

Wheelchair Basketball Canada
Brand Identity Guidelines



WHEELCHAIR BASKETBALL CANADA

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INTRODUCTION

About Wheelchair Basketball Canada

Wheelchair Basketball Canada is the national sports governing body responsible for the organization of wheelchair basketball in Canada. It is a non-profit, charitable organization that is the Canadian member to the International Wheelchair Basketball Federation (IWBF).

Wheelchair Basketball Canada delivers programs and services that strengthen the sport from the grassroots level to high performance athlete's competing in the Paralympic Games. Representatives from the Provinces elect the Board of Directors which establishes policy and lends guidance to the development of wheelchair basketball in Canada.

Mission Statement

Wheelchair Basketball Canada is committed to excellence in the development, support and promotion of wheelchair basketball programs and services for all Canadians.

Values

1. Wheelchair Basketball Canada believes in ethical conduct and behaviour.
2. Wheelchair Basketball Canada is a community that promotes fair play.
3. Wheelchair Basketball Canada is committed to a policy of inclusion, encouraging all Canadians, both disabled and able-bodied, to participate in the sport of wheelchair basketball.
4. Wheelchair Basketball Canada believes in diversified programming and services.

Corporate Goals

Building Capacity

Wheelchair Basketball Canada will enable the growth and management of resources and knowledge.

Participation

Wheelchair Basketball Canada will provide leadership for the expansion and retention of participants.

Excellence

Wheelchair Basketball Canada will ensure excellence through performance development and technical leadership.

Collaboration

Wheelchair Basketball Canada will identify, develop and sustain relationships with key players.

Message from the President

Real Life. Real Sport. Why rebrand?

In 2009 **Wheelchair Basketball Canada** established and implemented a new branding platform to better position the organization and the sport for future growth and development.

While a new logo, a new name, and a new slogan are easily identified as the key visual representations of the branding exercise, it is crucial to realize that the **Real Life. Real Sport.** brand is much more than just a new look and feel. It is a new corporate identity that encompasses all that the organization has become – and all that it aspires to be.

In essence, our brand is an obligation to everyone that comes into contact with the organization. It provides all of us (internally and externally) with an idea of what to expect, based on our individual experiences and impressions. In other words, **Real Life. Real Sport.** is the sum of how people come to know and understand what Wheelchair Basketball Canada is all about.

Our sport demands immense passion and dedication – commonalities that bring us together and forever bind us. We believe in ethics, fair play, and inclusivity. At the core of **Real Life. Real Sport.** is the desire to be proactive and provocative, to demonstrate courage and camaraderie, to be innovative and to do so with the highest integrity.

The organization originally incorporated March 3, 1994. In the fifteen years since, it has truly enjoyed a significant amount of success through an enduring pursuit of excellence, we continuously strive to be world leaders, an endeavor that ultimately underlines everything that we do. As a result, the need often arises to identify strengths, analyze weakness, and forge ahead with a plan to achieve even greater distinction.

This rebranding exercise is the cumulative result of several years of internal reflection, external evaluation, and an ongoing organizational commitment to grow and evolve.

In effect, **Real Life. Real Sport.** commences a new era in the history of the organization and the sport in Canada that has the potential to provide a great number of short and long-term benefits to the wheelchair basketball community at every level:

- *Showcases a strong corporate vision and direction;*
- *Signals an important shift in priorities that builds support amongst key audiences;*
- *Enhances the organization's profile, making it more attractive to potential partners;*
- *Encourages an enhanced level of professionalism and inspires people to "live the brand";*
- *Commences an organized approach to promoting the organization and the sport;*
- *Provides consistency across all communication platforms and in all promotional materials such as the website, newsletter, brochures, signage, and other marketing collateral;*
- *Messaging becomes more clear, organized, and professional;*
- *Offers a much more visually appealing look and feel that better captures the essence of the sport;*

It is with the utmost sense of pride and sheer excitement that I invite you to get better acquainted with the new Wheelchair Basketball Canada.

Sincerely,



Stephen Bach, President.

