Using the AJHL Logo

The AJHL logo is used to represent the Alberta Junior Hockey League™ and its member teams. As such, when used by member teams, the logo should always be clearly subordinate in both size and placement to the team identity.

Always use the complete electronic artwork provided by the AJHL, never alter the logo in any way, never animate or rotate it, never separate the elements of the logo. Do not translate the AJHL logo, and do not add words to it. Never integrate the AJHL logo into another logo or design without express written consent of the League Office.

Never attempt to set the logotype yourself, change the font, or alter the size, proportions, or space between letters. Keep the number of AJHL logos used in any one communications piece to a minimum.

Always adhere to the AJHL Trademark Policy as outlined on page 2.

For more information please don’t hesitate to contact the League Office:

www.ajhl.ca
communications@ajhl.ca

When to use the application w/o AJHL Descriptive text

For usage with AJHL text the minimum size is 1”.

If usage is smaller than 1” the mark has no descriptive text.

Colour Usage

Logo colours are navy and red. Red is Pantone 200 and Navy is Pantone 280.

Electronic Media Applications

Please Contact the League directly for information regarding these types of applications.

The X System and Minimum White Space

“4x” represents the height measured vertically from the baseline to the top of the mark.

All approved logos may be enlarged or reduced to meet space and placement requirements as long as the specified minimum sizes are respected.

Minimum White Space

The dashed line around the mark below indicates the required minimum white space.

This area must be kept free of any illustration, type or other element.

Minimum Logo Size

Minimum logo size is 10mm.

One Colour Applications

If two colour or process colour printing are not available, the mark may be produced in black only.

Other colour reproductions must be approved by the League Office.

Embroidery Applications

Always use the mark without AJHL text when using a logo smaller than 4”.

Permission to use these marks must be obtained from the AJHL prior to publication.
This Policy (as amended from time to time) along with the attached “Alberta Junior Hockey League Logo Usage Guidelines” presents the AJHL League Trademark Policy as referenced in Bylaw Section 21 “Trademark Policy” (together “the AJHL TM Policy”). The AJHL TM Policy applies to both AJHL trademarks (the “Trademarks”).

1. Term: Members may reproduce and use the Trademarks as per the AJHL TM Policy as long as the Member is in good standing.


3. Do not make unauthorized or confusing use of the Trademarks. Permission to use the Trademarks must be obtained from the AJHL prior to publication.

4. Use the “tm” symbol when you use the Trademarks. (Example: “Alberta Junior Hockey League™”.) The location of the trademark and how it is used is the primary factor in determining if a trademark symbol should be included in text. If the protected logo location is prominent and the primary focus on the page, a™ in the text is not necessary. However, if the logo location is placed lower on the page or is secondary to the message being delivered, a™ in the text or header (first use only) should be inserted.

5. Place a conspicuous legend at least once on Member webpage(s) and on the title page of any documentation. An example of an acceptable legend is: “The AJHL Trademark is owned by the Alberta Junior "A" Hockey League and marks depicted herein are the property of the AJHL and may not be reproduced without the prior written consent of the AJHL”.

6. Do not use the Trademarks with any disparaging comments - online, social media, print or otherwise.

7. Do not oppose the ownership or registration of the Trademarks.