PHOTO: Carleton Ravens, 2017. Arvinda Mittal/Doisac@U SPORTS Men’s Final. Trevor MacMillan
TABLE OF CONTENTS

04  1. Introduction
06  2. Brand
  Primary Colours
  Emblem
  Wordmark
  Typography
  Webmark
17  3. National Championships
  Primary Colours
  Market Sports
  Non-Market Sports
  Event Names
  Terminology
  Templates
  Partner Lock-Ups
  Awards
41  4. Sports
  Sport Colours
  Regular Season Branding
  Market Sports
  Non-Market Sports
58  5. Programs & Awards
  All-Canadian
  Academic All-Canadian
61  6. Writing Style & Terminology
  Terminology
  Tone of Voice
64  7. Photography
  The Brief
  Emotion
  Action
  Lifestyle
  Details
70  8. Publications
  Creating a Grid
  Typographic Hierarchy
  Examples
74  9. Partners
  Lock-Ups
76  10. Team Canada
  Emblem
  Wordmark
  Uniforms
  U SPORTS Lock-Up

PHOTO: UBC Thunderbirds, 2017 USPORTS Women’s Volleyball Championship presented by Jason Rinaldi, Alex D’Addese

UBC Thunderbirds, 2017 USPORTS Women’s Volleyball Championship presented by Jason Rinaldi, Alex D’Addese
INTRODUCTION

University sports in Canada have come of age over the past 110 storied years. Now, they track the future under a bold new name: U SPORTS.


One title, instantly recognizable and identical in both French and English, with one goal. To give our extraordinary athletic performers the place they deserve both at the top of the podium—and the top of every Canadian’s sports-watching agenda.

Like our predecessor organizations, CIAU and CIS, U SPORTS continues our role in the administration of competitive sports conducted between member institutions. But as with any 21st century organization, U SPORTS is much more.

Besides on the playing fields, the heart of our new brand is found on a single digital channel—usports.ca. For fans, it provides news and enhanced opportunities for watching live-streamed events. Competitors have their own section where we have centralized the total information structure of university sport. Our commitment is to provide each student-athlete, coach, and organizer with a seamless interface that can access every form of information and engagement they require. At the same time, U SPORTS will continue to expand our presence through enhanced broadcast and digital platforms.

Mostly, though, think of U SPORTS as a new way to highlight and celebrate our remarkable student-athletes. The young men and women who pursue the toughest double major of all: full-time scholar and full-time athlete. The ones who, some day, just might get to say, “I won a U SPORTS National Championship.”

Our mission is to celebrate our remarkable student-athletes, the young Canadians who pursue the toughest double major of all. Full-time scholar and full-time athlete.
2. Brand
U SPORTS Emblem
Primary Colours
Applying the Emblem
Typography
Sport Colours
The primary colour palette is comprised of the national colours of Canada – red and white. Black also plays a key role as a bold, neutral background.
The emblem was inspired by the bold, angular letterforms found on university athletics logos, varsity jackets and uniforms. The maple leaf within the emblem was evolved from a unique leaf found on an old Canadian Interuniversity Athletic Union letterhead from the 1980s.
There are four versions of the emblem, as specified here. Alterations or effects of any kind are not permitted.

<table>
<thead>
<tr>
<th>Preferred Emblem</th>
<th>Contained Emblem</th>
<th>Black Emblem</th>
<th>White Emblem (Special Case Only)</th>
</tr>
</thead>
<tbody>
<tr>
<td>For white backgrounds only.</td>
<td>For all background colours and photography.</td>
<td>For sport background colours (page XX) or when production limitations apply, such as silk-screening or greyscale application.</td>
<td>This special case emblem may only be used if a one colour emblem is required on a black background.</td>
</tr>
</tbody>
</table>

Do not create a reverse (white) version of the emblem.
Permitted emblem application on primary U SPORTS background colours and photography. The contained version must be used on all photography. The emblem should be placed in an area with low visual noise. Alterations or effects of any kind are not permitted. For example, never apply a drop shadow to the emblem.
When applying the emblem on uniforms the contained emblem must be used. The placement of the emblem should be in a secondary position either on the chest, on the sleeve, or on the back yoke of the uniform.
The U SPORTS wordmark may be used in support of the emblem. However, in most cases, the wordmark and emblem should not be applied on the same surface.
There are four versions of the U SPORTS wordmark. Alterations or effects of any kind are not permitted.
Typography is an essential part of the U SPORTS brand identity. It helps establish a bold, athletic visual tone of voice.

In most instances, Timmons NY should be used for large headlines, titles, or any other featured typography. There are no font substitutes allowed if Timmons NY is not available.

Primary Typography – Timmons NY

ABCD EFGHIJKLMNOPQRSTUVWXYZ
PQRSTUVWXYZ
1234567890

Secondary Typography – Neue Haas Grotesk

ABCDEF GHJKLM NOPQRSTUVWXYZ
abcd efghijklmnopqrstuvwxyz
1234567890

Substitute Typography – Helvetica

ABCDEFGHJKLMNOPQRSTUVWXYZ
abcd efghijklmnopqrstuvwxyz
1234567890

Substitute Typography – Arial

ABCDEF GHJKLM NOPQRSTUVWXYZ
abcd efghijklmnopqrstuvwxyz
1234567890

In most instances, supporting and body copy should be set in Neue Haas Grotesk. When Neue Haas Grotesk is not available, Helvetica or Arial may be used.
Timmons NY is a display typeface with a range of alternate characters built in. These alternates should be used whenever possible for the characters N and A, as shown below.

