Coaching Association of Canada

Brand Guidelines

coach.ca

Coaching Association of Canada
Association canadienne des entraîneurs

mentor trainer facilitator responsible guide leader motivator champion ethical coach advocate friend collaborator advisor fact-finder

Wherever there is an athlete, there is a coach.

Coaches are parents, teachers, neighbours, and ethical leaders in their communities. They listen to lead, encourage, and inspire our country's athletes and participants, in every sport, at every level.

What motivates someone to become a coach?

It's their passion to help others and themselves to reach higher, both in sport and in life.

Table of Contents

Introduction

Thank you for your interest in the brand guidelines of the Coaching Association of Canada™ (CAC). This document provides practical tools that you can use to ensure the integrity of the CAC brand.

Continually and consistently protecting the intangible and tangible attributes of the CAC brand in day-to-day activities makes it possible to enhance the CAC's value and further strengthen the bonds between the association and its partners and stakeholders. With this viewpoint in mind, this brand policy provides guidelines to ensure the continued integrity of the CAC brand.

Maintaining a strong visual identity (tangible attributes) for the CAC brand helps to ensure a positive platform to highlight the value of coaching and quality coach education programs across Canada.

As you interpret this policy, we invite you to contact the CAC with your questions should you have specific scenarios of brand use for consideration. Your contact is:

Natalie Rumscheidt
Director of Marketing and Communications
Coaching Association of Canada
613.235.5000 ext. 2051
nrumscheidt@coach.ca

The purpose of the Coaching Association of Canada

The Coaching Association of Canada™ (CAC) unites partners and stakeholders in its commitment to raise the skills and stature of coaches, and ultimately expand their reach and influence.

The CAC is a partner-driven organization that relies on the strength of its relationships to achieve its mission. The coach and sport leader development and education system in Canada is a result of the work of highly committed individuals from many different organizations who strive for coaching excellence from playground to podium.

Through the CAC's programs, the association empowers sport organizations and coaches in Canada with knowledge and skills, promotes ethics, fosters positive attitudes, builds competence and increases the credibility and recognition of coaches.

Partners

> Government of Canada
> Provincial and Territorial Governments
> Provincial/Territorial Coaching Representatives (PTCRs)
> Provincial/Territorial Aboriginal Sport Bodies (PTASBs)
> National Sport Organizations (NSOs)
> Provincial/Territorial Sport Organizations (PTSOs)
> Canadian Olympic and Paralympic Sport Institutes
> National Multi-sport Service Organizations
> Corporate Partners

Stakeholders

> Coaches
> Athletes and Parents
> Students and Teachers
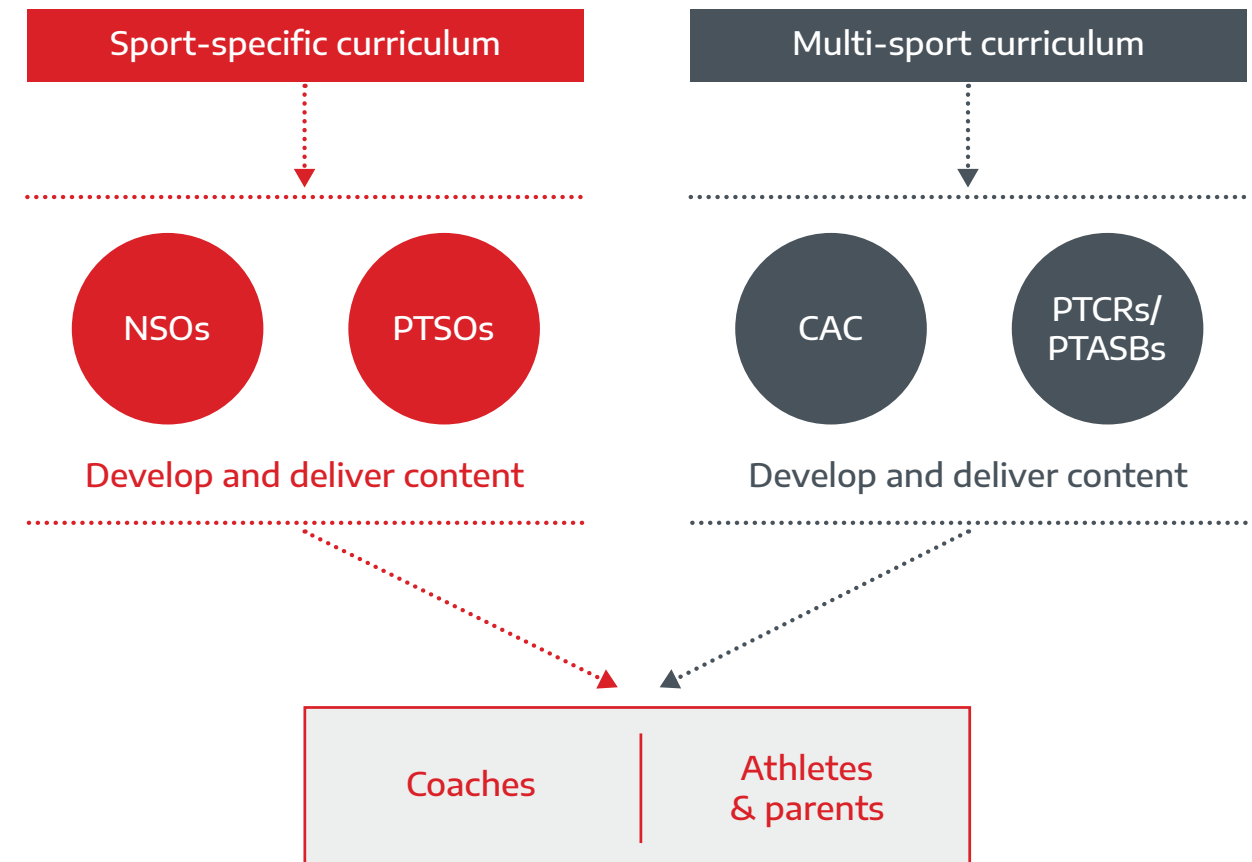
The distinction between the CAC and the NCCP

For users of the **CAC Brand Guidelines**, it is important to understand the distinction between the Coaching Association of Canada (CAC) and the National Coaching Certification Program (NCCP).

