



World Masters Hockey

(WMH)

Branding Manual

February 2024

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WMH Ltd, a company limited by guarantee, is owned by its worldwide membership. Incorporated in Scotland in 2018, WMH is recognised by the FIH as the hockey body responsible for Masters Hockey across the globe.

Registered Address: 5 Champfleurie Mews, Linlithgow, EH49 6NJ, Scotland (UK)



World Masters Hockey

Purpose, Scope and Application

WMH supports the FIH strategy of raising the global status and popularity of hockey and the WMH Branding Manual is designed to help in the development of a powerful image for hockey. It will help to distinguish WMH and FIH International Events, whilst respecting the significant contribution that sponsors and sporting goods manufacturers provide.

National Associations (NAs) and other member organisations of each participating team are responsible for informing and educating Participant Members about the Policy and ensuring that each Participant Member complies with it. All members are automatically bound by and required to comply with all of the provisions of this Policy. Non-compliance with the Policy may result in disciplinary proceedings.

The 2 main WMH logos were launched in 2021 with the aim of creating a World Masters Hockey / WMH Brand that would be easily recognisable by most Hockey Family members and consisted of colours and designs which would be acceptable to most of the ethnic groups, cultures and religions around the world. The Brand's exposure on websites, Social Media and the 2022 World Cup and 2023 Continental Championships has led to an overall acceptance and recognition of the Brand. The WMH Executive Board (EB) recognised that the Brand's strength will not be threatened if alternative colouring is applied and the Wordmark 'World Masters Hockey' is abbreviated to 'WMH'. However, any proposed alterations will still require EB approval and the alterations must follow the rules regarding sizes and positioning outlined in the following sections.

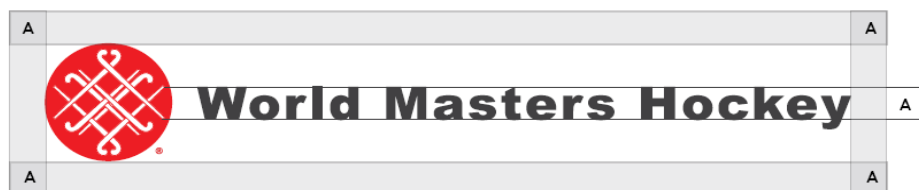
WMH Registered Trademarks Use

WMH logos and Wordmark are Intellectual Property Rights (IPRs) and Registered Trademarks. Their use is strictly controlled by the EB. The following guidelines are intended to inform WMH Officers, Officials and Committee Members about the rules, regulations and when fees apply to the use of any WMH owned IPRs.

Unauthorised use of WMH trademarks is prohibited. WMH approval is required before using them. WMH reserves the exclusive right to withdraw allowance of their use by any third party. The fonts, layouts and proportions described in this document must be accurately followed and may not be modified in any way.

The Logos may be used with or without the Wordmark. The WMH Wordmark and Logotypes are distinct identification marks and are a key part of WMH Branding. The logos shall only be used with the ® (registered trademark). The ® may not be repositioned. The wordmark is a modified font and the format provided in this document is the only format which may be used. Application of any other font as wordmark in combination with the logo is forbidden.

The two original logos use reverse colour schemes: white sticks on a red background or red sticks on a white background. The white on red is intended for usage on white surfaces. The red on white is intended for usage on most other background colours. There will be exceptions and users should consult with WMH.