In professional design software such as Adobe Illustrator or InDesign, when selecting a character (such as the N or A as shown above) the application will prompt to replace the letter with the alternate.

This shows the word “Canada” with the alternate N and A characters. This is the correct typographic execution for all U SPORTS branding.
The primary webmark (Timmons NY) is best suited for large applications and the secondary wordmark (Neue Haas Grotesk) is best for small applications.

Primary Webmark – Timmons NY  Secondary Webmark – Neue Haas Grotesk

USPORTS.CA  usports.ca

USPORTS.CA  usports.ca

USPORTS.CA  usports.ca
The primary colour palette for National Championships is comprised of the national colours of Canada – red and white. Black also plays a key role as a bold, neutral background.

**Primary Colour Palette**

<table>
<thead>
<tr>
<th>Colour</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>BLACK</td>
<td>0, 0, 0, 100</td>
<td>0, 0, 0</td>
<td>000000</td>
</tr>
<tr>
<td>RED</td>
<td>0, 95, 88, 0</td>
<td>255, 50, 45</td>
<td>FF322D</td>
</tr>
<tr>
<td>WHITE</td>
<td>0, 0, 0</td>
<td>255, 255, 255</td>
<td>FFFFFF</td>
</tr>
</tbody>
</table>
National Championship events are the showcase and centerpiece properties of U SPORTS. They are the culmination of season long competitions and they reflect what the organization is about – striving for excellence.

A brand system has been created for each National Championship. Each system reflects the importance of such competition, and should be used to raise awareness for each event.

PHOTO UNB Varsity Reds, 2017 U SPORTS Cavendish Farms University Cup, University of New Brunswick
Left: Official mark of the U SPORTS Men's National Basketball Championship.
Right: Official mark of the U SPORTS Women's National Basketball Championship.

MEN'S FINAL 8
Halifax, NS · March 2019

WOMEN'S FINAL 8
Toronto, ON · March 2019
There are three versions of the emblem, as specified here. Alterations or effects of any kind are not permitted.

To preserve legibility and visual integrity, sufficient space should be maintained around each MARKET sport emblem.

Versions and Backgrounds - Do's

Versions and Backgrounds - Don'ts

MARKET
Basketball
Final 8

Halifax, NS · March 2019

Halifax, NS · March 2019

Toronto, ON · March 2019

Toronto, ON · March 2019
Official mark of the U SPORTS Men's National Hockey Championship.
There are three versions of the emblem, as specified here. Alterations or effects of any kind are not permitted.

To preserve legibility and visual integrity, sufficient space should be maintained around each MARKET sport emblem.

**Versions and Backgrounds - Do's**

**Versions and Backgrounds - Don'ts**
MARKET

Volleyball

Left: Official mark of the U SPORTS Men’s Volleyball Championship
Right: Official mark of the U SPORTS Women’s Volleyball Championship

Volleyball
CHAMPIONSHIP
CHAMPIONNAT
Men’s / Masculin
Québec 2019

Volleyball
CHAMPIONSHIP
CHAMPIONNAT
Women’s / Féminin
Edmonton 2019
There are three versions of the emblem, as specified here. Alterations or effects of any kind are not permitted.

To preserve legibility and visual integrity, sufficient space should be maintained around each MARKET sport emblem.

Versions and Backgrounds - Do's

Versions and Backgrounds - Don'ts
There are three versions of the emblem, as specified here. Alterations or effects of any kind are not permitted.

To preserve legibility and visual integrity, sufficient space should be maintained around each MARKET sport emblem.

**MARKET Football Vanier Cup**

**Versions and Backgrounds - Do's**

**Versions and Backgrounds - Don'ts**
Uteck Bowl
This is a football semi-finals event. It was named after Larry Uteck, a former professional football player and university coach.

Mitchell Bowl
This is a football semi-finals event. The Mitchell Bowl was named after Douglas H. Mitchell, a former Canadian Football League commissioner and founder of the BLG Awards.

East-West Bowl
All-star game which showcases the top U SPORTS football prospects from across the country.

Each Championship emblem comes in a variety of gender, language, and arrangement variations. The following pages only show one example from each sport. The production files contain all variations. The logos below will be modified in Phase 2 of the brand.
The design principles demonstrated below apply to all MARKET sports.
MARKET
Design Examples

The design principles demonstrated below apply to all MARKET sports.

Applying

Applying

Applying

Applying with Photography

Applying with Photography

Two colour emblem on white background.

Two colour emblem on black background.

Two colour emblem on black background with typography.

Photographs may be darkened to make the emblem more visible. A black fill with opacity between 50% and 85% is recommended.

Apply the emblem and core information in a quiet area of the photograph.

Do not lighten photographs to create more contrast.

