Branding and Apparel Policy

Purpose

Edmonton Ringette is committed to presenting a unified, recognizable, and positive image across all teams and levels of play. Consistent branding and standardized apparel help to:

- Create a clear and recognizable identity for Edmonton Ringette at games, tournaments, and community events.
- Support affordability for families by allowing apparel to be reused from season to season.
- Reduce unnecessary duplication and waste.
- Promote pride, belonging, and professionalism within our ringette community.

All members, teams, and affiliates are expected to follow this policy and any related guidelines issued by Edmonton Ringette.

Scope

This policy applies to **all Edmonton Ringette players, parents/guardians, coaches, team staff, volunteers, and affiliated parties**.

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1. Brand Use and Team Names

- All Edmonton Ringette names, logos, and branding elements are the property of Edmonton Ringette.
- These elements may not be used, altered, reproduced, or distributed without written approval from Edmonton Ringette.
- Members are expected to represent Edmonton Ringette respectfully and appropriately at games, tournaments, events, and in public settings.

Team Names

- Teams may choose a team name.
- Team names must not be:
    - Vulgar, offensive, or derogatory
    - Copyrighted or trademarked without permission
    - Inappropriate for a youth sport environment
- Edmonton Ringette reserves the right to require changes to team names that do not meet these standards.

Brand Approvals

- Permission to use Edmonton Ringette logos or branding is granted for a **specific purpose and time period only**.
- Only approved elements may be used.
- When approved, official design files will be provided directly to the team or designated vendor.

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2. Game Wear

- Game jerseys are provided by Edmonton Ringette and must be worn for all games during the season.
- Removable captain/assistant patches (C/A) may be added according to the Jersey Care & Modifications guidelines.
    - This is a team decision.
    - Costs are the responsibility of the team/families.
- Name-bars are not permitted on Edmonton Ringette game jerseys.

Player Apparel

- All U14+ players (excluding goaltenders) must wear **ER Mosspro ringette pants (purple and white)** for all games, including league, exhibition, and tournament play.

Coach and Bench Staff Apparel

- Head Coaches and Assistant Coaches **must** wear Edmonton Ringette–provided coach jackets/hoodies for all games.
- Where possible, additional bench staff (Junior Coaches, On Ice Assistants, Trainers) are encouraged to wear ER apparel.

Coach and Staff Apparel Support

Edmonton Ringette provides support toward apparel costs once every **two (2) seasons** for the following roles:

- **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 must be submitted to the Treasurer by **October 31** of each season.
- Late submissions will not be reimbursed.
- Maximum number of Assistant Coaches eligible per team applies.

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3. Team Apparel

- Teams are encouraged to order apparel through the **Edmonton Ringette Store**.
- If ordering from another supplier, all requirements in this policy must be followed.

EFCLRA Branding & Apparel Policy

Logo Placement

- The Edmonton Ringette logo must appear as:
    - A full front logo **or**
    - A 4” x 4” logo on the front left chest

Permitted Customization

(Customization may increase cost)

Apparel Item	Last Name	Sponsor Logo	Player Initials
Sweatshirt	Allowed	Allowed	Allowed
Sweatpants	Allowed	—	Allowed
Shirt	Allowed	—	Allowed
Toque	Allowed	—	Allowed
Practice Jersey	Allowed	—	—

Sponsor Logos

- Sponsor logos are permitted **only when the sponsorship covers the full cost of the item**.
- Sponsor logos must:
    - Be no larger than the ER logo
    - Be placed on the **lower left sleeve only**
    - Not appear on the front of the garment or near the ER logo

Names and Initials

- Player last names or initials must be placed on the **upper right sleeve or arm**.

Practice Jerseys

- Practice jerseys are purchased directly by families through the ER store.
- They are **not** part of team-budgeted apparel.
- To maintain consistency and affordability, all teams will use:
    - One standardized reversible practice jersey **or**
    - One black and one white standardized practice jersey.

Team Merchandise

- Custom merchandise using team names or visual elements is limited to **one or two low-cost items**, such as:
    - Stickers or decals
    - Water bottles
    - Lanyards, tags, or banners
- Apparel items (e.g., hoodies, practice jerseys, bags) are **not permitted** as custom merchandise.

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4. Procurement and Visual Identity

Ordering Through the ER Store

- Coaches receive ordering details after teams are formed.
- The store includes:
    - Player apparel
    - Coach apparel
    - Family apparel and gifts
- Store timing:
    - Opens around the ffirst week of September
    - Open 4-5 weeks for player and coach apparel
    - May reopen in October/November for family items
- Delivery is typically **5 weeks after store closure**.

Ordering Outside the ER Store

- All policy requirements apply.



EFCLRA Branding & Apparel Policy

- Approved ER logo vector files can be requested at **admin2@edmontonringette.com**.

Logo and Font Standards

- Minimum logo size:
  - 2.5” for embroidery
  - 2.75” for heat transfer
- Larger logos are encouraged for clarity on textured materials.
- Player names/initials:
  - Arial font
  - 0.5” for embroidery
  - 2” for heat transfer

Colour Standards

- Edmonton Ringette primary colours: email admin2@edmontonringette.com for codes
  - ER Purple
  - Black
  - Heather Grey
  - White
- Colours must not be altered (HEX codes to be specified).
- Coach jackets: **black only**
- Player apparel: **black, purple, and grey only**