



HOCKEY EAST ASSOCIATION

BRAND GUIDELINES FOR THE 2024 - '25 SEASON

LANGUAGE & IDENTIFICATION

VISUAL IDENTITY

LOGOS & USAGE

STAPLE CONTENT

LANGUAGE & IDENTIFICATION

The Hockey East Association is a Division I NCAA Ice Hockey Conference that is comprised of a men's league and a women's league, colloquially known as Hockey East.

On first reference to Hockey East or one of its two leagues, it is necessary to clarify men's or women's.

Gender signifiers should always come after "Hockey East" when referring to a specific championship, league, or accolade.

Each subsequent reference can be without gender signifiers, unless switching between men's and women's references.

When referring to the conference, it is never correct to say, "The Hockey East," or use Women's Hockey East or Men's Hockey East to signify a league.

Despite being the original name of the women's league, "Women's Hockey East" is no longer used in public materials.





Referral guide

CORRECT

Hockey East

The Hockey East Association

Hockey East Men's League | Hockey East Women's League

Hockey East Men's Championship

Hockey East Women's Championship

Hockey East Women's Player of the Year

INCORRECT

DO NOT REFER TO HOCKEY EAST IN THE FOLLOWING WAYS

The Hockey East

Women's Hockey East

Men's Hockey East Championship | Women's Hockey East Championship

Women's Hockey East Player of the Year



ACRONYMS

CORRECT AND INCORRECT ABBREVIATED REFERRAL TO THE HOCKEY EAST ASSOCIATION

CORRECT

HE

HOCKEY EAST

HEA

HOCKEY EAST ASSOCIATION

INCORRECT

DO NOT USE THESE ACRONYMS TO REFER TO THE HOCKEY EAST ASSOCIATION

HEAM

HEAW

WHEA

COLOR

Primary Blue

#003882

pms 294

C: 100
M: 91
Y: 23
K: 12

R: 0
G: 56
B: 130

Primary White

#ffffff

C: 0
M: 0
Y: 0
K: 0

R: 255
G: 255
B: 250

Accent Blue

#90c0e2

pms 283 C

C: 44
M: 14
Y: 2
K: 0

R: 144
G: 192
B: 226

The Primary Blue of the Hockey East Association remains the same as the original logo created at the league's founding in 1984.

The pairing of the Accent Blue helps bring the brand into the modern age of college hockey.

Both blues are intended for use in designs representing both the Men's & Women's Conferences created internally by, and in reference to the Hockey East Association itself, and member-schools are not required to utilize these colors when referencing the league.

However, the Primary White should be used by member-schools in coordination with their own colors & brand guidelines as a show of unity amongst the teams in the Association.

TYPEFACES

Owners Wide

abcdefghijklmnopqrstuvwxy
abcdefghijklmnopqrstuvwxy
abcdefghijklmnopqrstuvwxy
abcdefghijklmnopqrstuvwxy
abcdefghijklmnopqrstuvwxy
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ
ABCDEFGHIJKLMNPOQRSTUVWXYZ
ABCDEFGHIJKLMNPOQRSTUVWXYZ
ABCDEFGHIJKLMNPOQRSTUVWXYZ
ABCDEFGHIJKLMNPOQRSTUVWXYZ
ABCDEFGHIJKLMNPOQRSTUVWXYZ

Georgia

abcdefghijklmnopqrstuvwxy
abcdefghijklmnopqrstuvwxy
abcdefghijklmnopqrstuvwxy
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ
ABCDEFGHIJKLMNPOQRSTUVWXYZ
ABCDEFGHIJKLMNPOQRSTUVWXYZ
ABCDEFGHIJKLMNPOQRSTUVWXYZ

The Owners Wide (regular-bold) and Georgia font families are the official fonts of Hockey East digital branding. Both can be interchangeably used for both design headings and body text. There is a preference to use the Owners Wide family more primarily, while the Georgia family should be reserved for accent text and used as an alternate typeface.

MEMBER-SCHOOL COLOR CODES

BOSTON COLLEGE
#8c2232, #dbcca6

BOSTON UNIVERSITY
#cc0000

UCONN
#000e2f, #e4002b

HOLY CROSS
#602d89

MAINE
#003263, #b0d7ff

MASSACHUSETTS
#881c1c

UMASS LOWELL
#0067b1, #c8102e

MERRIMACK
#003768, #ffde00

NEW HAMPSHIRE
#041e42, #bbbcbc

NORTHEASTERN
#c8102e, #000000

PROVIDENCE
#000000

VERMONT
#007155, #ffd416

*Schools with only one color listed use black or white as a secondary color.

LOGOS & USAGE

BOLD, CLEAN, TIMELESS



NO ORDINARY LEAGUE.



PRIMARY LOGO

The primary logo mark of Hockey East features the Circle Sticks and original wordmark. The Primary Logo in Primary Blue should always be on a white background. The Primary Logo in white can be placed on dark backgrounds and team-colored backgrounds. The Primary logo can also be displayed in team colors on white background.

A drop shadow can be used on the white Primary ONLY when it is displayed on a white background. The Blue or Team-Colored Primary should NOT be utilize with a drop shadow.



SECONDARY LOGOS

The 'Year Mark' and W.C.P. Flag are the secondary logos of Hockey East.

W.C.P. Flag is to be used for both Men's & Women's leagues and follow all the same restrictions as the Primary Mark.



The 'Year Mark' is to only be used on designs created internally by Hockey East and should not be used with a drop shadow or any variation other than the two shown.

WORDMARKS

HOCKEY EAST

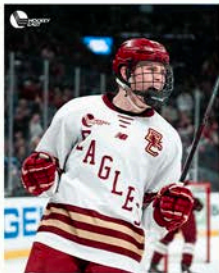
Primary wordmark derived from the original Hockey East logo with no circle stick emblem.

NO ORDINARY LEAGUE.

New secondary wordmark representing the tagline for the 2024-2025 season.

LOGO USAGE IN COORDINATION WITH PHOTOGRAPHY

This applies to all Hockey East logos.



CORRECT

When placed on an image, white logos should always be used on a dark background.

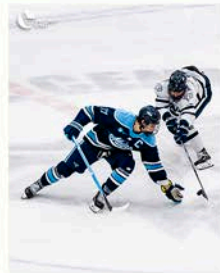


INCORRECT



CORRECT

When placed on an image with a white/light-colored background, the logo can be dark or white with drop shadow.



PREFERRED

INCORRECT LOGO USAGE



The Primary Logo should never be displayed with solid sticks in the Circle Sticks portion, or an outline of the wordmark portion. The Hockey East Wordmark should always be solid with no outline or stroke and the sticks in the circle should always be negative space, so that the background color shows through.



When utilizing the Circle Sticks sans Wordmark, do not split the logo into two styles, add an outline, or make the sticks any color other than white. The Circle Sticks shown on the right should only be utilized in all-white. Otherwise, the negative-space sticks from the correct Primary Logo is preferred in Primary Blue or member-school colors.



**WHERE
CHAMPIONS
PLAY**



The W.C.P. Mark should not be used as a wordmark sans flag. Additionally, the W.C.P. Flag should only be used in monotone color scheme. Top and bottom words should always be negative space within a color block, and middle word the same color as the blocks above negative space.



CORRECT

Drop shadows should only be used on white logos placed on white backgrounds and not with blue logos or member-school colored logos. White logos on blue or member-school colored background should not utilize a drop shadow.