



NORTHERN CT HOCKEY

BRAND GUIDE

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BRAND GUIDE

OVERVIEW

Our brand – our mission and our unique visual identity is one of our most valuable assets.

These guidelines will help you maintain and strengthen our brand. They will help our audiences identify, remember and respond to Northern CT Hockey.

If our brand is to stay strong, trusted and distinctive, our communications should be designed and written in a consistent way.

Consistency makes us more identifiable, more memorable, and makes people more inclined to join.

We keep design and the number of elements (such as colours and fonts) consistent across both divisions.

Every element used should be used for a reason. This ensures our messages stand out.

In these guidelines, you should find enough flexibility to create unique designs to communicate to your team and fanbase.

But your work will still reflect our overall brand personality and tone of voice: unmistakably Northern Connecticut Hockey.

For more information on our brand guidelines, or for resources, contact skelly@isccskate.com

DESIGN TEMPLATES AVAILABLE ON CANVA:

Including Social Media Score Templates, Logos, Fonts and more

BRAND KITS AVAILABLE ON GOOGLE DRIVES:

Including Logos, Icons, Fonts, etc

CLUB NOTES

The full club name is Northern Connecticut Hockey

There are two divisions within the club:

Northern Connecticut Lights = Girls Hockey

Northern Connecticut Nor'Easter = Youth Hockey (both boys and girls)

Nicknames:

Northern Connecticut Hockey = Northern CT Hockey

Northern Connecticut Lights = CT Lights or Lights

Northern Connecticut Nor'Easter = Nor'Easter

Nor'Easter has a capital N and E

The plural of Nor'Easter is Nor'Easters

The entire club uses the same colors, fonts and design styles, outlined in this document

CLUB MERCH

Northern Connecticut Hockey, Nor'Easter Hockey, and CT Lights Hockey merchandise is only available through the club, through its official online retailer, or at the ISCC.

Teams are not allowed to create their own merchandise without getting approval from the club.

This applies to all clothing (hats, sweatshirts, t-shirts, etc.)

This applies to alternate uniforms (jerseys, socks, jackets, bags, etc.)

This applies to ancillary items (sandals, backpacks, Car stickers, etc.)

If your team would like to create team flags, end of season gifts, or any other item that is not currently available at the ISCC or through our club retailer, please contact skelly@isccskate.com



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FULL CREST LOGO USAGE



Full Crest Color Crest
Light Background



One Crest Color Crest (Navy)
Light Background



Full Crest Color Crest (Grey Stroke)
Dark Background



One Crest Color Crest (White)
Dark Background



Full Crest Color Crest
Light Background



One Crest Color Crest (Navy)
Light Background



Full Crest Color Crest
Dark Background



One Crest Color Crest (White)
Dark Background



Full Crest Color Crest
Light Background



One Crest Color Crest (Navy)
Light Background



Full Crest Color Crest
Dark Background



One Crest Color Crest (White)
Dark Background

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WORD MARK LOGO USAGE



Word Mark (Navy)
Light Backgorund



Word Mark (White)
Light Bckground



Word Mark Full Color
Light Backgorund



Word Mark Full Color
Dark Bckground



Word Mark Full Color
Light Backgorund



Word Mark Full Color
Dark Bckground

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SECONDARY MARK USAGE

These marks should never be used on thier own without the full crest or word,mark.



