

NDG HOCKEY | BRAND GUIDELINES



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NDG HOCKEY | BRAND GUIDELINES

LOGO

The NDG Minor Hockey logo is a dynamic, circular emblem that embodies the spirit and energy of minor hockey. The design features a bold red and black color scheme with distinctive white accents. At the center, the prominent "NDG" letters are displayed in large, bold white typography against a striking red banner that flows across the circular badge.

The logo incorporates three white stars positioned above the NDG lettering, symbolizing excellence, achievement and fair play in youth hockey development. A hockey stick and puck graphic element reinforces the sport's identity, while the circular border contains the bilingual text "HOCKEY MINEUR" and "MINOR HOCKEY," reflecting the organization's commitment to serving both French and English-speaking communities.

The overall design conveys professionalism, team spirit, and the competitive nature of minor hockey, making it perfect for application across various merchandise and promotional materials. The circular format ensures excellent visibility and recognition when scaled for different applications.

The NDG logo is the most important of all our graphic elements. That is why it is essential to abide by our guidelines: the logo must always be used in its original form. It is not permitted to make changes to the logo.



PRIMARY LOGO / LOGO PRIMAIRE



Logo Full Color



Logo Black and white

PRIMARY LOGO NEGATIVE



NDG Full Color



NDG negative

- Primary Logo: Use only the official version of the NDG HOCKEY logo.
- No Alterations: Do not change the logo's proportions, colors, or orientation.
- No additional elements: Avoid adding effects (like shadows, gradients, or outlines) or unauthorized symbols (e.g., cats, paws, etc.).

MINIMUM SIZE & PROTECTION ZONE

The minimum size for the logo in printed material is 15 mm.

The “protection zone” around the logo is defined as the size of “N serif” x 2.



COLOR PALLET

Consistency in color use is essential to NDG’s visual identity. The below colors should be used across all branding materials.

PRIMARY & SECONDARY COLORS:

Primary Color	Hex	RGB	CMYK
Red	#E4002B	228, 0, 43	0, 100, 85, 5
Secondary Colors	Hex	RGB	CMYK
Black	#000000	0, 0, 0	0, 0, 0, 100
White	#FFFFFF	255, 255, 255	0, 0, 0, 0

TYPOGRAPHY

NDG Hockey uses a clean, bold typeface to reflect energy and professionalism.

We use the Monserrat Bold or League Gothic font (or similar font only for embroidery). For secondary typographies, titles are written in Tahoma Bold, and the rest of the text in Tahoma Regular.

These fonts should be used across print and digital materials for consistency.

Montserrat Bold

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuv
wxyz**

**Gothic
League**

**ABCDEFGHIJKLM NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz**

Tahoma

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

LOGO PLACEMENT IMAGES

The NDG logo can be placed on images. However, the logo must be positioned in that part of the image where there is least “noise”. Positive and negative versions of the logo can also be used. The logo must always be positioned to the righthand or lefthand side on top or bottom of the image.

Lorem ipsum dolor sit amet

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Incorrect: Crowding the logo with other elements

Lorem ipsum dolor sit amet

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Correct logo placement – protection zone observed





LOGO PLACEMENT MERCHANDISE

The NDG Hockey logo must appear across all official materials, including Jerseys and uniforms, Posters and pamphlets, social media graphics, Website and digital content. Team names, player names and numbers may also be included.

Always follow size, placement, and color rules when applying the logo.

Placement Guidelines

Logo may be positioned in upper left or right corner of merchandise or center, allowing central space for player customization. Minimum size: 2 inches diameter for optimal visibility.

For t-shirts and hoodies, the logo may be placed on the front or sleeve at shoulder height.

File Formats

Vector: SVG, AI, EPS for scalable applications

Raster: PNG (transparent), JPG for digital use

High resolution: 300 DPI minimum for print

Color Variations

Primary: Full color (red, black, white)

Secondary: White on dark backgrounds

Monochrome: Black or white single-color versions

Clear Space

Maintain minimum clear space around logo equal to half the logo's diameter. This ensures proper visibility and impact across all applications.

EXCEPTIONS

If a special event or campaign requires a variation in logo usage (e.g., color change for a cause), approval must be requested in advance from NDG Hockey's management team.

LOGO APPLICATION



No paws, cats, or any unauthorized elements (Cougars, Panthers, Jaguars, Leopards, etc,) are permitted on designs unless authorized by the organization.



ndghockey.com