



Brand Guidelines

As of May 1, 2022

Our History

Semiahmoo Ravens Hockey organizes a membership of amateur youth hockey players and supporting families from the communities of White Rock and South Surrey, BC. The association was formed in 1966 as White Rock Minor Hockey. In 1990, the name was modified to Semiahmoo Minor Hockey, and was known throughout the community as SEMI Hockey.

As our community grows, our identity continues to evolve. In 2022, the association was renamed Semiahmoo Ravens Hockey, also known as the Semiahmoo Ravens. All prior names and reference to SEMI should no longer be used.

WE ARE THE SEMIAHMOO RAVENS.

**SEMIAHMOO
RAVENS HOCKEY**



Primary Logo

The full color circular logo should always be used as a primary option in all applications.

When used on a dark or colored background, there should always be a white outline.

The circular logo lives as a shoulder patch on all Semiahmoo Ravens Hockey jerseys.





Secondary Logo

The only application for the Ravens head is on the front crest of the jersey and for select merchandise options.

When used on a dark or colored background, there should always be a white outline.





Alternate Logo

A nod to our Indigenous roots, the alternate logo and shoulder patch are reserved for the alternate (third) jersey.





Logo Usage

Allow breathing room around the logo so it doesn't feel crowded. A good guideline is to allow a safe zone equivalent to the width of the beak on all sides of the circle or head.

Do not alter the logo in any way. Do not change colors, skew proportions or change the wording. Keep to the brand guidelines.



MARKETING



**SEMIAHMOO
RAVENS HOCKEY**



**SEMIAHMOO
RAVENS HOCKEY**

Wordmark

The wordmark was created for marketing purposes and should be used only where the primary circle logo does not work. Examples of applications where the wordmark may be used include letterhead, email signatures, and the corporate website.

The wordmark is available with and without outlined text in both horizontal and vertical format.



**SEMIAHMOO
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White Logo

The white logo should only be used in marketing applications where full color is not an option. The white logo is transparent and works well as a sticker or vinyl decal on windows.

The black and white logo is also used as a shoulder patch for the Timbits jerseys for H1 - H4.

Font Usage

Our wordmark is created from the Roboto font family. When writing out Semiahmoo Ravens Hockey, the lockup should always be used.

Use Roboto Slab, uppercase for headlines.
[Download Roboto Slab](#) [Google](#) | [Adobe](#)

Use Roboto Sans for all other copy.
[Download Roboto Sans](#) [Google](#) | [Adobe](#)

Lockup

**SEMIAHMOO
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Headlines - Roboto Slab, Bold, All Uppercase

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ**

Subhead - Roboto Sans, Bold

**ABCDEFGHIJKLMN abcdefghijklmn
OPQRSTUVWXYZ opqrstuvwxyz**

Body Copy - Roboto Sans, Regular

ABCDEFGHIJKLMN abcdefghijklmn
OPQRSTUVWXYZ opqrstuvwxyz

Color Palette

A combination of four colors makes up our branded palette.

Where possible, Pantone colors should always be used for jerseys and printed collateral. CMYK can be used as an alternative for print.

RGB and Hex# colors are reserved for online use only.

RICH BLACK

R0 G0 B0
C40 M40 Y40 K100
#020000

COOL GRAY 11C

R84 G86 B90
C66 M58 Y51 K29
#54565A

COOL GRAY 8C

R137 G138 B141
C49 M40 Y38 K4
#898B8D

ORANGE 021C

R240 G94 B23
C40 M82 Y100 K0
#FC5000

**GEAR &
MERCHANDISE**



Home Jersey



1 2 3 4 5 6 7 8 9 0

Away Jersey



1 2 3 4 5 6 7 8 9 0

Alternate Jersey



Helmet

The Ravens wordmark was designed specifically for the side of the helmet. This is the only application where this variation of the wordmark should appear.

Numbers for the helmet are available as vector artwork.



Example for illustration purposes



Team Gear

The grey logo was created as an alternate option for team gear and should only be used on clothing and team merchandise.

Any other iteration requires approval and should be requested from the association.

If you have any questions regarding the Semiahmoo Ravens Hockey logo usage or brand guidelines, please contact admin@semihockey.ca.



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