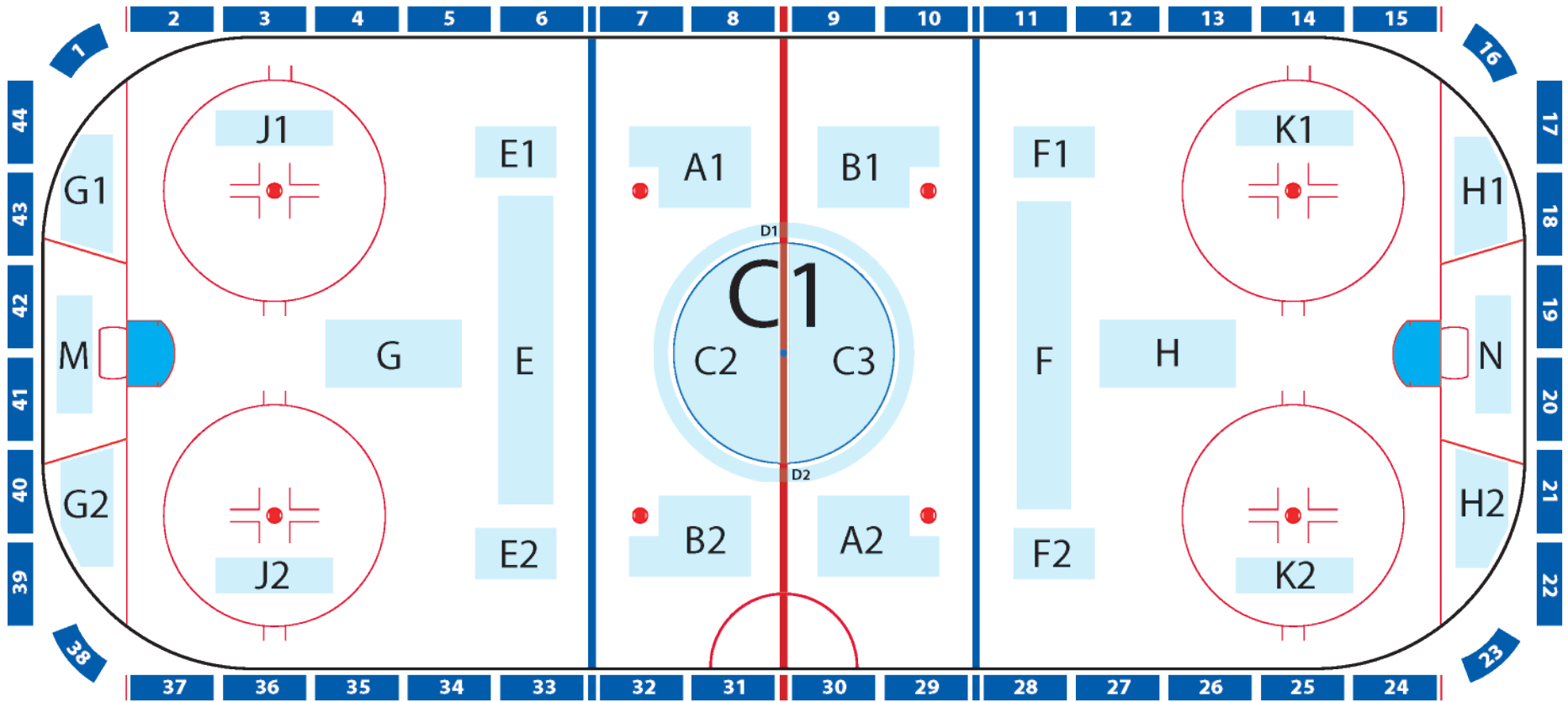


DASHERBOARD - Display Requirements

Forty-Four Board Template





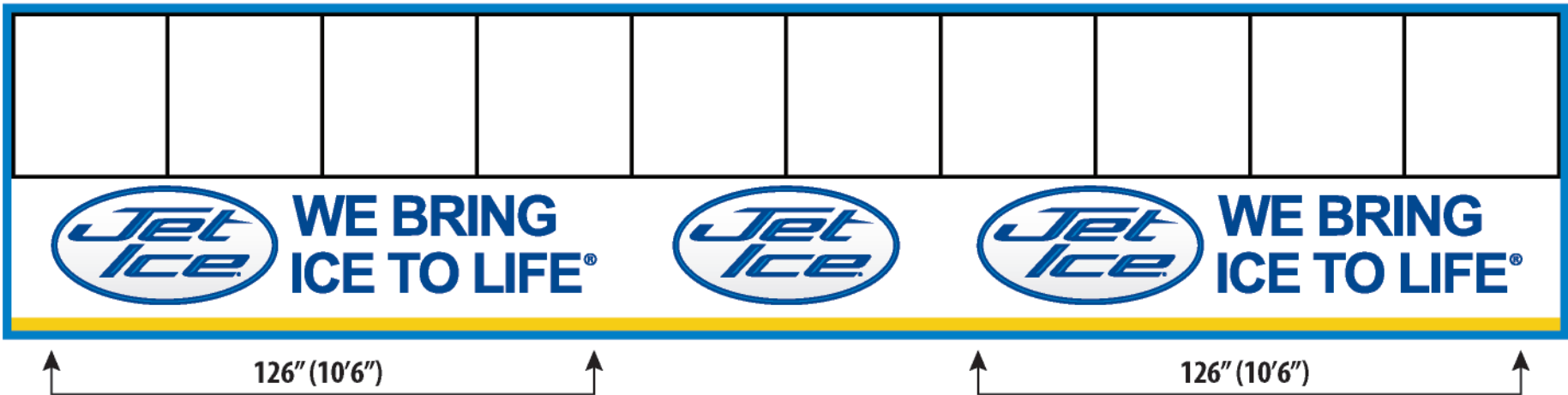
DASHBOARD GUIDELINES

DASHBOARD - Display Requirements

1) Standard Dashboard Placement

Standard Template

- Forty-Four (44) static boards
- Forty (40) advertising positions, each measuring eleven feet and containing ten and one half feet of imageable (logo) area
- Four (4) corner board positions measuring up to Five and one half feet in length
- Suggested “floating white” design for all dashboard advertisements, meaning that the advertising logos or traditional trademark script should be set against a white background
- A single sponsor image shall not occupy and cross into two concurrent dashboard positions (see example below)





DASHERBOARD GUIDELINES

DASHERBOARD - Display Requirements

2) Dasherboard Advertisement Design

- All dasherboard signage creative, including advertising logos and/or traditional trademark script should be set against a white background for static signage applications. Floating white is defined as colour artwork or trademark script on a white background creating “floating white” signage (see example below)



FLOATING WHITE



NON-FLOATING WHITE

- Advertising logos or traditional trademark script may be any colour, providing that dark colours, including, but limited to, black, may not, taken individually or collectively, exceed thirty percent (30%) of the total square footage of the sign, nor otherwise dominate the sign. Approval is granted or denied at Hockey Canada’s sole discretion.