Secondary Mark Full Color
Light Backgorund



Full Crest Color Crest (Grey Stroke)
Dark Bckground



Full Crest Color Crest
Light Backgorund



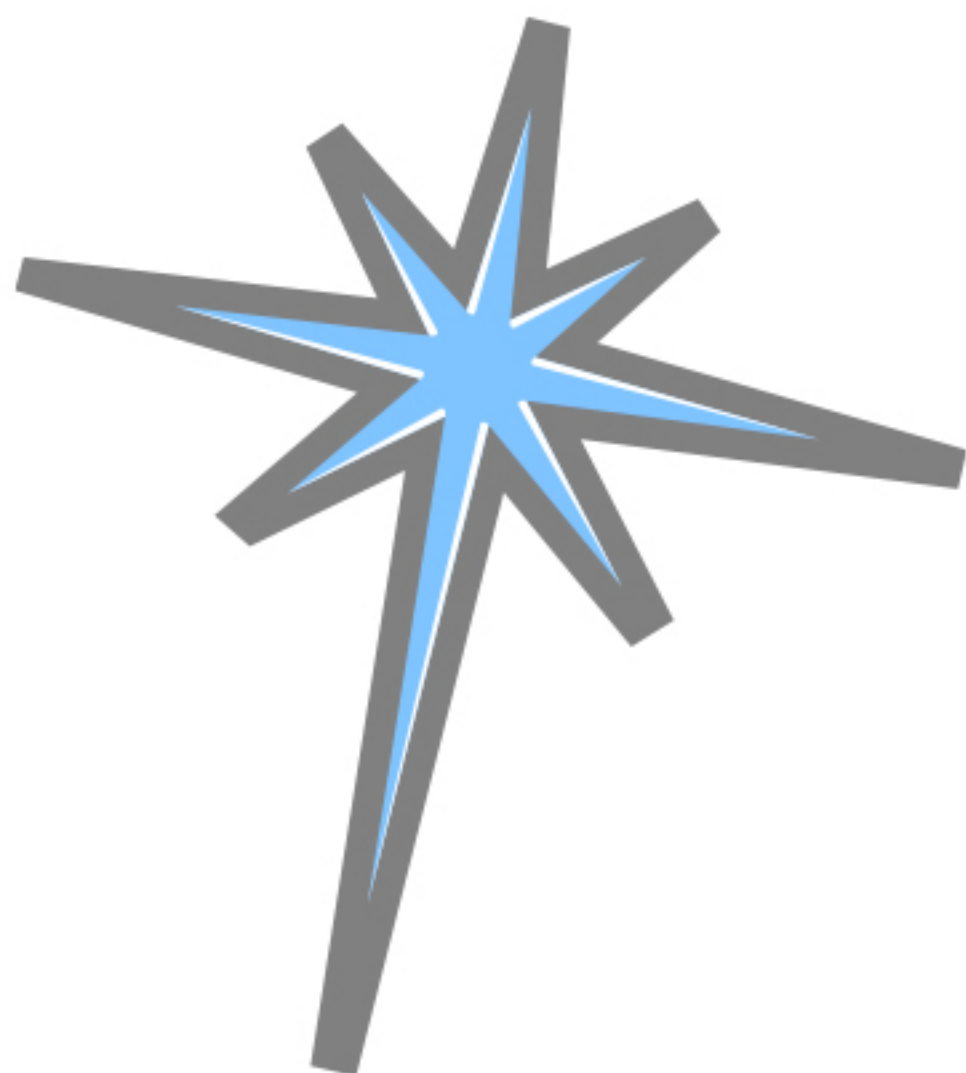
One Crest Color Crest (Navy)
Light Backgorund



Full Crest Color Crest
Dark Bckground



One Crest Color Crest (White or Sky)
Dark Bckground



Full Crest Color Crest
Light Backgorund



One Crest Color Crest (Navy)
Light Backgorund



Full Crest Color Crest
Dark Bckground



One Crest Color Crest (White or Sky)
Dark Bckground

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LOGO EXCLUSION ZONES



The Northern CT Hockey exclusion zone (or clear/safe space) should be no less than .25x of the NCH Circle Crest. See left for examples.

An exclusion zone is a consistent designated negative space surrounding the logo or icon that keeps other elements at a safe distance.

Apply this protective space to every use of NCH logos or icons, whether in digital environments like social media or physical applications such as flyers and more.

The exclusion zone ensures the NCH logos always appear as intended.



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LOGO USAGE - AVOID

Our logo must always be used with the correct exclusion zone, colors, size and proportions. This page shows unacceptable uses of the logo.



If placing any NCH logo over photographs, please make sure it is still clear and impactful.



If placing any NCH logo over photographs, please make sure it is still clear and impactful.



Do not rotate the logo.



Do not apply gradient overlays, or other color effects.



Do not add strokes or outlines.



Do not add additional components.



Do not change the colors of the logo.



Do not alter the perspective of the logo.



Do not add elements to the logo for holidays, events, etc.



