

official team colors



Attack Red



Monarch Gold



Shadow Bronze



Barley White



Eclipse Black

Colors are the backbone of any professional sports franchise, especially in the NHL with the players being covered from head to toe in their teams colors. The Senators need a color scheme that sets them apart from the rest of the crowd, while keeping in touch with their historical place in the NHL.

Shades of red are used throughout the league by several teams, including the Detroit Red Wings, Florida Panthers, Chicago Blackhawks, and the Montreal Canadiens, however none of them use a red that is as bright and vibrant as the Senators new primary color. **Attack Red** is meant to evoke a sense of aggression and fierceness in the players who wear it, meanwhile **Barley White** is the main connection to the teams historical roots in that it contrasts the freshness and vibrance of the primary red

Representing the way the players should feel every time they pull on the team jersey, there is **Monarch Gold**. It is meant to instill a sense of confidence and appreciation for the team they play for.

Grouped together, these colors represent a scheme that reflects the past and future of the Ottawa Senators.