National Coaching Certification Program

Brand Guidelines

The NCCP is a game changer.

The National Coaching Certification Program (NCCP) gives coaches the training and tools they need to succeed – in coaching and in life.

NCCP training gives coaches the skills and self-confidence to excel, and to instil that confidence in their athletes.

Ultimately, that's what NCCP is all about: developing responsible coaches, inspiring future leaders, and celebrating our potential, both on and off the field of play.

Table of contents

Introduction

Thank you for your interest in the brand guidelines of the National Coaching Certification Program (NCCP). This document provides practical tools that you can use to ensure the integrity of the NCCP brand.

Continually and consistently protecting the intangible and tangible attributes of the NCCP brand in day-to-day activities makes it possible to enhance the program's value and further strengthen its commitment to coaches, athletes, and participants of sport in Canada.

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

We invite you to contact the Coaching Association of Canada (CAC) or affiliate NCCP partner with your questions should you have specific scenarios of brand use for consideration. Your CAC contact is:

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

The purpose of the National Coaching Certification Program

The National Coaching Certification Program (NCCP) is a competency-based coach training and certification program for 65+ different sports and is offered in both official languages across Canada. The NCCP curriculum is designed and delivered in partnership with the Government of Canada, 65+ National Sport Organizations (NSOs), 13 Provincial/Territorial Coaching Representatives (PTCRs), and the Coaching Association of Canada™.

As part of this mandate, the CAC, PTCRs, PTASBs, NSOs, and Provincial/Territorial Sport Organizations (PTSOs) share the stewardship of the NCCP, which is the program to deliver coach training and grant certification in Canada.

Partners
> National Sport Organizations (NSOs)
> Provincial/Territorial Sport Organizations (PTSOs)
> Provincial/Territorial Coaching Representatives (PTCRs)
> Provincial/Territorial Aboriginal Sport Bodies (PTASBs)
> Canadian Olympic and Paralympic Sport Institutes (COPSIs)

Audience
> Coaches
> NCCP Coach Developers
> Athletes and Parents
> General Public
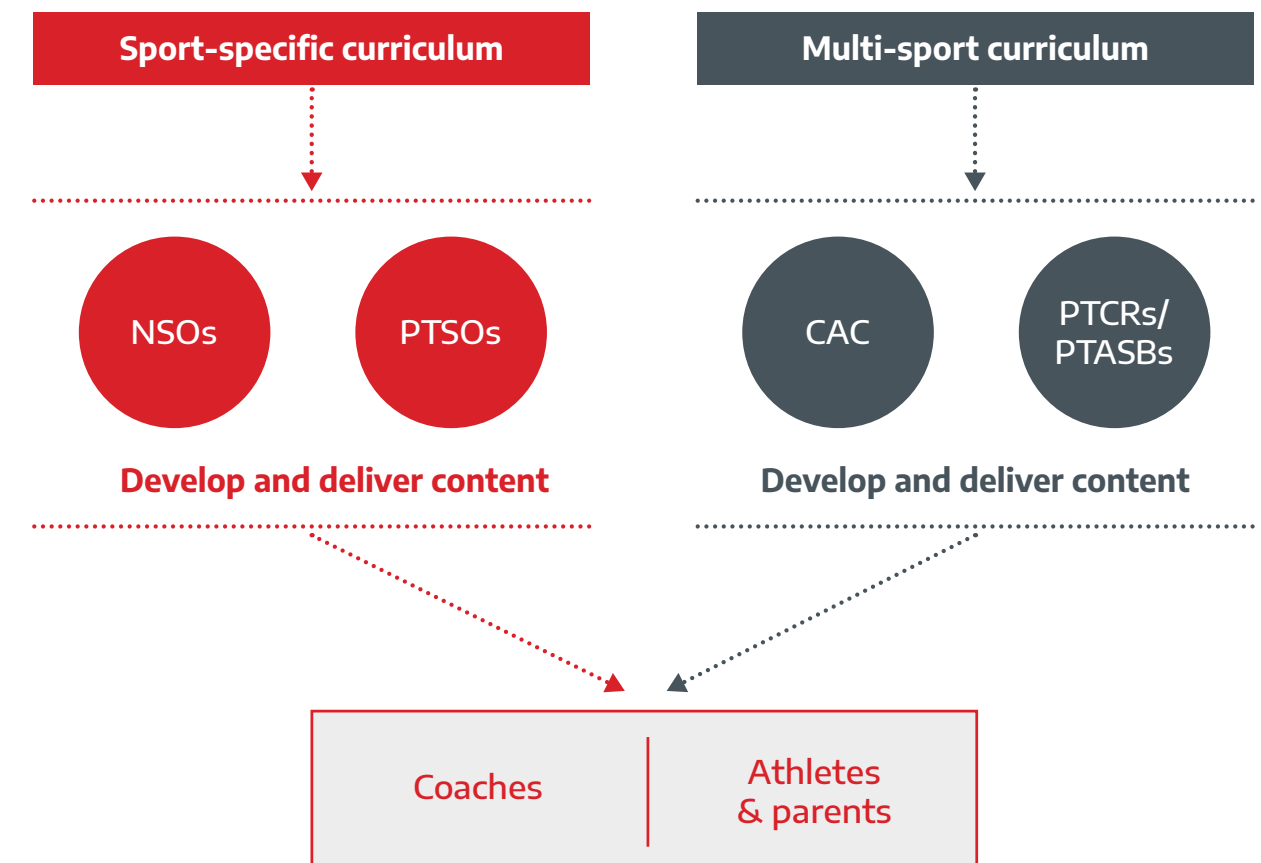
The distinction between the NCCP and the CAC

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

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, in partnership with NSOs, PTSOs, PTCRs, PTASBs, COPSIs, and the Government of Canada, shares in the development and 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 and homestudy. NSOs produce sport-specific NCCP training content that is delivered by NSOs and PTSOs.