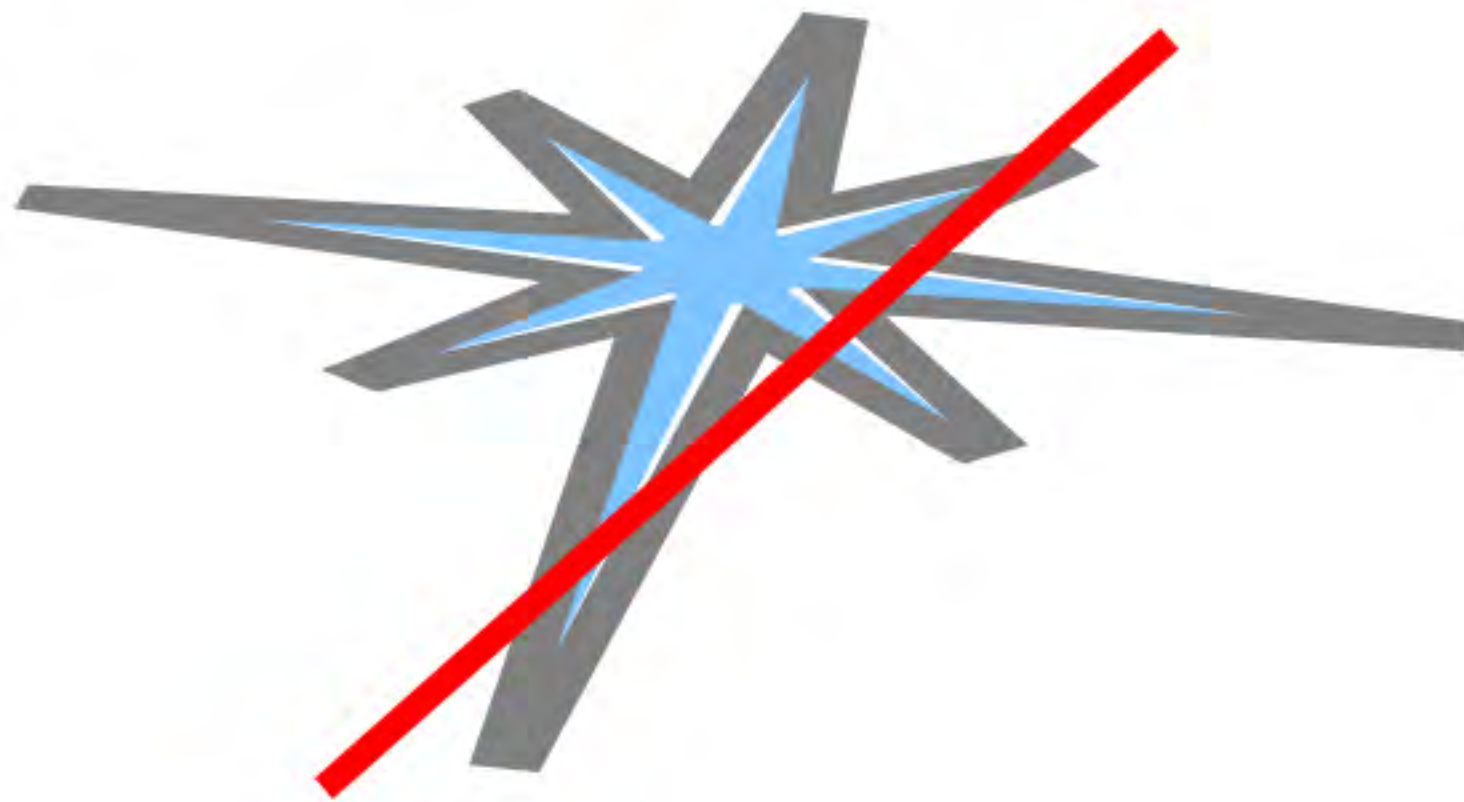
Do not add drop shadows or other visual effects.



Do not put the logo inside an additional badge.



Do not reduce the opacity of the logo or its components.



Do not stretch or alter the shape of the logo.



Do not clip the logo to another shape.