The CAC is an association. The Coaching Association of Canada is mandated by governments to develop a harmonized coaching education program available and accessible throughout the country.

As part of this mandate, the CAC, PTCRs, PTASBs, NSOs and PTSOs share the stewardship of the NCCP, which is the program to deliver coach training and grant certification. The CAC produces multi-sport NCCP training content that is delivered by PTCRs, PTASBs and via eLearning. NSOs produce sport-specific NCCP training content that is delivered by NSOs and PTSOs.

The CAC is also committed to enhancing the coaching profession, promoting ethical and responsible coaching practices, and ensuring diversity and inclusion practices are embedded within all coach training and development initiatives.

The NCCP is a coach training and development program

Sport-specific curriculum	Multi-sport curriculum

NSOs   PTSOs

CAC   PTCRs/ PTASBs

Develop and deliver content   Develop and deliver content

Coaches	Athletes & parents

The CAC's brand has a "partnership" voice to PTCRs, PTASBs, NSOs and PTSOs in the delivery of the NCCP and a distinct and separate "association" voice to coaches in which the CAC supports coaches and advocates for the coaching profession.

If you are unsure whether you should follow the **CAC Brand Guidelines** or the **NCCP Brand Guidelines**, please see the Appendix on page 37 of this document. The Appendix provides examples of communications and work products (henceforth called "communications") to explain which logo is applicable and why. If you require additional clarity, please contact the CAC's Director of Marketing and Communications (see Approvals on page 19 for contact information).

Key takeaways

- The CAC is an association; the NCCP is a coach training program.

- The CAC, PTCRs, PTASBs, NSOs, and PTSOs are partners in stewarding the NCCP.

- There are two brand style guides: the CAC Brand Guidelines and the NCCP Brand Guidelines.

- A helpful Appendix in this document provides examples of appropriate usage for the CAC logo.

- The CAC's Director of Marketing and Communications is available to answer your questions about proper usage of the CAC logo.

What is a brand?

A brand is the net effect of all of one's interactions with your organization – both tangible and intangible – that includes marketing initiatives, website, press coverage, and customer experience. One sole interaction can influence one's impression of your brand.

It is important for an organization to develop and adhere consistently to clear brand standards, including the brand mission, aspirational values, brand promise, brand personality, brand positioning (or value proposition) and brand equity. It is from these elements that the visual identity standards (VIS) are developed; e.g., logo, colours, fonts.

A clear and consistently communicated brand builds trust with your audience. The CAC's brand is the day-to-day consistent fulfillment of the promise the CAC makes to its partners and stakeholders.

The CAC Brand Platform

CAC vision

Inspire a nation through sport.

CAC mission

Enhance the experiences of all athletes and participants in Canada through quality coaching.

CAC aspirational values

We seek to understand
Endeavour to know our community.
Listen with purpose.

We cultivate inclusion
Welcome diversity. Celebrate differences.
Nurture a united sport family.

We are curious
Innovate for the future of coaching.
Continue to learn and grow.

We act with courage
Embrace challenges. Take informed risks.
Adversity makes us stronger.

We lead and serve with gratitude
Act with a gracious heart. Inspired by the opportunity to shape coaching in Canada.

Our brand promise

What does "brand promise" mean? This is the single most important thing that the CAC promises to deliver to its target audiences – every time. To articulate our brand promise, we consider what audiences should expect from every interaction with the CAC.

The CAC educates, develops and celebrates the achievement of coaches in Canada and motivates them to be participant and athlete-centred.

Our brand personality

What does "brand personality" mean? If the CAC was a person, how would you describe the person?

The CAC is:

• Ethical
• Bold
• Innovative
• Inclusive
• Collaborative
• A Champion
• An Advocate
• A Responsive Leader

Our brand positioning

What does "brand position" mean? Our brand position is our value proposition. It describes what the CAC does and how our partners and stakeholders benefit from working with the CAC.

As the CAC has numerous categories of partners and stakeholders, we have unique value propositions for each.

For **organizations** who engage paid and volunteer coaches, the Coaching Association of Canada works in partnership with PTCRs, PTASBs, NSOs, and PTSOs to develop and deliver quality coach education, recognize the value of coaches in our community, and advocate for responsible and ethical coaching practices to ensure the safety of athletes and coaches. The Coaching Association of Canada and its partners are stewards of nation-wide standards and ethics in coach education and development.

For **coaches** at every level in Canada for whom coaching is their passion and their profession, the Coaching Association of Canada advocates for professional and ethical standards, and helps them achieve the highest designation of Chartered Professional Coach (ChPC).

For **athletes, parents and the public in general** who place the coach in a position of trust, the Coaching Association of Canada and its partners establish educational and ethical standards for sport organizations and help create a safe environment for athletes and coaches, on and off the field of play.

For **organizers of major games** who need informed and indisputable national standards for coaching staff, the Coaching Association of Canada manages the risk of coaching at the games by setting standardized and recognized minimum eligibility requirements on the professional coaches who are eligible to attend the games with their athletes.

For **students** whose career aspiration is professional coach and want the support and mentorship of those more experienced in the profession, the Coaching Association of Canada provides access to learning, networking, apprenticeship, co-op and directed mentorship opportunities to achieve their goals.

Our brand equity

What does "brand equity" mean? The CAC's brand story illustrates the organization's history or equity, along with how its history adds value and credibility to the CAC brand.

Established in 1970, the CAC's brand equity is built on an over 50-year foundation of national and international recognition as the "go to" resource for coaching advice and information. Equity also exists in its intuitively understandable name.

The people who make up the CAC believe that every participant deserves a certified coach. The CAC is a unique organization in the broad community of sports organizations that focuses its attention exclusively on the role of educating, developing and celebrating the coach from the community level coach to the high-performance level coach.

We:

- Encourage everyone to express themselves in physical activity regardless of age, gender, and ability.

- Share in the sense of triumph when participants improve their performance, because of the knowledge, skills and motivation that are imparted to them.

- Celebrate the work of coaches who elicit high levels of performance and joy from their participants and athletes.

- Enjoy sport, particularly if participants, whom we coach, enjoy themselves. We are driven to improve the art and science of coaching.

- Feel a sense of community with other coaches who share our sense of fair play, the joy of sport and the thrill of achievement.

- Encourage participants to be disciplined about their sport, yet we also maintain a balance between sport and other realities of our athletes' lives.

