HOCKEY INDIA

HOCKEY INDIA LOGO GUIDELINES

ABOUT HOCKEY INDIA

HOCKEY INDIA (HI) is the apex body with sole mandate to direct and conduct all activities for both Men and Women's Hockey in India. It is recognized by the Ministry of Youth Affairs & Sports, Govt. of India as the sole body responsible towards promoting Hockey in India.

Headquartered in New Delhi, Hockey India was established on 20th May 2009 and is affiliated to the International Hockey Federation (FIH), the Indian Olympic Association (IOA) and Asian Hockey Federation (AHF).

With the assistance of Sports Authority of India and Department of Sports, Government of India, Hockey India has drawn out a Long-Term Development Programme (LTDP) to train players and to provide overseas exposure besides regular international competition.

THE LOGO

The design is intended to represent the speed, agility, and power of hockey players, and the colors were chosen to evoke a sense of strength and determination.

The logo is made up of 2 separate elements:

The Chakra:
Inspired by the Ashoka Chakra of the National flag, its made of 24 hockey sticks with 15 degree space between head of each sticks

The Logotype:
The name (HOCKEY INDIA) is specially configured typeface placed in 3 quarters of the distance as between the head of 2 hockey sticks in the chakra.

THE CHAKRA
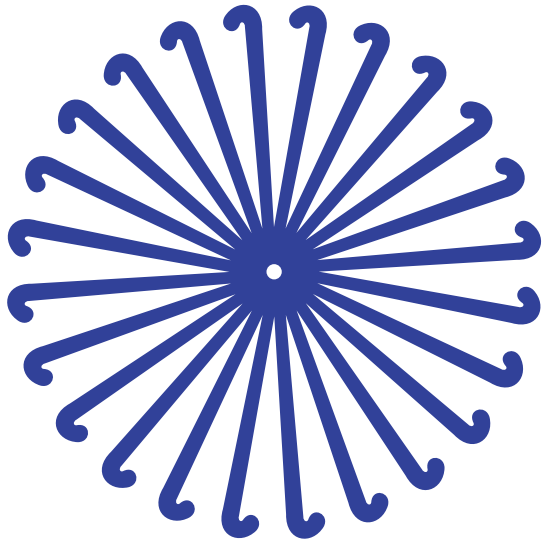
HOCKEY INDIA

THE LOGOTYPE

LOGO CLEAR SPACES /SAFE ZONE

When using the logo, always allow a protective space around it.

Minimum clear distance around the logo is equivalent to the 1*HOCKEY on the horizontal sides & 2*HOCKEY on the vertical sides and the distance from chakra and logotype is above the start of the horizontal line of H in HOCKEY.
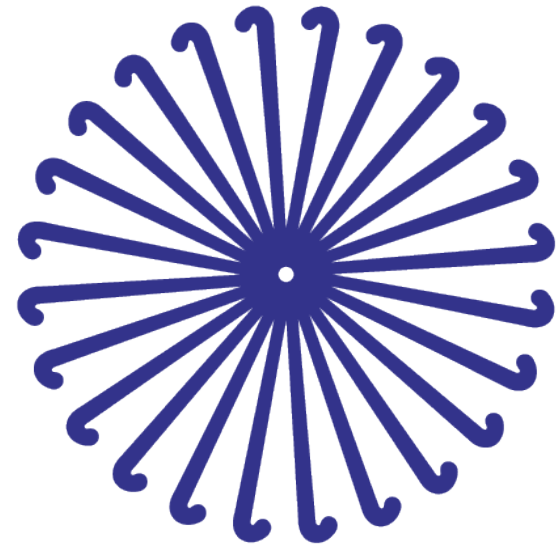
This minimum clear distance should always be respected as it gives clarity and strength to the Logo.

HOCKEY

HOCKEY HOCKEY

HOCKEY HOCKEY

HOCKEY INDIA

HOCKEY

HOCKEY

CMYK

RGB

COLOUR VARIATIONS

The logo may be reproduced in three colour options - full colour, black, and white. We have developed the two latter options for negative and positive use of the logo.
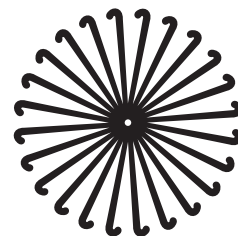