Do not apply National Championship logos on sport background colours.

Do not add effects to any elements.

Do not apply the emblem or typography in a position where legibility is compromised.

NOT PERMITTED
The NON-MARKET National Championship events have a systematic approach to branding to aid the design and development process.
Each NON-MARKET Championship emblem comes in a variety of gender, language, and arrangement variations. The following pages only show one example from each sport. The production files contain all variations.

To preserve legibility and visual integrity, these marks should be surrounded with sufficient space. Do not allow other imagery or other graphic elements to infringe upon the emblem.
Each NON-MARKET Championship emblem comes in a variety of gender and language variations. The following pages only show one example from each sport. The production files contain all variations.

To preserve legibility and visual integrity, these marks should be surrounded with sufficient space. Do not allow other imagery or other graphic elements to infringe upon the clear space.
The design principles demonstrated below apply to all NON-MARKET National Championships.

NON-MARKET Design Examples

Swimming Championships
Natation Championnats

Feb 21-23
@ UBC
usports.ca

Swimming Championships
Championnats

Feb. 21-23 fév.
Tickets on Sale
Billets sur sauvex
usports.ca
The design principles demonstrated below apply to all NON-MARKET National Championships.

**Applying**

<table>
<thead>
<tr>
<th>Sports Championship</th>
<th>Key Messaging</th>
<th>Application Guidelines</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wrestling National Championships</td>
<td>University of Winnipeg February 22-23 usports.ca</td>
<td>Whenever applying on black the contained emblem must be used.</td>
</tr>
<tr>
<td>Wrestling National Championships</td>
<td>Calgary, AB - February 2019</td>
<td>Always use the core national championship colours: red, black, and white.</td>
</tr>
<tr>
<td>Wrestling National Championships</td>
<td>Calgary, AB - February 2019</td>
<td>Always use the contained emblem when applying on photography.</td>
</tr>
</tbody>
</table>

**NOT PERMITTED**

<table>
<thead>
<tr>
<th>Sports Championship</th>
<th>Key Messaging</th>
<th>Application Guidelines</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wrestling National Championships</td>
<td>University of Winnipeg February 24-26th usports.ca</td>
<td>If the key messaging appears large, the Championship emblem is not required.</td>
</tr>
<tr>
<td>Wrestling National Championships</td>
<td>Calgary, AB - February 2019</td>
<td>Do not apply the black version on top of the USPORTS red. Use the white version.</td>
</tr>
<tr>
<td>Wrestling National Championships</td>
<td>Calgary, AB - February 2019</td>
<td>Do not apply National Championship logos on sport background colours.</td>
</tr>
<tr>
<td>Wrestling National Championships</td>
<td>Calgary, AB - February 2019</td>
<td>Do not lighten photographs to create more contrast.</td>
</tr>
<tr>
<td>Wrestling National Championships</td>
<td>Calgary, AB - February 2019</td>
<td>Do not apply the emblem or typography in a position where it becomes illegible.</td>
</tr>
<tr>
<td>Event Name</td>
<td>English (EN)</td>
<td>French (FR)</td>
</tr>
<tr>
<td>------------------------------------------------</td>
<td>--------------------------------------------------</td>
<td>-------------------------------------------------</td>
</tr>
<tr>
<td>Swimming</td>
<td>EN: 2019 U SPORTS Swimming Championships</td>
<td>FR: Championnats de natation U SPORTS 2019</td>
</tr>
<tr>
<td>Wrestling</td>
<td>EN: 2019 U SPORTS Wrestling Championships</td>
<td>FR: Championnats de lutte U SPORTS 2019</td>
</tr>
<tr>
<td>Track &amp; Field</td>
<td>EN: 2019 U SPORTS Track &amp; Field Championships</td>
<td>FR: Championnats d’athlétisme U SPORTS 2019</td>
</tr>
<tr>
<td>Field Hockey</td>
<td>EN: 2018 U SPORTS Field Hockey Championship</td>
<td>FR: Championnat de hockey sur gazon U SPORTS 2018</td>
</tr>
<tr>
<td>Women’s Rugby</td>
<td>EN: 2018 U SPORTS Rugby Championship</td>
<td>FR: Championnat de rugby U SPORTS 2018</td>
</tr>
<tr>
<td>Men’s Soccer</td>
<td>EN: 2018 U SPORTS Men’s Soccer Championship</td>
<td>FR: Championnat de soccer masculin U SPORTS 2018</td>
</tr>
<tr>
<td>Women’s Soccer</td>
<td>EN: 2018 U SPORTS Women’s Soccer Championship</td>
<td>FR: Championnat de soccer féminin U SPORTS 2018</td>
</tr>
<tr>
<td>Cross Country</td>
<td>EN: 2018 U SPORTS Cross Country Championships</td>
<td>FR: Championnats de cross-country U SPORTS 2018</td>
</tr>
<tr>
<td>Uteck Bowl</td>
<td>EN: 2018 Uteck Bowl</td>
<td>FR: Coupe Uteck 2018</td>
</tr>
<tr>
<td>Basketball (Women’s)</td>
<td>EN: 2019 U SPORTS Women’s Final 8 Basketball</td>
<td>FR: Championnat de basket-ball féminin U SPORTS 2019</td>
</tr>
<tr>
<td></td>
<td>Short EN: 2019 U SPORTS Women’s Final 8 Basketball</td>
<td>FR: Le 8 Ultime de basket-ball féminin U SPORTS 2019</td>
</tr>
<tr>
<td></td>
<td>National Championship</td>
<td></td>
</tr>
<tr>
<td>Basketball (Men’s)</td>
<td>EN: 2019 U SPORTS Final 8 Basketball National</td>
<td>FR: Championnat du 8 Ultime de</td>
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<tr>
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<td>Championship</td>
<td>basket-ball masculin U SPORTS 2019</td>
</tr>
<tr>
<td></td>
<td>Short EN: 2019 U SPORTS Final 8 Basketball</td>
<td>FR: Le 8 Ultime de basket-ball masculin U</td>
</tr>
<tr>
<td></td>
<td>National Championship</td>
<td>SPORTS 2019</td>
</tr>
<tr>
<td>Volleyball (Women’s)</td>
<td>EN: 2019 U SPORTS Women’s Volleyball</td>
<td>FR: Championnat de volleyball</td>
</tr>
<tr>
<td></td>
<td>Championship</td>
<td>féminin U SPORTS 2019</td>
</tr>
<tr>
<td>Volleyball (Men’s)</td>
<td>EN: 2019 U SPORTS Men’s Volleyball</td>
<td>FR: Championnat de volleyball</td>
</tr>
<tr>
<td></td>
<td>Championship</td>
<td>masculin U SPORTS 2019</td>
</tr>
<tr>
<td>Women’s Hockey</td>
<td>EN: 2019 U SPORTS Women’s Hockey</td>
<td>FR: Championnat de hockey féminin U SPORTS 2018</td>
</tr>
<tr>
<td>Hockey (Men’s)</td>
<td>EN: 2019 U SPORTS University Cup</td>
<td>FR: Championnat de la Coupe</td>
</tr>
<tr>
<td></td>
<td>National Championship</td>
<td>universitaire de hockey</td>
</tr>
<tr>
<td></td>
<td>Short EN: 2019 U SPORTS University Cup</td>
<td>U SPORTS 2019</td>
</tr>
<tr>
<td></td>
<td>FR: Coupe universitaire</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>U SPORTS 2019</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Short FR: Coupe universitaire</td>
</tr>
<tr>
<td></td>
<td></td>
<td>U SPORTS 2019</td>
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</tbody>
</table>
The following examples show how Championships, Awards and Banquets should be referred to in text.