The NCCP is a coach training and development program which provides coaches at all levels standardized, inclusive, and safe sport education across Canada. Delivered by NCCP Coach Developers, the NCCP curriculum ensures all coaches receive training based on current best practices in instructional design, ethical decision-making, and with content that is relevant, and which leads to the development of competent coaches.

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 **NCCP Brand Guidelines** or the **CAC Brand Guidelines**, please see the Appendix on page 36 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 Usage of the NCCP Logo 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 **NCCP Brand Guidelines** and the **CAC Brand Guidelines**.

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

- The CAC's Director of Marketing and Communications is available to answer your questions about proper usage of the NCCP logo: **communications@coach.ca**.

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 all NCCP partners to develop and adhere consistently to clear brand standards, including the brand mission, core 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 our audience. The NCCP's brand is the day-to-day consistent fulfillment of the promise the NCCP makes to its partners and audiences.

The NCCP Brand Platform

Mission

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

Core values

The NCCP's core values and beliefs are:
- Physical safety and health of athletes and participants.
- Coaching responsibly.
- Integrity in relations with others.
- Respect of athletes and participants.
- Honouring sport.

Read the detailed **NCCP Code of Ethics**.

Brand promise

What does "brand promise" mean? This is the single most important thing that the NCCP 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 NCCP.

The National Coaching Certification Program provides coaches at all levels standardized, inclusive, and safe sport education across Canada. Delivered by NCCP Coach Developers, the NCCP curriculum ensures all coaches receive training based on current best practices in instructional design and ethical decision making, with content that is relevant, and leads to the development of competent coaches. The NCCP delivers quality and developmentally-appropriate training and gives coaches the confidence to succeed.

Brand essence

What does "brand essence" mean? In the case of the NCCP, we define the essence as the specific, consistent description of the NCCP that is to be used by all delivery partners.

The National Coaching Certification Program (NCCP) is a coach education and certification program accessible throughout Canada. Internationally recognized as a world-leading program, the NCCP provides coaches with research-informed training and ethical decision-making skills to help them coach safely, confidently, and effectively. The NCCP is designed and delivered in partnership with the Government of Canada, 65+ National Sport Organizations (NSOs), 13 Provincial/Territorial Coaching Representatives (PTCRs), and the Coaching Association of Canada™.

Brand positioning

What does "brand position" mean? A brand position is our value proposition. It describes what the NCCP does and how our partners and target audiences benefit from working with the NCCP.

As the NCCP has numerous target audiences, we have unique value propositions for each.

For **sport organizations** who engage paid and volunteer coaches, the NCCP provides standardized, inclusive, and safe sport education across Canada to develop competent coaches. All NCCP partners develop and deliver quality and accessible coach education, recognize the value of coaches in our community, recognize the value of coaches in our community, and advocate for responsible and ethical coaching practices to ensure the safety of athletes and coaches.

For **NCCP Coach Developers** who want to deliver quality education programs, the NCCP provides curriculum that is research lead, approved, recognized, current, and standardized. The NCCP is a nationally and internationally-recognized coach education program which provides standardized, inclusive, and safe sport education training to coaches.

For **coaches** at every level in Canada, who want world-leading coach training and development, the NCCP delivers curriculum based on current best practices in instructional design and ethical decision making, with content that is relevant, and leads to the development of competent coaches. Delivered by NCCP Coach Developers, the NCCP delivers quality and developmentally-appropriate training and gives coaches the confidence to succeed.

For **athletes, parents and the public in general** who want competent and ethical coaches within our sport system, and who place coaches in a position of trust, the NCCP is a symbol of quality assurance that provides standardized, inclusive, and safe sport training and certification for coaches at all levels. The NCCP provides educational and ethical standards for sport organizations and helps create a safe environment for athletes, participants, and coaches, on and off the field of play.

Brand equity

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

Since its inception in 1974, more than 2.3 million coaches have had access to coach training through the National Coaching Certification Program, making it one of Canada's largest adult education programs. The program gives coaches the confidence and competence to succeed – whether a first-time coach or a head coach of a national team.

Today, the NCCP is a nationally-recognized symbol of quality assurance that provides standardized, inclusive, and safe sport education to coaches. Each year, more than 100,000 new coaches take an NCCP workshop.

The NCCP's success speaks for itself. Increasingly, the standardized approach and resulting outcomes are receiving international recognition. Since 2016, countries in the Caribbean, Europe, Asia, and Africa have sought assistance in developing an NCCP-like model.

