



Responsible Coaching Movement

Brand Guidelines

Introduction

The following document describes the use of the Responsible Coaching Movement logo and brand within a variety of marketing and communication applications.

About the Responsible Coaching Movement

The Responsible Coaching Movement (RCM) helps sport organizations in Canada ensure the health, safety, and well-being of all participants, both on and off the field of play. Responsible Coaching promotes a safe and positive sports environment for all. From the coaches interacting with participants, to the volunteers and staff of sport organizations and clubs, everyone has a role to play to help keep sport safe, smart and secure.

Established by the Coaching Association of Canada and the Canadian Centre for Ethics in Sport, the RCM invites all coaches and sport organizations to learn and apply consistent safety principles at all times. It includes three distinct pillars: the Rule of Two, ethics training and background screening. These each serve to help create a sport environment that is Safe, Smart, and Secure.

This document helps ensure consistency of the RCM brand across all platforms and applications.

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Primary Logo



Usage

This is the primary logo for the RCM. Unless otherwise indicated, the full-colour vector version should be used in most situations for print and digital applications.

✓ Do:

Use one of the supplied logo files

Use the single colour versions of the logo when appropriate (black or white)

Clear space and minimum height

Use an adequate amount of clear space around the logo to ensure visibility and prevent crowding

Minimum height for print: 1.00"

Minimum height for digital: 100px



The minimum clear space around the logo should be determined by the width of the outer rings surrounding the white circle at the size it is being displayed.

✗ Do not:

Stretch, skew or rotate the logo

Place the logo above a pattern or image which could affect legibility

Add a shadow or outline to the logo container or to text within it

Modify the font or colours of the logo

Change the placement of the logo elements

Add, alter or remove logo elements

Versions and File Formats

The RCM logo is available in the following language-versions. English- and French-only versions are to be used for single-language applications. The bilingual version is to be used for applications that include both English and French content.



English-only



French-only



Bilingual

Each logo is available in the following versions. The full colour is the primary version that should be used in most situations. Consider contrast when choosing the colour of the logo. The logo should only be used on solid backgrounds and not on patterns or images.



Full colour (primary)



One-colour black



One-colour white

File formats

Vector versions: .ai .eps .pdf .svg
Highest quality, ideal for print.

Raster versions: .jpg .png
Ideal for Word, PowerPoint, Canva
Transparent background in .png.

When providing logo files to external sources, it is best to provide a vector format unless otherwise specified.

All variations of the RCM logo are available in colour, black, and white in the following formats: jpg, png, vector (ai, eps, pdf and/or svg).

For print applications, use vector format (can be scaled without loss of resolution). For digital applications, use jpg or png. If a transparent background is required, use png format.

Logos can be downloaded from the [RCM Toolkit](#).

RCM Champions logo

This logo is intended to be used by organizations as an RCM Champion, hence, they have taken the pledge. **Please ensure you have taken the pledge before using this logo.**

Learn more about taking the pledge at: coach.ca/responsible-coaching-movement/responsible-coaching-movement-pledge-application-form



English-only



French-only



Bilingual

Each logo is available in the following versions:



Full colour (grey type)



Full colour (white type)

Clear space and minimum height

The RCM Champions logo follows the same clear space, minimum sizing and usage rules as the primary RCM logo.

File formats

Vector versions: .ai .eps .pdf .svg
Highest quality, ideal for print.

Raster versions: .jpg .png
Ideal for Word, PowerPoint, Canva
Transparent background in .png.

When providing logo files to external sources, it is best to provide a vector format unless otherwise specified.

All variations of the RCM Champions logo are available in the following formats: jpg, png, vector (ai, eps, pdf and/or svg).

For print applications, use vector format (can be scaled without loss of resolution). For digital applications, use jpg or png. If a transparent background is required, use png format.

Logos can be downloaded from the [RCM Toolkit](#).

Limited-use Logos

These logos are only to be used for applications below the minimum height size of 1.00" (or 100px), or for applications such as embroidery, where detailed reproductions cannot be achieved.

Acronym



Full colour (primary)



One-colour black



One-colour white

Acronym, horizontal



Full colour (primary)



One-colour black



One-colour white

Examples



RCM Pillars Icons

These icons represent each of the three pillars of the Responsible Coaching Movement. They are available in bilingual format only.



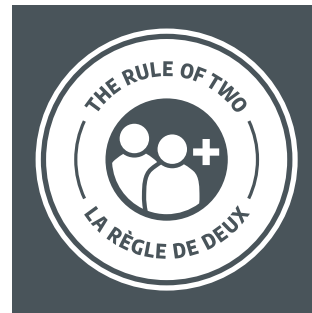
Each icon is available in the following versions. The full colour is the primary version that should be used in most situations. Consider visibility when choosing the colour of the logo.



Full colour (Primary)



One-colour black



One-colour white

Clear space and minimum height

The RCM Pillar icons follow the same clear space, minimum sizing and usage rules as the primary RCM logo.

File formats

Vector versions: .ai .eps .pdf .svg

Highest quality, ideal for print.

Raster versions: .jpg .png

Ideal for Word, PowerPoint, Canva
Transparent background in .png.

When providing logo files to external sources, it is best to provide a vector format unless otherwise specified.

All variations of the RCM icons are available in colour, black, and white in the following formats: jpg, png, vector (ai, eps, pdf and/or svg).