- Enjoy contributing to our communities a greater belief in volunteerism in which coaching is one expression. Learning how to share and to be part of a team is a central experience and pleasure. The experience is as meaningful to the coach as to the participant. The community values are the driver. At the end of the day, it's more valuable to donate your time than your money.

What are the CAC visual identity standards?

The visual identity standards are the tangible attributes of the CAC brand. This is our logo, colour palette, typefaces, graphic elements and photography. The tangible attributes support the intangible brand platform attributes.

Take note of these brand style updates

1. The name of the association is now an element of the logo lockup.

2. The logo is always bilingual; it is available in both a vertical (primary) and horizontal (secondary) lockup.

3. Previously, the primary logo included a tagline. The tagline has been removed from the logo.

The CAC Branding Standards

Logo design rationale

The primary CAC logo is a combination of three elements: our organization name, an emblem (leaf) and a call to action (coach.ca) in the vertical format.

The Coaching Association of Canada's expertise is delivered to coaches through its people and its website. It is for this reason that the association's URL is intentionally placed in the logo to establish **coach.ca** as the "go to" resource for Canadian coaches. The dynamic-looking leaf emblem within **coach.ca** is a metamorphous of our original 1970s torch emblem. Today's emblem celebrates the CAC's over 50-year legacy of lighting the pathways for Canadian coaches and the coaching profession.

coach.ca

Coaching Association of Canada
Association canadienne des entraîneurs

Adding Alt tags to CAC logos

Always ensure you are using the most current CAC and NCCP (and affiliated) logos. The CAC logo MUST always include the full association name in both English and French. If you are uncertain, verify with your CAC marketing contact for prior approval.

CAC logo

Alt tag: Coaching Association of Canada - Home

Correct logo usage

Rules for the correct use of the CAC logo:

1. The CAC logo must appear on all formal and informal communications originating from the CAC.

2. The CAC logo is comparable to a signature and authenticates that a communication originates from the CAC. For this reason, if an external organization wishes to include the CAC primary logo – or any approved variant – approval is required. Please refer to the Approvals section on page 19 of this document.

3. Do not alter the look of the logo in any manner, as this decreases its integrity.

4. Do not recreate the logo, alter any spacing or positioning of the elements of the logo, or add elements to the logo unless approved by the CAC's Director of Marketing and Communications for a sub-brand. Please see the Approvals section on page 19 for contact information.

5. Use only the colours specified in these guidelines.

1. **Primary logo.** The bilingual, vertical lockup is the primary logo. Wherever possible, the full colour version of the primary logo should be employed. If it's not possible due to colour restrictions or placement issues, then the black-only primary logo or "knockout" primary logo may be used.

2. **Secondary logo.** The horizontal version of the logo may be used where there are spacing constraints, for example when the available vertical space would result in the logo being too small and illegible. As with the primary logo, black-only and "knockout" secondary logos may be used when there are colour restrictions or placement issues.

3. **Black-only logo.** The primary or secondary black-only logos should only be used in black and white print publications.

4. **Knockout logo.** The primary or secondary "knockout" logos should only be used on solid colour backgrounds – ideally on CAC RED backgrounds (see page 18 for the composition of CAC RED).

5. **Clear space around logo.** The minimum clear space around the logo is indicated by the lines. Other logos, type, and graphic elements must not encroach on this clear space. The width of the clear space is equal to the height and/or width of the lowercase "a" in the **coach.ca** logo. As the logo is scaled up or down, the clear space will also be scaled proportionally.

Primary logo

Secondary logo

Incorrect logo usage

Do not:

1. Stretch or compress the logo.

2. Remove any portion of the logo or use an incomplete version of the logo.

3. Alter the proportions of the logo elements.

4. Change the relative positioning of the logo elements.

5. Rotate the logo.

6. Change the colour of any portion of the logo (primary, secondary or alternate black & knockout logos).

7. Add a drop shadow to the logo.

8. Place any version of the logo on a patterned or visually complex background which would make the logo difficult to read.

Additional information

- Logos are available for download at: CAC Photo Shelter. For the download password, please contact the CAC's Director of Marketing and Communications (see Approvals on page 19 for contact information).

- In general, a vector EPS logo has the highest-quality output for commercial printing.

- In general, a JPG logo, PNG logo or GIF logo are suitable for on-screen use but not for printing.

- The resolution of digital imagery is measured in pixels per inch (ppi), the digital equivalent of dots per inch (dpi). The end use of the image is critical for determining the optimum resolution. In all cases, the higher the resolution, the more detail and clarity there is to the image, and the larger the file size. Offset printing requires 300 dpi resolution for optimal print quality. For screen display, images should never be displayed at less than 72 ppi. Therefore, if the resolution of an image is 150 pixels wide X 100 pixels high, it should never be displayed at more than 2.08" in width (150 / 72) X 1.39" in height (100 / 72).
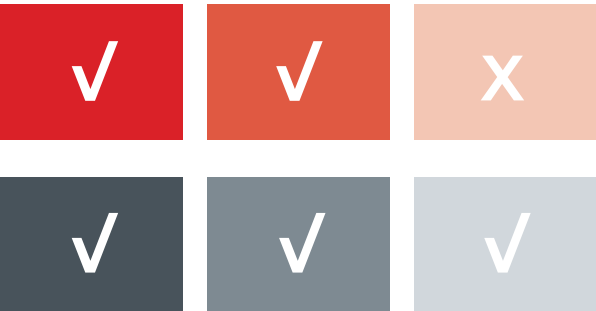
CAC colour palette

The CAC brand palette consists of two primary colours (CAC RED) and (CAC GREY), and three accent colours (BLACK, GOLD and a 20% tint of CAC GREY).

CAC RED can be set to 80% opacity for artistic design purposes only. CAC RED cannot be altered in tint or opacity for other graphic elements, such as rectangles and buttons.

CAC GREY can be set to 80% opacity.

√	√	X
√	√	√

CAC RED

CMYK		RGB		Pantone
C	10	R	210	Pantone 186
M	100	G	10	
Y	100	B	17	**HEX**
K	0			#d20a11

CAC GREY

CMYK		RGB		Pantone
C	15	R	73	Pantone 432
M	0	G	84	
Y	0	B	90	**HEX**
K	80			#49545a

BLACK	GOLD	20% CAC GREY
CMYK C0 M0 Y0 K100	**CMYK** C11 M20 Y100 K0	**CMYK** C3 M0 Y0 K15
RGB R0 G0 B0	**RGB** R227 G159 B16	**RGB** R211 G218 B222
HEX #000000	**HEX** #e39f10	**HEX** #d3dade

Additional information

- For consistency between brands, CAC RED and NCCP RED have been standardized as the same colour.

