

NZIHL and NZWIHL Style and Colour Guide

The authoritative palette for the New Zealand Ice Hockey League and the New Zealand Women's Ice Hockey League. Use these hex values for broadcast graphics, social, web, and print across all ten franchises — regardless of which logo variant is in circulation at the rink.

Typography GRAPHICS FONT

INTER

Inter is the main font used across these broadcast graphics for 2026 — a clean, neutral sans with a full weight range that stays legible at distance and on small overlays. It's free to download at rsms.me/inter.

NOT MANDATORY

Inter isn't required, and it isn't always the best choice. A team's own brand typeface, or a more characterful display face, can be the right call for a particular graphic. Treat Inter as the dependable default — not a rule.

Usage CROSS-LEAGUE RULES

PRIMARY ON PRIMARY

Every team has a primary / secondary pair that is colour-safe at typical broadcast weights. When in doubt, lead with primary and use secondary for accents (jersey numbers, stat callouts, sponsor lockups).

NEUTRAL BACKGROUNDS

For matchup graphics where two team colours collide, drop both teams onto League Black (#000) or League White (#FFF) rather than blending palettes. Avoid Mako Steel and Steel Navy as backgrounds when a team's primary is also dark.

TYPE CONTRAST

Use the colour pairings shown in each team's preview chips as the canonical contrast model. Don't set team type on a non-team colour unless using League Black, League White, or a documented legibility tint (see **Legibility Tints** below).

LEGIBILITY TINTS

Four teams carry a deep primary where the natural accent fails broadcast contrast, so a single lightened *type/accent tint* — a legibility colour, **not** a brand colour — is used for type and fine accents where that primary can't read, and nowhere else. **Canterbury Inferno:** Flame Tint #FFB347 (a lightened Flame Orange) for type over Ember Red; warm-black #1A0000 for type over Flame Orange. **Auckland Steel:** Steel Tint #C8D3E0 (a lightened Brushed Silver) for type over Steel Navy. **Pure NZ Admirals:** Admiral Blue #2F6FE0 (a lightened Admiral Navy) for type over Admiral Navy. **Botany Swarm:** Swarm Rose #C2455A (a lightened Swarm Maroon) for the Swarm's score and fine accents on near-black broadcast graphics, where the maroon primary can't read.

REDS IN THE SAME FRAME

If Red Devils and Inferno appear together, keep Devil Red (#DC0000) and Ember Red (#B00020) at full saturation and separate them with a black 2–4 px rule. Don't tint either toward the other, and never substitute a brighter red for Devil Red.

SCOREBUG AND HALF-DARK BACKGROUNDS

Every team has a **half-dark** background tone for scorebugs, lower-third fills and dark panels, derived from the team's darkest identity colour and darkened until **white type clears at least 15:1** — ample headroom for score / clock numerals. **Canterbury teams use reds, never black** — Red Devils and Inferno both #550000. Stampede and Wakatipu Wild derive from their navy #1D3056, not their yellow (a darkened yellow turns muddy). (Stampede has one narrow exception to this — Half-Dark Gold #CCA106, a saturation-held-high darkened yellow used only for the Combined Starting Lineups headline background against the Admirals; see the Stampede swatch note.) Two teams stay **unchanged** because their primary already clears 15:1 — Admirals #081D48 and Mako #202222 (flagged on the swatch). On each swatch the foreground shows the team's **bright identity colour** — the vivid primary for Canterbury (red) and Stampede / Wild (yellow), or the bright accent (gold, honey, amber, silver, flame) for the darker-primary teams — i.e. the colour used for the team name / abbreviation on the panel. **Exception — both Canterbury teams (Red Devils, Inferno) use white** as the on-panel foreground, since red type on the deep-red panel lacks contrast. Use white for numerals; never use the half-dark itself as a logo fill, jersey or brand colour.

YELLOWS IN THE SAME FRAME

Stampede Yellow (#FAC805, shared with Wakatipu Wild), Admiral Gold (#F7BE11), Swarm Honey (#F7AF28) and Thunder Amber (#FDAD19, shared with Dunedin Thunder Women) live close together. When more than two appear, separate with each team's primary, never with white. Dunedin and Queenstown matchups across the leagues will read as one palette — that's intentional.

SPONSOR AND CO-BRAND

Where league sponsorship requires a tertiary colour (e.g. SkyCity, Pure NZ), apply it as a thin rule or label only — never replace a team's primary.

