

WESTERN COLLEGIATE HOCKEY ASSOCIATION

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HOME OF A COLLEGIATE RECORD 37 MEN'S NATIONAL CHAMPIONSHIP TEAMS SINCE 1951

1952, 1953, 1955, 1956, 1957, 1958, 1959, 1960, 1961, 1962, 1963, 1964, 1965, 1966, 1968, 1969, 1973, 1974, 1975, 1976, 1977, 1979, 1980, 1981, 1982, 1983, 1987, 1990, 1991, 1997, 2000, 2002, 2003, 2004, 2005, 2006, 2011

MEN'S CONFERENCE MEMBERS

University of Alaska Anchorage

Bemidji State University

Colorado College

University of Denver

Michigan Technological University

University of Minnesota

University of Minnesota Duluth

Minnesota State University

University of Nebraska Omaha

University of North Dakota

St. Cloud State University

University of Wisconsin

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WESTERN COLLEGIATE HOCKEY ASSOCIATION UNVEILS POWERFUL REVISIONS TO ICONIC LOGO FOR 2013-14

MADISON, Wis. – The Western Collegiate Hockey Association, college hockey's most historic and successful league and owners of a record 37 national championships since its founding in 1951, today unveiled a dramatic new look to the league's iconic logo, one that catapults the Association into an invigorating new era in 2013-14.

The WCHA, which will sport a highly-competitive, new-look 10-team men's league next season, has continued to build on a successful decade-long relationship with Adrenalin, Inc., one of the country's top design, marketing and brand expansion teams. Adrenalin, Inc., was a key player for the league throughout its season-long 50th anniversary campaign of 2001-02.

"This powerful, eye-catching and colorful update to our brand identity keeps the WCHA out front and on track as we move into a new era," said WCHA Commissioner Bruce McLeod. "With this unveiling today we carry on our mission of both honoring our distinguished past and setting the stage for the continued success of our brand in the future. We sincerely appreciate and commend the efforts of Dan Price and the top-notch team at Adrenalin, Inc."

"College hockey is going through significant changes with the WCHA right in the thick of it all," said Dan Price, Principal/President of Adrenalin, Inc. "When redesigning the WCHA logo and working on their visual identity, recognizing their historic standing as the winningest college hockey conference was of the utmost importance. Working with Bruce and his staff members, Adrenalin determined that their logo was not in need of an overhaul, but that a few minor adjustments would be necessary in order for the logo to accurately represent the conference as a continued leader. By moving the player from the right to the left side of the logo, the message is clear that the WCHA puts the players first and that exciting times are ahead – for them and the WCHA. Adding red as a third color addresses the aggressive and powerful style of hockey that is played in the conference. It was a pleasure working with Bruce and his group to deliver a winning mark."

The men's WCHA for 2013-14 will consist of University of Alabama Huntsville, University of Alaska Anchorage, University of Alaska Fairbanks, Bemidji State University, Bowling Green State University, Ferris State University, Lake Superior State University, Michigan Technological University, Minnesota State University, Mankato and Northern Michigan University.

– WCHA –