- Professional printing techniques use four-colour process inks, which build colour out of cyan, magenta, yellow, and black (CMYK) or, in special instances, spot colour inks (such as Pantone).

- Colour inkjet or laser printers use CMYK inks.

- Screen displays use red, blue and green light sources (RGB) to create colour images.

- HEX numbers are used in HTML code to specify colours for websites, emails and other digital applications.

The CAC approval process

The CAC logos may only be used with formal permission of the CAC. Requests for permission to use any of the CAC logos can be made to:

Natalie Rumscheidt
Director of Marketing and Communications
613.235.5000 ext. 2051
nrumscheidt@coach.ca

When sending requests, please provide the draft or final communications piece and include a short statement on the intended use of the logo.

CAC typography

All CAC communications are to use **Encode Sans** as the typeface for both marketing and promotional materials for graphic design use. Encode Sans is also the primary typeface for titles, subtitles and section headings (Heading 1) for administrative use. Content body shall be in Arial (administrative use only).

Text colour can be CAC RED, CAC GREY, BLACK or WHITE (knockout) when used on a dark background. More clearly defined guidelines are indicated in the two product categories that follow.

Formatting

If necessary, in order to avoid widows and orphans, or to maintain line, paragraph or page breaks, type may be horizontally scaled. Do not scale type more than 3% in a single document. Therefore, the type in a document may be scaled with a range of 97-100% or 100-103%, but not both (97-103%).

Avoid excessively loose or tight kerning of type (the spacing between letters).

The leading (the spacing between lines of type) of body type should be approximately 160% of the type size. Therefore 10 point type should have a leading of approximately 16 points.

Encode Sans

Encode Sans is the typeface for materials designed by a professional graphic designer. The entire Encode Sans family may be used (Thin, Extra Light, Light, Regular, Medium, Bold, Extrabold and Black). Encode Sans also comes in a Semi-Expanded and Expanded width as well as a Condensed and Semi-Condensed width. Encode does not have an Italic version. To achieve this in Microsoft applications, select the text and click the Italic button. In Adobe applications, you can skew the text 7 degrees in the "Skew (false italic)" field in the Character palette. Encode Sans is available from Google Fonts for download.

abcdefghijklmnopqrstuvwxyz
0123456789!@#$%&*()+
ABCDEFGHIJKLMNOPQR

Arial

Arial is the primary typeface for email, web, and administrative communication purposes. The entire Arial family may be used (Regular, Italic, Bold, Bold Italic). Encode Sans (Regular and Bold) can be used for titles, headings and subheadings in style formatting.

abcdefghijklmnopqrstuvwxyz
123456789!@#$%&*()+ABC
DEFGHIJKLMNOPQRSTU

Marketing and promotional material

The products under this category, such as those designed by professional graphic designers, contain more visual graphics and benefit from a broader spectrum of elements to enhance its visual appeal, whether through images, boxes, infographics, as well as a variation of font typefaces and colours. This category would include such works as the CAC Annual Report and Brand Guidelines, to name a few.

The typeface for this category should always be CAC RED (primary), CAC GREY, WHITE (knockout), or BLACK. The entire Encode Sans family (Thin, Extra Light, Light, Regular, Medium, Bold, Extrabold and Black) may be applied for promotional graphics or document covers, however, Regular and Bold are to be mainly used for document headings and content. For headings, Encode Sans Semi-Expanded or Expanded width can be used for more impact. If spacing is an issue, Semi-Condensed or Condensed can be used to accommodate spacing restrictions.

Styling

Document titles: Encode Sans, 18-32 pt
Titles: Encode Sans, 22 pt
Headings: Encode Sans, 12 pt, CAC RED
Content: Encode Sans, 12 pt, Regular, CAC GREY
Hyperlinked content: CAC RED
Bullets: 1.5 spacing

Informational or educational

Products in this category are to use Encode Sans as the primary font for titles, headings and body content. Arial is a secondary option for document body content only. Document titles should be CAC RED as the primary colour. Use CAC RED (or alternate with black text) for headings and subheadings and black text for content body. Black text can also be incorporated into the document title within the main title or as a subtitle (see examples on the right). The primary typeface should be Regular and Bold, with Semi-bold, Medium and Light as secondary options if a document contains a hierarchy of headings and subheadings.

This category would include such works as coach learning modules and workbooks, learning facilitator guides, CAC policies, CAC Code of Ethics, and Locker product sheets, among others.

Styling

Document titles: Encode Sans Black/Encode Sans Semi-bold, 32 pt (can be scaled to fit spacing), CAC RED, (alternate BLACK, BOLD or REGULAR)
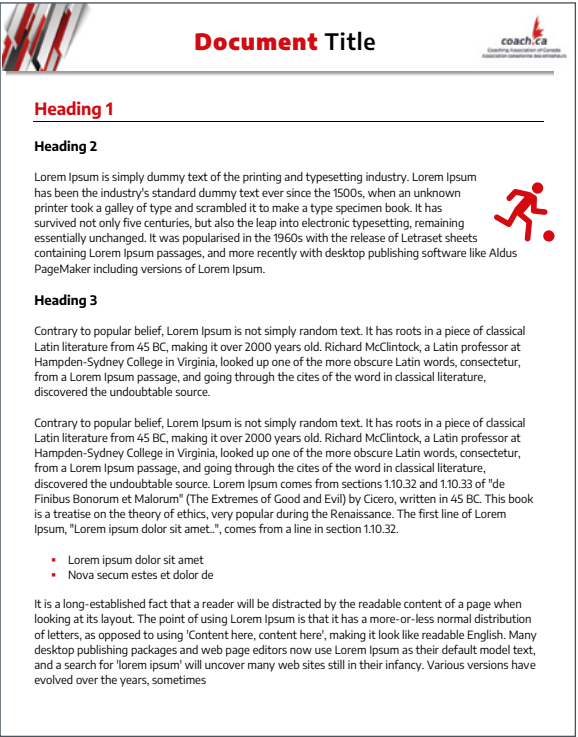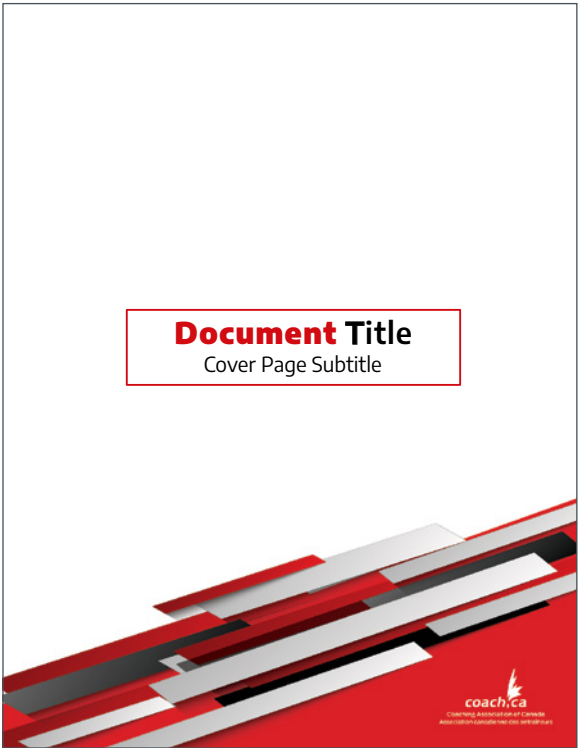
Subtitle: Encode Sans, BLACK