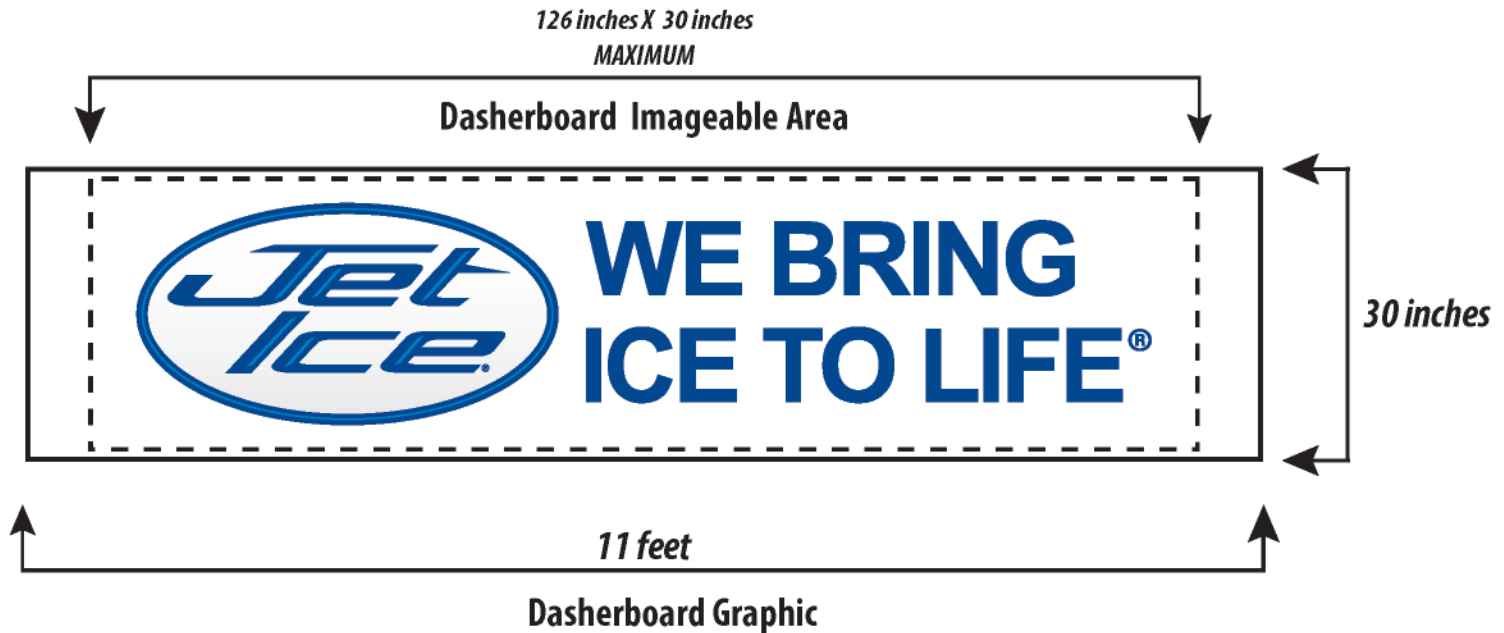


DASHBOARD GUIDELINES

DASHBOARD - Design and Production Requirements

1) Standard Size/Position

- Each advertisement panel or decal should occupy a maximum one hundred and twenty six inches of imageable area excepting the four (4) corner boards which shall occupy a maximum of sixty inches. The advertisement area, or imageable area, shall not exceed thirty inches in height. (see example below)