Full Colour

White Colour Logo on Blue Background

Black Colour

Reverse Colour

LOGO COLOUR PALLETE
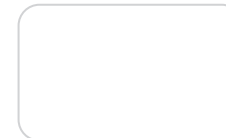
Blue

R53 G51 B139

C100 M100 Y0 K0

#35338b

Black

R0 G0 B0

C0 M0 Y0 K100

#000000

White

R255 G255 B255

C0 M0 Y0 K0

#FFFFFF

9

LOGO MISUSE

When reproducing the logo, we must always take care and protect its original form. To ensure the strength of the logo, consistency is of utmost importance. Please do not redraw or alter the icon, the logotype, proportions, size, colour or relationship of the elements.
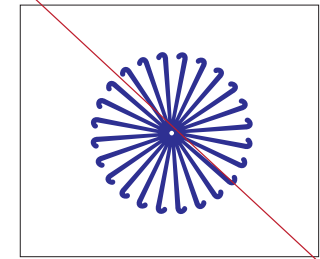
Do not stretch the logo

Do not apply gradient to the logo

Do not rotate/change the logo angle

Do not change the placement of chakra or logotype

Do not crop the logo

Do not resolve the logo in two different colours

Do not resolve the logo in two different colours

Do not change the logotype orientation in any manner

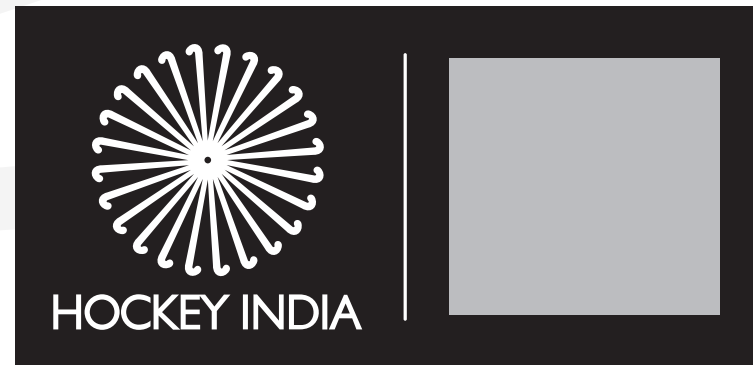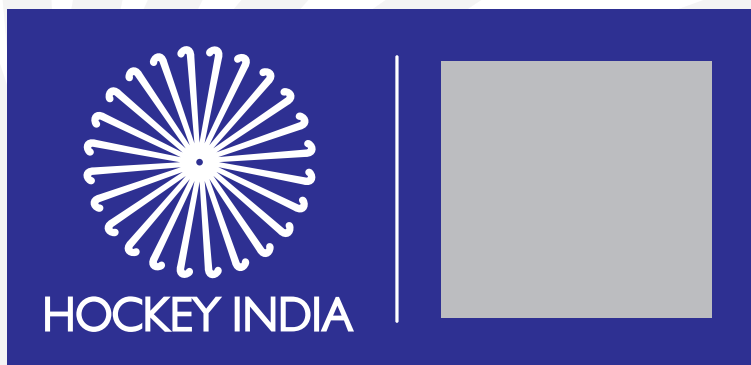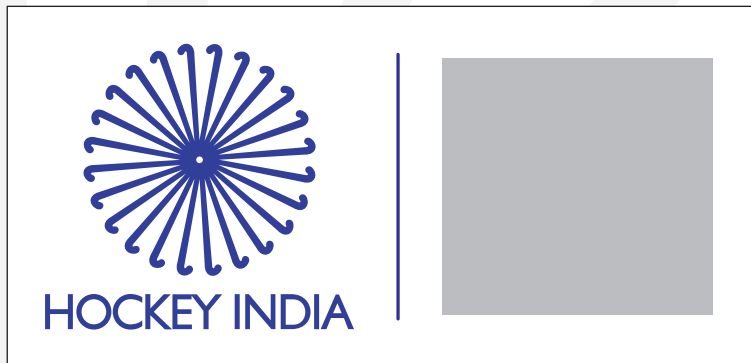Do not change the placement of chakra or logotype

LOGO LOCKUPS – HORIZONTAL

Logo lock up - When the HI logo is associated with any other company or brand, certain usage guidelines should be taken into consideration.

