

# **BRAND GUIDELINES**

**VANCOUVER FEMALE ICE HOCKEY ASSOCIATION**

# THE LOGO



2018-CURRENT

**WE WERE FORMED IN 1972 AS KILLARNEY GIRLS ICE HOCKEY ASSOCIATION (KGIHA).**

**IN 2005, THE ASSOCIATION OFFICIALLY REBRANDED ALL TEAMS AS THE VANCOUVER ANGELS.**

**KGIHA BECAME VANCOUVER FEMALE ICE HOCKEY ASSOCIATION (VFIHA) IN 2017, FOLLOWED BY A REFRESHED LOGO AND JERSEY DESIGN IN 2018.**



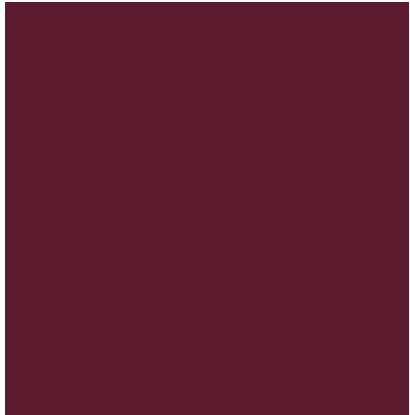
1972-2005



2005-2017

# CORE COLOURS

**MAROON**



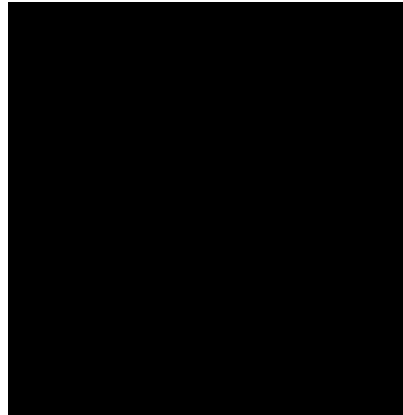
**CMYK 0/100/15/60**  
**RGB 102/0/87**  
**HEX 660057**

**GOLD**



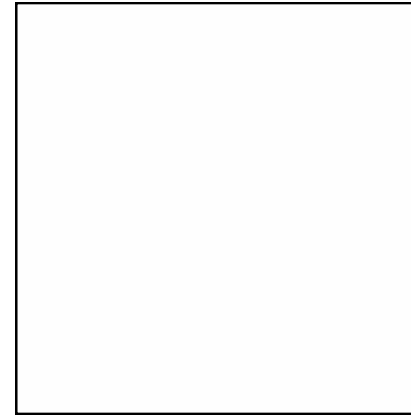
**CMYK 0/17/80/0**  
**RGB 255/212/51**  
**HEX FFD433**

**BLACK**



**CMYK 0/0/0/1**  
**RGB 0/0/0**  
**HEX 000000**

**WHITE**



**CMYK 0/0/0/0**  
**RGB 100/100/100**  
**HEX FFFFFFFF**

# LOGO APPLICATION

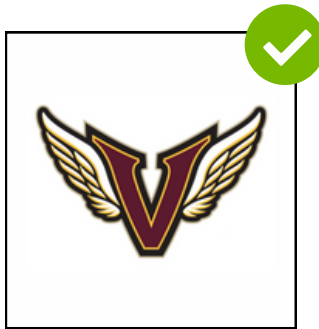
**\*THESE RULES APPLY TO BOTH THE LOGO AND THE INDIGENOUS CREST**



**FULL COLOUR ON  
LIGHT BACKGROUND**



**FULL COLOUR ON  
DARK BACKGROUND**



**JUST THE LOGO,  
TEXT REMOVED**

**THIS OPTION  
SHOULD BE  
USED SPARINGLY**



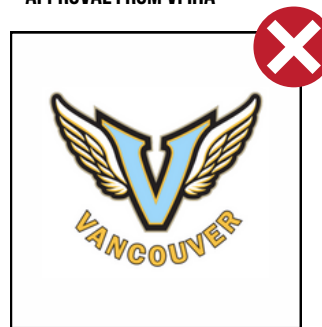
**DO NOT DISTORT**



**DO NOT REARRANGE  
LOGO ELEMENTS**



**DO NOT ALTER OR  
ADD ANY ELEMENTS**



**DO NOT CHANGE ANY  
COLOURS OF THE LOGO**



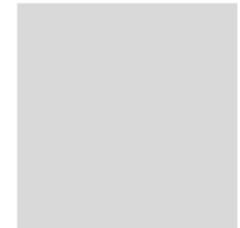
**DO NOT PLACE ON A  
BUSY BACKGROUND**

# APPLICATION EXAMPLES



ANGELS A1

THERE MUST ALWAYS BE A CLEAR SPACE MEASURING 1X (SEE THE IMAGE TO THE LEFT FOR THE MEASUREMENT OF X) AROUND THE LOGO WHEN IT IS APPLIED TO SOMETHING THAT INVOLVES OTHER TEXT/ELEMENTS



