Coaching Association of Canada

BRAND GUIDELINES

coach.ca
Coaching Association of Canada
Association canadienne des entraîneurs

Wherever there is an athlete, there is a coach.

Coaches are parents, teachers, neighbours, and leaders in their communities. They 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.

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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 audience. 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.

We invite you to contact the CAC with your questions should you have specific scenarios of brand use for consideration. Your contact is:

Director of Marketing and Communications
Coaching Association of Canada
communications@coach.ca
613.235.5000

The purpose of the Coaching Association of Canada

The Coaching Association of Canada™ (CAC) unites partners and sport leaders 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

Audience

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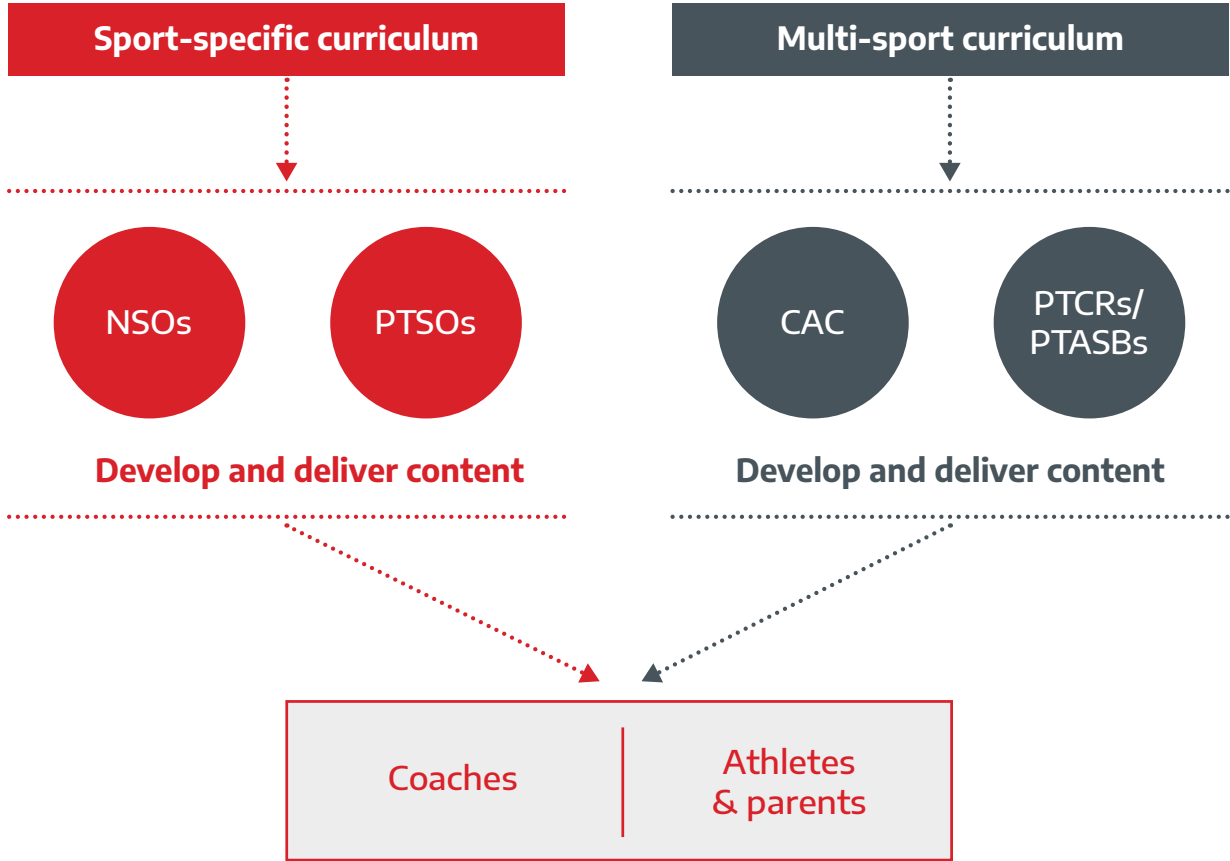
The CAC's brand has a "partnership" voice to PTCRs, PTASBs, NSOs and PTSOs in the delivery of the NCCP and a distinct and separate "association" voice to coaches in which the CAC supports coaches and advocates for the coaching profession.