For print applications, use vector format (can be scaled without loss of resolution). For digital applications, use jpg or png. If a transparent background is required, use png format.

Icons can be downloaded from the [RCM Toolkit](#).

Partner Logos

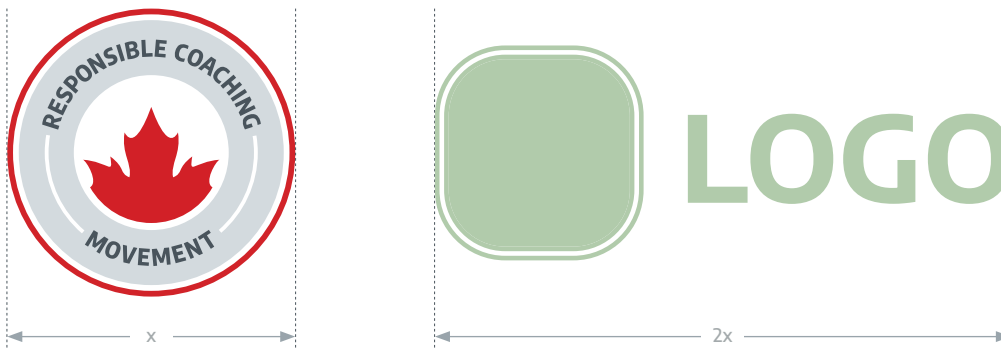
When using a partner organisation logo next to the RCM logo, the logos must maintain a consistent size relationship. The maximum size for partner logos is the larger of either:

- A) the height of the RCM logo or
- B) twice the width of the RCM logo

A



B



Colour Palette

The RCM uses the same colour palette as the Coaching Association of Canada [Brand Guidelines](#).



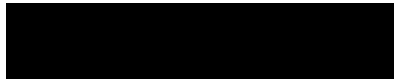
CAC Red

CMYK: 10 100 100 0
RGB: 210 10 170
PMS: 186C
HEX: #d20a11



CAC Grey

CMYK: 15 0 0 80
RGB: 73 84 90
PMS: 432C
HEX: #49545a



Black

CMYK: 0 0 0 100
RGB: 0 0 0
HEX: #000000



20% CAC Grey

CMYK: 3 0 0 15
RGB: 211 218 222
HEX: #d3dade

The RCM brand palette consists of two primary colours (CAC RED) and (CAC GREY), and two accent colours (BLACK 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.

Additional information

- 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.

Typography

The RCM uses the same fonts as the Coaching Association of Canada [Brand Guidelines](#).

All RCM communications are to use **Encode Sans** as the typeface for both marketing and promotional materials for graphic design use. Text colour can be CAC RED, CAC GREY, BLACK or WHITE (knockout) when used on a dark background.

Encode Sans

Encode Sans is the typeface for materials designed by a professional graphic designer. Encode Sans is available from [Google Fonts](#) for download.

abcdefghijklmnopqrstuvxyz

0123456789!@#\$%&*() +

ABCDEFGHIJKLMN OPQRSTUVWXYZ

Arial

Arial is the primary typeface for email, web, and administrative communication purposes.

Encode Sans (Regular and Bold) can be used for titles, headings and subheadings in style formatting.

abcdefghijklmnopqrstuvxyz

0123456789!@#\$%&*() +

ABCDEFGHIJKLMN OPQRSTUVWXYZ

Photography

The RCM uses the same photography guidelines as the Coaching Association of Canada [Brand Guidelines](#).

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 Graphic Elements section of the CAC Brand Guideleine to ensure use is on-brand; e.g., 90-degree corners, no drop shadows, etc.

* 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.

Image library

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

The collections are available for download at: 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 the CAC [Brand Guidelines](#).

Please attribute proper credit for use.

Sample Applications

RESponsible COACHING MOVEMENT

THE RULE OF TWO
LA RÈGLE DE DEUX

BACKGROUND SCREENING
VÉRIFICATION DES ANTECÉDENTS

ETHICS TRAINING
FORMATION SUR LE THÈME

Commit to a sport culture that is safe, smart and secure for everyone.

coach.ca/RCM

coach.ca
Coaching Association of Canada
Association canadienne des entraîneurs

Banner

Understanding the Rule of Two
eLearning Module / coach.ca/rule-two

La règle de deux expliquée
Formation en ligne / coach.ca/fr/regle-de-deux

coach.ca
Coaching Association of Canada
Association canadienne des entraîneurs

Digital display ad

safe smart secure

safe smart secure

safe smart secure

Take the RCM Pledge!
coach.ca/RCM

coach.ca
Coaching Association of Canada
Association canadienne des entraîneurs

Postcard

Protecting People
Background Screening

Background screening should be conducted regularly to ensure that coaches meet important requirements to coach participants of all ages.

Screening tools include

- Detailed job postings
- Police information checks
- Interviews
- Reference checks

Background Screening Resources

- Background Screening Matrix
- Enhanced Police Information Check (E-PIC) — CAC landing page
- Background Screening Policy and Process Considerations for Sport Organizations
- Screening Policy Template
- Screening at Volunteer Canada
- Volunteer Canada screening handbook
- Sterling Talent Solutions
- Scouts Canada Volunteer Screening Policy
- Scouts Canada Screening Interview Guide

Keep Sport Safe, Smart and Secure
For more information, visit coach.ca/RCM

coach.ca
Coaching Association of Canada
Association canadienne des entraîneurs

Infographic