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COLORS



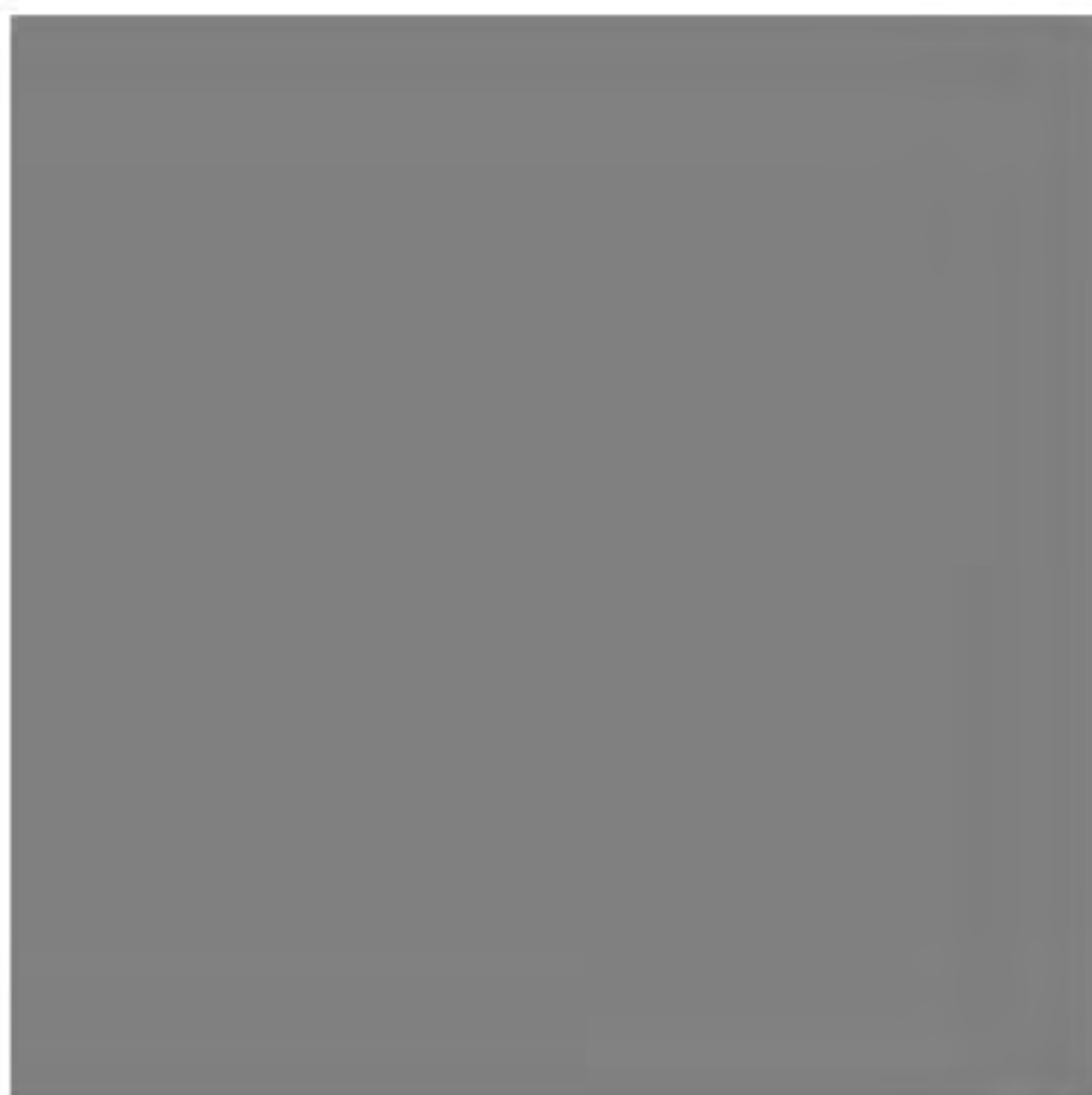
NAVY

HEX #202946
RGB 32, 41, 70
HSB 226, 54%, 27%
CMYK 92, 83, 44, 46
PANTONE PMS 289 C



SKY BLUE

HEX #7FC4FF
RGB 127, 196, 255
HSB 208, 50%, 100%
CMYK 43, 12, 0, 0
PANTONE PMS 292 C



GRAY

HEX #808080
RGB 128, 128, 128
HSB 0, 0%, 50%
CMYK 52, 43, 43, 8
PANTONE COOL GRAY 7 C

*PANTONE COLORS ARE APPROXIMATE



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TYPOGRAPHY

HEADLINE FONT

RACE SPORT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
TUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
WXYZ
0123456789

SECONDARY FONT

AKROBAT
BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

DOCUMENT / UNIVERSAL FONT

Arial
Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

*For use on documents and emails

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PHOTOGRAPHY



Shared photographs should be BRIGHT and VIBRANT
This effect can be hard to achieve using the camera alone. The following can and should be edited for each photograph.

- Exposure
- Contrast
- White balance
- Color correction
- Clarity
- Cropping and composition
- Lens correction
- Saturation and vibrance

ORIGINAL EDITED



This example shows an edited photo (bottom) that has been corrected prior to sharing.

