



CRESTING POLICY (Updated January 2025)

This policy applies to all Curling Alberta Provincial Championship events, excluding Open events (categories without qualifiers) as crests will not be awarded.

There are **four (4)** positions in which the Curling Alberta crests can be “placed”. To clarify, the Curling Alberta crest must be in one of the following positions. All team members must wear the crest in the same position.

The Curling Alberta crest includes the shield and category bar, and both will be put in the same position with the category bar below the shield. No other crestring shall be within one inch of the Curling Alberta crest. Note, multiple Curling Alberta categories (years & category) may now be worn and can be stacked but only one Curling Alberta shield may be worn, and it must be in the same position as the rest of the team. To clarify, if you already have a Curling Alberta shield placed on your uniform, it must be removed to match the rest of your team for the current competition.

Outer garments include jackets, sweaters, and other apparel that go over the shirt that curlers typically wear. Cresting on the undergarment (shirt) is only required in the men’s and women’s championship.

To clarify: In both the men's and women's categories, the CA shield and Sponsor crest should be placed on both the inner and outer garments. The Category Bar is to be displayed only on the outer garment. Each qualifier for the Provincial Championship will receive 3 CA shields, 3 Sponsor crests, and 1 Category Bar.

The Curling Alberta crest is required to be placed in one of the following positions:

POSITION OPTION 1: THE RIGHT CHEST

- On outer garments, including vests, this position can be used for the Curling Alberta crest with category and year.

POSITION OPTION 2 & 3: THE BICEPS/SHOULDERS

- On outer garments, including vests, this position can be used for the Curling Alberta crest with category and year. The position may be used on either arm.

POSITION OPTION 4: FRONT OF SLIDING LEG

- This position can be used for the Curling Alberta crest with category and year. The position may be used.

THE LEFT CHEST (TITLE SPONSOR CRESTS)

- This position is reserved for up to two title partner crests and will be placed on both inner and outer garments, including vests, for arena events and on outer garments for curling centre hosted events. The crest(s) will fit inside an area not to exceed 6 inches high by 8 inches wide. (see diagram and detailed description of the exclusivity areas on page two):

- For the Women’s Provincial Championship, the Sentinel Storage presenting title partner crest will be placed in this position on inner and outer garments.
- For the Men’s Provincial Championship, the Boston Pizza crest will go in this position on inner and outer garments.
- For the U18 Provincial Championship, the Optimist crest will go in this

position on outer garments only.

- As the remaining categories do not have a title sponsor crest, this position may be utilized for team sponsor cresting.

OTHER POLICY STATEMENTS:

- A. On garments outside of the areas identified above, there will be no restrictions regarding the location, quantity, or size of any other logos (both team and manufacturer).
- B. Any sublimated logos required by Curling Alberta must meet logo standards guidelines (i.e. be placed on a proper background and sublimated in proper pantones). Vector file Curling Alberta and title sponsor crests are available upon request for sublimation.
- C. If any logos or crests need to be temporarily covered to be compliant with this policy, a professional-looking application of a patch/covering of a similar colour of the garment is acceptable.
- D. Teams have the option of wearing completely blank shirts.
- E. Teams aged U18 and under may not display logos from companies in the alcohol, cannabis, or tobacco industries.
- F. **EXCLUSIVITY AREAS FOR TITLE SPONSOR CRESTS - Only applicable for Men's, Women's and U18 Provincial Championships.**
An area measuring 8" wide x 6" high that is centered on the front left chest of visible upper body garments. The title sponsor crest shall be placed in the centre of this area. (Over The Heart)

The uppermost corners of the exclusivity area shall be 4" below the shoulder seam or uppermost shoulder fabric (see below), and 8" each side of the chest center line. Subsequently the upper border of the exclusivity areas is a horizontal straight line joining the two upper corners. The bottom horizontal border of the exclusivity area is parallel and 6" below the upper horizontal border.