Headings: (Heading 1): Encode Sans, 18 pt, Bold, CAC RED

Subheadings: Encode Semi-bold, 12-16 pt, BLACK

Content: Encode Sans (primary) or Arial (secondary), 12 pt, Regular, BLACK

PowerPoint presentations: Headings - Encode Sans, 18 pt, Bold, CAC RED; Content - Arial 16, BLACK

Excel documents: Heading boxes – Encode Sans, CAC RED; Subheading boxes – Encode Sans, CAC GREY or BLACK; Content – Arial

Document Title
Cover Page Subtitle

Document Title

Heading 1

Heading 2

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

Heading 3

Contrary to popular belief, Lorem Ipsum is not simply random text. It has roots in a piece of classical Latin literature from 45 BC, making it over 2000 years old. Richard McClintock, a Latin professor at Hampden-Sydney College in Virginia, looked up one of the more obscure Latin words, consectetur, from a Lorem Ipsum passage, and going through the cites of the word in classical literature, discovered the undoubtable source.

Contrary to popular belief, Lorem Ipsum is not simply random text. It has roots in a piece of classical Latin literature from 45 BC, making it over 2000 years old. Richard McClintock, a Latin professor at Hampden-Sydney College in Virginia, looked up one of the more obscure Latin words, consectetur, from a Lorem Ipsum passage, and going through the cites of the word in classical literature, discovered the undoubtable source. Lorem Ipsum comes from sections 1.10.32 and 1.10.33 of "de Finibus Bonorum et Malorum" (The Extremes of Good and Evil) by Cicero, written in 45 BC. This book is a treatise on the theory of ethics, very popular during the Renaissance. The first line of Lorem Ipsum, "Lorem ipsum dolor sit amet..", comes from a line in section 1.10.32.

- Lorem ipsum dolor sit amet
- Nova secum estes et dolor de

It is a long-established fact that a reader will be distracted by the readable content of a page when looking at its layout. The point of using Lorem Ipsum is that it has a more-or-less normal distribution of letters, as opposed to using 'Content here, content here', making it look like readable English. Many desktop publishing packages and web page editors now use Lorem Ipsum as their default model text, and a search for 'lorem ipsum' will uncover many web sites still in their infancy. Various versions have evolved over the years, sometimes

Graphic elements

The CAC uses a solid CAC RED rectangle as its primary graphic element.

- As noted on page 18, the CAC RED rectangle must always be reproduced as a 100% solid colour.
- The proportions of the rectangle may be varied to fit the application.
- Both horizontal and vertical uses are acceptable.
- Type may be placed on the rectangle. All type on the CAC RED background should be white (knockout).
- The CAC logo may be placed on the rectangle. The white (knockout) version of the logo must be used on the CAC RED background. Maintain the correct clear space around the logo, as specified on page 15.

Incorrect use:

- A percentage or tint of CAC RED.
- To keep the CAC brand and the NCCP brand distinct, the "torch" is no longer a graphic element used as a CAC brand element.
- Drop shadows on the rectangle or objects contained within the rectangle.
- Outline of the rectangle in another colour.
- Rounded corners.
- A skewed, angled or irregular shape.

✓ White type on the CAC RED background

✓ Vertical rectangle

✓ Sufficient clear space

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X Screened rectangle

X Different colour border

X Skewed or irregularly shaped rectangle

X Insufficient clear space

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Photography

Photography is an additional opportunity to visually reinforce the CAC's beliefs and core values that coaching is the primary influence on the quality of an athlete's or participant's sport experience, and that competent and ethical coaches are essential to the provision of a safe and positive sport environment.

Considerations:

1. The imagery is dynamic and shows action.

2. The imagery reinforces the bond between an athlete and the coach.

3. The imagery abides to the **Rule of Two**[*]; for example, the camera lens may have the athlete and coach in focus; however, additional people are in the background.

4. The imagery shows sport in a diverse, inclusive and accessible forum through equitable representation of gender, culture, age and sport (if applicable).

5. Imagery is also a graphic element. Please refer to the section Graphic Elements to ensure use is on-brand; e.g., 90-degree corners, no drop shadows, etc.

Image library

The CAC offers a collection of images for use by partners.

The collections are available for download at: http://coach.photoshelter.com/index
For the "download" password, please contact the CAC's Director of Marketing and Communications. Please refer to the **Approvals** section on page 19 of this document.

Please attribute proper credit for use.

[*]The goal of the **Rule of Two** is to ensure all interactions and communications are open, observable and justifiable. Its purpose is to protect participants (especially minors) and coaches in potentially vulnerable situations by ensuring the coach is never alone and out of sight with a participant without another coach or adult present. For imagery, we understand finding this can be limiting, thus images showcasing one coach with a team of participants or within earshot and view of others would be allowable for illustrative purposes only.

