



*Apparel & Branding  
Policy  
2024*

## INTRODUCTION

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To maintain the Abbotsford Soccer Association brand and appearance, the Abbotsford Soccer Association '*Club Apparel Policy*' sets a standard for clothing items that will be associated with Abbotsford Soccer Association. Head coaches, assistant coaches, team managers, and Abbotsford Soccer Association executive member are obligated to ensure that players wear the approved apparel when representing the Abbotsford Soccer Association.

If a team and/or its players are found in breach of this policy, the player(s) in question, the head coach, the assistant coach, and manager may be required to appear before the Abbotsford Soccer Association Executive and/or the discipline committee of the Abbotsford Soccer Association. Disciplinary action may be taken.

The Abbotsford Soccer Association Executive will determine and approve the official Team, Player and Coach apparel and apparel brand on an annual basis.

## THE POLICY

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### Club Names

The club names "Abbotsford Soccer Association", "ASA" and "Abby Soccer" as well as the official logo of the Abbotsford Soccer Association are the property of the Abbotsford Soccer Association and may not be used or reproduced in any manner without the express written consent of the Abbotsford Soccer Association.

### Club Colours

**Official (Primary) Colours:** Red is the official colour of Abbotsford Soccer Association. White and Black are considered secondary colours.

The Abbotsford Soccer Association Executive may add additional alternate colours from time to time in order to meet the needs of specific programs requiring additional colours.

### Official Club Uniform Brand

The Abbotsford Soccer Association's official team kit manufacturer is **Adidas**. Alternate manufacturers may be used to supply additional items from time to time, **with approval of the Abbotsford Soccer Association Executive**.

### Official Club Team/Player Apparel

The official club apparel supplied through player registration fees, for the various programs and teams will consist of:

### **Development Programs (Fall/Winter):**

#### **Skills Centre Training Program (All Players):**

- One (1) game jersey (Red);
- One (1) pair of game shorts (Red);
- Two (2) pair of socks (Red);

#### **Skills Centre Team Program (All Players):**

- One (1) game jersey (Red);
- One (1) Training shirt/alternate game jersey (White);
- One (1) pair of game shorts (Red);
- Two (2) pair of socks (Red);

#### **Divisional Team Program (All Players):**

- One (1) game jersey (Red);
- One (1) Training shirt/alternate jersey (White);
- One (1) pair of game shorts (Red);
- Two (2) pair of socks (Red/White);

#### **Adult Team Program:**

- One (1) game jersey (Red);
- One (1) pair of game shorts (Red);
- Two (2) pair of socks (Red/White);

### **Addendum:**

- a) Adult team jerseys remain the property of Abbotsford Soccer Association and will be returned at the end of the season.
- b) Adult team alternate jerseys are available, on an as needed basis.

### **Academy Programs (Fall/Winter):**

#### **Player Development Academy:**

- One (1) Training T. Shirt (Red);
- One (1) Sweatshirt (Red);

#### **Goalkeeper Academy (paid program only U14 – U18):**

- One (1) Training Shirt (Black);
- One (1) Sweatshirt (Black);

## **Development Programs (Spring):**

### **Skills Centre Training Program (All Players):**

- One (1) game shirt (White);
- One (1) pair of socks (White);

### **Skills Centre Team Program (New Players only):**

- One (1) game jersey (Red);
- One (1) Training shirt/alternate game jersey (White);
- One (1) pair of game shorts (Red);
- Two (2) pair of socks (Red);

### **Skills Centre 'U11 Intake' Team (All Players):**

- One (1) game jersey (White);
- One (1) pair of game shorts (Red);
- One (1) pair of socks (White);

### **'ASA Selects' Team Program (All Players):**

- One (1) game jersey (Red);
- One (1) Training shirt/alternate game jersey (White);
- One (1) pair of game shorts (Red);
- Two (2) pair of socks (Red/White);
- Rain Jacket (Red);
- Track Pant (Black);
- Fleece Hoodie (Red);

