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Carolina Junior Hurricanes  
Hockey Association

Brand  
Guidelines  
2021-22

# USAGE AND RESTRICTIONS

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The Carolina Hurricanes name and logo are trademarks of the NHL team. All rights reserved. Used with permission.

The Carolina Junior Hurricanes Hockey Association is officially licensed by the Carolina Hurricanes and NHL Enterprises to use the logos, colors, names and wordmarks included in this document. Additionally, the Junior Canes have permission to wear uniforms in the official style of the NHL Carolina Hurricanes.

No variations of these logos, colors, word marks, or any other aspects covered in the licensing agreement are permitted by NHL Enterprises, the Carolina Hurricanes, or the Carolina Junior Hurricanes.

No parties outside of the Carolina Junior Canes contracted suppliers have permission to use any of these brand marks on any items or digital materials without the written consent of the Junior Canes Board of Directors. All uses of the Junior Canes branding must follow these guidelines without exception.

# FAMILY OF LOGOS

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## CAROLINA JUNIOR HURRICANES



### MAIN LOGO

Either white lettering for dark backgrounds or black lettering for light backgrounds. The "eye" logo and the red warning flags do not change.



### SECONDARY LOGO

Only to be used on graphics where the horizontal orientation is not possible. Lettering may be back or white depending on background, but the "eye" logo and warning flags remain unchanged.

### AFFILIATED LOGOS

The Carolina Hurricanes logos are covered under the Junior Canes/NHL licensing agreement.



# PRIMARY FONT

Family of  
Fonts

FOR HEADINGS AND SUB-HEADINGS

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0123456789

UNIVERS LT CYR 67 BOLD CONDENSED

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# Secondary Font

Family of  
Fonts

FOR SUBTITLES AND PARAGRAPHS



Aa

AILERON REGULAR

Aa	Bb	Cc	Dd	Ee	Ff
Gg	Hh	Ii	Jj	Kk	Ll
Mm	Nn	Oo	Pp	Qq	Rr
Ss	Tt	Uu	Vv	Ww	Xx
Yy	Zz	00	01	02	03
04	05	06	07	08	09

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# FAMILY OF COLORS

Brand  
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HEX CODE #CC0000

HEX CODE #FFFFFF

HEX CODE #000000



Family of  
Colors

# ACCEPTABLE COMBINATIONS



FOR PRINT OR DIGITAL

# NAME AND NICKNAME

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The organization's official name is Carolina Junior Hurricanes Hockey Association, but should be referred to as the "Carolina Junior Hurricanes" or the "Junior Canes". The word "Junior" should be spelled out and never abbreviated.

# SOCIAL MEDIA USAGE

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The official social accounts of the Carolina Junior Hurricanes are as follows:

- Twitter: @JuniorCanes
- Facebook: @CarolinaJuniorCanes
- Instagram: @OfficialJrCanes

The official hashtags are #JuniorCanes and #CarryTheFlag



# SOCIAL MEDIA POLICY

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Teams or programs may create their own sub-accounts, but must follow specific guidelines to avoid breaking licensing and usage agreements.

- The profile icon must be one of the two versions of the Junior Canes primary logo
- The profile bio should follow this format:

JUNIOR CANES TEAM OR PROGRAM NAME  
OFFICIAL ACCOUNT: (tag official account)

Example ...

JUNIOR CANES 14U TIER 1 GIRLS  
OFFICIAL ACCOUNT: @JuniorCanes

# CONTACT INFORMATION

**FOR QUESTIONS OR  
COMMENTS**

EMAIL ADDRESS

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