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 audiences.

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 audiences, we have unique value propositions for each.

For **organizations** who engage paid and volunteer coaches, the CAC 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 CAC 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 CAC advocates for professional and ethical standards, supports coaches as they follow their NCCP pathways, provides valuable resources, and helps them achieve the standards of Registered Coach or Chartered Professional Coach (ChPC), the highest designation.

For **athletes, parents and the public in general** who place the coach in a position of trust, the CAC 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 CAC 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 CAC 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 more than 50 years of national and international recognition as the "go to" resource for coaching advice and information.

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 coaches from community to high-performance.

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 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.
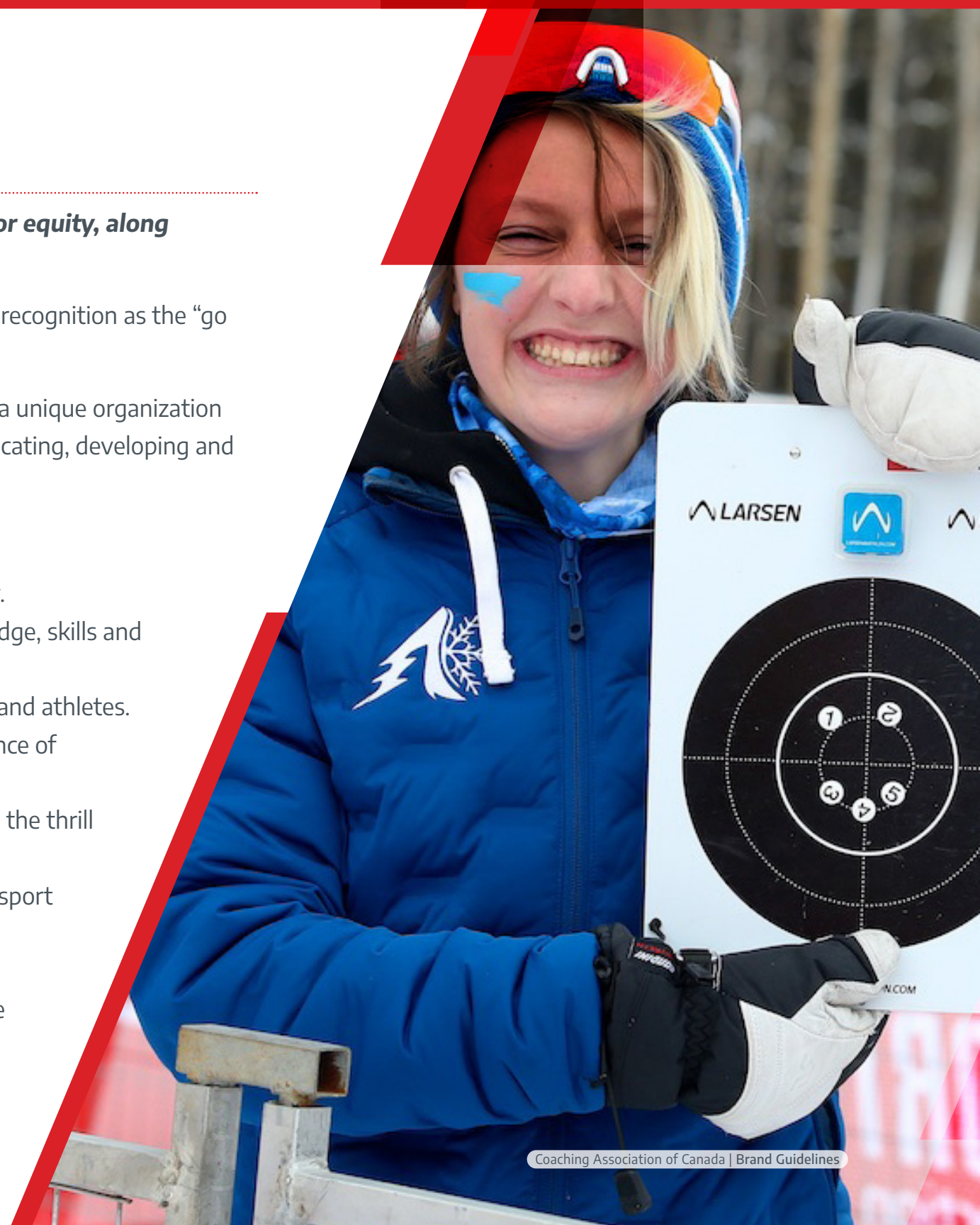
What are the CAC visual identity standards?