LOGO LIBRARY

Team logo files live in /Team Logos; NZWIHL league marks live in /NZWIHL Logos. Auckland Steel and Dunedin Thunder Women remain gaps in the library and should be prioritised for replacement artwork. The Dunedin Thunder (men's) logo was updated May 2026 and is now current.

Broadcast Graphics UP NEXT OVERLAY

The still / animated “Up Next” matchup overlay that layers over the stream-starting-soon countdown. 1920×1080, transparent, either league, any two teams. These are the locked construction rules for the 2026 season.

CANVAS AND BANDS

1920×1080 transparent. Top band (y 0–152) carries a centred “UP NEXT”; the bottom band (y 840–1080) splits into two team colour fields. Evergreen — no date, time, venue or year.

CENTRED SEAM

The diagonal colour split crosses the exact frame centre — **(960, 960)**, the vertical midpoint of the bottom band — for both leagues, slanted to match each league mark's italic “l” (NZIHL -0.367 , NZWIHL -0.369).

LEAGUE MARK = DIVIDER

The league wordmark sits centre as the divider (never “VS”). NZIHL wordmark is 196 px wide centred at (960, 945); the NZWIHL mark is matched to the same centre and run 10% larger.

NAME LOCKUP

Two centred lines beside each logo: line 1 (city / qualifier) **white**, line 2 (team name) in the **team colour**, both with a black (INK #08080A) 3 px outline. Inter Bold, ≈39 px cap. Identical for every team.

GOLD-BAND EXCEPTION

On the two gold / yellow bands (SkyCity Stampede, Wakatipu Wild) the *team-name line only* takes a **white** outline instead of black — a black edge muddies on gold. Line 1 keeps its black outline like everyone else.

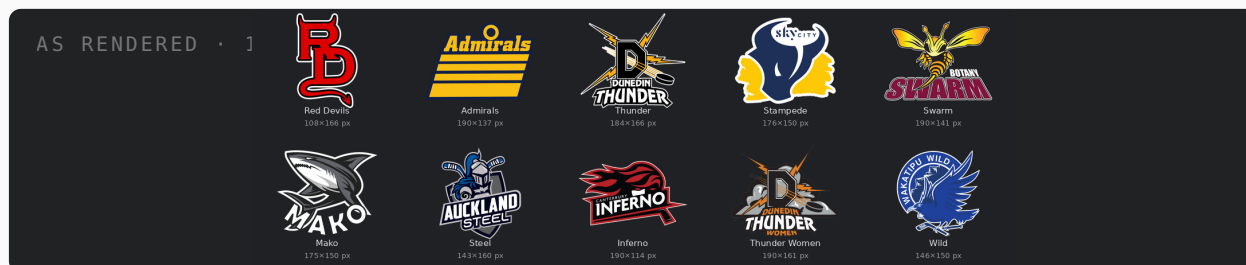
WAKATIPU WILD BAND

Wild runs on a **yellow** band (#FAC805 → darker gold) with navy text — the same treatment as the Stampede. The navy-bird mark reads better on yellow than on the retired royal-blue band.

Logo Sizing

UNIFORM CONTENT-HEIGHT · BASELINE 150 PX · WIDTH CAP 190 PX

Each logo is scaled by its **opaque artwork height** — not its file canvas, whose padding varies team to team — then cropped to content and centred on its anchor, so every mark reads at a consistent size and sits on the same midpoint. A logo that would exceed 190 px wide at the baseline is reined in by width instead; a few crests are run taller by request.



Why the sizes land where they do: the **cyan** lines mark the 150 px height baseline and the **magenta** box the 190 px width cap. Marks tagged *W-cap* reach the width limit first, so they sit a little under 150 px tall.

Team	Rendered (W×H px)	Treatment
Canterbury Red Devils	108 × 166	run taller (165)
Pure NZ Admirals	190 × 137	width-capped
Dunedin Thunder	184 × 166	run taller (165)
SkyCity Stampede	176 × 150	baseline
Botany Swarm	190 × 141	width-capped
Auckland Mako	175 × 150	baseline
Auckland Steel	143 × 160	run taller (160)
Canterbury Inferno	190 × 114	width-capped
Dunedin Thunder Women	190 × 161	run taller, width-capped
Wakatipu Wild	146 × 150	baseline

Width-capped (so a touch under 150 px tall): Pure NZ Admirals, Botany Swarm, Canterbury Inferno. Run taller by request: Red Devils and Dunedin Thunder 165, Auckland Steel 160, Dunedin Thunder Women 154. These describe the logos *as currently supplied* — if the source files are re-exported on a consistent square canvas (recommended especially for the lower-resolution NZWIHL roundels), the per-team caps and overrides can be retired.