**Champions / Championnes**

EN: 2018 U SPORTS National Champion(s)
FR: (male) Champion(s) canadien(s) U SPORTS 2018 / (female) Championne(s) canadienne(s) U SPORTS 2018

**Awards / Prix**

**All-Canadians Awards / Prix Canadiens:**
EN: 2018/2019 U SPORTS All-Canadian Awards
FR: Prix canadiens U SPORTS 2016-2018

**First Team General / Première Équipe Au Classement Général:**
EN: 2018 U SPORTS First Team All-Canadian(s)
FR: Première équipe canadienne U SPORTS 2018

**Second Team General / Deuxième Équipe Au Classement Général:**
EN: 2018 U SPORTS Second Team All-Canadian(s)
FR: Deuxième équipe canadienne U SPORTS 2018

**First Team By Sport / Première Équipe Selon Le Sport:**
EN: 2018 U SPORTS Swimming First Team All-Canadian(s)
FR: Deuxième équipe canadienne de basketball U SPORTS 2018

**Second Team By Sport / Deuxième Équipe Selon Le Sport:**
EN: 2018 U SPORTS Basketball Second Team All-Canadian(s)
FR: Deuxième équipe canadienne de basketball U SPORTS 2018

**Short / Court:**
EN: 2018 U SPORTS Swimming All-Canadian(s)
FR: Deuxième équipe canadienne de basketball U SPORTS 2018

**Major Sport Awards / Prix sportif d'énvergure**

EN: 2018 U SPORTS Soccer Athlete of the Year
FR: Athlète de soccer de l’année U SPORTS 2018

EN: 2018 U SPORTS Women’s Volleyball Athlete of the Year
FR: Athlète de volleyball féminin de l’année U SPORTS 2018

**Major Sport & All-Canadian Award Banquets / Banquets des prix sportifs canadiens:**
EN: 2018 U SPORTS Football All-Canadian Awards
FR: Prix canadiens de football U SPORTS 2018

EN: 2018 U SPORTS Swimming All-Canadian Awards
FR: Prix canadiens de natation U SPORTS 2018
**Templates**

U SPORTS will provide each host with MARKETING templates to help brand their National Championship. Each host will receive the following:
- Awards PowerPoint
- Event Poster
- Championship Program Cover

**Program**

The championship program cover will be provided but it is required to include the following content:
- Team rosters
- Team seed
- Welcome message from Federal Minister of Sport
- Welcome message from U SPORTS CEO
- Ads for National sponsors
- Schedule of events/competitors

**Signage**

Each host will be provided the following signage from the U SPORTS office:
- 1 Media Backdrop - 8 x 8
- 2 Roll-up Banners
- Courtside/Field side A-frames
- Sponsor courtside/field side A-frames

**Creating Additional Branding**

U SPORTS encourages all hosts to produce additional branding assets to enhance the event atmosphere. The U SPORTS office must approve of any additional MARKETING materials created.