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 attributes

1. The name of the association is 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. The English text is always placed above the French text.

The CAC Brand 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 coaches in Canada. The dynamic-looking leaf emblem within **coach. ca** is a metamorphous of our original 1970s torch emblem. Today's emblem celebrates the CAC's legacy of lighting the pathways for coaches in Canada and the coaching profession for more than 50 years.

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 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

coach.ca

Coaching Association of Canada
Association canadienne des entraîneurs

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. Refer to the Accessibility Guidelines on page 27 for more information about colour contrast restrictions.

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.**

4. **Knockout logo.** The primary or secondary "knockout" logos should ideally be used on solid colour backgrounds.

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 Photoshelter. For the download password, please contact **communications@coach.ca**.

- 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).

The CAC
Approval Process

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:

Director of Marketing and Communications
communications@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 colour palette

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

CAC RED and CAC GREY can be altered in opacity or tint for use in visual elements but should mainly be used at full colour.

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

CMYK
C0 M0 Y0 K100

RGB
R0 G0 B0

HEX
#000000

GOLD

CMYK
C0 M18 Y65 K15

RGB
R217 G177 B75

HEX
#d9b14b

20% CAC GREY

CMYK
C3 M0 Y0 K15

RGB
R211 G218 B222

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.

CAC typography

All CAC communications, external-facing documents, and marketing materials are to use Encode Sans as the typeface.

Text colour can be CAC GREY or black on a white background. White text should be used on a dark background. CAC RED should be used for text meant to stand out, such as headings and hyperlinked text, unless the text is on a dark background. Refer to the Accessibility Guidelines on page 27 for more information about colour contrast restrictions.

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

The entire Encode Sans family may be used (Thin, Extra Light, Light, Medium, Semi-bold, bold and black). Encode Sans also comes in a Semi-Expanded and Expanded width as well as a Condensed and Semi-Condensed width. Encode Sans is available from **Google Fonts** for download.

Encode Sans 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.

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

Arial

Arial is the typeface for email, web, and administrative communication purposes. The entire Arial family may be used (Regular, Italic, Bold, Bold Italic).

abcdefghijklmnopqrstuvwxyz
1 2 3 4 5 6 7 8 9 ! @ # $ % & * ( ) +
ABCDEFGHIJKLMNOPQ

Recommended styling

All text should use sentence case, and all-caps should be avoided.

Document titles: 18-32 pt, Bold
Titles: 22 pt, Bold or Semi-bold
Headings: 18 pt, Bold or Semi-bold
Content: 12 pt, Medium
Bullets: 1.5 spacing

Graphic elements

The CAC brand style uses overlapping rhomboid shapes in CAC RED, CAC GREY, black, and white.

The rhomboids can be varied in size, and can be full colour or tinted.

The dominant background colour in CAC graphics should be white or black.

If the CAC logo is included in the design, it should be placed at the bottom right on a solid background, with clear space around the logo as specified on page 16.

The CAC logo and any text included in the design should follow the colour contrast accessibility guidelines on page 27.
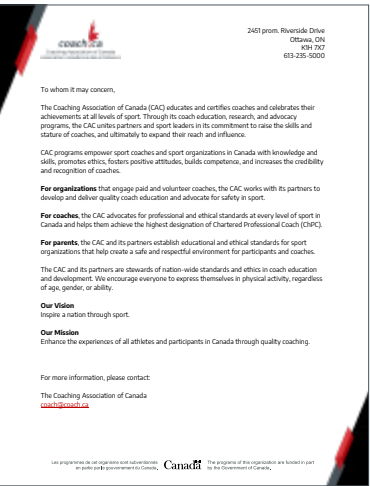
CAC brand templates

Brand templates have been developed for CAC documents. For access and approval to use these templates, you can contact **communications@coach.ca**.