### **BCSPL Intake Team Program (All Players):**

- One (1) game jersey (Red);
- One (1) Training shirt/alternate game jersey (White);
- One (1) pair of game shorts (Red);
- Two (2) pair of socks (Red/White);
- Rain Jacket (Red);
- Track Pant (Black);
- 1/4 Zip Training Top (Red);
- Backpack

### **Divisional Team Program (New Players only):**

- One (1) game jersey (Red);
- One (1) Training shirt/alternate game jersey (White);
- One (1) pair of game shorts (Red);
- Two (2) pair of socks (Red/White);

### **Adult Team Program (New Players only):**

- One (1) pair of game shorts (Red);
- Two (2) pair of socks (Red/White);

## **Addendum:**

- a) Adult team jerseys remain the property of Abbotsford Soccer Association and will be returned at the end of the season.
- b) Adult team alternate jerseys are available, on an as needed basis.
- c) *New Players joining a Skill Centre team or Divisional team will order kit separately and directly through the equipment manager, Steve Gerspacher – [equipment@abbotsfordsoccer.com](mailto:equipment@abbotsfordsoccer.com)*
- d) *Returning Players within a Skill Centre team or Divisional team will order any replacement kit items that may be required directly through the equipment manager, Steve Gerspacher – [equipment@abbotsfordsoccer.com](mailto:equipment@abbotsfordsoccer.com)*

## **Academy Programs (Spring):**

### **Player Development Academy:**

- One (1) Training T. Shirt (Grey);
- One (1) Sweatshirt (Grey);

### **Goalkeeper Academy (paid program only U14 – U18):**

- One (1) Training Shirt (Grey);
- One (1) Sweatshirt (Grey);

## **Recreation Programs (Fall/Winter):**

### **First Kicks**

- One (1) training jersey (Red);
- One (1) pair of shorts (Black);
- One (1) pair of socks (Black);

### **Community League Children's & Youth/Sister Kicks**

- One (1) training jersey (Red);
- One (1) pair of shorts (Red);
- One (1) pair of socks (Red);

### **Discoveries Academy:**

- One (1) Training T. Shirt (Grey);
- One (1) Sweatshirt (Grey);

## **Recreation Programs (Spring):**

### **First Kicks**

- One (1) training jersey (Red);
- One (1) pair of shorts (Black);
- One (1) pair of socks (Black);

### **Community League Children's & Youth/Sister Kicks**

- One (1) training jersey (Grey);
- One (1) pair of socks (Red);

### **Discoveries Academy:**

- One (1) Training T. Shirt (Grey);
- One (1) Sweatshirt (Grey);

### **Holiday Camps:**

#### **Performance Camps (Competitive Players):**

- One (1) camp specific shirt.

#### **Development Camps (Recreational/Inexperienced Players):**

- One (1) camp specific shirt.

### **Team GK Jersey**

When supplied as a part of the Official Team Apparel, the Abbotsford Soccer Association Executive will determine the colour of the goalkeeper jersey.

### **Under Garments**

All ***under-garments*** worn by players during representative games (Skill Centre Team, Divisional, Adult), are encouraged to be one of the club's official colours: Red, White or Black (As a guide, and as per FIFA rules, under garments should be the same colour as the item under which they are worn e.g. red jersey/red under garment, or black shorts/black leggings etc).

### **Embellishments:**

All Official Team Apparel will be embellished with the following:

- Abbotsford Soccer Association or Program logo;
- Number (where applicable);
- Club or program sponsor logo (where applicable)

No other embellishments are permitted without written consent of the Abbotsford Soccer Association Executive.

### **Official Club Staff & Team Coach Apparel**

The official club Staff & Team Coach apparel, supplied by the Abbotsford Soccer Association, is expected to be worn at all times during training and games. **Failure to wear appropriate apparel when in a representative position at ASA may result in disciplinary action being taken.**

### **Snr Staff & Technical Program Lead Staff:**

- One (1) Winter Coat;
- One (1) Rain Jacket;
- One (1) Track Jacket;
- One (1) Sweatshirt;
- Two (2) T. Shirts;
- One (1) Toque;

### **Addendum:**

- a) Where appropriate, Snr staff Technical Lead staff apparel will be initialled.