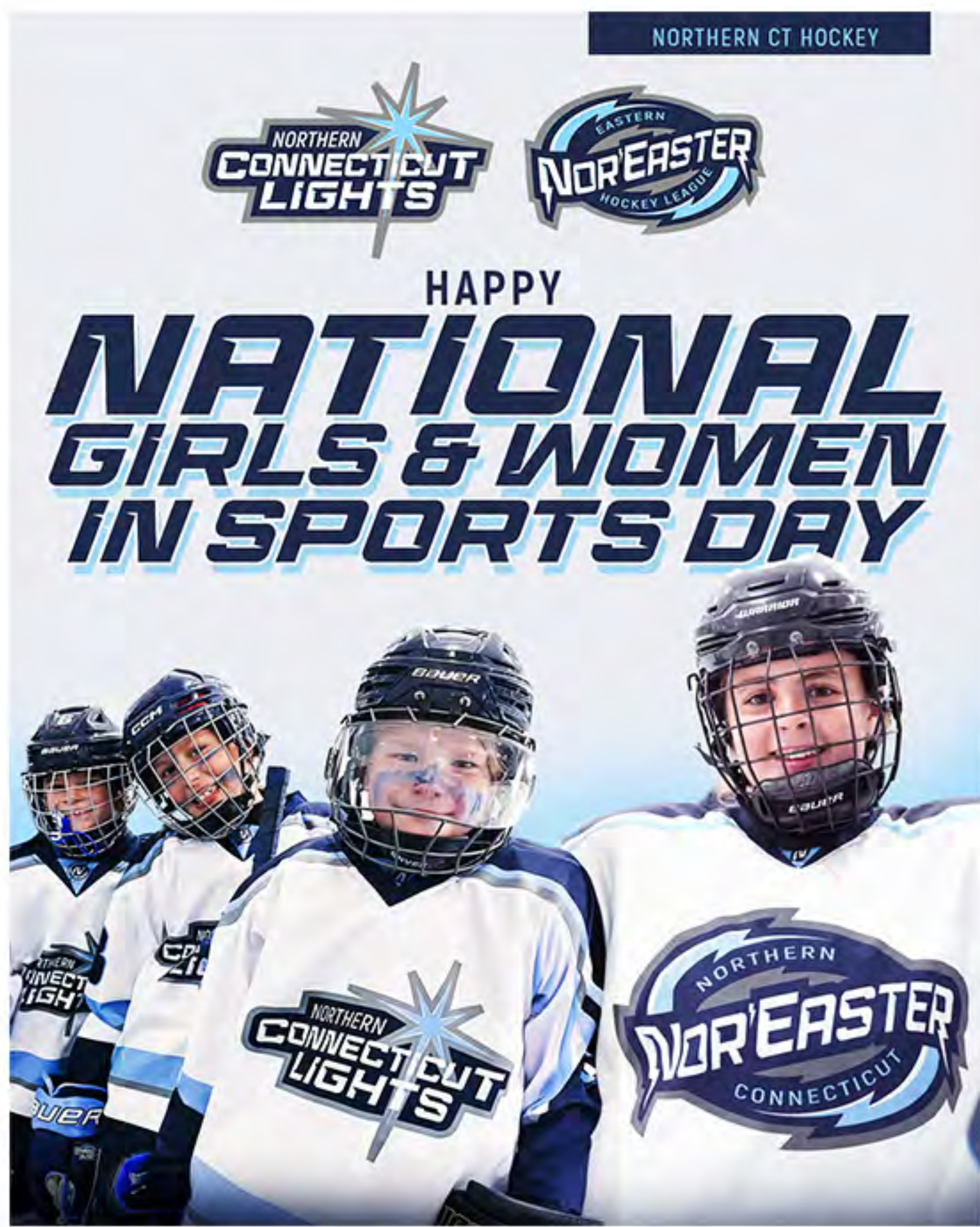
The result gives us a photo that is more “alive”, brighter, and more focused and centered on the NCH player.

*For use on documents and emails

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SOCIAL MEDIA



GOOD EXAMPLES

THINGS TO AVOID



AVOID:

- No pictures from inside the locker room.
- No pictures without proper clothing.
- Do not share injury details.
- Negative interactions with opposing players, teams, or fans.

BEST PRACTICES:

- Always show respect.
- Stay accurate.
- Engage in conversations carefully.
- Post user-friendly links.
- Establish a Social Media Code of Conduct for team staff, players and parents.

ICONS SHOULD FIT ENTIRELY IN PROFILE:

- Always show respect.
- Stay accurate.
- Engage in conversations carefully.
- Post user-friendly links.
- Establish a Social Media Code of Conduct for team staff, players and parents.



Posts like this using ChatGPT look exactly the same as all other clubs. You can avoid this by telling ChatGPT to use your photos, logos, fonts, etc. You can attached a screenshot of a post that you would like ChatGPT to "copy" AI tools are useful but you can customize the results with better prompts.

BRAND KITS AVAILABLE ON GOOGLE DRIVES:
Including Logos, Icons, Fonts, etc

DESIGN TEMPLATES AVAILABLE ON CANVA:
Including Social Media Score Templates, Logos, Fonts and more