Report template

Letterhead template

Social media templates

General use icons:

Document template

Presentation template

Photos and images

Photos and images are an 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.

The content of photos and images can either reinforce or challenge entrenched hierarchies, norms, stereotypes, and narratives. The images used determine who is represented and how they are represented, so it is important that we use images in a way that celebrates diversity, enhances inclusion and belonging, and minimizes harm, stigma, and discrimination.

Who is represented? Who is missing?
- Ensure representation of coaches and participants of different ages, gender expressions, races, ethnicities, cultures, national origins, physical abilities, and body sizes.
  - It is not necessary to represent every aspect of diversity in every image, but there should be diversity across the overall content.
  - Include varied characteristics across the images and make sure you're not always depicting the same attributes in the same combinations.
- Ensure a variety of summer and winter sports, both indoor and outdoor, are represented.

Have you used images that could reinforce stereotypes, biases, or discrimination?
- Who is the coach and who is the participant? Who is shown leading? Who is listening or following? Who is training vs. socializing? Who is shown as professional vs. casual?
- Are we showing people in the best possible light?
- Are we unintentionally reinforcing any stereotypes?

Additional guidelines
- The imagery should be aligned with the content.
- The imagery should reinforce the bond between a participant and the coach.
- The imagery should be dynamic and show action,
  if appropriate within the context of the content.
- Use current images to portray the sport featured as accurately as possible.
- To promote sport in a positive manner, all relevant safety equipment, such as helmets, should be present in the image.
- Disabilities or mobility devices should never be cropped out or edited out of frame.
- If new photos will be taken, make a plan for diverse and inclusive casting well in advance.
- When possible, involve a diverse group of people in the process of choosing, creating, and editing images.
- Engage various perspectives to review the final image selection to minimize implicit bias and evaluate whether the images are inclusive and depict diversity.

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, contact contact
communications@coach.ca.

Please attribute proper credit for all photography use, which you will find to the right of the photo in Photoshelter. Photo credits can be placed on the photo, beside the photo, or in a Photography credits section in the document.

Stock images vs. real photos

We recommend using stock images for any photos placed beside or used to reinforce potentially sensitive content (for example: mental health challenges, maltreatment and harassment, abuse reporting requirements).

Does the imagery used abide by the Rule of Two?

The goal of the Rule of Two is to ensure all interactions and communications are open, observable, and justifiable. When following the Rule of Two, two responsible adults (a coach, parent, or screened volunteer) are present with a participant. There may be exceptions in emergency situations.

In any photos that show coach and athlete interactions:
- The interaction must be open, observable, justifiable, and interruptible.
- We recommend ensuring that there are two coaches (or a coach and another adult) shown in every image, as much as possible.

- Two trained and screened coaches
- One participant

- One trained coach
- One screened adult
- One participant

- One coach
- Two participants

- One coach
- One participant

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 partners and sport leaders in its commitment to raising the skills and stature of coaches, and ultimately expanding their reach and influence.

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:

2025 @ The Coaching Association of Canada. This document is copyrighted by the Coaching Association of Canada™ and its licensors. All rights reserved. Produced 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. The Coaching Association of Canada is funded in part by the Government of Canada.

Boilerplate

A brief organizational description to be used consistently to explain the mandate and mission of the CAC.

"The Coaching Association of Canada unites partners and sport leaders 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 in both official languages and adheres to **The Canadian Style** for guidelines in writing and editing external communications.

Guidelines for CAC content

- Always use Canadian spelling and grammar.

- 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 writing copy, keep the following points in mind to ensure it is representative and inclusive:

- Avoid stereotyping and making assumptions.

- Use gender neutral language 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 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.

For diagrams and graphics using the CAC colour palette:

√ √ √   White font should be used on CAC RED, CAC GREY, and black.

√ √   Black font should be used on gold and a 20% tint of CAC GREY.

- 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**.

Incorrect (ambiguous) link text:
For more information on our Brand Guidelines, **click here**.

Correct (descriptive) link text:
Refer to our Brand Guidelines for more information.

