

The details that stay consistent.

Use this item-by-item reference before preparing an apparel order.

Apparel item	Last name	Sponsor logo	Initials
Sweatshirt	Allowed	Allowed*	Allowed
Sweatpants	Allowed	-	Allowed
Shirt	Allowed	-	Allowed
Toque	Allowed	-	Allowed
Practice jersey	Allowed	-	-

* Sponsor logos require full sponsorship of the item and must follow the sleeve and size rules on page 3. A dash means the customization is not permitted in the policy table.

PERSONALIZATION FONT

Arial

LAST NAME AB

Production sizes

Method	Minimum logo size	Names / initials
Embroidery	**2.5"**	**0.5"**
Heat transfer	**2.75"**	**2"**

Sizes are reproduced as stated in the policy. Larger logos are encouraged on textured materials for clarity.

Confirm with ER: names/initials are allowed on sweatpants and toques, but the policy does not specify placement for these items without sleeves.

Sources: policy p. 4 (customization table) and p. 6 (Arial and decoration sizes).

Choose the right apparel.

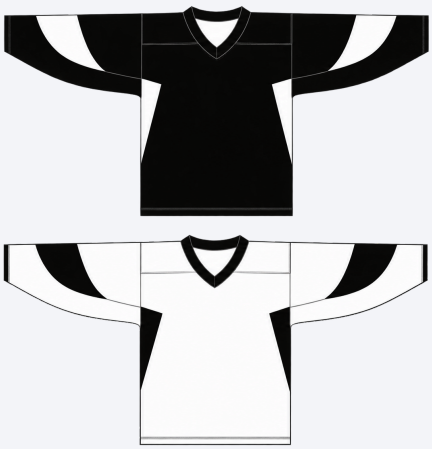
Different requirements apply to game wear, practice wear and team merchandise.



Supplied game-jersey mock-up

GAME WEAR

- Wear ER-provided game jerseys for every game. **No name-bars.**
- Removable C/A patches are optional: follow the Jersey Care & Modifications guidelines. The team decides; teams/families pay.
- **U14+ players, excluding goaltenders:** purple-and-white ER Mosspro pants are required for all league, exhibition and tournament games.



PRACTICE WEAR

- Families buy practice jerseys directly through the ER Store; they are outside team apparel budgets.
- All teams use **one standardized reversible jersey** or **one black and one white standardized jersey.**
- Last names are permitted; sponsor logos and initials are not.

Illustrative styles; order the standardized ER Store jersey.



COACH & BENCH STAFF

Head and Assistant Coaches: ER-provided coach jackets/hoodies are required at all games. Coach jackets must be black.

Additional bench staff are encouraged to wear ER apparel where possible.

CUSTOM TEAM MERCHANDISE

Team names or visual elements may be used on only **one or two low-cost items**, such as stickers, decals, water bottles, lanyards, tags or banners. Apparel, practice jerseys and bags are not permitted as custom team merchandise.

Sources: policy pp. 2-3 and 5; supplied game-jersey mock-up. Practice illustrations are visual references.

Ready for the supplier.

Use the ER Store where possible. All policy requirements also apply to outside suppliers.

APPROVED VECTOR ARTWORK

admin2@edmontonringette.com

Request the official files for the intended team or vendor.

Brand permission

Written ER approval is required to use, alter, reproduce or distribute Edmonton Ringette names, logos or branding. Permission applies only to the approved purpose and time period. Use only approved elements.

RECOMMENDED SUPPLIER PROOF CHECK

✓ **Garment**	Correct item and permitted colour; coach jackets black.
✓ **Decoration**	Front-logo option, proportions, method and size are confirmed.
✓ **Customization**	Arial, sleeve placement and item permissions are checked.
✓ **Sponsorship**	Full item cost covered; size and lower-left-sleeve rules met.

Coach & staff apparel support

Available once every two seasons.

Head Coach	Full cost of jacket
Assistant Coach	Up to $50 toward jacket
Junior Coach	Up to $25 toward ER apparel
Manager	Up to $25 toward ER apparel

Receipts: submit to the Treasurer by October 31 each season. Late submissions are not reimbursed. A limit applies to the number of Assistant Coaches supported per team; confirm with ER.

Team names: must be appropriate for youth sport, not offensive, and must not use copyrighted or trademarked names without permission.

Sources: policy pp. 1-3 (approval, names and support) and pp. 5-6 (ordering and vector artwork).