



# **CALGARY WEST SOCCER CLUB**

## **Brand and Style Guide**

**Condensed Guide for Teams and Coaches**



## 1. Overview

The Calgary West Soccer Club (CWSC) Condensed Style and Branding Guide is intended to provide teams and coaches with an overview of the Club’s expectations around using the Calgary West Soccer Club logo, ordering and using Club-branded clothing and merchandise (Club Wear), and organizing team events like fundraising under the Calgary West Soccer Club brand.

## 2. Club Colours and Logo Standards

### 2.1. Club Colours

The official Calgary West Soccer Club colours are green and grey. These colours are used together or in part with all signage, advertising, communications, uniforms, practice gear, and Club Wear.

### 2.2. CWSC Logo Use

The Calgary West Soccer Club logo must be used on all public-facing signage and correspondence, advertising, websites, uniforms and practice gear, and Club Wear. Information on logo guidelines is available with approval from the Calgary West Soccer Club.

Teams MUST USE CWSC logo for:	Teams are not authorized to use CWSC logo on:
<ul style="list-style-type: none"><li>• Calgary West Soccer Club approved player uniforms on the field.</li><li>• any time all or part of a team represents the Club in any activity off the field, including travelling for team events, or carrying out bottle drives or other fundraising activities.</li><li>• any banners or posters displayed by teams.</li></ul>	<ul style="list-style-type: none"><li>• custom-orders for team jerseys from unauthorized vendors. See <a href="#">Club-Branded Clothing and Merchandise</a>.</li><li>• correspondence to organizations or businesses soliciting donations or sponsorship, unless using templates provided by the Calgary West Soccer Club.</li><li>• any signage or correspondence to be displayed, distributed or delivered to any recipient without authorization from the Club, including signs, banners, or letters to other associations or organizations.</li></ul>

### 2.3. Sponsor Logo Use

The Calgary West Soccer Club must approve the use of any previous or current sponsor logos on any signage and correspondence, advertising, websites, uniforms and practice gear, and Club Wear. This applies to all sponsors at a team or Club level.

- Teams requesting sponsorship to pay for custom uniforms for national or international travel must have all sponsors and uniform designs approved by the Club before uniforms can be purchased or worn under the Calgary West Soccer Club brand.



### 3. Branded Club Wear

#### 3.1. Game Uniforms

<b>Game Jerseys</b>	<ul style="list-style-type: none"><li>• Game jerseys must be approved and issued by Calgary West Soccer Club and must include the current sponsor's logo. <i>NOTE: Previous season game jerseys that have been approved by the Club may be used for the time frame indicated as per prior sponsor agreements and then must be handed into the Club. Contact the <a href="#">Calgary West Soccer Club Administration</a> for questions about these time frames.</i></li><li>• No personalization of Club game jerseys is allowed in any way. All Club-issued game jerseys must be returned to the Club and be in usable condition for future players.</li><li>• All team players must wear the same colour and style of jersey during all games. However, goalies are allowed to wear non-branded goalie shirts during games.</li><li>• Teams who have received special sponsorship for custom uniforms for national or international games may wear the custom uniforms for those specified events only. However, those custom uniforms may not be used for domestic league play without approval from the Club.</li></ul>
<b>Practice Jerseys</b>	<ul style="list-style-type: none"><li>• Club-issued practice jerseys may be permitted to be worn for scheduled games and tournaments if they are approved by the Calgary West Soccer Club and the logo is affixed by our approved vendor.</li><li>• Teams are permitted to personalize Club-issued practice jerseys by adding player names to the backs of jerseys only. This would be done at player or team expense. <i>NOTE: If names on practice jerseys are preferred by the team, then all team jerseys must have names.</i></li></ul>
<b>Shorts</b>	<ul style="list-style-type: none"><li>• All players must wear Club-approved black shorts which may or may not contain the Calgary West Soccer Club name or logo. Shorts should hang roughly one hand length above the knee.</li></ul>
<b>Socks</b>	<ul style="list-style-type: none"><li>• All players will be provided with Calgary West Soccer Club socks which must be worn for all games.</li><li>• Teams may also request approval from the Club to wear an alternate colour of socks including white and black. However, all players must wear the same colour.</li></ul>
<b>Shoes</b>	<ul style="list-style-type: none"><li>• Players may wear shoes/cleats in any brand and colour as long as they are official soccer footwear and are appropriate for indoor or outdoor use.</li><li>• Shoes must be in good condition and fit and function in a safe manner.</li></ul>
<b>Coaches, Managers and Assistants</b>	<ul style="list-style-type: none"><li>• All coaches are encouraged to wear Calgary West Soccer Club branded Club Wear so they can easily be identified as part of our Club. Club Wear is available through our approved vendor, Kicks Sports.</li><li>• Managers and other volunteers on the bench are not required to wear Club Wear.</li></ul>



### 3.2. Club-Branded Clothing and Merchandise

All Club Wear, including all clothing and merchandise, must meet Calgary West Soccer Club logo and brand requirements. To ensure our requirements are met, Calgary West Soccer Club has negotiated an exclusive agreement with Kicks Sports to provide our Club Wear. See the [Kicks Sports website](#) for a full list of available Calgary West Soccer Club branded Club Wear.

**IMPORTANT: Ordering Club-Branded Clothing**

*We expressly ask all Calgary West Soccer Club members to refrain from purchasing goods from vendors that sell branded “knock off” products.*

Calgary West Soccer Club does not authorize the use of the Calgary West Soccer Club logo to order Club Wear from unapproved vendors. This means that teams or individuals are not authorized to order any items with the Calgary West Soccer Club logo or use any other training gear or game sets from any store front or online vendors without the expressed approval of the Calgary West Soccer Club.

### 3.3. Approved Club Wear Vendor

Calgary West Soccer Club’s approved vendor is Kicks Sports. They provide our Club members with a 10% discount on all regular priced store items, and an already discounted rate on all Calgary West Soccer Club branded Club Wear. See the [Kicks Sports website](#) for a full list of available Calgary West Soccer Club branded Club Wear.

Kicks Sports – Calgary North Location

**Shaganappi Village**  
4625 Varsity Drive N.W.  
Phone: 403.288.0287

Calgary West Soccer Club has chosen to use a local vendor not only to ensure we have access to the quality and style of products we expect to represent our brand, but also to support our local economy. We regularly ask local businesses to support our players through donations and sponsorships. So we expect our teams and players to respond by supporting local businesses when looking to purchase Club Wear.

## 4. Team Events and Fundraising

All activities affiliated with the Calgary West Soccer Club logo or brand, including team organized events e.g. bottle drives, other fundraisers, etc., must be approved by the Club prior to the activity taking place. Refer to *Calgary West Soccer Club Fundraising Policy* for more information on obtaining Club approval for fundraising activities.

**NOTE:** Teams should always be in uniform for team organized events conducted under the Calgary West Soccer Club brand, e.g. bottle drives, other fundraisers, etc.

## 5. Questions or Requests

Contact the [CALGARY WEST SOCCER CLUB Administration](#) with any questions about the Calgary West Soccer Club brand, or to request approval for exceptional use of the Calgary West Soccer Club logo.