

Logo Brand Style Sheet

BASE LOGO



VARIATIONS

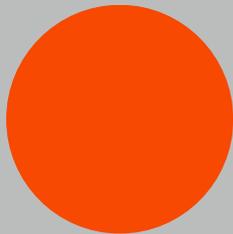


CIRCLE LOGO

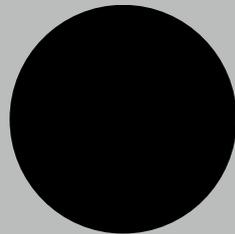


TEXT

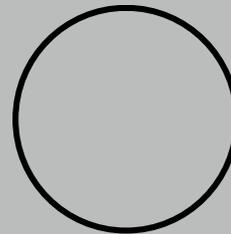
COLOURS



PMS 172 C
R247 G73 B2
#F74902



Black
R0 G0 B0
#000000



Gray
R187 G189 B189
#BBBDBD

MASCOT

winHawks

Logo Use Guidelines

Base Logo Usage

- Official Use: Use the base logo on official uniforms, apparel and marketing materials
- Background: Ensure the logo is placed on a solid, contrasting background for maximum visibility

Alternative Logo Versions

- Monochrome or Single-Color: Use a black, white, or single-color version for merchandise or documents when color printing is not an option.
- Circle Logo: Use the circle logo for items where a “badge” is ideal. This could be documents, signs or apparel
 - Circle logo is the preferred logo variation for official documents
 - Consult WAYHA Marketing before any use of this logo on apparel
- Text Logo: The text logo is a variation of WAYHA’s old logo. It is not to be stacked on the base logo
- Spacing Rule: Leave a buffer zone around the logo equal to the height of the hockey stick in the logo, ensuring no text or graphics crowd the design
- Old Logo: WAYHA previously used a logo that combined the base logo with text. This logo variation is not to be used on new items.
- Special Cases: Special logos (I.E. tournament logos or others) shall be reviewed by Marketing Committee
 - Tournament logos and apparel are managed by WAYHA Tournament Director with guidance from Marketing and Equipment Manager

Prohibited Uses

- No Alterations: Do not modify the logo’s colors, proportions, or design elements
- No Overlays: Avoid placing the logo over busy backgrounds or images that make it hard to read
- No Distortion: Never stretch, rotate, or skew the logo
- No Group Apparel: Group apparel purchases using WAYHA logos shall be organized by WAYHA Equipment Manager

Contextual Guidelines

- Apparel: Place the logo prominently on team uniforms, ensuring it is centered and properly scaled.
- Promotional Materials: Use the logo on banners, flyers, and social media posts, adhering to consistent placement.

Preferred Vendors

Paper Products (Prints, Signs, Presentations)

- Fastenal Print Shop: Sara Ronnenberg – printshop@fastenal.com
 - Good pricing, can have long lead times, Fastenal's internal print shop
- Thies Printing: theisprt@hbc.com ; 507-452-4182
 - Good pricing, can have long lead times, printing is their core competency
- Insty-Prints: 507-452-6080
 - Expensive, short lead times

Apparel

- WAYHA apparel is managed by Equipment Manager Ben Gordon – equipment@winonahockey.com
 - Jerseys, warmups, sweatshirts, hats, etc.
 - Team or group purchases
- Preferred vendor for family embroidery – Jay & Dee's Special T's
 - One-offs, adding numbers and/or player names
 - 730 East 2nd Street, Winona, MN – 1 Block from Bud King Ice Arena
 - sales@jds promo.com ; 507-454-0552
- WAYHA online apparel stores
 - GameOne – <https://shop.game-one.com/minnesota/winona/winona-area-youth-hockey-association>
 - Also the apparel supplier to St. Mary's University
 - Official supplier of WAYHA Tournament Apparel
 - SquadLocker – <https://shop.game-one.com/minnesota/winona/winona-area-youth-hockey-association>

Merchandise/Promotional Items

- Apparel and print suppliers also provide promotional items
- WinCraft – Lindsey Posey – lpposey@wincraft.com
 - Specializes in major sports team merchandising not small run promo items. Local plant allows WAYHA some access to WinCraft's expertise.