



EDMONTON OILERS

BRAND BOOK

THE BRAND



BRAND VALUES	_____	4
OUR DNA	_____	6
OUR PERSONALITY	_____	7
OUR NAME	_____	8
OUR AMBITION	_____	9
OUR PROMISE	_____	10
OUR COMMUNITY	_____	11
LOGO	_____	12

LET'S GO OILERS

The Edmonton Oilers entered the National Hockey League in 1979 and no other team has won more Stanley Cups (5) since that time. The focal point of Oil Country, with devoted fans spanning Central and Northern Alberta, Saskatchewan and across the globe, the Oilers possess a rich history of winning as well as a promising future with an ultra-talented team. The Edmonton Oilers Hockey Club aspires to compete night in and night out with the elite teams of the NHL, creating memories and unique experiences for fans with a focus on bringing championships back to Oil Country. The Club always comes before any individual and unites all those within its sphere.

BRAND VALUES

MISSION

WHAT WE WANT

Build upon our legacy by focusing on bringing championships back to Oil Country

VISION

WHAT WE DO

Create lifetime memories and unmatched experiences for our fans

VALUES

HOW WE DO IT

Hard Work, Loyalty, Passion, Resilience, Respect

OUR DNA



CITY

We come from humble beginnings. Sparked by the fur trade in the 1800's, and later agriculture and oil refinement, we have strong blue-collar roots, a solid work ethic and sense of community to match. We have a rich hockey culture, and an extremely passionate fan base that are very devoted to the team, the city and the region.

FRANCHISE

We possess some of the most historic teams and players that game has ever had, and we are incredibly loyal to everyone who has ever worn our colours; once an Oiler, always an Oiler. We have a proud tradition of championships and we strive to honour the legacy of the teams that put Edmonton on the hockey map.

FANS

Our fans are among the most passionate, and knowledgeable in the sport. Though passionate, they tend to express their fandom with quiet pride, regardless of team performance.

OUR PERSONALITY



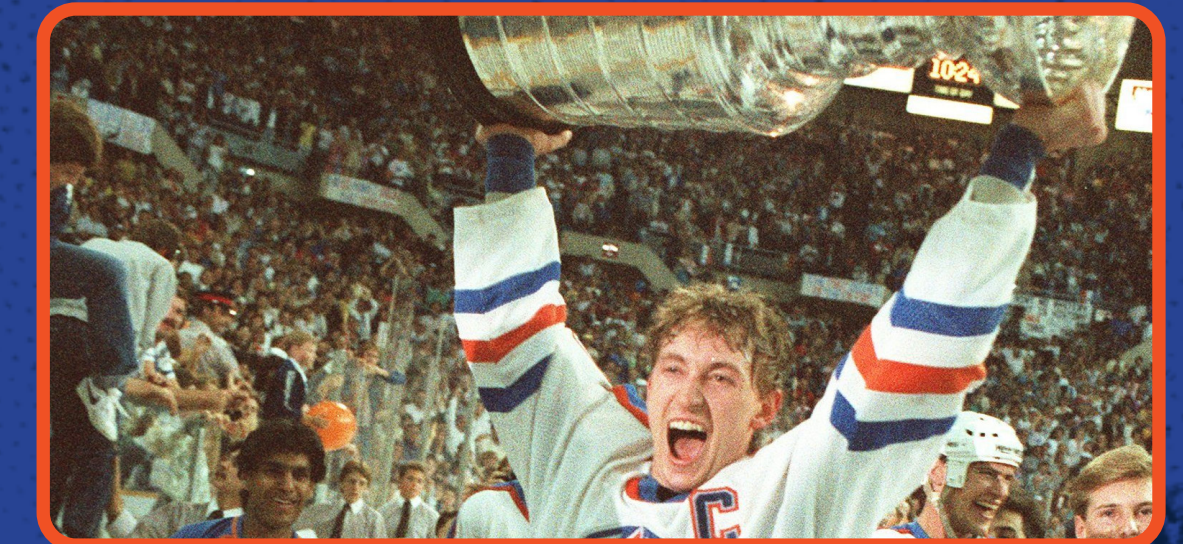
- INTENSE
- HARD WORKING
- HUMBLE
- PROUD
- COMMITTED

In many ways, we mirror the essence of Edmonton itself. We embrace our community to foster a stronger sense of belonging. Our brand and team aim to be approachable and down-to-earth. We stay true to our values, exemplifying our commitment to success and entertainment both on and off the ice.



OUR NAME

The Edmonton Oilers were born in 1972 as a fledgling member of the World Hockey Association, originally named the Alberta Oilers. Team founder and original owner Bill Hunter later wrote “I chose Oilers because of the area. Many Edmontonians earned their living directly or indirectly from the oil patch; on the rigs, in refinery row or out in one of the industrial parks. A local artist drew the familiar oil drop logo and I designed the uniforms and chose the colours. The colours were part of a larger idea.” Hunter had hoped that the team moniker, along with the orange and blue colour scheme, would convince the Gulf Western Oil Company, who shared the same colours in their logo, to partner with the Oilers on a significant partnership agreement. The agreement fell through but the name and colours remained.



OUR AMBITION

We want to win consistently. We want to be a perennial playoff team, and ultimately win the Stanley Cup as often as possible. Not only do we want to win, but we want our fans to be the center of everything we do. Together, with hard work, and our shared passion for Oil Country, we can create a shining example of how one team can unite a community.

OUR PROMISE

Our fans have lots of options. Media is easier to access and consume than ever before. To drive brand loyalty, we need to constantly offer our fans a sense community, ongoing gratification, and most of all, entertainment.



We are committed to continually striving to offer our fans everything we can off the ice to complement our on-ice product. We have delivered a world class arena, surrounded by a world class community experience in ICE District, that we will continue to use to drive interest and engagement with the Oilers throughout every season.

OUR COMMUNITY

Our ambassadors are the embodiment of the Edmonton Oilers brand. They connect us to our community and personify loyalty throughout Oil Country.



ORANGE AND BLUE
ICE CREW



ALUMNI



OILERS DRUM
& BASS



HUNTER

LOGO TECHNICAL INFORMATION



primary mark full colour- light and dark ground



secondary mark full colour- light and dark ground



wordmark full colour- light and dark ground



horizontal mark full colour- light and dark ground

PRIMARY TYPOGRAPHY

NORWESTER

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

SECONDARY TYPOGRAPHY

TRADE GOTHIC CONDENSED / TRADE GOTHIC BOLD CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ

123456789
123456789

PANTONE (SPOT COLOURS)



OILERS BLUE
PANTONE 281 C



OILERS ORANGE
PANTONE 173 C

RGB (SCREEN)



OILERS BLUE
R00 G32 B91



OILERS ORANGE
R209 G69 B32

CMYK (PRINT)



OILERS BLUE
C100 M93 Y33 K36



OILERS ORANGE
C15 M85 Y100 K0