Within Canada, the NCCP is designed and delivered in partnership with the Government of Canada, 65+ National Sport Organizations (NSOs), 13 Provincial/Territorial Coaching Representatives (PTCRs), and the Coaching Association of Canada™.

The NCCP is one coach education program, which delivers curriculum across three streams based on age and stage of the athlete(s) in development: Community Sport, Competition, and Instruction. Across all streams, five core competencies are woven into all NCCP training: problem-solving, valuing, critical thinking, leading, and interacting. Seven NCCP outcomes on which coaches are evaluated are outlined on the next page.
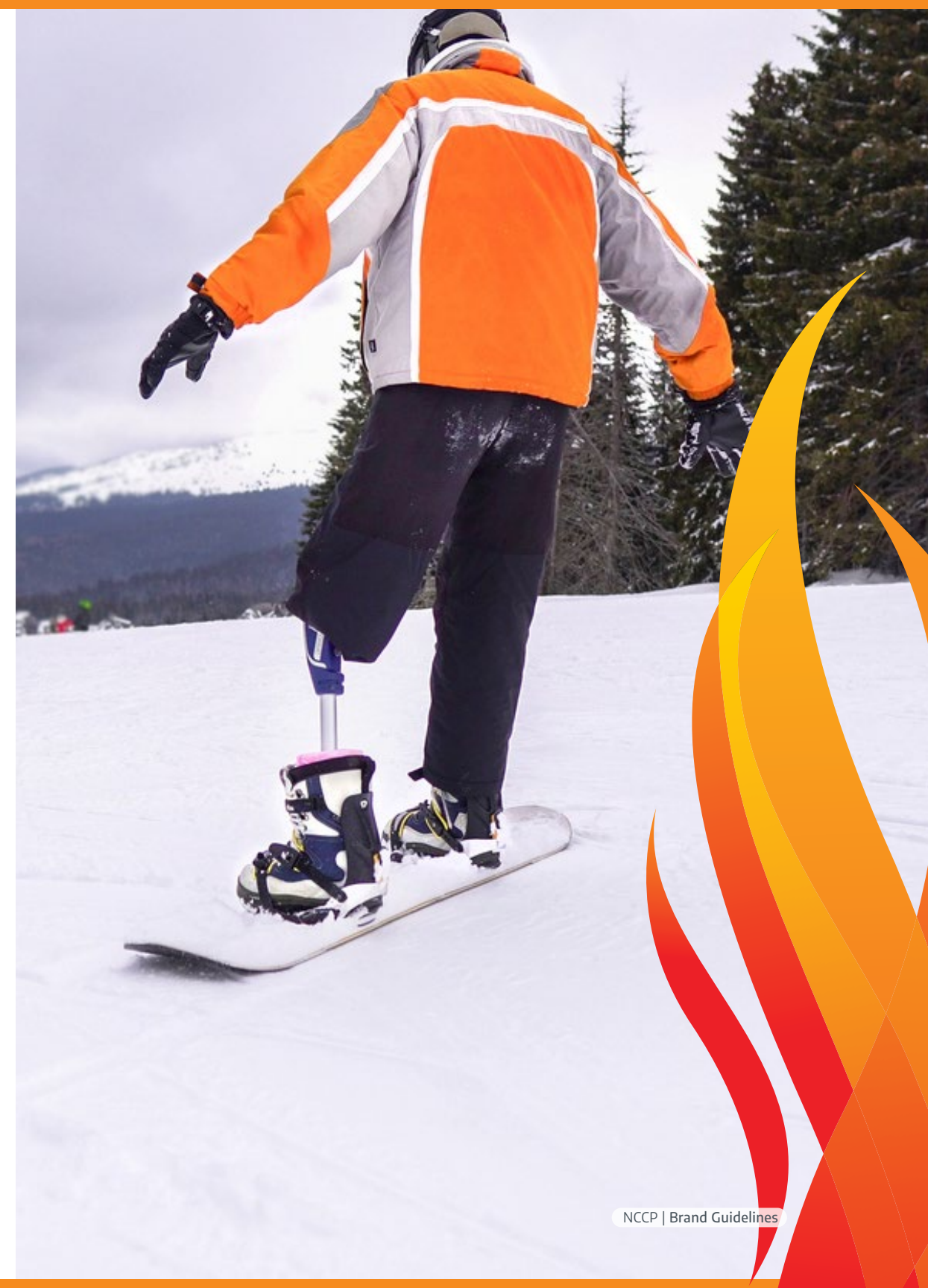
1

One national program:

National Coaching Certification Program (NCCP) across all sports, contexts, provinces and territories

3

Three streams, based on age and stage of athlete development:

