



Colour development



“Colours should be more vibrant - saying hope, health, energy, happiness”

bright
positive
energy
youth
fun
enthusiasm

teamwork
respect
family
wellbeing
inclusivity

A broad survey of resources matched against these criteria of energy, health, youth and positivity suggests saturated colours, especially yellows and oranges but also bright blues and greens and also rich purples and pinks.

Red indicates energy but we’ve avoided this because of the direct association with other hockey brands

Quite a broad palette, with emphasis on vibrancy

Saturated colour options with greyscale type



Blue range



yellow/orange range



Mauve/magenta/violet range



Green range



Possible options?