League Marks

NEUTRAL · UNIVERSAL

PRIMARY ON WHITE



REVERSE ON BLACK



BIRGEL CUP



LEAGUE BLACK

PRIMARY
#000000

LEAGUE WHITE

PRIMARY
#FFFFFF

Black wordmark on white is the default lockup; reverse the white wordmark onto black when graphics demand it. The Birgel Cup mark is the playoff trophy lockup and only appears in championship contexts.

Pure NZ Admirals

NAVY · GOLD · TLA ADM

ON WHITE



ON NAVY



ADMIRAL NAVY

PRIMARY

#081D48

ADMIRAL GOLD

SECONDARY

#F7BE11

HALF-DARK · SCOREBUG

BACKGROUND · UNCHANGED (= PRIMARY)

#081D48

ADMIRAL BLUE

LEGIBILITY TINT · TYPE ONLY

#2F6FE0

NAVY / GOLD

ADMIRALS

GOLD / NAVY

ADMIRALS

Official team name is "Pure NZ Admirals" for the 2026 season. "West Auckland" was dropped from the name mid-season.

Type tint — legibility only, not a brand colour: Admiral Blue **#2F6FE0** (a lightened Admiral Navy) is used for fine type and labels set over Admiral Navy, where the navy primary can't read — and nowhere else (not for fills or large areas).

Botany Swarm

MAROON · HONEY · TLA BSW

ON WHITE



ON MAROON



SWARM MAROON

PRIMARY

#782738

SWARM HONEY

SECONDARY

#F7AF28

HALF-DARK · SCOREBUG

BACKGROUND

#441620

SWARM ROSE

LEGIBILITY TINT · ON-DARK ACCENT

#C2455A

MAROON / HONEY

SWARM

HONEY / MAROON

SWARM

Type tint — legibility only, not a brand colour: Swarm Rose **#C2455A** (a lightened Swarm Maroon) is used for the Swarm's score, fine accents and labels on near-black broadcast graphics, where the deep maroon primary can't read — and nowhere else (not for fills or large areas). **Matchup exception:** against the Canterbury Red Devils, Swarm Rose reads too close to Devil Red, so the Swarm use Swarm Honey **#F7AF28** as their on-air accent for that game only.

SkyCity Stampede

YELLOW · NAVY · QUEENSTOWN · TLA SCS

ON WHITE



ON NAVY



STAMPEDE YELLOW

PRIMARY
#FAC805

STAMPEDE NAVY

SECONDARY
#1D3056

HALF-DARK · SCOREBUG

BACKGROUND
#162543

HALF-DARK GOLD

LEGIBILITY TINT · HEADLINE BG
#CCA106

YELLOW / NAVY
STAMPEDE

NAVY / YELLOW
STAMPEDE

HALF-DARK GOLD / NAVY
STAMPEDE

Background tint — legibility only, not a brand colour: Half-Dark Gold **#CCA106** (a darkened Stampede Yellow, saturation held high rather than uniformly scaled down, to avoid the muddying a naive darken produces) is used as the headline background for the Combined Starting Lineups graphic specifically, when Stampede play the Pure NZ Admirals — that matchup inverts Stampede's header half so navy type reads over gold instead of gold-on-navy. This is a narrow, one-graphic exception: the navy half-dark **#162543** remains the default for every other Stampede dark-panel use (scorebugs, lower-thirds). Contrast against Stampede Navy **#1D3056** type: ~5.4:1.

Dunedin Thunder

FOREST · AMBER · TLA DUN

ON WHITE



ON FOREST



THUNDER FOREST

PRIMARY
#025B3D

THUNDER AMBER

SECONDARY
#FDAD19

HALF-DARK · SCOREBUG

BACKGROUND
#012C1E

FOREST / AMBER
THUNDER

AMBER / FOREST
THUNDER

Logo updated May 2026. File is now `Dunedin_Thunder.png` in `/Team Logos`. The old Phoenix Thunder placeholder has been retired.