Community Sport

Competition

Instruction
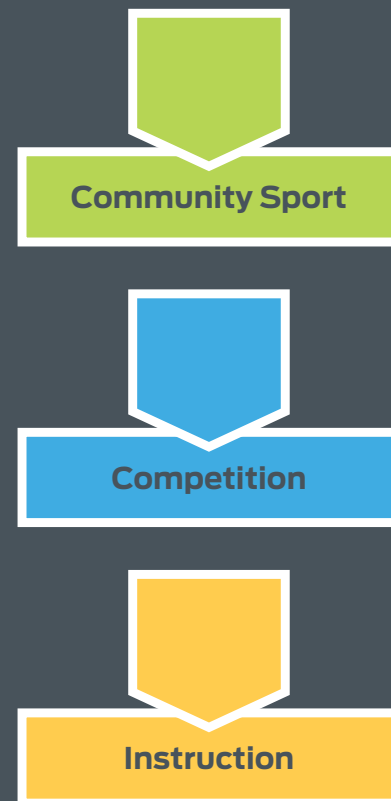
5

Five core competencies woven into all NCCP training:

Problem-solving

Valuing

Critical thinking

Leading

Interacting

7

Seven NCCP outcomes on which coaches are evaluated within the competency-based education program:

Make ethical decisions

Provide support to athletes in training

Plan a practice

Support the competitive experience

Analyze performance

Design a sport program

Manage a sport program

What are the NCCP visual identity standards?

The visual identity standards are the tangible attributes of the NCCP brand.

These are the logo, colour palette, typefaces, graphic elements and photography. The tangible attributes support the intangible brand platform attributes.

Where these brand standards conflict with those of the NCCP partner organization (e.g. sport-specific NCCP workshop material), the NCCP partner can honour their brand standards. However, all NCCP logos, graphics, and diagrams must not be manipulated.

The NCCP Visual Identity Standards

The NCCP logo design rationale

The primary NCCP logo is a combination of two elements: an emblem and a "stacked" wordmark. They work together to bring the intangible brand platform to life.

The emblem symbolizes Canada's support of coaches and participants to reach their potential. The participant, in the foreground, is supported by the coach in the background. The dual-colored maple leaf represents the partnership approach in the delivery of the NCCP.

No longer in use

An element of our brand promise is consistency. The number of versions of the NCCP logo diminishes the brand's integrity and the brand's promise; therefore, the stewards of the NCCP brand phased out use of the following versions in 2019.

While the acronym is recognized by partners and audiences who have a relationship with the program, the "acronym" logo does not communicate National Coaching Certification Program to the stream of new partners and audiences. *Note: The English, French, Bilingual – including colour, grayscale, reversed – are discontinued.*

While the emblem is recognized by partners and audiences who have a relationship with the program, the "bug" logo does not communicate National Coaching Certification Program to the stream of new partners and audiences. *Note: All versions – colour, grayscale, reversed – are discontinued.*

Adding an Alt tag to the NCCP logo

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

NCCP logo		Alt tag: National Coaching Certification Program
	National **Coaching** **Certification** Program	

Correct logo usage

Rules for the correct use of the NCCP logo:

1. As it is the program's face to the world, the NCCP logo must appear on all formal and informal communications about the NCCP.

2. The NCCP logo is comparable to a signature and authenticates that the communication has been approved by a steward of the NCCP. For this reason, if an external organization wishes to include the NCCP primary logo – or any approved variant – approval is required. Please refer to Usage of the NCCP Logo 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 re-create the logo, alter any spacing or positioning of the elements of the logo, or add elements to the logo.

5. Use only the colours specified in this document.

1. **Primary logo.** The lockup of the emblem and stacked wordmark is the primary logo. The primary logo is available in three versions: English only, French only, and bilingual.

2. **Secondary logo.** For times when there are spacing constraints, the horizontal secondary logo may be used. There are two versions of the secondary logo: English only and French only.

3. **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 clear space is equal to the height of the upper case "N" in the word "National". As the logo is scaled up or down, the clear space will also be scaled proportionally.

4. **Alternate versions.** Wherever possible the primary logo is to be used; however, if it's not possible due to colour restrictions or placement issues then the black & white or knockout versions are acceptable. Alternate versions are available for both the Primary and Secondary logos. All the same rules regarding usage still apply.

Refer to the Accessibility Guidelines on page 33 for more information about colour contrast restrictions.