### **Technical Program support Staff (inc. Youth Leaders & Parent Volunteers):**

- One (1) Rain Jacket;
- One (1) Track Jacket;
- One (1) Sweatshirt;
- One (1) T. Shirt;

### **Addendum:**

- a) All outerwear items (Rain jkt/Track Jkt) supplied to Youth Leaders and/or Parent Volunteers will remain the property of ASA and will be returned to the ASA Equipment Manager should they leave the program to which they were assigned.
- b) Winter Coats are for purchase (50% discounted rate) through the ASA Equipment Manager and are sole property of the purchaser.

### **Team Coaching Staff (Head Coach & Asst. Coach):**

- One (1) Rain Jacket;
- One (1) Sweatshirt;
- Two (2) T. Shirts;

### **Addendum:**

- a) All outerwear items (Rain jkt/Sweatshirt) supplied to Head Coach and Asst. Coaches will remain the property of ASA and will be returned to the ASA Equipment Manager should they leave the team to which they were assigned.
- b) Winter Coats are available for purchase (50% discounted rate) through the ASA Equipment Manager and are sole property of the purchaser.

### **Special Event Apparel:**

In the instance that Abbotsford Soccer Association participates in a special event that requires apparel specific to the event, the Abbotsford Soccer Association Executive will consider amendments to the above colour, apparel, and embellishment standards to meet the needs of the event.

## **Jersey Numbers:**

Abbotsford Soccer Association will arrange for the following numbering of Game Day jerseys below.

- Skill Centre Teams (U11-U13): #2-#14 will be used.
- Divisional (U14-U18) & Adult Teams: #2-#20 will be used.
- Where an age division may have more than one team (e.g. U14 boys have 2 teams/36 players), sequential numbering will be used (i.e. #2-#37).
- Dedicated Goalkeeper Jersey numbering: #1, #32, #33 will be used.
- Community League (Children & Youth), Sister Kicks & Skill Centre Training Program: no numbers will be applied to these jerseys.

## **Addendum:**

- a) Should a player hold dual roles on a team (outfield player and goalkeeper) the player may only choose to keep the outfield Jersey that is supplied at the start of the season.
- b) Only those dedicated, full-time Goalkeepers may choose keep the club issued GK jersey.

## **Team Outerwear**

Team Outerwear is defined as items **not included in a player's registration fee** such as warm up suits (Track jacket and pant), 1/4 Zip training top, rain jacket and winter coat/parka. These items will be consistent with the Official Colours (Primary or Secondary) of the Abbotsford Soccer Association and its designated brand.

## **Team Outerwear & Sponsor Embellishments**

Team Outerwear will only consist of: Abbotsford Soccer Association logo, player initials and/or numbers.

Individual team Sponsor logos and/or other embellishments, **may only be added to the team outerwear with approved written consent of the Abbotsford Soccer Association Executive.**

## **Approved Team Outerwear**

- Stadium Jacket
- Rain Jacket (Adi Custom AW)
- 1/4 Zip Training Top (Tiro 23 League)
- Track Pant (Tiro 23)



## **Fan Wear**

ASA is delighted to offer a range of branded 'Fan Wear' to families and supporters. Items include approved club outerwear along with additional branded accessories. Items available via ASA Equipment Manager, Steve Gerspacher – [equipment@abbotsfordsoccer.com](mailto:equipment@abbotsfordsoccer.com)

## **Approved ASA Fan Wear**

- 1/4 Zip Track Jacket
- Ball Cap or Toque
- Hoodie
- Rain Jacket
- Winter Coat
- Soft Shell Jacket
- Sweatshirt
- T. Shirt
- Umbrella
- Water Bottle