WHEN PLACING ON A PHOTO, PUT THE LOGO IN A QUIET CORNER (LOOK FOR THE CORNER WITH THE LEAST VISUAL NOISE)



LOGO LOCK-UPS WITH PARTNER LOGOS SHOULD ENSURE EQUAL VISUAL BALANCE. THE PARTNER LOGO SHOULD BE SCALED TO ENSURE EQUAL WEIGHT AND BALANCE WITH THE VFIHA LOGO. ALL PARTNERSHIPS REQUIRE APPROVAL (SEE NEXT PAGE)

# APPROVAL FOR USE OF LOGO

**ALL USES OF THE VFIHA LOGO AND THE INDIGENOUS CREST (INCLUDING ON CLOTHING, ADVERTISEMENTS, SIGNS, ETC) MUST BE APPROVED BY VFIHA'S DIRECTOR OF COMMUNITY ENGAGEMENT PRIOR TO USE:**

**COMMUNICATIONS@VFIHA.COM**

**PLEASE ALLOW A MINIMUM OF 48 HOURS TO AWAIT A RESPONSE.**

**REAL HIP CLOTHING IS THE ONLY PRE-APPROVED PROVIDER OF VFIHA BRANDED CLOTHING. IF REAL HIP CLOTHING IS UNABLE TO PROVIDE A SPECIFIC BRANDED ITEM, PERMISSION MUST BE OBTAINED FROM THE DIRECTOR OF COMMUNITY ENGAGEMENT OR THE PRESIDENT AND WILL BE CONSIDERED ON A CASE-BY-CASE BASIS.**

# INDIGENOUS CREST



IN 2021, THE BC INDIGENOUS PARTICIPATION WORK GROUP ENCOURAGED LOCAL MINOR HOCKEY ASSOCIATIONS TO APPOINT AN INDIGENOUS LIAISON PERSON WHO WOULD INITIATE AND ASSIST WITH THE BUILDING OF QUALITY RELATIONSHIPS WITH THEIR LOCAL FIRST NATION(S). DUE TO THE HIGH LEVEL OF INTEREST IN THIS POSITION, VFIHA CREATED AN INDIGENOUS LIAISON COMMITTEE TO SHARE IN THIS ROLE.

IN 2022, THIS COMMITTEE SENT OUT A CALL FOR PROPOSALS FOR THE CREATION OF AN INDIGENOUS JERSEY CREST AS A WAY TO CELEBRATE, SHARE AND EDUCATE VFIHA MEMBERS ON INDIGENOUS CULTURE AND TO CREATE AN OPPORTUNITY TO BUILD A BRIDGE BETWEEN THE ASSOCIATION AND LOCAL FIRST NATIONS. MUSQUEAM ARTIST DEBRA SPARROW WAS COMMISSIONED TO DESIGN THE CREST.

## THE STORY (WRITTEN BY DEBRA SPARROW)

WHILE SITTING BY THE RIVER WHERE EAGLES GATHER, WAITING PATIENTLY, WAITING FOR THE RIGHT MOMENT TO STRIKE USING THEIR STRENGTH TO CAPTURE THEIR PREY, IT CAME TO ME THAT IT IS A SIMILAR APPROACH IN SPORT, AND IN THIS CASE, HOCKEY. I THEREFORE ADAPTED THE EAGLE'S HEAD PERCHED ON TOP OF THE V AND THE FEATHER IN THE SPACE INSIDE THE V, REPRESENTING STRENGTH, PATIENCE AND COURAGE.

## ABOUT DEBRA SPARROW

DEBRA SPARROW IS A MEMBER OF THE MUSQUEAM NATION AND IS SELF-TAUGHT IN SALISH DESIGN AND JEWELRY MAKING. SHE DESIGNED THE LOGO FOR THE CANADIAN HOCKEY TEAMS FOR THE 2010 OLYMPIC AND PARALYMPIC WINTER GAMES IN VANCOUVER, AND CONTINUES TO WORK ON PIECES CLOSE TO HER HEART AT HER HOME IN MUSQUEAM. DEBRA IS ALSO AN ACCLAIMED WEAVER AND IS DEEPLY INVOLVED WITH THE REVIVAL OF MUSQUEAM WEAVING. HER WORK HAS BEEN DISPLAYED AT THE UNIVERSITY OF BRITISH COLUMBIA, THE CANADIAN MUSEUM OF HISTORY, THE ROYAL BC MUSEUM, VANCOUVER INTERNATIONAL AIRPORT, THE BURKE MUSEUM AND THE SMITHSONIAN. IT IS DEBRA'S HOPE TO EDUCATE OTHERS ABOUT THE BEAUTY AND INTEGRITY OF HER PEOPLE'S HISTORY THROUGH HER ART. SHE CO-CREATED THE MUSQUEAM MUSEUM SCHOOL WITH THE UNIVERSITY OF BRITISH COLUMBIA AND AMONG TEACHING CLASSES, SHARES HER KNOWLEDGE THROUGH PUBLIC SPEAKING, PRESENTATIONS AND PUBLICATIONS.