1. Primary logo

2. Secondary logo

3. Clear space

4. Alternate versions

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.
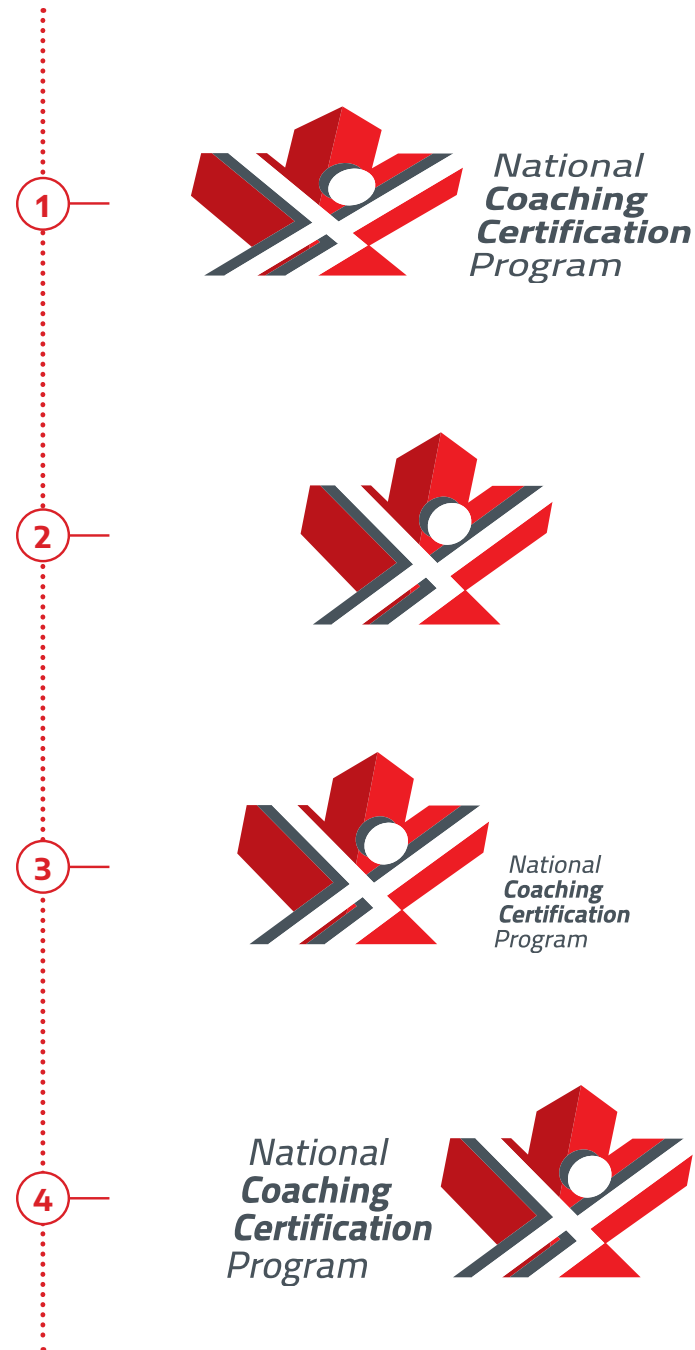
Usage of the NCCP logo

Authority to use, and to grant use, of NCCP logo:

All NCCP partners and/or endorsed affiliate member organizations (e.g., a PTSO/Club/Organization who adopts and recognizes the NCCP as a requirement for their coach education and development) are granted use of the NCCP logo and are required to include the NCCP description and the NCCP logo on their website.

All NCCP partners, as well as PTSO/Club/Organization affiliate member organizations, are required to use the NCCP logo in their promotion and marketing of the NCCP. They have authority to use the NCCP logo if they endorse and adhere to the NCCP in their coach development and are in good standing with their affiliated NCCP Partners (e.g. NSO, PTCR, PTASB).

A coach should only be granted use of the NCCP logo if they have NCCP training and/or certification. The coach needs approval granted from their affiliate member organization to use the NCCP logo.

Need help interpreting the NCCP Brand Guidelines for your needs?

Requests and clarification can be forwarded to your affiliate NCCP partner organization. Requests for permission and direction for use of the NCCP logos can also be made to **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.

Additional information:

- Logos are available for download at **coach.photoshelter.com**.
  For the download password, please contact **communications@coach.ca**

- In general, an 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 NCCP brand colour palette

Part A: The NCCP brand colours:

There is a colour palette for communications related to the NCCP brand. It consists of two colours, internally referred to as NCCP RED and NCCP ORANGE.

To ensure content is accessible for all, please ensure any colour combinations follow accessibility guidelines. Acceptable combinations include a white font on red background, and black font on orange background. The **colour contrast ratio** to your text should be at least **4.5 : 1**.

Refer to the Accessibility Guidelines on page 33 for more information about colour contrast restrictions.

NCCP RED

CMYK		RGB	
C	10	R	210
M	100	G	10
Y	100	B	17
K	0		

Pantone	**HEX**
Pantone 186	#d20a11

NCCP ORANGE

CMYK		RGB	
C	0	R	232
M	55	G	144
Y	100	B	61
K	0		

Pantone	**HEX**
Pantone 1505	#e8903d

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.

Part B: Colour palette for streams/pathways/contexts

The NCCP has a colour palette that delineates streams/pathways/contexts within the delivery of the program: NCCP COMMUNITY SPORT GREEN, NCCP INSTRUCTION ORANGE and NCCP COMPETITION BLUE. All three should always screened at 100%.

The NCCP GREY is used for other streams in the Locker including General, High Performance, and non-NCCP Workshops.

A 20% tint of NCCP GREY can be used as a background colour for text boxes or charts.

Community Sport

CMYK		RGB	
C	33	R	192
M	0	G	210
Y	85	B	66
K	0		

PANTONE	HEX
Pantone 382	#c0d242

Instruction

CMYK		RGB	
C	0	R	255
M	20	G	206
Y	80	B	68
K	0		

PANTONE	HEX
Pantone 123	#ffce44

Competition

CMYK		RGB	
C	66	R	77
M	15	G	173
Y	0	B	226
K	0		

PANTONE	HEX
Pantone 298	#4dade2

Other

CMYK		RGB	
C	15	R	73
M	0	G	84
Y	0	B	90
K	80		

PANTONE	HEX
Pantone 432	#49545a

NCCP typography

All documents and marketing materials are to use Encode Sans as the typeface.