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 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:

- International Programs
- National Coaches Week (NCW)
- Professional Coaching Program
  - Registered Coach
  - Chartered Professional Coach (ChPC)
- Responsible Coaching Movement (RCM)

Each program has its own logo(s). Examples of correct and incorrect usage are provided within this document, however, should you have additional questions, please contact **communications@coach.ca**

For documents and graphics in the style of a CAC sub-brand, the CAC logo should still be placed at the bottom right.

International Programs

The CAC is a leader in working with organizations around the world to create, implement, and maintain customized coach development programs. The CAC's International Programs are aligned with Long Term Development stages and are designed to meet the unique needs of sport organizations and coaches around the world.

1. **Logo.** The International Programs logo consists of the leaf from the CAC logo enclosed in a circle beside the text "International Programs". There is a French version of this logo. The English and French logos are available in knockout and black-only versions.

2. **Clear space around logo.** The clear space to be maintained around the logo should be equal to the height of the "International" text.

Incorrect logo usage
Refer to page 17 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. **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 dotted lines.

4. **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 of the logo, as well as NCW brand templates, are available for download through the **NCW webpage.**

Incorrect logo usage
Refer to page 17 for incorrect usage.

Professional Coaching Program

The CAC grants the official designation of Chartered Professional Coach® (ChPC®) and the status of Registered Coach to professionals in the field of coaching in Canada. ChPCs and Registered Coaches are recognized as committed individuals who value coaching excellence and its impact on enhancing athlete experiences.

Registered Coach

The CAC grants the status of Registered Coach to coaches who have met the ethics requirements.

1. **Logo.** This is the Registered Coach logo, which consists of a variation of the CAC primary logo leaf and the text "Registered Coach". The logo is always bilingual.

2. **Clear space around logo.** Appropriate clear space must be maintained around the logo. The clear space is equal to the height of the "Registered Coach" text. It is indicated by the dotted line in this diagram.

Incorrect logo usage

1

Registered Coach   Entraîneur agréé

2

Registered Coach   Entraîneur agréé

Chartered Professional Coach (ChPC)

The CAC grants the official designation of Chartered Professional Coach (ChPC) to coaches who have met the ethics requirements and have demonstrated their competence as NCCP certified and experienced coaches. 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 ChPC logo, which consists of a variation of the CAC primary logo leaf, the acronym ChPC, and the text "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 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 17 for incorrect usage.

Responsible Coaching Movement (RCM)

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.

Established by the CAC and the Canadian Centre for Ethics in Sport (CCES), the RCM invites all coaches and sport organizations to learn and apply consistent safety principles at all times. Organizations who have committed to implementing these principles are granted the use of the RCM logo.

1. **Primary logo.** This is the primary RCM logo, which consists of a red leaf and the text "Responsible Coaching Movement" within a grey circle with a red outline. There are two versions of this logo: English and French.

2. **Clear space around the logo.** The clear space around the logo must be equal to or larger than the width of the grey circle.

3. **Acronym logo.** This version of the logo is only to be used for applications below the minimum height size of 1.00" (or 100px), or for applications where detailed reproductions cannot be achieved.

For more information about the use of the RCM brand, refer to the **RCM Brand Guidelines**.

Incorrect logo usage
Refer to page 17 for incorrect usage.

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 to decide 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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Association canadienne des entraîneurs

Example 1

I am an employee of the CAC 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.

COACHING
ASSOCIATION
OF CANADA

2022
2023

ANNUAL
REPORT

coach.ca
Coaching Association of Canada
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 multi-sport product manual for coach training. Do I use the CAC logo or the NCCP logo?

Guidelines

Because your multi-sport content is education for the coach audience, it is considered coach training delivery through the NCCP. For this reason, the NCCP logo appears prominently on the top half of the product's cover; the CAC logo (credible content contributor) appears less prominently on the bottom half of the cover.

Example 3B

I am developing an ad to promote a 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.
- If applicable, another 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

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. Were the CAC and/or NCCP logos used in the correct locations?		
4. Has the integrity of the CAC logo been maintained?		
5. Has attribution or acknowledgment of an organization(s) been given if appropriate?		
6. Were the correct colours used?		
7. Was the correct typeface used?		
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 brand?		
Total score	/10	/10

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