Adding Alt tags to images

Adding Alt tags helps ensure all users, regardless of situation, can better comprehend what an image is conveying. Alt tags also help with technologies that cannot detect images, such as search engines.

When adding an Alt tag, follow these general rules:

- Describe the image as you would to someone not seeing it.

- Keep it concise by only providing the essential elements of the image if it is purposeful to your content.

- Do not include the wording "picture of" or "image of", as screen readers automatically announce an image as such.

- Describe the function for call-to-action buttons, such as 'Subscribe to our newsletter'.

- For images solely for decorative purposes and not informational, indicate the null alt tag as <alt="">, to thus be ignored by screen readers and not impair the user's experience.

The CAC
writing standards

Use of association name

The Coaching Association of Canada is a trademarked name. On first usage, spell out the Coaching Association of Canada, add the ™, and place the acronym in brackets. On second usage, the ™ is not required and the acronym is to be used.

Example: The Coaching Association of Canada™ (CAC) unites stakeholders and partners in its commitment to raising the skills and stature of coaches, and ultimately expanding their reach and influence. Through its programs, the CAC empowers coaches with knowledge and skills, promotes ethics, fosters positive attitudes, builds competence, and increases the credibility and recognition of coaches.

When used as a noun, either in full or the acronym, "CAC" should always be preceded by "the." This rule is not applicable when the CAC is used as an adverb; for example, "The Responsible Coaching Movement (RCM) is a CAC-supported initiative."

Copyright

Content produced by the CAC should be protected. Therefore, include a copyright:

2021 © The Coaching Association of Canada. This document is copyrighted by the Coaching Association of Canada™ (CAC) and its licensors. All rights reserved. Printed in Canada.

No part of this publication may be reproduced, stored in a retrieval system or transmitted, in any form or by any means, without the express written permission of the Coaching Association of Canada.

Boilerplate

A brief organizational description to be used consistently to explain the mandate and mission of the CAC, such as the one below.

"The Coaching Association of Canada unites stakeholders and partners in its commitment to raising the skills and stature of coaches, and ultimately expanding their reach and influence. Through its programs, the CAC empowers coaches with knowledge and skills, promotes ethics, fosters positive attitudes, builds competence, and increases the credibility and recognition of coaches.

We aim to enhance the experiences of all athletes and participants in Canada through quality coaching. We foster this through key pillars of coaching leadership and sustainable coaching education. Our coach development supports coaches from grassroots, to professional levels and beyond."

Writing style

The Coaching Association of Canada communicates with stakeholders in both official languages and adheres to The Canadian Style for guidelines in writing and editing external communications.

Guidelines for CAC content

- Hyperlinks to CAC content should be CAC RED, underlined, not bolded.

- Titles of CAC modules, products and initiatives, such as CAC/NCCP modules, should be CAC GREY, bold.
  Example:
  NCCP Coach Initiation in Sport

- NCCP products should include NCCP in the title.

- Tab names should be bold, to differentiate them from the rest of the sentence.
  Example:
  Go to the **eLearning** tab in the Locker.

- Omit using decimal points for round numbers.
  Example:
  The cost of the module is $50.

Equity, diversity and inclusion

The CAC places great importance on ensuring all members of our coaching community have a high-quality experience, regardless of their ability, gender, race, socioeconomic status, religion, or immigration status.

When creating content (text and images), keep the following points in mind to ensure it is representative and inclusive:

- Avoid stereotyping and making assumptions.

- Keep it gender neutral or identify gender pronouns at the beginning of your document and maintain consistency throughout the document.
  Examples:
  - Use 'they', 'their' and 'them' instead of gender specific terms.
  - Use the term 'parent' or 'guardian' instead of 'mother' or 'father'.

- It is accessible for a person with a visual impairment.

- It represents the diversity and demographics of the population in Canada. When using multiple images, aim for an equitable balance of sports (summer/winter), genders, age groups, cultural diversity, and para sports.

- It is available in English and French, at minimum.

Capitalization

Capitalize each word of a title, subtitle and section headings (Heading 1). For all subsequent subheadings, capitalize only the first word. Other words which require a capital (such as proper nouns) will remain as such.

Accessibility guidelines

The CAC follows the Web Content Accessibility Guidelines (WCAG) 2.1 to ensure web content is accessible to a wider range of people with disabilities. These guidelines address accessibility of web content on desktops, laptops, tablets, and mobile devices.

Accessibility supports inclusion, whether it be people with disabilities (for example, the visually impaired or people who rely on screen magnification), older people or those in rural areas with low bandwidth.

Tips for accessibility:

- Layout should be portrait, not landscape.

- Text must have sufficient contrast to coloured backgrounds. The colour contrast ratio should be at least 4.5:1. If contrast not sufficient, substitute white font with black or CAC GREY.

- Include Alt tag descriptions to images (see Adding Alt tags to images section)

- Use built-in styles to format headings, subheadings, bullets, and numbered lists.

- Avoid using all caps.

- All tables should include a table title, with no merged or empty cells. Data tables should include row and column headers.

- Avoid Latin abbreviations and symbols.

- Incorporate additional identification that does not solely rely on color to differentiate elements, **Example:**
  Add an asterisk to text to indicate a field is required.

- Do not rely on colour alone to relay information, such as instructions to 'click on the red button'.

- Apply distinct styles for interactive elements, such as links and buttons, to make them easier to identify. For example, change the appearance of links upon mouse hover and ensure that the styles and naming for interactive elements are consistent throughout the website.

- Avoid using roman numerals.

- Apply effective use of white space for better readability.

- Use left-aligned rather than justified paragraph form.

- Use bullet lists and headers to help break up and define the content. Do not underline text that is not a hyperlink.

- All names with acronyms are written in full at first mention, followed by the acronym in brackets. Subsequently, the acronym can solely be used. **Example:**
  Coaching Association of Canada (CAC)

- Avoid using ambiguous link text, such as click here or read more. Instead, the link text should describe the content of the link target, for example, download the Brand Guidelines.

| X | For more information on our Brand Guidelines, click here. |
| √ | Refer to our Brand Guidelines, for more information. |

The CAC Sub-brands

The CAC delivers programs which are aligned to the CAC's brand platform and have their own logos. These programs include the following:

- Chartered Professional Coach (ChPC)

- National Coaches Week (NCW)

- Responsible Coaching Movement (RCM)

- Petro-Canada™ Sport Leadership sportif conference

- Safe Sport Training

Each program has its own logo. Examples of correct and incorrect usage are provided within this document, however, should you have additional questions, please contact the CAC's Director of Marketing and Communications. Please refer to the Approvals section on page 19 of this document.

