

Alberta Junior Hockey League Logo Usage Guidelines

Application w/ AJHL text



Application w/o AJHL text



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 color 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.

Using the AJHL Logo

The new 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.

The new AJHL logo must be used at all times; the former logo will no longer be used as of May 29, 2006.

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.

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

www.ajhl.ca
marketing@ajhl.ca