Arial typeface may be used for email, web, administrative communications, NCCP workshop materials, or in situations where Encode Sans cannot be used.

On a white background, the text colour should be black. White text should be used on a dark background. NCCP 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 33 for more information about colour contrast restrictions.

Recommended styling

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

Formatting

To ensure accessibility for all, type should not be less than 12 points (print) or 16 pixels / 1.0 em (digital). 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 12 point type should have a leading of approximately 19 points.

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

Encode Sans
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 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. Encode Sans is available from **Google Fonts** for download.

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

Arial
The entire Arial family may be used (Regular, Italic, Bold, Bold Italic).

abcdefghijklmnopqrstuvwxyz
1234567890!@#$%&*()+
ABCDEFGHIJKLMNOPQ

NCCP flame

The use of a flame, inspired by the fire that drives one to be a great coach, is a unique, recognizable graphic element that enhances the recognition of the NCCP brand. The flame is interpreted using gradients of NCCP RED and NCCP ORANGE. The flame must always be oriented vertically.

LEFT: Full NCCP flame graphic.
ABOVE: NCCP PPT template.
BELOW: NCCP Module Marketing Toolkit.

Photos and images

Photos and images are an opportunity to visually reinforce the NCCP's beliefs and core values that coaching is the primary influence on the quality of a 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.

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).

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.
- A variety of sports and sport disciplines in different environments (ex. summer, winter, indoor, outdoor) should be represented, depending on the module content.

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 NCCP partners.

The collections are available for download at: **coach. photoshelter.com**. For the "download" password, contact **communications@coach.ca**.

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

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

Additional Considerations

NCCP product name standards

NCCP modules ("products") are designed to meet the needs of all types of coaches, from the first-time coach to the head coach of a national team. Predominantly, products are developed by NSOs and the CAC; however, the delivery agents of the program – PTCRs and PTSOs – may also develop products.

All NCCP partners follow the NCCP Style Template for Training Materials and naming conventions which state that titles of all NCCP training materials and workshops will begin with NCCP (e.g. 'NCCP [sport/context] [name]').

To explain correct product name usage, here are examples of product names:
- NCCP Advanced Practice Planning
- NCCP Make Ethical Decisions
- NCCP Making Head Way
- NCCP Emergency Action Plan
- NCCP [Sport] Learn to Train
- NCCP [Sport] Instruction Beginners

Guidelines
- Some products have been given an acronym. For those that have an acronym, on first usage, write out the product name and place the acronym in brackets. On second usage, the acronym is to be used.

The NCCP Style Template for Training Materials

The CAC is responsible for establishing minimum brand standards for the National Coaching Certification Program (NCCP) for all NCCP partners to observe.

The NCCP style template for training materials provides guidelines in both official languages for partners to ensure consistent design, layout, and pagination for the following:

- NCCP Coach Workbook
- NCCP Reference Materials
- NCCP Learning Facilitator Guide
- NCCP Home Study Guide
- NCCP PowerPoint
- NCCP Certificate of Completion

The NCCP writing standards

Use of the NCCP name

The National Coaching Certification Program is a trademarked name (™).

On first usage, spell out the National Coaching Certification Program (NCCP) and place the acronym in brackets. On second usage, the acronym is to be used.

Exceptions:

- In a product name, it would be wordy to spell out the program name; therefore, the standard is to use the acronym: NCCP Fundamental Movement Skills.

- In the terms used as titles of the experts who deliver content to coaches, it would be wordy to spell out the title; therefore, the standard is to use the acronym: NCCP Coach Developer.

Use the article 'an' when referring to an NCCP related product or person affiliated with the program, i.e. an NCCP coach, an NCCP Coach Developer, an NCCP eLearning module.

Always refer to "the" National Coaching Certification Program and "the" NCCP.

Branding the experts who deliver the content to coaches

NCCP Coach Developer is the umbrella term that refers to NCCP Learning Facilitators (LFs), NCCP Coach Evaluators (CEs), and NCCP Master Coach Developers (MCDs).

On first usage, write out the term and place the acronym in brackets. On second usage, the acronym is to be used.

Copyright and Government of Canada acknowledgement

NCCP content produced in association with the Coaching Association of Canada (CAC) should be protected. Therefore, include a copyright in all materials (with acknowledgements on attribution page at beginning of materials):

For multi-sport content:
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 National Coaching Certification Program (NCCP) is funded in part by the Government of Canada.

For sport-specific content:
2025 © Table Tennis Canada and Coaching Association of Canada. This document is copyrighted by the Coaching Association of Canada (2025) 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 Table Tennis Canada and the Coaching Association of Canada.

The National Coaching Certification Program (NCCP) is funded in part by the Government of Canada.

