



CYCLONES LOGO & APPAREL POLICY

The Cyclones name, logos and related branding are the property of the Cyclones Amateur Hockey Association and are an important part of our Club's identity. To help maintain consistency across all of our teams, use of Cyclones branding requires prior approval from the Cyclones Apparel Committee.

We encourage teams to show their Cyclones pride and understand that teams may want to create special apparel, tournament items, player or coach gifts and other team-specific items. The approval process is simply intended to make sure Cyclones branding is being used consistently and appropriately throughout the Club.

LOGO & BRAND USE

If your team would like to use the Cyclones name, logo or branding on apparel, merchandise or other items, please submit an Apparel Approval Form through the Cyclones website before placing an order or beginning production.

Approval is specific to the design and use submitted and does not provide blanket approval for future items or orders.

When using Cyclones branding:

- Official Cyclones logos should be used as provided and should not be altered, redrawn, recolored, stretched or recreated.
- Custom designs incorporating the Cyclones name may be considered with prior approval.
- Team-specific additions such as team level, season/year, tournament, player name or number are welcome.
- Apparel and merchandise should be appropriate, good quality and consistent with the Cyclones brand.
- The vendor or production source should be included with the approval request.
- Cyclones artwork should not be provided to an outside vendor until approval has been received.

APPAREL & TEAM ORDERS

Teams are welcome to submit ideas for custom apparel, tournament gear, team gifts and other special items.

All Cyclones-branded apparel or merchandise should be submitted through the Apparel Approval Form before an order is placed, payments are collected or production begins.

Approved team group orders are permitted when they follow the approved design and ordering process.

MERCHANDISE SALES

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Cyclones-branded merchandise may not be independently produced, advertised, or offered for sale without prior Club authorization. This includes taking orders or collecting payment for Cyclones-branded merchandise, even when items are being offered at cost and no profit is being made.

Approved vendors selling Cyclones-branded merchandise are required to remit 20% of gross Cyclones merchandise sales to the Cyclones organization on a monthly basis. Vendor approval and use of Cyclones branding must be obtained prior to offering or advertising merchandise for sale.

This does not prevent approved team group purchases. If a team would like to order a special item for its own players or families, with families paying for their individual items, the purchase may be submitted through the Apparel Approval Form for approval.

OUR GOAL

Our goal is to keep the Cyclones brand recognizable and consistent while still giving teams opportunities to create fun, team-specific items.

If you have an idea, submit the Apparel Approval Form on the Cyclones website. We're happy to review it and help make sure it works within the Club's branding guidelines.