Creative Rationale



Overview:

The new Visual Identity of Wheelchair Basketball Canada has been designed to support the key objective of positioning the organization as innovative, inclusive and a world leader in its sport — as well create a memorable presence with key target audiences such as sponsors, partners and stakeholders in the sport.

The new Visual Identity contains a number of key elements:

New Name:

In order to present a more dynamic and modern moniker that is simpler and punchier, the name of the organization has been shortened to – **Wheelchair Basketball Canada**. The new name brings the organization in line with the naming protocols of other Canadian NSO's and integrates with the new symbol to symbolize an organization-wide commitment to innovation, excellence and growth.

Symbol:

The combined illustrated elements of the circular shape can be interpreted to imply a number of key visual representations:

- Global presence, scope and accomplishment. Wheelchair Basketball is played at a high level around the world and Canada is a world leader in the sport.
- Forward movement — much like in the game itself, and the ever-advancing commitment to excellence of our athletes.
- Core elements of the game itself (basketball and wheel) can also be seen in the circular shape.
- The deliberate open style of the circular shape also communicates that Wheelchair Basketball Canada is an inclusive organization that welcomes all participants and supporters.

The **Maple Leaf** is, of course, an internationally well-known and respected icon for Canada as a country and a source of great pride for our athletes. Originally inspired by the Canada Basketball identity, it has been rendered in a more fluid style that matches the tone of the rest of the symbol and creates an interpretation of the Maple Leaf that is distinct for Wheelchair Basketball Canada.

Colours:

Simple, bold and dynamic these colours represent both Canada (red) and strength (black). The separation of the colours gives the symbol dimension and depth. On the practical side, these colours will be easy and affordable to apply to multiple applications and formats.

Typography:

The font was chosen for its clean lines and modern, bold style and reinforces the innovative thinking and forward movement of the game and the organization.

Creative Rationale –

“Real Life. Real Sport.” Slogan

“*Real Life. Real Sport.*” finds its motivation in the athletes themselves and speaks to the compelling stories that humanize each of them, no matter what the level of competition. Theirs are real life stories of tragedy, perseverance, grit and, ultimately, inspiration. The tag line also takes aim at common misconceptions about the legitimacy of wheelchair basketball and reinforces the undeniable authenticity of this real sport.

INTRODUCTION—File Formats

Trademark protection

As a registered trademark, the Wheelchair Basketball Canada logo source files must not be changed; this includes redrawing the logo, scanning-in and reusing or altering the logo in any way.

Space and Sizing

Where and how the logo is placed is dependent upon space and application. However, it should never appear to be crowded or out of proportion to its surroundings. Do not alter the proportions or spatial relationships of any Wheelchair Basketball Canada logos. Specifications for colour, clear space and minimum size must be followed for all uses of the logos.

Please ensure that if you are supplying the logo for reproduction by others, that graphic specifications and high-resolution electronic files are provided to those who will be using the logo.

Logo files

The Wheelchair Basketball Canada logo must always be reproduced using a high-quality (resolution) electronic file for print purposes. The preferred format for high-resolution electronic files can be identified by the suffix of .EPS. *JPEG files are not appropriate for high-resolution applications but may be used for Word processing and correspondence.*

Logo formats available for digital artwork

Digital artwork of the Wheelchair Basketball Canada logo may be obtained from the Communications Department.

Type: EPS (preferred)

Suffix: .eps

Uses: Use for high quality, professional applications such as offset and digital printing of collateral, signage, posters, etc.

Type: JPEG

Suffix: .jpg

Use: Use for internal applications such as word processing, correspondence and reports.

BRAND LOGO—Wheelchair Basketball Canada



Brand Logo

The Wheelchair Basketball Canada Brand Logo is made of two elements. The Symbol and the wordmark or name.

BRAND LOGO—Available Versions

English

Standard Version

Crest Version

Optional Version



French



Standard Version

The Wheelchair Basketball Canada ‘Standard’ Logo version should be used for all applications unless one of the other versions is more appropriate and required.

Crest Version

The Wheelchair Basketball Canada ‘Crest’ Logo version should be applied where the ‘Standard’ application may not be suitable, such as merchandise.