Boilerplate

Brief organizational description to be used consistently to explain the mandate of the National Coaching Certification Program is below and can be used, along with the NCCP logo, on websites, print materials, and news releases that refer to the NCCP:

About the National Coaching *Certification Program*

The National Coaching Certification Program (NCCP) is a coach education and certification program accessible throughout Canada. Internationally recognized as a world-leading program, the NCCP provides coaches with research-informed training and ethical decision-making skills to help them coach safely, confidently, and effectively. The NCCP is designed and delivered in partnership with the Government of Canada, 65+ National Sport Organizations (NSOs), 13 Provincial/Territorial Coaching Representatives (PTCRs), and the Coaching Association of Canada™.

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, including the use of Canadian spelling and grammar.

For all NCCP eLearning and materials presented in digital format, the CAC adheres to the Canada.ca Content Style Guide to ensure content is clearly communicated in both official languages and adapted to the needs of all.

The purpose of the guide is to make web content easy to find, easy to understand and easy to use for everyone, including people who have physical or cognitive disabilities. The techniques described in this guide complement the rules set out in The Canadian Style.

The NCCP eLearning standards

When the NCCP products are designed (or re-designed) for online learning formats (eLearning modules, webinars, video, etc.), in addition to the Brand Platform elements (intangibles), Visual Identity Standards elements (tangibles), Product Name Standards and Writing Standards, take note of these additional guidelines.

NCCP eLearning Module Style Guidelines have been developed to guide partners in their accessible instructional design plans, and assist in maintaining brand consistency of this NCCP product.

Guidelines for NCCP content

- Hyperlinked content should be NCCP RED and underlined.

- Titles of module, products and initiatives should be 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.

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.

Equity, diversity and inclusion

The NCCP 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.

Accessibility guidelines

The NCCP 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 the contrast is not sufficient, substitute white font with black or CAC GREY.

For diagrams and graphics using the NCCP colour palette:

| √ | √ | | √ | √ | √ | √ |

White font should be used on NCCP RED and grey.

Black font should be used on NCCP ORANGE, green, yellow, and blue.

- 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:
  National Coaching Certification Program (NCCP)

- 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, **refer to our NCCP Code of Ethics**.

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 'Click to next question'.

- 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.

Appendix:
Examples of Logo Usage by Communications

The following examples are intended to help you in your logo placement decision-making process.

Example 1A
I am an NCCP partner and want to place the NCCP logo on my website. What logo and description are appropriate?

Guidelines
Always include the program description (see paragraph below) and select the appropriate primary logo (either English, French or Bilingual version).

The National Coaching Certification Program (NCCP)

The National Coaching Certification Program (NCCP) is a coach education and certification program accessible throughout Canada. Internationally recognized as a world-leading program, the NCCP provides coaches with research-informed training and ethical decision-making skills to help them coach safely, confidently, and effectively. The NCCP is designed and delivered in partnership with the Government of Canada, 65+ National Sport Organizations (NSOs), 13 Provincial/Territorial Coaching Representatives (PTCRs), and the Coaching Association of Canada™.

Example 1B

As the CAC is mentioned in the NCCP's program description, I would like to also include an explanation of the CAC. What logo and description are appropriate?

Guidelines
Please refer to the **CAC Brand Style Guidelines** for questions regarding ™ usage and logo usage.

The Coaching Association of Canada

Coaching Association of Canada
Association canadienne des entraîneurs

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. 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.

Example 2

I am a partner and I am developing a communication that is not solely about the NCCP but mentions the NCCP. Does the NCCP logo appear on the cover?

Guidelines

- No, the NCCP logo does not have to appear on the cover.

- Similar to Example 1, within the body of the communication, include the program description and select the appropriate primary logo.

Example 3A

I am an NCCP partner and I am developing a sport-specific product manual for coach training. Do I use the CAC logo or the NCCP logo?

Guidelines

- Because your sport-specific 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 cover along with your organization's logo.

NCCP logo usage example 3A

Example 3B
Previously, we had also included the Coaching Association of Canada's (CAC) logo on the cover. Do we continue to place the CAC's logo on the cover?

Guidelines
- No. If the CAC contributed content, the CAC's logo is to appear on the Attribution Page 7 at the beginning of the workbook (see Example 4). For eLearning modules, please see Example 8.

Example 4
I am an NCCP partner and have developed coach training content to be delivered through the NCCP. At the end of the document, I want to recognize the contributions of all partners to the NCCP coach training delivery program.

Guidelines
- Please use the Attribution Page (shown at right) on page 2 of all manuals (inside cover). For eLearning, for eLearning modules, please see Example 7.

Example 5
I am an NCCP partner and I am producing a PowerPoint presentation for sport-specific content.
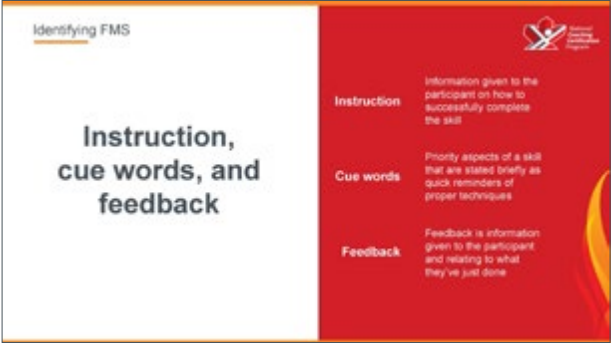
Guidelines
- Use the **NCCP PPT template**; the NCCP logo should be given prominence; your organization's logo should receive secondary prominence and appear in the bottom half of the cover page.

