



November 20, 2024

## Apparel Policy

### Purpose

To ensure uniformity and maintain the professional image of the Chelsea Hockey Association (CHA), all teams must adhere to the following apparel and uniform guidelines.

### I. Approved Logos

- A. No alterations to the approved logos shall be made or used on apparel of any kind
- B. The six approved logos are as follows:



### II. Approved Colors

- A. No unapproved colors with the exception of white shall be used on apparel
- B. The three approved CHA colors are as follows:

- **Navy Blue**

Pantone: 282 C

Hex: #002654

RGB: (0, 38, 84)

CMYK: (100, 90, 13, 68)



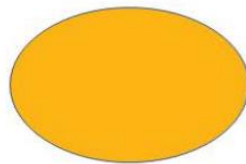
- **Yellow**

Pantone: 1235 C

Hex: #FCB515

RGB: (252, 181, 20)

CMYK: (0, 31, 98, 0)



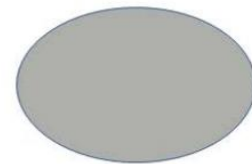
- **Silver**

Pantone: 429 C

Hex: #ADAFAA

RGB: (173, 175, 170)

CMYK: (21, 11, 9, 23)





## Apparel Policy pt 2

### III. Equipment

- A. Players are required to wear protective equipment in accordance with USA Hockey while on ice
- B. Mouth guards and Neck guards are required by all players per CHA Bylaws
- C. All coaches on must wear protective helmets while on ice, including paid skills coaches

### IV. Games Uniforms

- A. Teams shall only wear game uniforms approved by the CHA Board
- B. Travel teams must own both official home and away jerseys
- C. A CHA approved third or alternative jersey is optional (logo #6) for travel teams
- D. CHA approved pant shells are optional
- E. If no CHA approved shell is worn by a 10U-19U team, pants shall be navy or black
- F. Gloves shall be navy or black
- G. Socks must match the proper uniform. No mismatched socks shall be worn by individual players unless a sock was damaged or lost, in which case a replacement shall be ordered
- H. No alterations or additions shall be done to game jerseys, shells, or socks

### V. Helmets

- A. H.E.C.C. sticker should never be removed or covered up
- B. All helmet stickers must be ordered through the CHA
- C. Chiefs & Bulldogs logos should point forward
- D. Player numbers go on front of helmet
- E. Helmets for 10U to 19U travel teams shall be navy, black, or white
- F. Matching helmet color is not required, but encouraged for travel teams
- G. Additional helmet stickers such as stripes, reward or pride stickers are NOT allowed

### VI. Practice Jerseys & Coaching Apparel

- A. Only approved CHA logos #1-5 may be used to represent CHA, Bulldogs, or Chiefs
- B. Only approved CHA colors and white may be used for 10U-19U practice jerseys
- C. Sponsor logos or names may be used or added to practice jerseys
- D. No player or coach shall wear logos or apparel from other youth hockey associations
- E. Rostered coaches shall wear navy warmup suits while on ice in practice



## Apparel Policy pt 3

### VII. Spirit Wear and Team Apparel

- A. Only approved CHA logos #1-5 may be used on team apparel
- B. Only approved CHA colors and white may be used on team apparel
- C. Sponsor logo or names can be showcased on team apparel but should not compete with, or be larger than the approved CHA logos on the same canvas
- D. All apparel must be ordered through vendors approved by the CHA

### VIII. Vendor Designation

- A. **Coliseum Sports** of 501 Coliseum Dr, Chelsea MI 48118 is hereby designated as the preferred vendor for all CHA apparel and uniform requirements
- B. Coliseum Sports shall have first rights of refusal for all apparel. When new apparel needs are identified, teams should first consult with Coliseum Sports and provide them the opportunity to:
  - 1. Submit a design proposal
  - 2. Provide a competitive pricing quote
  - 3. Confirm production capabilities
- C. In the event Coliseum Sports declines the opportunity or cannot meet the specifications, the team should contact the CHA Apparel Coordinator regarding approval of colors, logos, and alternative vendors

### IX. Compliance

- A. Teams failing to comply may face disciplinary action as deemed appropriate by the CHA Board including financial penalties for first offenses and additional fines, suspensions, or removal of staff from team roster for additional violations.
- B. Team Manager and Head Coach are responsible for ensuring team compliance with all apparel policies and maintain full responsibility for managing all orders required of the team and all elective or optional orders offered to the team, individual players, players' families and friends, regardless of the order's originator. This policy ensures consistent oversight and proper management of all team-related transactions that may impact association uniformity and branding.