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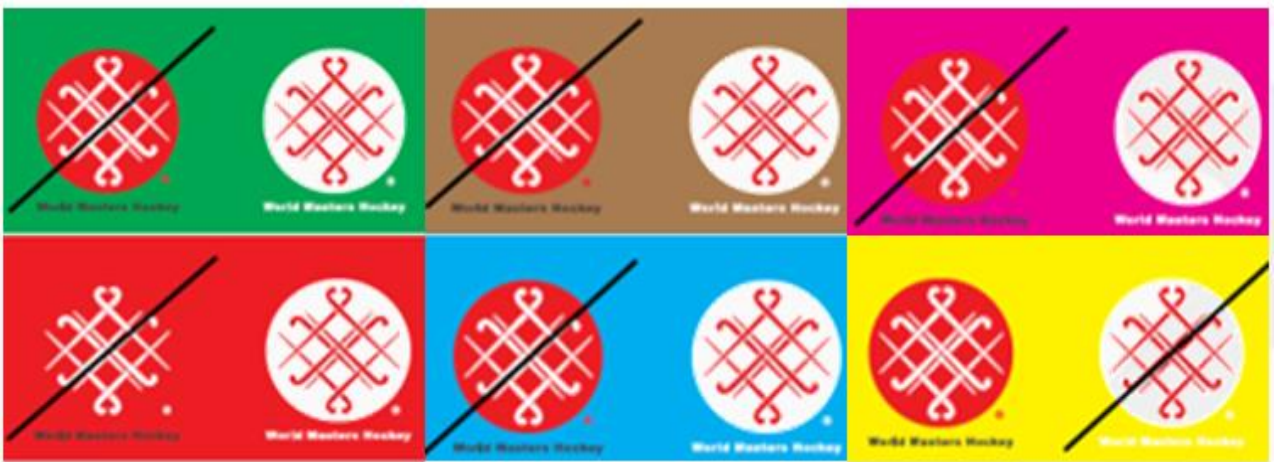
Logo & Wordmark Colour Schemes

The colour codes to be applied to the original registered WMH trade and wordmarks are given below. The different codes will allow the appropriate shades to be identified on any computer or printer; and on embroidery or screen-printing machines. AI and EPS files for embroidering or screen-printing the trade and wordmarks on playing kit, pitch-side banners and clothing are available on request.

For use on White Surfaces:

	CMYK	RGB	HEX	WEB
	0,87,84,11	226 29 36	E21D24	CC3333
	0, 0, 0, 0	255 255 255	ffffff	ffffff
	0,87,84,11	226 29 36	E21D24	CC3333
World Masters Hockey	0,11,9,86	35 31 32	231F20	333333

	CMYK	RGB	HEX	WEB
	0, 0, 0, 0	255 255 255	ffffff	ffffff
	0,87,84,11	226 29 36	E21D24	CC3333
	0, 0, 0, 0	255 255 255	ffffff	ffffff
World Masters Hockey	0, 0, 0, 0	255 255 255	ffffff	ffffff



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Documentation:

The 'White Sticks on Red' logo is the preferred trademark. It is the logo which is displayed on WMH flags, used in the WMH email system and on official WMH documentation. A4 letter and document templates with WMH Branding are exclusive WMH property and may not be used without the permission of the EB. The font for text within documents is 'Times New Roman' size 11, document headings size 14 (Bold) section headings size 12 (Bold). Underlining of headings is not necessary. Only single line spacing should be applied. Spacing is size '6' between sections, size '4' after headings and paragraphs or between numbered or bullet-pointed lists. The spacing sizes may be reduced by '2 pts' in size if it helps to fit parts of a document to a page and reduce the number of pages.

Slide Presentations:

This format / colouring is mandatory for authorised WMH presentations. Unauthorised use of these slides is prohibited. The font to use is 'Ubuntu' (Google) / 'Ubuntu Mono' (MS PPT) with white text. MS PPT software is needed for presentations in that format, Google slides will run correctly on most operating systems. The slide format size should be 16:9.



Web & Social Media sites:

The use of a WMH logo as a digital hyperlink to WMH Social Media sites and Web Service pages is the preferred link to be used on Social Media and Web Service pages belonging to FIH, CFs, NAs recognised Masters Hockey organisations and hockey clubs. The selection of the appropriate WMH Logo is dependent upon the background colour on which it is to be placed. WMH IPRs must not be used for any commercial purposes or infer that these organisations have authority to act for WMH, without prior WMH approval.

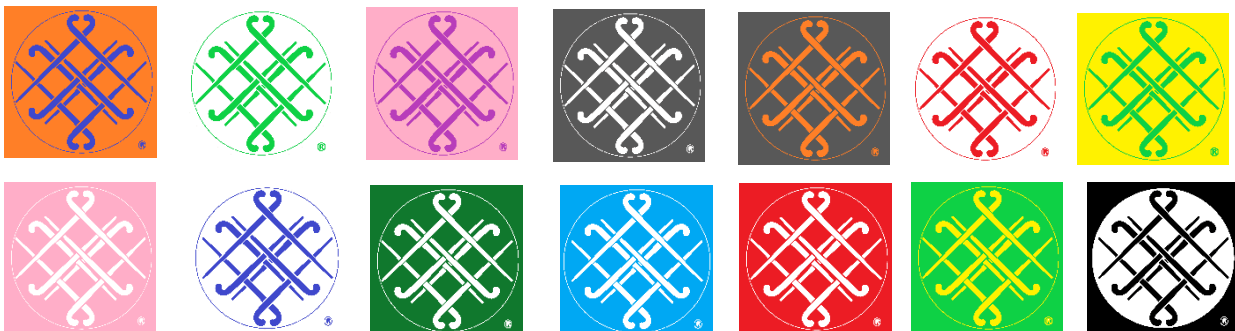
WMH Events Web Services:

