

Carolina Junior Hurricanes Brand Policy

The Carolina Junior Hurricanes are licensed by the NHL to utilize the name, logos and word marks of the Carolina Hurricanes in a restricted capacity. This licensing agreement dictates how we can and cannot use these trademarks.

In addition to the licensing agreement, the Junior Canes have developed a brand guide that can be found in the documents on our website (juniorcanes.org) under the “Membership Center” menu.

The Junior Canes are also required to honor restrictions or stipulations of any sponsorship contract with our partners.

Any and all uses of Junior Canes branding must comply with our NHL licensing agreement, our Brand Guide, and our contractual obligations.

UNIFORM POLICY

Junior Canes athletes are issued a practice uniform, a game uniform and an off-ice uniform. These uniforms are mandatory.

Practice uniform: Red helmet with sponsor logo, team-issued practice jersey (with the current year logo). Players are also issued black practice socks, but players may choose to wear game socks

Game uniform: Red helmet with sponsor logo, official white or black game jersey, red pant shell (or red pants), red gloves, official white or black game socks

Off-ice uniform*: Junior Canes shorts included in the required bundle from Pure Hockey, and either the workout shirt in the required bundle from Pure Hockey, or a workout shirt issued by the association to all players. While the track suit is part of the required bundle, wearing the track suit is optional as we live in North Carolina.

* Off-ice uniforms are mandatory for all team activities ... warm-ups, workouts, etc. Coaches may mandate different requirements for travel, team meetings, rink arrival, community service, etc.

TEAM-SPECIFIC BRANDED APPAREL/ACCESSORIES POLICY

On occasion, teams may wish to design and produce branded apparel or gifts for their players and/or families. This is acceptable provided the following requirements are met:

- 1) The items must either be gifts provided to families without charge, or must be optional if families are splitting the cost of production. The Junior Canes will not approve any additional required costs for being a member of one of our teams that is not related to player development or competition.
- 2) The cost of the items must be covered internally by a member (or members) of the team to comply with our policy restricting team-level sponsorships.

- 3) Items may not be sold or made available to the public. This is a stipulation of our licensing agreement.
- 4) Any team-specific apparel or accessory may not include any sponsor name or logo
- 5) **These items are not part of the uniform.** They may be worn at school, around hotels, etc. but they may not be used instead of required uniform pieces.
- 6) All designs and production requests must comply with all guidelines set by the Junior Canes NHL licensing agreement, the Brand Guide, and contractual obligations. **To ensure compliance, requests must be sent to Ben Swain at ben.swain@juniorhurricanes.org.**

NOTE: These guidelines do not cover non-personalized apparel or items with numbers only. For example, if a team elects to purchase joggers to wear with the track jacket, or if a team wants to get plain base layer shirts with player numbers, that does not need to be reviewed or approved. **However**, these items will still need to be an internally funded gift or an optional purchase for team members.

SOCIAL MEDIA BRANDING

Teams and athletes are encouraged to promote themselves and our association as much as possible on social media!

All posts, public or private, including private messages, are covered by our Junior Canes Social Media & Digital Communications policy which can be found in the documents under the “Membership Center” menu of our website at juniorcanes.org. Any activity falling outside of these guidelines is subject to review by our Disciplinary Committee and/or by SafeSport. This policy was signed by all members during the registration process.

In addition to compliance with our social media policy, social posts must also comply with our brand policy.

- 1) Graphics should, to the best of the designer’s ability, comply with our Brand Guide, which includes proper logo usage, wordmark requirements, and official colors and fonts
- 2) Posts must be in compliance with all contractual obligations

BIOSTEEL REQUIREMENTS

For the 2023-24 season and beyond, we are proud to welcome BioSteel as our Signature Partner and as the official sports drink of the Carolina Junior Hurricanes. Key points of the agreement relating to social media:

- 1) Social posts may not include products considered to be competitors of BioSteel. For example, members should not post photos that include a Gatorade water bottle.
- 2) BioSteel will amplify posts that include their products. Each player will be provided with a BioSteel water bottle, helmet decals, and a co-branded workout shirt with the Junior Canes and BioSteel logos. Additionally, our practice jerseys will include the BioSteel logo. If a player or team posts photos with the logo visible and tags [@BioSteelSports](https://www.instagram.com/BioSteelSports) and/or uses [#TeamBioSteel](https://www.instagram.com/TeamBioSteel) in the post, the official corporate account will amplify the post.

For any questions relating to brand usage, please contact Ben Swain at ben.swain@juniorhurricanes.org.