Optional Version

The optional version should be used when space restrictions call for the use of a horizontal logo application.

BRAND LOGO—Colour



Print

Gloss (Coated) and Matte (Uncoated)

Onscreen

Standard colour formula for monitors

SPOT RED: PMS 485

CMYK: C: 0
M: 99
Y: 95
K: 0

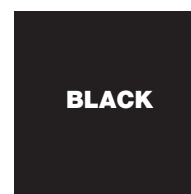
BLACK: C: 0
M: 0
Y: 0
K: 100

R: 213
G: 43
B: 30

HTML #: FF3300

R: 0
G: 0
B: 0

HTML #: 000000



The Wheelchair Basketball Canada logo colours are a core part of the visual identity and must be applied consistently across all applications, such as those in print and electronic.

The Wheelchair Basketball Canada logo colours are the combination of two colours:

- **RED**
- **BLACK**

Print Use

The Wheelchair Basketball Canada colours, are created by using:

- **PMS (Pantone Matching System) 'Spot',** or by using a
- **'CMYK' equivalent.** (See above)

Onscreen Use

Specifications for viewing Wheelchair Basketball Canada red onscreen have been created to help provide consistent colours for different monitors. (See above)

BRAND LOGO—Colour Versions

One Colour

Red



One Colour

Black



Two colour

Black + Red



Colour Background



One colour

In instances where only one colour is being used the logo may be reproduced black or WBC red.

Two colour

In instances where two colors are being used, the logo must be reproduced in its corporate red and black only.

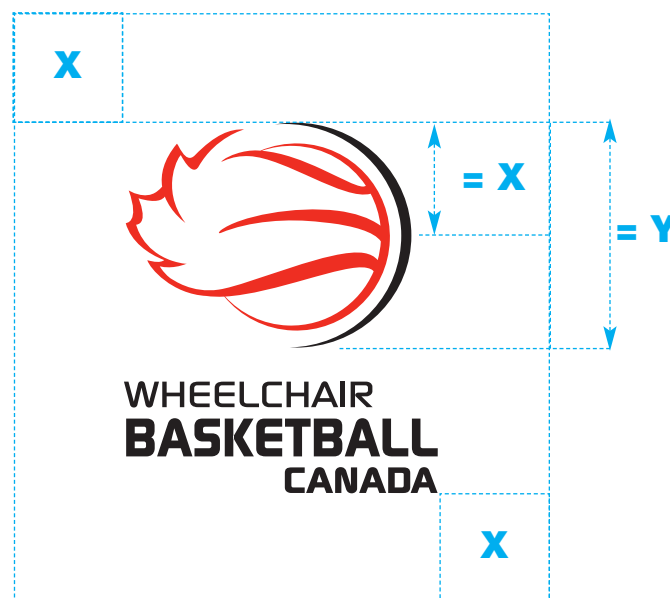
Colour Background

The logo must not be reversed on any background colour that will impair legibility.

BRAND LOGO—SIZING AND CLEARANCE

X = Clearance

Y = Minimum Size



Minimum Size Applications

PRINT

Y = 12.7 mm or .5"

EMBROIDERY

Y = 50.8 mm or 2"

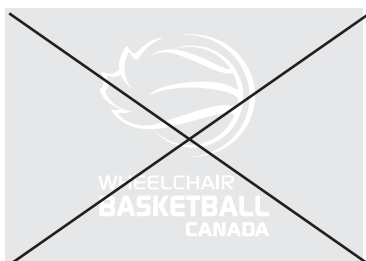
BRAND LOGO—Incorrect Versions



Skewed



Stretched



Screen background



Non conforming brand color



Gradient



Multi color

The Wheelchair Basketball Canada logo is not to be altered, skewed, stretched or distorted or impaired in any way.

APPLICATIONS—Stationery

1 BUSINESS CARD

2 LETTERHEAD

3 ENVELOPE



1



REAL LIFE. REAL SPORT.

