ROCHESTER JR. AMERICANS Brand Standards and Usage

Rochester Jr. Americans Logo

The circular Rochester Jr. Americans logo must be used when referencing the youth hockey organization. Note the white stroke around the shield logo and the transparency of the letters around the logo. This is a must when dealing with colors other than a white background. The ® mark should be present. Exception: Jersey Patches





ABCDEFGHIJKLMNOPQRSTUVWXYZ	
ABCDEFGHIJKLMNOPQRSTUVWXYZ Arial Standard Font	
Pantone Reflex Blue C **HEX #001489** **R: 0 G: 22 B:137** **C 100 M 93 Y 14 K 12**	**Pantone Red 186C** **HEX #ce0e2d** **R: 206 G: 14 B: 45** **C 23 M 100 Y 91 K 3**

Use of Rochester Jr. Americans and Jr. Amerks

Use Rochester Jr. Americans when referring to the full name of the club or team. Scoresheet labels should always read Rochester Jr. Americans followed by the organization code and three digit team number with leading zeros (NYH3143-0xx). Jr. should always have a period. Do not spell out junior or capitalize both letters. When writing formal documents, press releases, or social media posts, use “Rochester Jr. Americans” upon the first reference to the club or team, and “Jr. Amerks” for each subsequent reference. The Jr. must always be included in the reference, to avoid confusion with the professional Rochester Americans hockey club. Do not use an apostrophe when describing possession (The Jr. Americans annual tournament) or pluralities (Three Jr. Amerks teams won their league championship). Americans/Amerks always ends in s; even when referring to the singular (The Jr. Americans player scored three goals). Do not use abbreviations (e.g., RJA) to reference Rochester Jr. Americans teams or the Jr. Amerks organization.

Updated: October 24, 2024

Use of the Jr. Amerks Logo on Apparel and Merchandise: The Rochester Ice Center Pro Shop is the exclusive merchandise vendor and has exclusive rights to the Jr. Amerks logo. Teams, individual players, parents, and fans are not permitted to use the Jr. Amerks logo without permission from the Communications Director or Board President. Any proposed use of the logo must be submitted to the Communications Director or Board President for review and submission to the Rochester Ice Center Pro Shop for approval in advance.

Hockey Reference Style Guide

Use the following terms when writing about the organization, a team, or a player. Provided as a helpful reference

Sources: AP Style Guide, USA Hockey

(Year)U - ex. 6U, 9U, 14U. Number, then capital U with no spaces. Do not use birth years (the 2006 AAA girls, the ‘10 AA travel).Do not use squirt, pee-wee, bantam or midget when describing age groups. Use of Mites is acceptable and is capitalized. Exception: USA Hockey uses the Tier I designations of 13O (13 only) and 15O (15 only).

backup Not back up or back-up, when referring to a goaltending position. ‘back up’ is valid when referring to the action to back up.

youth / girls Use girls to designate female-only teams. Do not use an apostrophe; the team does not belong to the girls, but to the organization. Use youth to designate teams with both boys and girls rostered.

coach Do not capitalize. “We just didn’t play to the best of our ability,” varsity girls basketball coach Angie Hermesmeyer said.

defenseman / defense Not defencemen / defence.

event titles Capitalize official titles of districts and meets, but lowercase shortened titles. District 26-4A, Empire Amatuer Hockey Conference, The team advanced to states.

faceoff (n.), to **face off** (v.)

forecheck Not fore-check

goalie/goalies

hat trick

levels Use AAA, AA, Tier I / Tier II (not Tier 1 or Tier 2), house, travel. Color designations are capitalized (12U house Red)

matchup Not match-up

numerals In general, spell out one through nine, use figures for 10 and above. Use figures when referring to points, scores and units of measurement. Game 6, 8-point lead, first quarter, second-period lead, first-round loss, third place, 12th place, No. 2 player, 7-yard gain, 4-1 win.

Overaged Beginners Both words capitalized. Can be abbreviated using OAB

playoff (n.) **play off** (v.)

postseason, preseason No hyphen

power play no hyphen when a noun (they went on the power play). Use power-play when describing a goal type.

short-handed Not short handed

slap shot Not slapshot

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semifinal Not semi-final

setup or set up Setup is a noun: *the setup on the power play was dynamite* – set up when a verb: *they were set up to fail*

Stanley Cup Capitalized. After introducing, can be referred to as 'the Cup' as it is a proper identifier and not a generic term.

statistics Use figures and hyphens. 60-yard dash, 23-foot jump, 6-foot-5 center, 35-yard touchdown pass.

teams Do not capitalize gender designations. The age group should always be first. The team level goes before the gender. The varsity boys basketball team, the 12U Tier I girls team, the 9U AAA mixed team.