The examples on the left show the correct way that the HI logo should be associated with any 'other' brand.
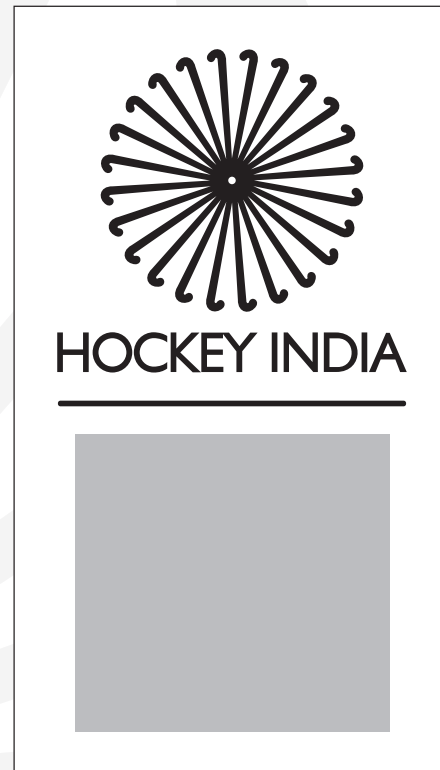
In certain instances, an accompanying strapline is a sufficient way of demonstrating any third-party associations with the federation.

Any association with the federation, must first be approved by a HI marketing team

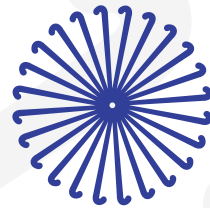# LOGO LOCKUPS – VERTICAL

MINIMUM SIZES OF USAGE

We recommend the use of the sizes shown here as minimum sizes for our logo. Please try to not decrease the sizes. Take care, as the minimum size can vary depending on the devices and technologies you use.

18mm

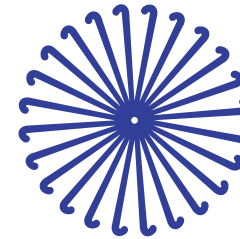Minimum size for print
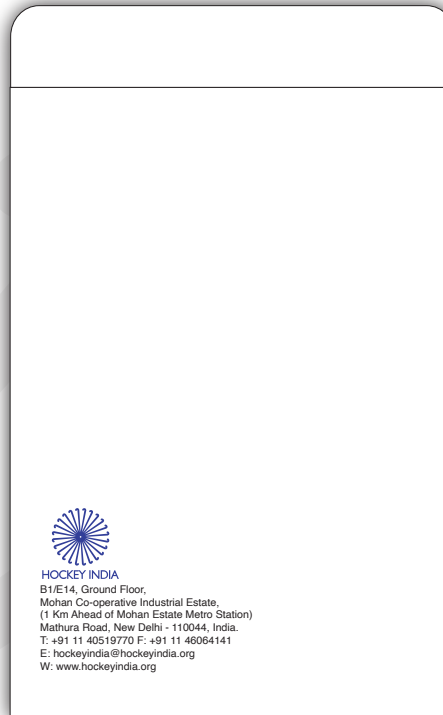

116px

Minimum size for Web Banners

130px

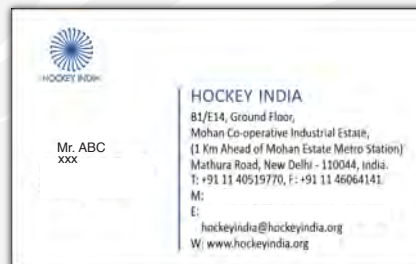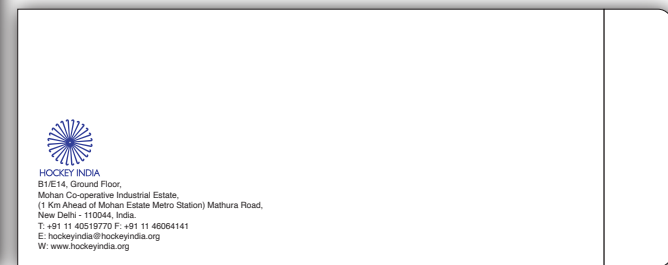Minimum size for Screen or Web APP

MOCK UPS FOR REFERENCE

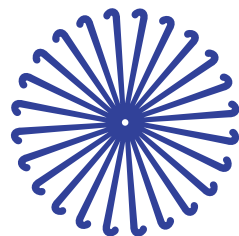Letterhead

Envalopes

Bussiness Card

USE ON BACKGROUNDS

Shown here are acceptable ways to reproduce the logo on different background colours and images.

To ensure maximum visibility, a high level of contrast should be retained between the logo and the background colour or image at all times.

To obtain the Hockey India Logo in PNG format, you may access the provided link for downloading. For access to the file containing the Hockey India Logo open file, kindly submit a request to *hockeyindia@hockeyindia.org*

Hockey India
B1 / E14, Mohan Co-Op. Industrial Estate,
(1 KM ahead of Mohan Estate Metro Station), Mathura Road,
New Delhi 110044
T: +91 11405 19770 F: +91 11460 64141
W: hockeyindia@hockeyindia.org