Wheelchair Basketball Canada

wheelchairbasketball.ca
2211 Riverside Drive, Suite B2 Ottawa, Ontario K1H 7X5
T: 613-260-1296 F: 613-260-1456

2



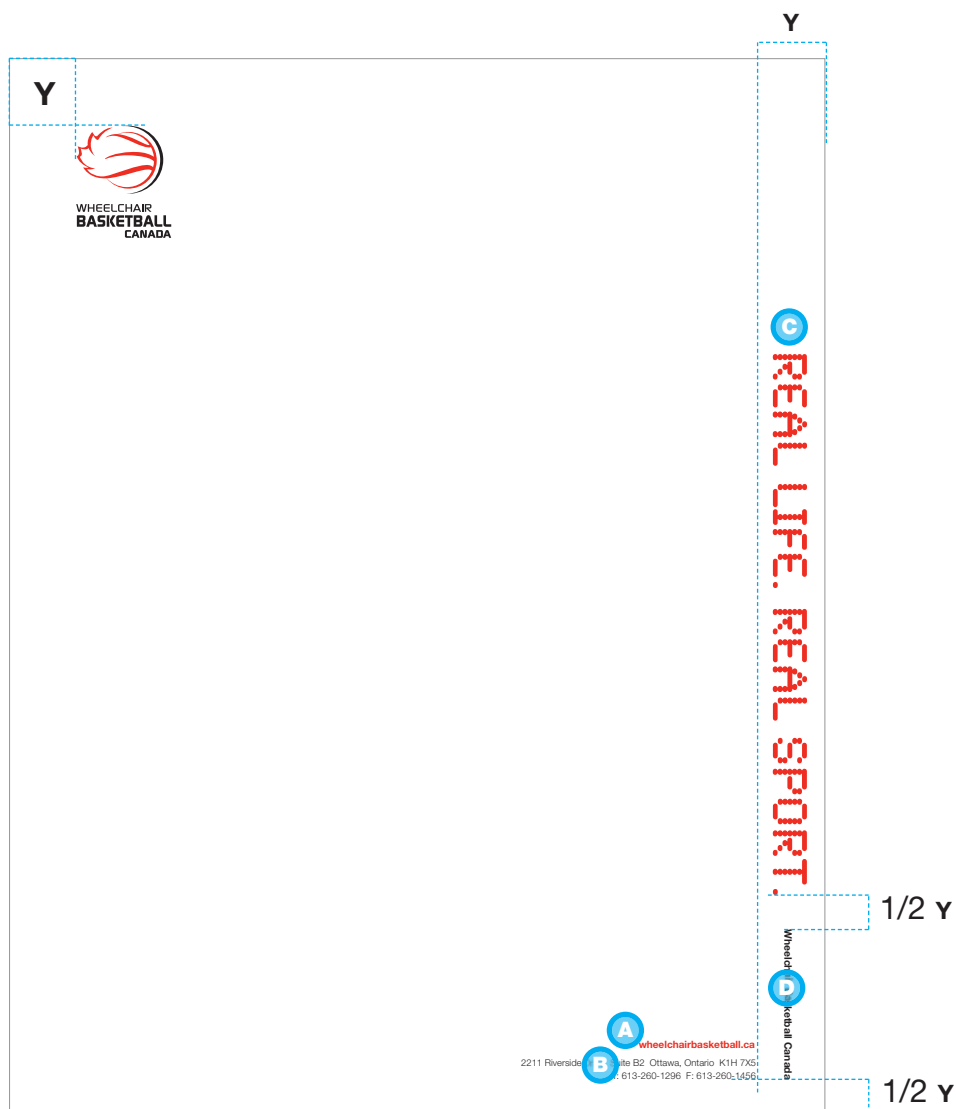
3

APPLICATIONS—Business Card—Standard



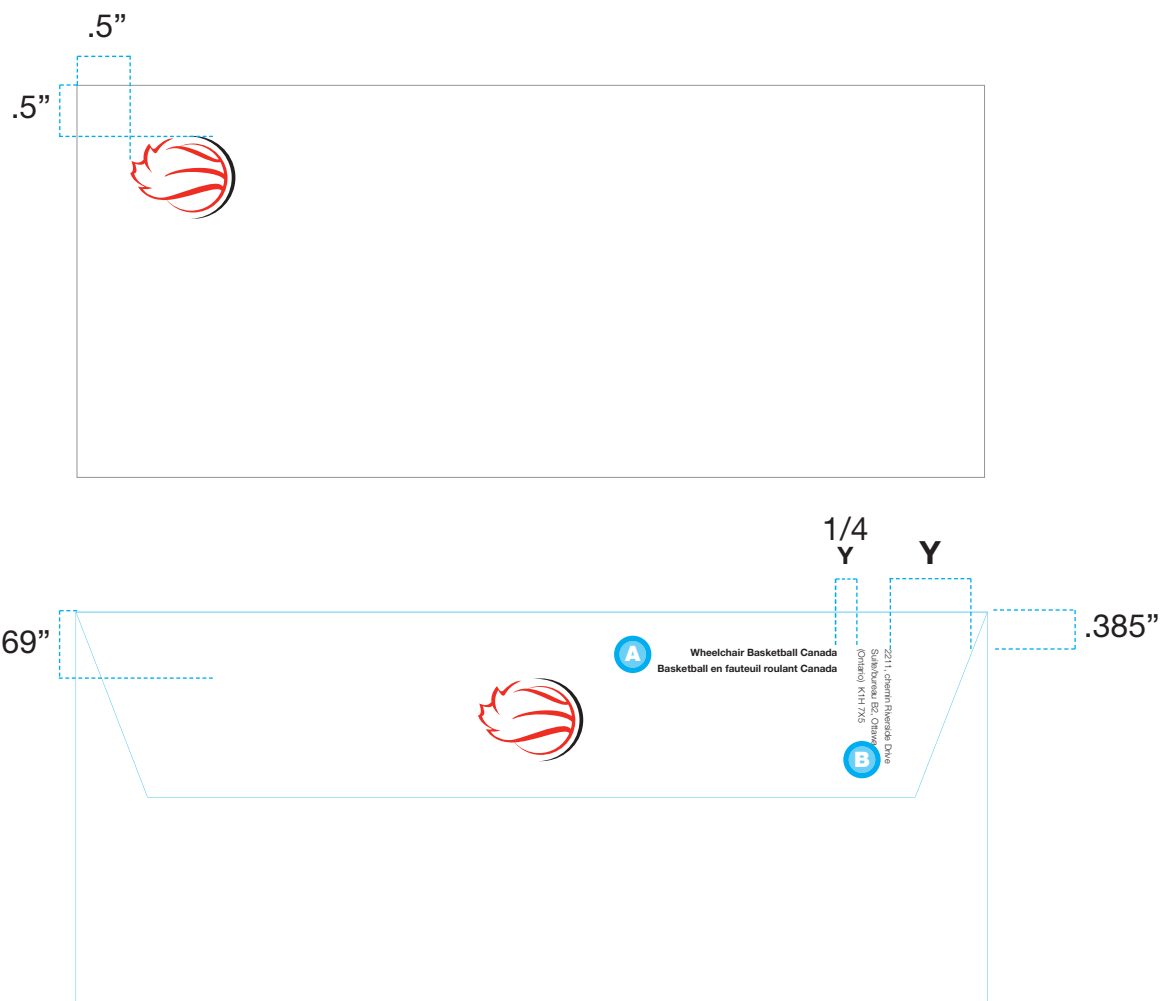
- A** HelveticaNeueLT Std Bold
7.5/10 pt – BLACK
- B** Helvetica Neue Light
7/10 pt – BLACK
- C** HelveticaNeueLT Std Bold
7.5/10 pt – RED
- D** Synchro LET
11pt – REVERSE RED

APPLICATIONS—Letterhead—Standard Letter



- A** Helvetica Neue Bold
7.5/12 pt – RED
- B** Helvetica Neue Light
7/10 pt – BLACK
- C** Synchro LET
38pt – RED
- D** Helvetica Neue Bold
7.75 –BLACK

APPLICATIONS—Envelope—Standard #10, square flap



A Helvetica Neue Bold
7.5/12 pt – RED

B Helvetica Neue Light
6.75/10 pt – BLACK

APPLICATIONS—Merchandising

One Colour



Two Colour



Example

