

BRANDING INITIATIVE MESSAGE

About Impello Inc.

The CJHL selected Impello Inc. to develop the new brand and advertising campaign, for their demonstrated ability to gain accurate insight into a diverse audience. Through creative solutions, Impello has the strategic ability to implement various marketing materials, and ensure the core message of the CJHL is correctly positioned in the minds of our audience.

Impello Inc. is an integrated graphic design and communications firm, based in Calgary, Alberta. Impello specializes in development of professional and creative brand solutions. In addition, Impello provides interactive campaign development through the use of creative advertising concepts applying those messages to the internet and print.

Impello is pleased to add the Canadian Junior Hockey League to a growing list of regional and national clients which includes PCL Construction Ltd. and Husky Energy at a national level, and ECL Group, Pacific Western Transportation and a host of smaller companies within the Alberta and Western Canadian Markets.

About the New Brand Identity.

The new logo of the Canadian Junior Hockey League is the new emblem for the organization, and is intended to unite the ten Leagues across Canada under one symbol. It will provide a consistent tone and message within each league, clearly defining our position within Junior "A" hockey, strategically and correctly in the minds of players, other hockey leagues, fans and the general public.

Working with Impello Inc. the new logo was selected from a range of options through an extensive design process. The final design was elected through an online vote by each league representative within the CJHL.

The selected design that will represent the CJHL is that of the shield. The shield over time has come to symbolize excellence, with its shape often used in awards and badges, the shield has a long tradition of use within hockey for this very purpose. Its use on medals, plaques, trophies and pins, makes it a natural icon upon which to build our brand.

The shape also pays homage to the symbol of the NHL – a symbol which stands for the ultimate achievement in professional hockey in North America, and arguably the world.

The wordmark for the CJHL integrates the Maple leaf and the colour red to embody the dynamic, energetic and positive spirit of the sport within Canada. Combined with the blue shield, the logo provides a focus on Canadian hockey, with reference to the international potential the organization seeks to promote.

About The New Campaign Message.

The new advertising campaign message "Beyond your :45" was developed to support the core brand message for the CJHL - Hockey is about more than what players do on the ice. Our guiding principles apply to every choice players make in their career.

The tagline "Hockey For Life" embodies the CJHL as the nation-wide advocate for excellence in Canadian Junior Hockey.

The CJHL seeks to support the positive values that hockey provides for our children across Canada, as they develop into adults.

Whether undertaking a professional career in hockey, the business world, or at home – the CJHL seeks to be an integral partner in the career development of all our players. On or off the ice, the message of education, teamwork and dedication will be an essential part of future advertisements, which will promote the CJHL as the best choice in building a lifestyle around this great sport of hockey.

This is the Canadian Junior Hockey League. This is Hockey for Life.