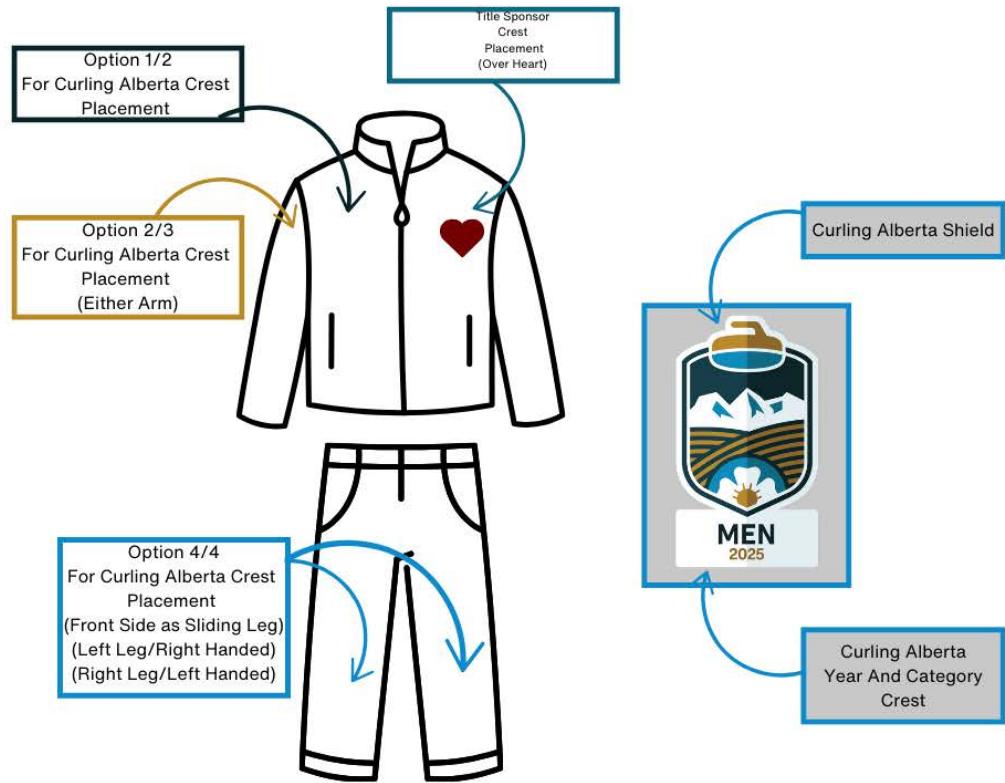
On garments with a clearly defined shoulder seam that runs along the highest point of the shoulder, the 4" measurement is taken from the front edge of the seam.

On garments without a clearly defined shoulder seam, or a shoulder seam that is clearly not running along the highest point of the shoulder, the 4" measurement is taken from the uppermost shoulder fabric (as viewed when the garment is lying flat).

In recognition of the value and importance of Curling Alberta's reputation and brand, as well as that of its partners, **if a team is deemed to be non-compliant with the Cresting Policy at Curling Alberta's discretion:**

- The team will be issued a \$500 fine which must be paid in full prior to participating in the competition, including the pre-competition practice.
- The team will be issued instructions to modify its uniforms in a manner and on a timeline to suit Curling Alberta's satisfaction. Curling Alberta is committed to a reasonable approach in order to allow teams to compete while still upholding the integrity of this policy.
- If a team/player is uncooperative in following Curling Alberta's direction or is deemed to intentionally disregard or flout the policy, they will be disqualified from the competition.

VIEW AS IF JACKET IS ON



Teams may request pre-approval of uniform designs at any time leading into competition by emailing a Championship Coordinator. Teams are encouraged to consult with staff should there be any questions regarding the Cresting Policy.

Note, competitors agree to abide by the Cresting Policy at the time of registration. Any appeals to Curling Alberta's discretion in applying its Cresting Policy will be addressed by the Appeals Policy.