

# Field Hockey Canada Logo Guidelines



**Field Hockey**  

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**CANADA**  

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**Hockey sur gazon**

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# Field Hockey Canada Logo Standards

In order to maintain consistency we have developed this reference sheet for the FHC logo. Please refer to this guide when using the FHC Logo or developing your own combination or composite graphic.

All usage must be approved by Field Hockey Canada (FHC)

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## Logo Image and Usage

The Field Hockey Canada Logo must be used in its entirety.

Two options are available.

Option 1: Full Field Hockey Canada Logo. To be used whenever possible.



Option2: Logo without writing, to be used when space is limited.



## Logo Image and Usage (Con't)

Both French and English must be present on all usages of the Field Hockey Canada Logo



## Sizing

Care should be taken to ensure the proper proportions of the logo are met.



At no time should the logo be distorted due to size.



*Distorted*

## Colour

The FHC Logo Colours are Red, Black and White. The logo traditionally appears on a white background with a red image.

The colour of the image should be kept as close to the following as possible:

Colour	Pantone	RGB	CMYK
Red	p 199 C	r223g32b65	c6m99y75k1



The only approved colour is the original red and black that appear in the given Logo. The colour version of the logo is also permitted to be used on solid coloured background. The colour should not be altered or changed to a different colour.



## Colour (Con't)

However, when colour is not an option, a black and white and a greyscale option may be used. The logo must not be altered in any way and should appear identical to the coloured version.



Inverted colour options are also permitted. The logo should appear on a solid background with the logo as a whole inverted to white.



*Inverted Black and White*

## Combination Use of Logo

When creating a combination or composite logo image of the Field Hockey Logo with another logo, please ensure that the Field Hockey Logo is of equal or greater size compared to the other logo.

The Field Hockey Logo should always be presented first.



When creating a composite logo as a partner, the partner may use one of the following phrases upon approval of from Field Hockey Canada:

- “Proud Partner of Field Hockey Canada”
- “Official Sponsor of Field Hockey Canada”
- “Friend of Field Hockey Canada”
- Other option outlined in individual partner agreement

Partners who wish to submit their own sponsor phase may do so, but the approval is to the discretion of Field Hockey Canada. Ideas welcomed!!