**Field of Play**

U SPORTS may require on court, scores table and player bench branding. If so, U SPORTS will work with the host, partner, and producer to brand accordingly.
Partnerships exist between member universities and other institutions, and public-facing organizations. In order to maintain the integrity of both U SPORTS and its partnerships, the partner lock-up should maintain an even hierarchy between logos.

If a National Championship requires the integration of a sponsor logo, please contact your U SPORTS representative and they can facilitate implementation.

Curling National Championship

Fredericton, NB · March 2019
Championship Merchandise Program
The Host will be provided championship award merchandise for champions and award winners. Please review to the 2017 Championship Apparel & Merchandise book for more information.

Merchandise
In the event the Host elects to create Championship-specific retail merchandise, the Host shall partner with U SPORTS design agency or source their own design agency. However, all designs must be approved by the U SPORTS head office.

All-Canadian Awards logo
The All-Canadian Awards logo is used to represent the athletic achievements of our student-athletes. See page ___ for more info.
SPORTS Writing Style & Terminology

PHOTO: 2017 U SPORTS Track and Field Championships, University of Alberta

Tone of Voice

SORES
Each sport has its own unique colour inspired by the field of play and the energy of university athletics.

<table>
<thead>
<tr>
<th>Sport</th>
<th>Pantone Violet 0631C</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>Field Hockey</td>
<td>Pantone 2250 C</td>
<td>CMYK</td>
<td>RGB</td>
<td>HEX</td>
</tr>
<tr>
<td>Football</td>
<td>Pantone 388 C</td>
<td>CMYK</td>
<td>RGB</td>
<td>HEX</td>
</tr>
<tr>
<td>Basketball</td>
<td>Pantone 1495 C</td>
<td>CMYK</td>
<td>RGB</td>
<td>HEX</td>
</tr>
<tr>
<td>Curling</td>
<td>Pantone 310 C</td>
<td>CMYK</td>
<td>RGB</td>
<td>HEX</td>
</tr>
<tr>
<td>Cross Country</td>
<td>Pantone 333 C</td>
<td>CMYK</td>
<td>RGB</td>
<td>HEX</td>
</tr>
<tr>
<td>Rugby</td>
<td>Pantone 7479 C</td>
<td>CMYK</td>
<td>RGB</td>
<td>HEX</td>
</tr>
<tr>
<td>Soccer</td>
<td>Pantone 902 C</td>
<td>CMYK</td>
<td>RGB</td>
<td>HEX</td>
</tr>
<tr>
<td>Volleyball</td>
<td>Pantone 7408 C</td>
<td>CMYK</td>
<td>RGB</td>
<td>HEX</td>
</tr>
<tr>
<td>Wrestling</td>
<td>Pantone 901 C</td>
<td>CMYK</td>
<td>RGB</td>
<td>HEX</td>
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<tr>
<td>Track &amp; Field</td>
<td>Pantone 1545 C</td>
<td>CMYK</td>
<td>RGB</td>
<td>HEX</td>
</tr>
<tr>
<td>HOCKEY</td>
<td>Pantone 185 C</td>
<td>CMYK</td>
<td>RGB</td>
<td>HEX</td>
</tr>
</tbody>
</table>
Alterations or different colour combinations are not permitted.

### Sports Emblem & Wordmark on Sport Colours

<table>
<thead>
<tr>
<th>White</th>
<th>Black</th>
<th>Field Hockey</th>
<th>Cross-Country</th>
<th>Swimming</th>
<th>Wrestling</th>
<th>Track &amp; Field</th>
<th>Football</th>
<th>Rugby</th>
<th>Soccer</th>
<th>Volleyball</th>
<th>Hockey</th>
<th>Basketball</th>
<th>Curling</th>
</tr>
</thead>
<tbody>
<tr>
<td>U SPORTS</td>
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Each of the four MARKET sports (basketball, football, hockey and volleyball) have a unique pictogram and wordmark which is arranged with the U SPORTS emblem to help build awareness for each sport throughout the season. These arrangements are referred to as banners.
The emblem container was inspired by the silhouette of the championship banners, and the orange by the colour of a basketball. Alterations or effects of any kind are not permitted.
The fluorescent yellow was inspired by the courageous, dynamic energy of the sport as well as the vibrantly coloured hydration beverages associated with football celebrations. Alterations or effects of any kind are not permitted.
The red suggests the bond between the sport and Canada. Alterations or effects of any kind are not permitted.
The red suggests the bond between the sport and Canada. Alterations or effects of any kind are not permitted.
The design principles demonstrated here apply to all three MARKET sports.
The design principles demonstrated below apply to all three MARKET sports.

**Design Examples**

- **Non-verbal MARKET sport banner.**
  - CARLETON VS UBC
  - October 11 on Sportsnet
  - Do not recolour the sport banner.