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Chartered Professional Coach (ChPC)

The Coaching Association of Canada grants the official designation of Chartered Professional Coach (ChPC) to those who have demonstrated their competence as NCCP certified and experienced coaches, and who value the technical and ethical standards of the profession. ChPCs who are in good standing are granted use of the ChPC logo through the CAC's Professional Coaching Department.

1. **Primary logo**. This is the primary logo for ChPC which consists of a stylized leaf – a variation of the CAC primary logo leaf, the acronym ChPC, and the type 'Chartered Professional Coach'.

2. **Clear space around logo**. Appropriate clear space must be maintained around the logo. The clear space is equal to the height of the ChPC acronym. It is indicated by the blue dotted line in this diagram.

3. **Reproduction at small sizes**. When the logo will appear at sizes of 1" width or less, the "acronym" version of the logo (shown to the right) should be used.

4. **French logo**. French only and bilingual versions of the logo also exist. If both French and English logos appear on the same page, please use the bilingual logo lockup instead.

Incorrect logo usage

Refer to page 16 for incorrect usage.

National Coaches Week (NCW)

Every September, **National Coaches Week** celebrates the positive impact coaches have on athletes and communities across Canada. Organizations and individuals who recognize coaches for their integral role are invited to use the marketing kit and logo.

1. **Primary logo.** This is the primary logo for National Coaches Week. There are separate English and French versions of the logo.

2. **Alternate greyscale logo**. The alternate English and French greyscale logos may be used in black and white publications.

3. **Black-only logo.** The primary or secondary black-only logos as well as greyscale should only be used in black and white print publications.

4. **Clear space around logo.** The minimum clear space around the logo is equal to one quarter of the diameter of the logo circle. The clear space is indicated here by the blue dotted lines.

5. **Logo colour variations.** The primary logos may only be reproduced in RGB, HEX and CMYK colour spaces. A Pantone version of the logo does not exist. For web and digital applications, the RGB or HEX version may be used. For 4-colour print applications, the CMYK version may be used. All versions are available for download in the NCW logo kit.

Incorrect logo usage

Refer to page 16 for incorrect usage.

Responsible
Coaching Movement (RCM)

The CAC is committed to working with all sport organizations to adopt and implement supportive policies and processes to ensure safety and protection of athletes and coaches. To help organizations take action, it launched the **Responsible Coaching Movement**, along with the Canadian Centre for Ethics in Sport (CCES).

Organizations who have committed to implementing supportive policies and processes are granted use of the RCM logo.

1. **Primary logo.** The primary logo for RCM consists of a green circle with three white leaves and white type. There are two versions of the logo: English and French.

2. **Clear space around logo.** The minimum clear space around the logo is equal to one quarter of the diameter of the logo. The clear space is indicated here by the blue dotted line.

3. **Logo colour variations.** The primary logo is a single colour: PANTONE 5763. For web and digital applications, the RGB or HEX version may be used. For 4-colour print applications, the CMYK version may be used.

Incorrect logo usage

Refer to page 16 for incorrect usage.

RGB	HEX	CMYK
R 117	#757a4d	C 54
G 122		M 38
B 77		Y 78
		K 177

Petro-Canada™ Sport Leadership sportif conference

The **Petro-Canada™ Sport Leadership sportif** conference is Canada's conference for coaches, researchers, sport executives, and administrators. The CAC hosts the annual event in November focused on learning, professional development, and networking with the top minds and leaders of the Canadian sport, business, and education communities.

1. **Primary horizontal logo.** The primary logo for the Petro-Canada™ Sport Leadership sportif conference is bilingual with dates.

2. **Secondary logo.** Horizontal or vertical, no dates.

Incorrect Logo Usage

Refer to page 16 for incorrect usage.

Primary logo

NOVEMBER 3-5 NOVEMBRE 2021

Horizontal secondary logo

Vertical secondary logo

Appendix:
Examples of Logo Usage
by Communications

The preface of the CAC Brand Guidelines states the importance of understanding the distinction between the Coaching Association of Canada (CAC) and the National Coaching Certification Program (NCCP).
By making this statement, the CAC recognizes that it can be confusing deciding whether the CAC logo or the NCCP logo is appropriate for a particular communication. For this reason, this section provides examples to help you in your logo selection decision-making process.

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Example 1

I am an employee of the CAC or a board member and I am developing the CAC Annual Report. Should both the CAC and the NCCP logo appear on the cover?

Guidelines

- As the content is specific to the CAC's accomplishments, only the CAC logo appears on the cover (similar to the cover of the CAC Brand Guidelines). Within the body of the Annual Report, if there is content about the NCCP, place the NCCP logo alongside the NCCP content. Where possible, the primary CAC logo should be placed in the bottom-right corner.

ANNUAL REPORT

2020
2021

COACHING ASSOCIATION OF CANADA

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Association canadienne des entraîneurs

Canadian Journal for
Women in Coaching

coach.ca
Coaching Association of Canada
Association canadienne des entraîneurs

Example 2

I am an employee of the CAC and I am writing the next issue of the **Canadian Journal for Women in Coaching**, as well as promoting the journal. Should both the CAC and the NCCP logo appear on the cover of the journal and in the ads?

Guidelines

- This journal is produced and published by the CAC and is not a product that is part of the NCCP delivery. Therefore, the expertise of the CAC should be visible by placing the logo on the journal and in any advertising.

Example 3A

I am an employee of the CAC and I am developing a resource manual for coaches and possibly other demographics, that is not part of the NCCP. What logo should I use?

Guidelines

- Add the CAC logo on the bottom right of the document if possible. If you are partnering with another organization, their logo can also be included on the bottom left. the NCCP logo is not relevant in this situation.

Example 3B

I am also developing an ad to promote the multi-sport NCCP workshop. Which logo do I use?

Guidelines

- Because the workshop you are promoting is multi-sport content for coach education, it is considered coach training delivery through the NCCP. For this reason, the NCCP logo appears prominently in the top half of the ad and the CAC logo (credible content contributor) appears less prominently in the bottom half of the ad.