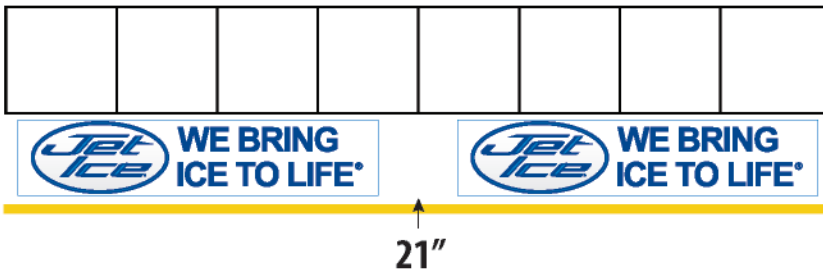
DASHBOARD GUIDELINES

DASHBOARD - Design and Production Requirements

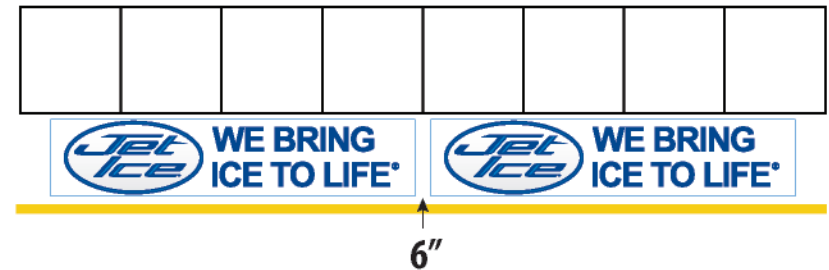
1) Standard Size/Position

- the spacing between each dashboard shall be as follows:
 - a. For the Attack Zones (goal line to blue line) the distance between the Dashboard Graphics shall be twenty-one inches.
 - b. For the Neutral Zone (between the blue lines) the distance between the Dashboard Graphics shall be six inches.
 - c. For the area behind the goal line, the distance between the Dashboard Graphics shall be six inches.

Attack Zone



Neutral Zone / Behind the Goal Line





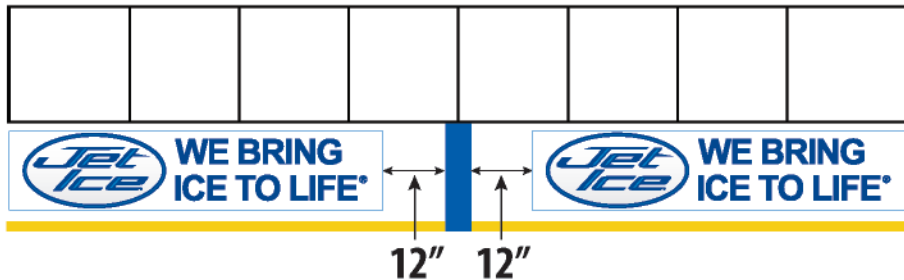
DASHBOARD GUIDELINES

DASHBOARD - Design and Production Requirements

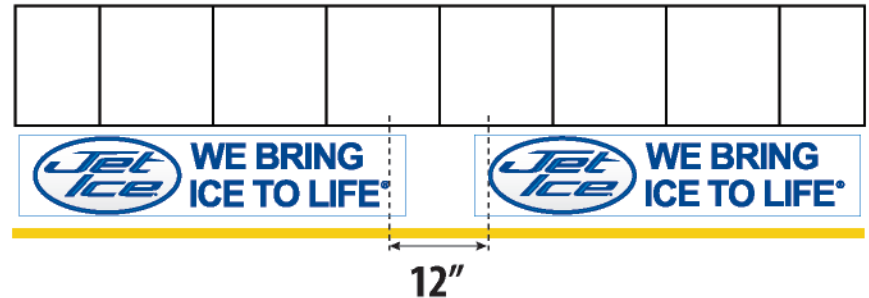
1) Standard Size/Position

- d. The space between each dashboard and the game markings dividing the ice surface (red line, blue lines and goal lines) shall be twelve inches (see example A)
- e. There shall be a minimum of twelve inches of white design space between each dashboard imageable area (see example B)

A



B





DASHBOARD GUIDELINES

DASHBOARD - Design and Production Requirements

2) Care and Maintenance

All dashboard appliques must be changed frequently to preserve a clean look. Jet Ice recommends that all panels be monitored and changed as needed to allow for the best branding and overall look for your rink. Dashboard graphics should be cleaned as necessary to remain free from puck marks, cuts or tears.



DASHERBOARD GUIDELINES

DASHERBOARD - Design and Production Requirements

3) Branded Corner Dasherboards

Dasherboard corner graphics must be placed one foot (12") behind the goal line. (see example below)

Dasher Board Graphic Position





DASHBOARD GUIDELINES

DASHBOARD - Design Suggestions

- 1) All artwork images and corporate identifications should be as large as possible without the use of copy, text, taglines, etc.
- 2) Letters should be no less than eight (8) inches tall.
- 3) Use bold strokes.
- 4) Utilize as much space as possible.
- 5) Incorporate corporate identification into a horizontal format.
- 6) Utilize Jet Ice print technologies to bring your Dashboards to Life!