- **Verbal MARKET sport banner.**
  - ROAD TO VANIER CUP 54
  - Laurier vs Western
  - Nov 12 @6pm

- **Verbal MARKET sport banner.**
  - WESTERN VS LAURIER
  - October 11 on Sportsnet

- **Verbal MARKET sport banner.**
  - ROAD TO VANIER CUP 54
  - Laurier vs Western
  - Nov 12 @6pm

- **Verbal MARKET sport banner.**
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  - Laurier vs Western
  - Nov 12 @6pm

- **Non-verbal MARKET sports banner.**
  - WESTERN VS LAURIER
  - October 11 on Sportsnet

**Applying**

- **Applying with Photography**
  - WESTERN VS LAURIER
  - October 11 on Sportsnet

**Applying Non-Verbal Emblems**

- **Not permitted**
  - Do not create new versions or arrangements of MARKET sport banner.
  - Do not add effects to any elements.
  - Do not use more than one USPORTS emblem per design application.
  - Do not apply on busy backgrounds. Always place in an area with low visual noise or over a solid colour.
  - Do not recolour the sport banner.
The partner lock-ups demonstrated in these examples apply to all MARKET sports.
The NON-MARKET sports have a unique coloured banner that is arranged with the U SPORTS emblem to help build awareness for each sport throughout the season.
The NON-MARKET sport banners may be used with or without wordmarks. Alterations or effects of any kind are not permitted.
The NON-MARKET sport banners may be used with or without wordmarks. Alterations or effects of any kind are not permitted.
The NON-MARKET sport banners may be used with or without wordmarks. Alterations or effects of any kind are not permitted.
The design principles demonstrated below apply to all NON-MARKET sports.

NON-MARKET
Design Examples

UBC VS UVIC
October 11 Octobre
6pm PST
usports.ca
The design principles demonstrated below apply to all NON-MARKET sports.

Applying Non-Verbal Emblems

Verbal sport banner.

Applying with Photography

Verbal sport banner.

NOT PERMITTED

Do not recolour the sport banner.

Do not add effects to any elements.

Do not use a sport banner and a U SPORTS emblem on the same application.

Do not apply on busy backgrounds. Always place in an area with low visual noise or over a solid colour.

A non-verbal sport banner may be used if applied with photography of the sport.

It is not always required to use the sport banner. This example uses the respective sport colour and black U SPORTS emblem.

Do not use a sport banner and a U SPORTS emblem on the same application.

Verbal sport banner.

Verbal sport banner.

Curling season begins Dec 12 on Sportsnet.

Curling season begins Dec 12 on Sportsnet.

Curling season begins Dec 12 on Sportsnet.

Curling season begins Dec 12 on Sportsnet.
Programs & Awards

All-Canadian Awards

PHOTO U de Montreal

2017 U SPORTS Swimming Championships, Yves Longpré
All-Canadian Awards

Description to be provided by
USPORTS.
Academic All-Canadian Awards Logo

Description to be provided by U SPORTS.
Writing Style & Terminology

Marie-Alex Belanger, Université de Montréal, Ben Johnson
Writing Style & Terminology

Official name: U SPORTS

Athletes
Student-Athletes

Sport Programs
When referencing our sports programs we use sports not athletics.

Sport & Years
Year + Sport
Example: 2018 Swimming

Championship Names
Championships

Official Naming – Long vs. Short
VERSION A1: Long with event name
Year + U SPORTS + Sponsor + Gender + Event Name + Sport + National Championship(s)
— 2018 U SPORTS (Sponsor) Men’s University Cup Hockey National Championship

VERSION B1: Short with event name
Year + U SPORTS + Sponsor + Event Name
— 2018 U SPORTS (Sponsor) Vanier Cup

VERSION B2: Short without event name
Year + U SPORTS + Sponsor + Gender + Event Name + Sport + National Championship(s)
— 2018 U SPORTS (Sponsor) Wrestling National Championships

Champions & Medalists:
Champions Sport specific
U SPORTS + National + Sport + Champion(s)
— U SPORTS National Basketball Champion

Non-sport specific
U SPORTS National Champion

Medalists
Generic medalists
U SPORTS National Champion
U SPORTS Silver Medalist

SPORT specific medalist
VERSION A1: without event name
Year + U SPORTS + Sponsor + National + Sport + Medal Colour + Medalist
— 2018 U SPORTS (Sponsor) National Swimming Bronze Medalist

VERSION A2: with event name
Year + U SPORTS + (Sponsor) + Event Name + Medal Colour + Medalist
— 2018 U SPORTS (Sponsor) University Cup Champion

VERSION B1: Short with event name
Year + U SPORTS + Sponsor + National + Sport + Medal Colour + Medalist
— 2018 U SPORTS (Sponsor) University Cup Silver Medalist

VERSION B2: Short without event name
Year + U SPORTS + Sponsor + Sport + National Champions(s)
— 2018 U SPORTS (Sponsor) Wrestling National Champions

Non-Championship Event
Year + U SPORTS + Sponsor + Event Name
— 2018 U SPORTS (Sponsor) East/West Bowl