The WMH trademarked logo should be positioned at the top left of WMH Web Service pages with the WMH Events Host tournament logo placed to the top right. The sizes of these logos should be as similar as possible and have equal prominence. WMH trademarks should not be relegated to the foot, or at the very end of any Web Service pages. This consistent approach is important for attracting commercial sponsors.

Position of WMH Logo on Playing Kit and Colour Variations:

The use of the logo on playing kits is also encouraged to help attract commercial sponsors. The inclusion of the WMH logo on all **new** playing kit is mandatory at WMH Tournaments from January 2026, as is the positioning on the outward upper arm of the right sleeve of any players' or officials' tops. The diameter of the logo should be 8cm. On sleeveless tops, the WMH logo should be centred above the numbers on the back of the shirts. Regulatory details regarding playing kit advertising can be found within WMH Event documentation, **but nothing can be placed on the right upper sleeve other than the WMH logo.** To reduce printing costs and to overcome colour clashes, a single colour may now be used for the logos.

Examples of various logo colours on shirts of various colours:



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Royalty Fees:

The logos are registered trademarks whether linked to the text ‘World Masters Hockey’ or not. The text is also registered whether in upper- or lower-case text. The use of any of the registered trademarks may be subject to royalty fees when used on clothing which does not form part of the on-field playing kit. Royalty fees do not apply to trademark use on on-field playing kit. Permission to use the logos on any other clothing, bags or equipment must be sought in advance. Non-approved use of the logos could result in disciplinary action against teams, and in the case of manufacturers, bans from involvement in future WMH events.

Logo and Branding at WMH Events:

To achieve a consistent and professional presentation at every WMH event, background pitch-side colouring should be a single colour of either a mid to dark grey or dark blue to ensure that advertising and sponsors’ names can be properly highlighted. Light colours should not be used. The use of the darker colours enables sponsors to adapt their advertising accordingly and create a uniform approach to enhance the professionalism and overall quality of the presentation. It will also help match Computer Generated Images (CGI) to the colours of individuals or teams in any photographs. The identified background colours will also help players, coaches, photographers and the spectators to follow the ball more easily and enhance the quality of live streaming.

To create this background, pitch fencing should be covered by material in the agreed colour, up to a height of approximately 1.2 m, or the height of the pitch fencing if lower. Advertising should be colour-toned with the selected background on which it is mounted. Adverts set above the safety fencing is less likely to feature in photographs or videos and may lose some of its commercial value. The background also enables hosts to cover their club sponsors without the extra task of removing and replacing these pre- and post- events.



Multiple bright colours in an advert lessen the advert’s effectiveness and so it is important that sponsors, WMH Tournament Hosts and the Commercial Committee discuss how to ensure that advertising creates the desired positive impact. The design and colouring of any other relevant Tournament logos should adhere to the above advice.

The WMH logo banners should be placed to the left of the centre line on both sides of each pitch. The host tournament logo should be placed to the right of the centre line on both sides of each pitch. Advertising is best placed around each end of the pitch from roughly 23 metre line to 23 metre line. Where LED advertising boards are used, these may replace the background fence covering. If there are large gaps between LED boards, fill these with the agreed backgrounds.

Presentation areas for medals, interviews or speeches should try to replicate those seen at professional football, cricket and rugby matches, where sponsors’ names are displayed behind / around the speakers, teams or officials to ensure that sponsors attain maximum exposure. The image above is a tongue-in-cheek example of a mix of WMH and Sponsor logos we seek, whilst avoiding copyright issues!

WMH Event Hosts should consider covering, or re-painting unsightly areas around pitches or on buildings to present attractive and appropriate backgrounds for photos / videos.

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