Example 4

I am an NCCP partner and the CAC contributed to the workshop that will be delivered through the NCCP. How do I communicate that the CAC is a contributor?

Guidelines

- Ensure the NCCP-branded Contributors' Attribution Page is included at the front or back of the product.

Example 5A

I am a board member or employee of the CAC and I am working on a presentation. The content is not NCCP-related.

Guidelines

- Use the CAC PPT template.

- The cover slide has the CAC logo on it (no NCCP logo).

- The body slides have the CAC logo in the bottom right-hand corner (no NCCP logo).
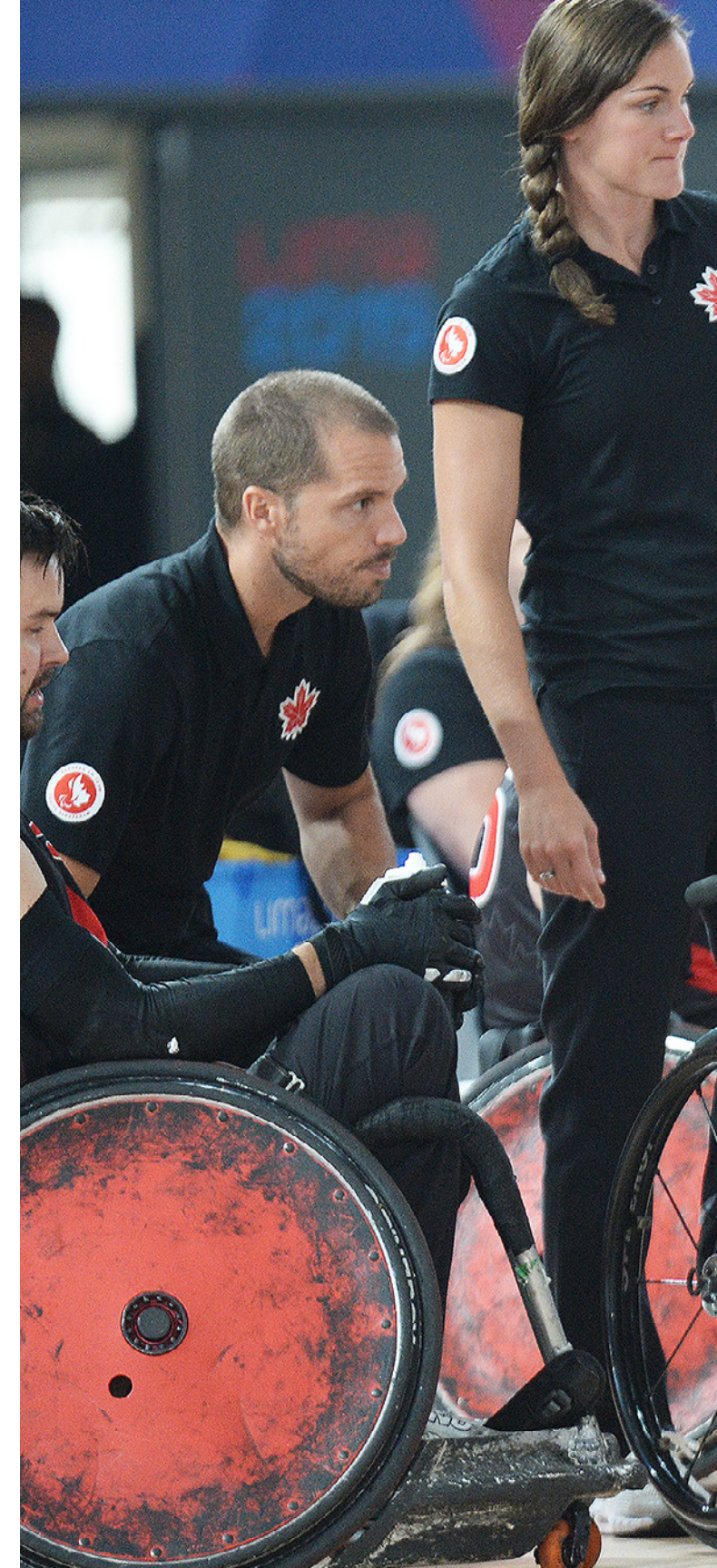
Example 5B

I am a board member or employee of the CAC and I am working on a presentation. The content is NCCP-specific.

Guidelines

- Use the CAC PPT template.

- The cover slide has the CAC logo on it (no NCCP logo).

- The body slides have the CAC logo in the bottom right-hand corner (no NCCP logo); however, the NCCP logo can appear in the bottom left-hand corner on pages that contain NCCP content.

Example 5C

I am a board member or employee of the CAC and I am producing a PPT presentation specifically for NCCP multi-sport content.

Guidelines

- Use the NCCP PPT template; the NCCP logo will appear prominently on the cover page and will be smaller and in the top right-hand corner of interior pages.

- The sport organization logo may be added at the bottom right.

Appendix:
Brand Checklist

Prior to finalizing any communications, use this Brand Checklist to ensure the product is on brand.

Tally the YES and NO responses. Is your product on brand? Are there ways to increase the number of YES responses?

NOTE: If the NCCP logo is to be used in the product, please refer to the NCCP Brand Guidelines.

Useful references

Sport Canada English-French Glossary

Writing Tips Plus (EN)

Outils d'aide à la rédaction (FR)

Web Content Accessibility Guidelines (WCAG) 2.1

Colour Contrast Checker

Gender-inclusive Writing

Ask these questions

	Yes	No
1. Who is the target audience? Does the communication support the CAC's brand personality to the audience?	☐	☐
2. Does the communication reflect the CAC's brand personality?	☐	☐
3. If there was a choice to be made whether to use the CAC logo or the NCCP logo, was the correct choice made?	☐	☐
4. Has the integrity of the CAC logo been maintained?	☐	☐
5. Has attribution or acknowledgment of an organization(s) been given if appropriate?	☐	☐
6. Are the colours accurate? Is the typeface accurate?	☐	☐
7. If photography is being used, does it reflect the CAC's brand personality?	☐	☐
8. Are the writing standards used correctly?	☐	☐
9. If applicable, do you have permission to use the CAC's logo?	☐	☐
10. Does the imagery reflect the CAC commitment to Equity, Diversity and Inclusion?	☐	☐
Total score	**/10**	**/10**

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