Awards
Sport Awards
Championship All-Canadian Award
Events
Year + U SPORTS + All-Canadian + Sport + Awards + Event type
— 2018 U SPORTS All-Canadian Football Awards Banquet

First and Second Team All-Canadians
2018 U SPORTS Volleyball First Team All-Canadian
2018 U SPORTS Football Second Team All-Canadian

Athlete of the Year Awards
2018/2019 U SPORTS BLG Athlete of the Year Awards

Athlete of the Month
U SPORTS Athlete of the Month

Athlete of the Week
ArcelorMittalDofasco U SPORTS Athlete of the Week

Academic Awards
Academic All-Canadian Awards
2018/2019 U SPORTS Academic All-Canadian Award
Top 8 Awards
2018/2019 Governor General’s Academic All-Canadian Commendation

International Program
Team Name
Program, U SPORTS International

URL
usports.ca
At the heart of the U SPORTS brand is the belief that writing must work together with the visual identity to create a memorable, consistent and exciting brand touchpoint.

A fresh approach

U SPORTS will tell our own stories in a way that is bold, progressive and youthful. Of course, as in all top-quality journalism, clarity and accuracy come first. But the tone of voice we choose demands considerably more latitude of speech in order to engage consumers in what is increasingly a Twitter world. We will strive for the following virtues: Punchy. Witty. Knowledgeable. Authentic. Fresh. Above all, without veering into traps like hyperbole or clichéd memes, our duty is to do everything possible to engage positively—and entertainingly—within the contemporary context of sports consumption and social media conversation. Remember, much if not most of what we write will be read on a phone.

Be concise

Packing the most amount of information into the smallest space is always the goal in writing, but especially for our purposes. Sports are not about dry disquisitions that ramble on and on. They involve active verbs and precise timing, dramatic moments and speedy resolutions. So too should our accounts, be they game reports, athlete biographies or tournament previews. One punchy, memorable paragraph will always be more valuable than a full page of prosaic information.

See the whole picture

The foundation of all good sports reporting is a human story. Every athlete has one, with elements that include factors like place of birth, family sports pedigree, type of upbringing, and the challenges faced before (and during) their U SPORTS career. The use of these sorts of revelations will embroider a fuller story on any athlete. Likewise, teams themselves have stories much like individuals. They may be a powerhouse program, or a small-school struggler punching over their weight. What about their traditions of camaraderie? Sideline rituals and even physical and verbal talismans are always potentially of interest. So too are the antics of fans.

Student dimension

The main difference with the sports stories of our focus is that the subjects also have a full life as a student. Whenever possible and useful, the educational highlights of the athlete’s life on campus should be referenced in connection with their athletic achievement. This includes traits like outstanding grades, unusual majors, noteworthy projects, charitable involvement, unusual skills and so forth.

Be now

As with other sports brands, the U SPORTS brand is retroactive. By that we mean that competitions that occurred when our organization operated under different names will nevertheless be referred to as U SPORTS events. E.g.: Stafford led his team to back-to-back U SPORTS hockey championships in 1989 and 1990.

Special relevance

Is a particular athlete a member of her sport’s national team? Does this player have Olympic trials in the short-term agenda? Has she participated in other elite-level sports? It is our contention that the public is insufficiently aware of how good these student-athletes really are in global terms. The Olympics helps redress that, but it’s our task to continually frame the context of excellence.
PHOTOGRAPHY

The Brief
- Emotion
- Action
- Lifestyle
- Details

PHOTO
2017 U SPORTS Women's Volleyball Championship
Presented by Jason Rinaldi, Ryerson University
U SPORTS imagery reflects the unique qualities, personality and lifestyle of university athletics. Photographs should always be documentary in terms of both approach and content. The ability to expose candid, real moments is always to be preferred over resorting to staged imagery.

Depth of field
Many sports are played in atmospheres with complex backgrounds. Consider using extremely shallow depth of field to help separate the action from background noise. This can be especially effective when using medium lenses such as 50mm or 35mm.

Positioning / Perspectives
Photography must be dynamic, and the use of varied points of view will enhance that mission. We encourage shooters to use a wide range of perspectives, from close-up to wide, from bird’s-eye to worm’s-eye view, with the knowledge that each different athletic event offers new opportunities for dramatic options in terms of set-up. Remember too that finding creative ways to make and frame images is more important than ever in the Instagram era. Don’t be afraid to keep it loose, and feel free to experiment with new backgrounds, angles and shooting positions to help tell the story in a fun new way.

Framing
Events should also be framed to reflect the passion and excitement of university sport. When possible, avoid backdropping student-athletes against areas where there are empty seats or limited audience coverage. Also, consider the opportunities achieved by framing elements in the shot to add depth, over the shoulder of a fan shooting a photo with their phone, or using a stadium’s vomitory to help frame the action in a unique way.

Simplicity
Treatment and colouring should be bright and natural, or black and white. Please do not oversaturate, add effects and overlays, or otherwise modify simple, dramatic photography.