Above: NCCP logo usage example 4 (NCCP attribution page)

Right: NCCP logo usage example 5 (PPT cover and interior templates)

Example 6

I am an NCCP partner and am producing an advertisement for multi-sport delivery at an event that also has its own logo, as well as additional service/ venue providers who must also be recognized. Can I use all the logos on the advertisement?

Guidelines

- Yes, partner recognition on materials and advertisements give credibility to those organizations who develop and deliver the quality curriculum. The NCCP logo should be given prominence or equal weight to the event logo; other partner logos (including the CAC logo, if applicable) should receive secondary prominence and appear in the bottom half of the cover page.
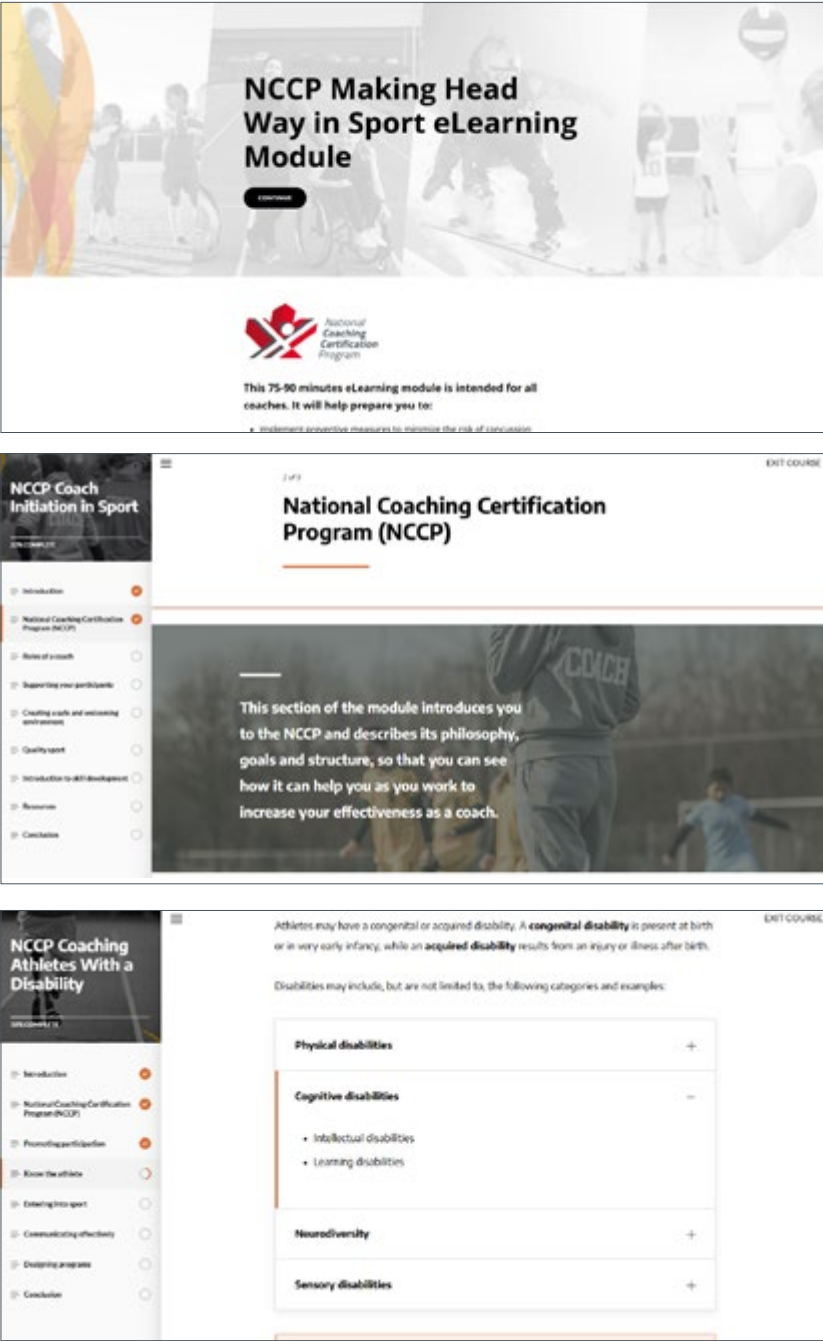
Example 7
Example of eLearning
modules.

Guidelines
- **NCCP eLearning Module Style Guidelines** have been developed to guide partners in their accessible instructional design plans, and assist in maintaining brand consistency of NCCP products.

Appendix:
NCCP Brand Checklist

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

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

NOTE: If the CAC logo is to be used in the product, please refer to the **CAC 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 NCCP's value proposition to the audience?		
2. Does the communication reflect the NCCP's brand personality?		
3. Were the CAC and/or NCCP logos used in the correct locations?		
4. Has the integrity of the NCCP logo been maintained?		
5. Has attribution or acknowledgement 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 NCCP logo?		
10. Does the imagery reflect the NCCP brand?		
Total score	/10	/10

National Coaching Certification Program