

Cumberland County Minor Hockey Association – Policy Manual

CATEGORY: Communications	LAST REVIEW: 2025
POLICY NUMBER: 8.3	DATE APPROVED: May 29, 2025
TITLE: Logo and Team Apparel Policy	
PURPOSE: The scope of this policy is to control the use and dissemination of Cumberland County Minor Hockey Association's logo and to ensure a standardized supply of material to our Association's teams, tournament and members.	
RELATED GUIDELINES/DOCUMENTS:	

1. INTRODUCTION

Our image and branding as Cumberland county Minor Hockey Association is very important to us and one that players and families take pride in. In order for teams to remain consistent we feel it is important for us as an Association to have a consistent appearance when our teams are at games, tournaments, and any events that our teams may be participating in.

Cumberland County Minor Hockey Association logo may NOT be used without the express written consent of Cumberland County Minor Hockey Association. This includes Cumberland County Minor Hockey Association name or any other reference to the Association.

2. GUIDELINES

Teams, Tournaments and Association members must use our approved suppliers, the suppliers will be announced at the start of every season, if the item being purchase is branded with the official Cumberland County Minor Hockey Association's logo.

Teams, tournaments hosted Cumberland County Minor Hockey Association, and Association members must use discretion in ordering apparel and must act accordingly to preserve the image of the Cumberland County Minor Hockey Association.

Teams are NOT permitted to take the Cumberland County Minor Hockey Association's logo to any other vendor for the purpose of ordering apparel unless approved by Cumberland County Minor Hockey Association's Board of Directors.

Teams are not permitted to use any logo other than the official association logo. The use of any other logo is strictly prohibited.

Failure by teams to comply with the policy may result in suspension or expulsion of the Head Coach, as the appointed representative of the team.

3. COLOURS

CCMHA official colours are purple, black and white.

4. SUPPLEMENTARY CLOTHING

All supplementary clothing is purchased by parents as a matter of personal choice. No stipulation shall be made by team officials or others requiring the purchase of supplementary clothing and no player shall be penalized for not participating in a purchase plan. Parents are encouraged to participate in accordance with their team's wishes.

Coaches and other team officials are encouraged to participate in the purchase or supplementary clothing on an equal basis with all parents. CCMHA recommends that teams not subsidize the purchase of supplementary clothing for coaches and other team officials.

Funds raised through team fundraising activities shall not be used for the purchase of supplementary team clothing.

If a sponsor wishes to support the purchase of team clothing items (e.g., practice jerseys, track suits, hats, etc.), they are not required to make direct payment to the vendor for these items. Instead, sponsorship funds received by the team may be allocated toward supplementary team clothing, provided that all related expenses are clearly documented in the team's budget.

For example: Multiple sponsors may contribute funds that collectively cover the cost of team jackets.

Any sponsor – specific logos requested for inclusion on the clothing must also be paid for by the sponsor.

Supplementary clothing, purchased as team wear, shall comply with association colours and specifications to qualify to bear CCMHA Hockey logo.

CCMHA identifies preferred vendors each year for teams and parents to buy clothing.

CCMHA prides itself on the branding and consistent look of clothing across our organization. Any deviation from the purchase from the preferred supplier must be approved by the CCMHA Executive Committee.

5. REVIEW

The Policy will be reviewed by Cumberland County Minor Hockey on an annual basis.