Use in Layout / Crediting
When using a U SPORTS photograph in layout, it should always be accompanied by the photographers name, school represented, event, year and if possible, athlete name and/or other notable information.
Student-athletes are remarkably passionate about sport. Emotions run high both on and off the field. Photograph action and reaction during play as well as pre and post-game where some of the best pictures can happen.
We represent elite athletes. Photography should capture the strength, finesse and agility that is part of the excitement. Note too that drama is expressed both by the athlete’s body and by her face, as well as fan reactions in the background.
Beyond the field of play, photography should reflect the unique aspects of the university athletics lifestyle, whether lifting weights at the gym or listening to music before a match. Other dimensions include fan activities, sideline talismans and the sort of bonding rituals common to most team sports.
Consider the details that surround the sport — the textures, the unseen beauty, the moments behind the moments.

PHOTO (TOP LEFT)  
2017 ArcelorMittal Dofasco  
U SPORTS Men’s Final 8  
Trevor MacMilian

PHOTO (BOTTOM LEFT)  
Ryerson Rams, 2017  
ArcelorMittal Dofasco  
U SPORTS Men’s Final 8  
Trevor MacMilian

PHOTO (RIGHT)  
Ryan Ejim, 2017  
ArcelorMittal Dofasco  
U SPORTS Men’s Final 8  
Trevor MacMilian
Creating a Grid
Typographic Hierarchy
Examples
Grids help maintain an underlying structure and elegant ratios. They are an essential aspect of the U SPORTS visual language. The following underlying grids should be used for all communications.

**Publications:**

Creating a Grid

**Vertical Layout**

Single Page,
6 column grid

Double page spread
6 column grid on each page

**Horizontal Layout**

Single Page,
12 column grid

**MARGINS**

Choose a size for the margins at the top, sides, and bottom of the page. For all standard printers, leave a safe trim margin of at least 0.5 inches on all sides.

**COLUMNS/COLUMN GUTTER**

For each page, create a set number of margins. For vertical formats, 6 margins is a good starting point. For horizontal formats, 12 margins should be used to start. Depending on the format, these numbers may need to be adjusted.

The column gutter is the space between columns. Usually this is no more than 0.165 inches for standard-sized pages.

**LIVE AREA**

This is the area where most layout design will now occur.
It is important to maintain a dynamic relationship between page elements. The examples here balance the visual hierarchy of various layout elements, set on a structured grid.

**Publications:**
Typographic Hierarchy

**Vertical Layout**
Single Page, 6 column grid

**Vertical Layout**
Double page spread
6 column grid on each page

**Horizontal Layout**
Single Page, 12 column grid
The pages presented here reflect the visual dynamics that should be present throughout U SPORTS communications. Note the use of bright + bold colour and typography arrangements.

Publications:

Examples

Vertical Layout
Single Page,
6 column grid

Vertical Layout
Double page spread
6 column grid on each page

Horizontal Layout
Single Page,
12 column grid
PHOTO
Laval Rouge et Or, 2017
ArcelorMittal Dofasco U SPORTS Women’s Final 8, University of Victoria

Partners
Partner Lock-ups
When specified in your agreement, U SPORTS partners may lock-up with the emblem. The partner logo should be scaled to ensure equal weight and visual balance with the U SPORTS emblem.

All partner lock-ups must be approved by U SPORTS before use.
As the national member of la Fédération Internationale du Sport Universitaire (FISU), we facilitate high performance competitive opportunities for Canadian student-athletes. Separate Winter and Summer World University Games (Universiades) are held every two odd years, and World University Championships are currently offered every two even years.

Putting the U SPORTS maple leaf front and centre, the Team Canada emblem represents our student-athletes on the international stage.
The following are the only permitted colour combinations for the Team Canada emblem. Alterations or effects of any kind are not permitted.

All Team Canada emblems may be used without the wordmark.
The following are the only permitted colour combinations for the Team Canada emblem.

**Versions and Backgrounds**

<table>
<thead>
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<th>Versions and Backgrounds</th>
<th>Special Case</th>
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</thead>
<tbody>
<tr>
<td><img src="image1" alt="Canada Emblem Variations" /></td>
<td>When production limitations apply, such as greyscale applications or special edition apparel, an all black version of the emblem may appear on white or red.</td>
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</tbody>
</table>
Non-primary background colours may be required for applications such as practice uniforms. The following emblems may be used with or without the type lock-up.

- White Outline
- White Fill
- Not Permitted
- Not Permitted
- White Outline (lockup with FISU)
- White Fill (lockup with FISU)
- Not Permitted
- Not Permitted
The Canada wordmark is available in red, white or black in three arrangements as shown here.

**ARRANGEMENT 1**

**ARRANGEMENT 2**

**ARRANGEMENT 3**
The international brand elements should always be the primary focus of any international products. The U SPORTS emblem should be placed in a secondary position, such as the sleeve of a shirt, or the back yoke of a uniform.

The U SPORTS maple leaf may be used with, or without the Canada wordmark.

Hockey Uniform Example

Soccer Uniform Example

Note: If production techniques do not allow for the Canada wordmark to be applied in an elegant way, the wordmark may be omitted.
It is recommended to use the all-red Team Canada emblem when locking up with the U SPORTS emblem.