

CRESTING POLICY

This policy applies to all Curling Alberta Provincial Championship events, excluding Open Championships (categories without scheduled qualifiers), where **crests are not awarded**.

PURPOSE

The purpose of this policy is to maintain a professional championship appearance, protect the value of Curling Alberta and partner branding, and ensure consistency across all Provincial Championship events.

Teams are strongly recommended to request pre-approval of uniform designs by emailing a Championship Coordinator **prior to competition**. Teams are encouraged to consult with Curling Alberta staff if they have any questions regarding the Cresting Policy.

Competitors agree to abide by the Cresting Policy at the time of registration. Questions or disputes regarding the application of this policy may be reviewed by the Competitions Tribunal. **Final decisions regarding the application of this policy rest with Curling Alberta. Any formal appeal of a decision made under this policy must be submitted and processed in accordance with Curling Alberta's Appeal Policy.**

There are **four (4)** positions in which the Curling Alberta crest can be placed. 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. **The category bar of the current season must appear directly below the shield.** No other cresting shall be within one inch of the Curling Alberta crest.

Multiple Curling Alberta category bars (years & category) may be worn and stacked. However, only one Curling Alberta shield may be worn, and it must appear in the same position for all team members. If a participant already has a Curling Alberta shield on their uniform from a previous season, it must be positioned to match the rest of the team for the current competition.

Curling Alberta updated its logo prior to the 2025-2026 season. If a garment from a previous season contains the previous shield, it may remain, provided the updated shield is also displayed in the same position as the rest of the team. Category bars from previous seasons may still be used.

Outer garments include jackets, sweaters, vests, and other apparel worn over the primary competition shirt.

APPROVED CRESTING POSITIONS:

Position Option 1: The Right Chest

- This position may be used for the Curling Alberta crest with category bar on outer garments.

Position Option 2 & 3: The Biceps/Shoulders

- This position may be used for the Curling Alberta crest with category bar on outer garments.
- The crest may be placed on either arm above the elbow.

Position Option 4: Front of Sliding Leg

- This position may be used for the Curling Alberta crest with category bar.
- The crest may be placed on the front of the sliding leg, either above or below the knee.
- Right-handed curlers must place the crest on the left leg. Left-handed curlers must place the crest on the right leg.

LEFT CHEST EXCLUSIVITY AREA (*MEN'S AND WOMEN'S ONLY*)

- This exclusivity area **ONLY** applies to the men's and women's championships.
- This position is reserved for up to two title sponsor crests
- The Curling Alberta shield, **and** sponsor crest(s) must **appear on both** the undergarments (shirt) **and** outer garments or on the sliding leg. The category bar is **required only** on the outer garment. Each participant will receive three Curling Alberta shields, three sponsor crests per title sponsor and one category bar. The Curling Alberta crest may be placed in one of the approved positions above on outer garments.

Exclusivity Area Specifications and Measurements

An exclusivity area measuring 8 inches wide by 6 inches high shall be located on the front left chest of all visible upper-body garments. The title sponsor crest must be centered within this area.

The exclusivity area shall be positioned as follows:

- The upper corners of the area must be 4 inches below the shoulder seam or uppermost shoulder fabric.
- The area shall be centered on the left chest. The center of the area shall be located 4 inches to the left of the zipper (or garment centerline). The total width of the area shall be 8 inches.
- The upper border is formed by a straight horizontal line connecting the upper corners.
- The lower border shall be parallel and located 6 inches below the upper border.

Measurement guidance:

- On garments with a clearly defined shoulder seam at the highest point of the shoulder, the 4-inch measurement is taken from the front edge of the seam.
- On garments without a clearly defined shoulder seam, the measurement is taken from the uppermost shoulder fabric while the garment is lying flat.

Sponsor crest placement:

- Women's Provincial Championship: The RME title partner crest shall be centered, with the Sentinel Storage presenting partner crest directly beneath it.
- Men's Provincial Championship: The RME title partner crest shall be centered in the exclusivity area.
- All other categories: As no title sponsor crests apply, this area may be used for team sponsor cresting.

OTHER POLICY STATEMENTS:

- A. Outside of the areas identified above, there are no restrictions regarding the location, quantity, or size of any other logos, including both team and manufacturer logos.
- B. Any sublimated logos required by Curling Alberta must meet Curling Alberta standards, including appropriate backgrounds and Pantone colours. Vector files for Curling Alberta and title sponsor crests are available on request.
- C. If any logos or crests must be temporarily covered to comply with this policy, a professional-looking patch or covering in a similar colour to the garment is acceptable.
- D. Teams may choose to wear completely blank shirts.
- E. Coaches must also comply with the cresting policy.
- F. Teams aged U18 and under may not display logos from companies in the alcohol, cannabis, or tobacco industries.

COMPLIANCE AND ENFORCEMENT

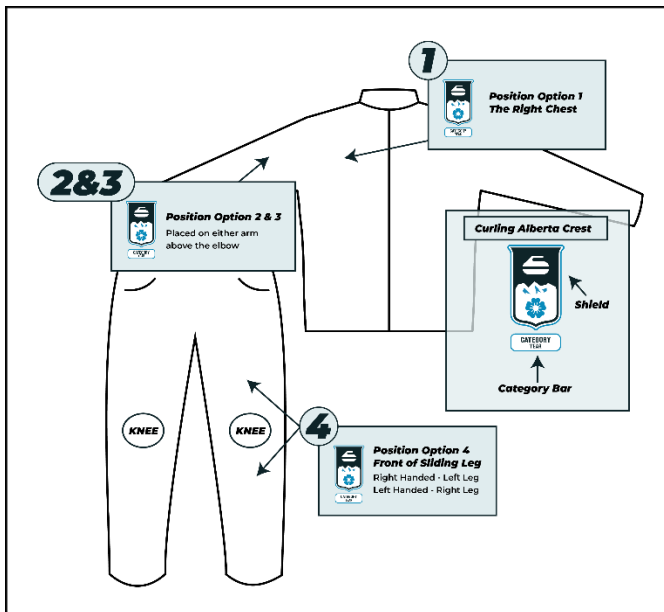
Curling Alberta will review uniforms for compliance prior to pre-competition practice or media availability.

If a team is deemed non-compliant with the Cresting Policy:

- The team will be directed to modify its uniforms within a timeline established by Curling Alberta. Curling Alberta will take a reasonable and practical approach in addressing non-compliance while upholding the integrity of this policy.
- If a team or participant is unwilling to comply, intentionally disregards the policy, or fails to follow Curling Alberta's direction regarding corrective action, Curling Alberta may issue:
 - a fine ranging from \$500 to \$1,500; and/or
 - disqualification from the competition.

Any fines must be paid in full prior to participating in the competition. Fines are intended as a disciplinary measure and do not exempt a team or participant from complying with this policy or with any corrective direction issued by Curling Alberta.

Curling Alberta Shield Placement:



Exclusivity Area (Men's and Women's Only): Title: RME Men's and Women's, Sentinel Storage Women's Only.

