



MEDICINE HAT RINGETTE ASSOCIATION

Policy Section	Change	Policy Version #	Date Approved	Effective Date
All	Split into Sections	0	October 19, 2026	October 19, 2026
All	Grammar/Formatting	1		

BRANDING POLICY

1.0 Definitions

The following terms have these meanings in this policy:

- 1.0.1** “MHRA” – Medicine Hat Ringette Association
- 1.0.2** “MHRA branded” – Any items or products adorned with the Medicine Hat Ringette versions of the logo.
- 1.0.3** “Mustangs branded” – Any items or products adorned with the Medicine Hat Mustangs version of the logo.

2.0 Overview

Unified branding and apparel will:

- 2.0.1** Ensure that every member of the MHRA has consistent clothing from year to year, and team to team, reducing waste and costs to the families.
- 2.0.2** Provide a consistent look and representation of the MHRA during games, tournaments, events and in public in general.

3.0 Team Naming

- 3.1** All teams in the U10 – U19 divisions will be known by the unified moniker of “Mustangs”
- 3.2** Where there is more than one team within a division or tier, for the purposes of distinction, the teams will be known by their assigned league number suffix (ex. MHT-U16A-1)
- 3.3** Teams are to only represent themselves as “Medicine Hat”, “Medicine Hat Ringette”, “Mustangs”, “Medicine Hat Mustangs” and/or the assigned league number.
- 3.4** Teams are only to wear Mustangs or MHRA branded apparel.

4.0 Association Branding

- 4.1** The set of MHRA and Mustangs names and logos can only be used with explicit permission by the MHRA Board. Requests in writing, indicating the purpose, application and the duration of use, must be provided to the MHRA PR Director or MHRA President for review and approval.



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- 4.2** Use of MHRA branding is restricted to association-related business purposes. Mustang branding is to be used for all team-related purposes.
- 4.3** Approvals to use the name, logo(s) and associated visual elements are time and purpose specific, and only the approved elements may be used. If approved, the association will provide the appropriate design files directly to the requester or the vendor, as applicable.

5.0 Game Apparel

5.1 Jerseys

- 5.1.1** Game jerseys are provided by the association to all teams to wear during the course of the season.
- 5.1.2** The team's parent(s) will be responsible for storing, taking care of the jerseys, and ensuring that the sets remain complete and in good condition.
- 5.1.3** Jerseys are to be returned to the Equipment Coordinator at the end of the season by the coach in good condition. Date for jersey return will be communicated each spring.
- 5.1.4** No modifications (ex. Hemming) or addition of patches or designs (outside of C/A patches) is permitted.
- 5.1.5** Players will wear MHRA provided game jerseys to all games (league, exhibition and tournament) to ensure professional and consistent representation of the association. Custom or "third" jerseys are not permitted.
- 5.1.6** To preserve the longevity of the jerseys, game jerseys are never to be worn during practices.

5.2 Game Pants

All players (except goaltenders) in U10 Step 3 to U19 are required to wear the MHRA ringette pants (black, yellow, green) or solid black pants to all games (league, exhibition and tournament).

5.3 Game Helmets

All players (except goaltenders) in U14 to U19 are required to wear a black player helmet to all games (league, exhibition and tournament).

5.4 Coach Jackets

It is recommended for Head Coaches and Assistant Coaches to wear MHRA branded or Mustangs branded apparel to all games (league, exhibition and tournament). Additional bench staff, including Jr. Coaches and Trainers should also wear MHRA branded or Mustangs branded apparel.

5.5 Other Apparel

- 5.5.1** Purchase of Mustangs branded merchandise or apparel is optional and determined by each team.



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- 5.5.2** All MHRA and Mustangs branded merchandise or apparel must be purchased through the MHRA approved supplier/vendor list. Please contact the PR Director or MHRA President for the approved supplier/vendor list.
- 5.5.3** While teams may obtain sponsorships for various expenses (including team apparel) from businesses, addition of any sponsor information to any MHRA branded or Mustangs branded apparel or merchandise is prohibited. Teams should look at other ways of recognizing and thanking their sponsors.