Auckland Mako

STEEL · INK · WHITE · TLA MKO

ON WHITE



ON INK



MAKO STEEL

PRIMARY
#62656A

MAKO INK

SECONDARY
#202222

MAKO WHITE

TERTIARY
#FFFFFF

HALF-DARK · SCOREBUG

BACKGROUND · UNCHANGED (= PRIMARY)
#202222

INK / WHITE

MAKO

STEEL / WHITE

MAKO

Mako Steel is the team-sourced value (matches the `theme-color` meta tag on aucklandmako.co.nz). Sits between the Admirals' navy and the Steel's silver to keep all three Auckland sides distinguishable in shared graphics.

Canterbury Red Devils

DEVIL RED · DEVIL BLACK · TLA CRD

ON WHITE



ON BLACK



DEVIL RED

PRIMARY
#DC0000

DEVIL BLACK

SECONDARY
#000000

HALF-DARK · SCOREBUG

BACKGROUND
#550000

RED / BLACK
RED DEVILS

BLACK / RED
RED DEVILS

The NZWIHL is built on four regional franchises. Dunedin Thunder Women and Wakatipu Wild share their colour system with the NZIHL side in the same city; Auckland Steel and Canterbury Inferno carry independent palettes that complement, but stand apart from, the men's teams in their region.

League Marks

NEUTRAL · UNIVERSAL

PRIMARY ON WHITE

NZWIHL

REVERSE ON BLACK

NZWIHL

LEAGUE BLACK

PRIMARY
#000000

LEAGUE WHITE

PRIMARY
#FFFFFF

A circular lockup variant is also available for use in stamps, social avatars and compact placements where the wordmark cannot read at size.

Auckland Steel

STEEL NAVY · BRUSHED SILVER · ICE WHITE · TLA AST

REVERSE ON STEEL NAVY



REVERSE ON BLACK



STEEL NAVY

PRIMARY
#1A2A44

BRUSHED SILVER

SECONDARY
#8A9BB0

ICE WHITE

TERTIARY
#FFFFFF

HALF-DARK · SCOREBUG

BACKGROUND
#18263E

NAVY / WHITE

STEEL

SILVER / NAVY

STEEL

Only the reverse (white-on-dark) lockup is in the current logo library. A full-colour positive variant should be commissioned for use on white and light surfaces.

Type tint — legibility only, not a brand colour: fine type and labels set over Steel Navy use Steel Tint **#C8D3E0** (a lightened Brushed Silver). Broadcast type over navy otherwise uses Ice White — see **Usage > Legibility Tints**.

Canterbury Inferno

EMBER RED · FLAME ORANGE · COAL BLACK · TLA CIN

ON WHITE



REVERSE ON EMBER



EMBER RED

PRIMARY
#B00020

FLAME ORANGE

SECONDARY
#FF6A13

COAL BLACK

TERTIARY
#111111

HALF-DARK · SCOREBUG

BACKGROUND
#550000

EMBER / FLAME
INFERNO

COAL / FLAME
INFERNO

Ember Red sits deliberately deeper than Devil Red (#DC0000), with Flame Orange as the heat accent. When both Canterbury teams appear in the same composition, the two reds are different enough to belong to two franchises while still reading as a single regional identity.

Type tints — legibility only, not brand colours: type set over Ember Red uses Flame Tint #FFB347 (a lightened Flame Orange), which lifts contrast from ~2.5:1 with raw #FF6A13 to ~4.1:1. Type set over Flame Orange uses warm-black #1A0000. Neither is a brand colour — see [Usage > Legibility Tints](#).

Dunedin Thunder Women

FOREST · AMBER · SHARED DIHA PALETTE · TLA DTW

REVERSE ON FOREST



REVERSE ON BLACK



THUNDER FOREST

PRIMARY
#025B3D

THUNDER AMBER

SECONDARY
#FDAD19

HALF-DARK · SCOREBUG

BACKGROUND
#012C1E

FOREST / AMBER
THUNDER WOMEN

AMBER / FOREST
THUNDER WOMEN

Only the reverse (white-on-dark) lockup is in the current logo library. Both DIHA sides share a single colour system; the wordmark and "Women" suffix — not the palette — carry the brand differentiation from the men's team.

Wakatipu Wild

YELLOW · NAVY · SHARED QUEENSTOWN PALETTE · TLA WLD

ON WHITE



REVERSE ON NAVY



STAMPEDE YELLOW

PRIMARY
#FAC805

STAMPEDE NAVY

SECONDARY
#1D3056

HALF-DARK · SCOREBUG

BACKGROUND
#162543

YELLOW / NAVY
WILD

NAVY / YELLOW
WILD

Both Queenstown-based franchises share a single colour system. The Wild wordmark — not the palette — carries the brand differentiation from the Stampede.