

## APPENDIX A – OMLA Representative Box Jersey Refresh Base Design Parameters (DRAFT)

The intention of the enclosed base design parameters is to provide minimum established expectations to fulfill OMLA & OLA requirements of the 2025 Seasons OMLA Jersey Refresh. The parameters herein are not to be considered exhaustive and are provided as the base requirements to ensure the jersey refresh can be as creative and open-ended as possible, while maintaining the identity and spirit of the Kings.

The following parameters are considered the only restraints which **MUST** be achieved in each of the design options:



1. **Logo** – usage of the current Orillia Kings logo ('logo') as seen to the right must be present on refresh jersey designs.
  - a. However, it is **NOT** mandated that the Logo as shown to the right **must** to be on the chest or the main focal point of jerseys, as in its current form.
  - b. The logo as shown to the right must be present on the jersey refresh (minimum 4"x4") and in a manner that provides continuity to the existing master logo with clothing and swag.
    - i. *For example, purposes only* -- if the logo is NOT on the chest and an alternative design for the chest is presented, a simple placement of the existing logo would be on the shoulders/arms of the jersey.
  - c. Differing chest images or text will be accepted (assuming OLA approval) and **ONLY** if item 1b is fulfilled. If a new/alternate chest image is provided, this image will **NOT** be considered the organizations master logo in any manner or form any baseline of design to changing the Associations Master Logo.
  - d. *An example of this can be found below* as represented in the NHL with the Carolina Hurricanes Jersey Branding with A. traditional master logo shown on the chest (left), B. the alternate image jersey which has a unique logo on the chest & master logo on the shoulders to tie back to traditional Carolina branding (middle), and lastly, C. the heritage text logo which eliminates a character logo in entirety & master logo on the shoulders to tie back to traditional Carolina branding (right)



**Left:** Traditional Jersey w/  
Master Logo on Chest



**Middle:** Alternate Image Jersey w/  
Alternate Logo on Chest & Master  
Logo on Shoulders



**Right:** Heritage Text Jersey  
w/ No Image on Chest &  
Master Logo on Shoulders

2. **Colors** – existing Pantone Codes Red, Blue & White are the **ONLY** colors to be accepted in the jersey refresh. No integration of new colors (except for Black or Greys) will be considered due to OLA approvals and association colors. PANTONES TO BE VERIFIED PRIOR TO SAMPLES.
  - a. **RED Pantone = PMS 2347C**
  - b. **BLUE Pantone = PMS 293C**
3. **Home & Away** – Jerseys must be designed to have a base white option and an alternate full color option.

The OMLA Board encourages a final design that respects the history of the association's branding but is creative and contemporary in nature as to not allow our past to define our future.