

My Hockey Recruiting Brand Narrative & Guidelines

Core Purpose

Helping families navigate youth hockey.

The Problem We Exist to Solve

Youth hockey is overwhelming for families. Parents are expected to make important decisions early—teams, coaches, leagues, training facilities, and tournaments—often without reliable or centralized information. The youth hockey landscape doesn't lack options; it lacks clarity.

Our Mission

My Hockey Recruiting exists to bring structure, transparency, and trust to youth hockey. We give families the tools they need to understand their options and make confident decisions focused on long-term player development.

What We Are

A player-first, family-focused youth hockey platform designed to centralize development, verify credibility, and simplify decision-making.

What We Are Not

We are not a ranking system, a hype machine, or a pay-to-play recruiting platform. We do not favor organizations or outcomes over families and players.

Brand Promise

We promise to always build for families first—prioritizing clarity over noise, credibility over claims, and development over short-term pressure.

Core Brand Values

Player-First: Players are never a product.

Family Clarity: Decisions should feel informed, not overwhelming.

Credibility Matters: Verification replaces guesswork.

Neutral & Fair: Trust is the currency.

Development Over Destiny: Progress matters more than prediction.

Brand Narrative

My Hockey Recruiting was built to help families navigate youth hockey with confidence. By combining verified player profiles, transparent discovery tools, and unbiased information, we remove uncertainty from the development journey and help families focus on what matters most.

Brand Voice & Tone

Calm, confident, and reassuring. Informative, not sales-driven. Clear over clever, and always respectful of the youth development process.

Visual & Design Principles

Clean layouts, intuitive navigation, and a professional aesthetic. Design should reinforce trust, clarity, and simplicity at every touchpoint.

Final Brand Statement

My Hockey Recruiting helps families navigate youth hockey with clarity, credibility, and confidence.