

BRAND REVIEW

BRAND REVIEW

A photograph of a hockey team celebrating with the Stanley Cup. The players are wearing white jerseys with red accents and black helmets. They are holding the trophy high, and confetti is falling around them. The background is a dark blue sky. The text "A YEAR AGO" is overlaid in large white letters.

A YEAR AGO

A YEAR LATER

WHAT'S NEXT?

CLUB A YEAR AGO... **CLUB**

EVOLUTION OF THE LOGO

1961 - 2001



2001 - 2010



2010 - 2016



EN.CIS-SIC.CA

SCOREBOARD

MEN'S BASKETBALL

EN | FR

12:30 PM EST

SMU

ALB

2:30 PM EST

MAC

CAR

5:30 PM EST

MCO

VIC

8:00 PM EST

SSK

OTT

12:30 PM EST

TBA

TBA

2:30 PM EST

TBA

TBA

6:00 PM EST

TBA

TBA

8:00 PM EST


TBA

TBA

MEMBERS

SPORTS


CHAMPIONSHIPS



INTERNATIONAL

ABOUT CIS


PARTNERS



Invest in me

Break the cycle of poverty.

DONATE NOW



I am a GIRL

LATEST NEWS

CALENDAR

TOP 10

POLL


STATS LEADERS

CIS TV

HEADLINES

TWITTER

PHOTOS



Men's Ice Hockey

CIS men's hockey Sunday roundup

Women's Volleyball

BRONZE CIS women's volleyball...


Women's Volleyball

5TH PLACE CIS women's volleyball...

Men's Volleyball

FINAL CIS men's volleyball...








MORE HEADLINES



Canadian Heritage


Patrimoine canadien

Home of Canadian Interuniversity Sport



CIS TV

Search



REBRAND OBJECTIVES

- Transform from a governing body to a sports property.
- Create a catalyst for growth in partnerships and revenue.
- Develop a brand that is relevant to the 18-24 audience.
- Attract top athletes to Canadian university athletics.
- Become a household name on the Canadian Sports landscape.

A YEAR LATER...

U SPORTS LAUNCHES...





THE LOGO



PRE LAUNCH SOCIAL MEDIA



4,000

FOLLOWERS

35+

**AVERAGE LIKES PER
POST**



21,000

FOLLOWERS

6+

**AVERAGE LIKES PER
POST**



5,700

FOLLOWERS

SEPTEMBER 2016



POST LAUNCH SOCIAL MEDIA



8,287

FOLLOWERS

120

**AVERAGE LIKES PER
POST**



27,800

FOLLOWERS

23+

**AVERAGE LIKES PER
POST**



8,040

FOLLOWERS

MAY 2017





WHAT'S NEW?

NATIONAL MARKETING CAMPAIGN

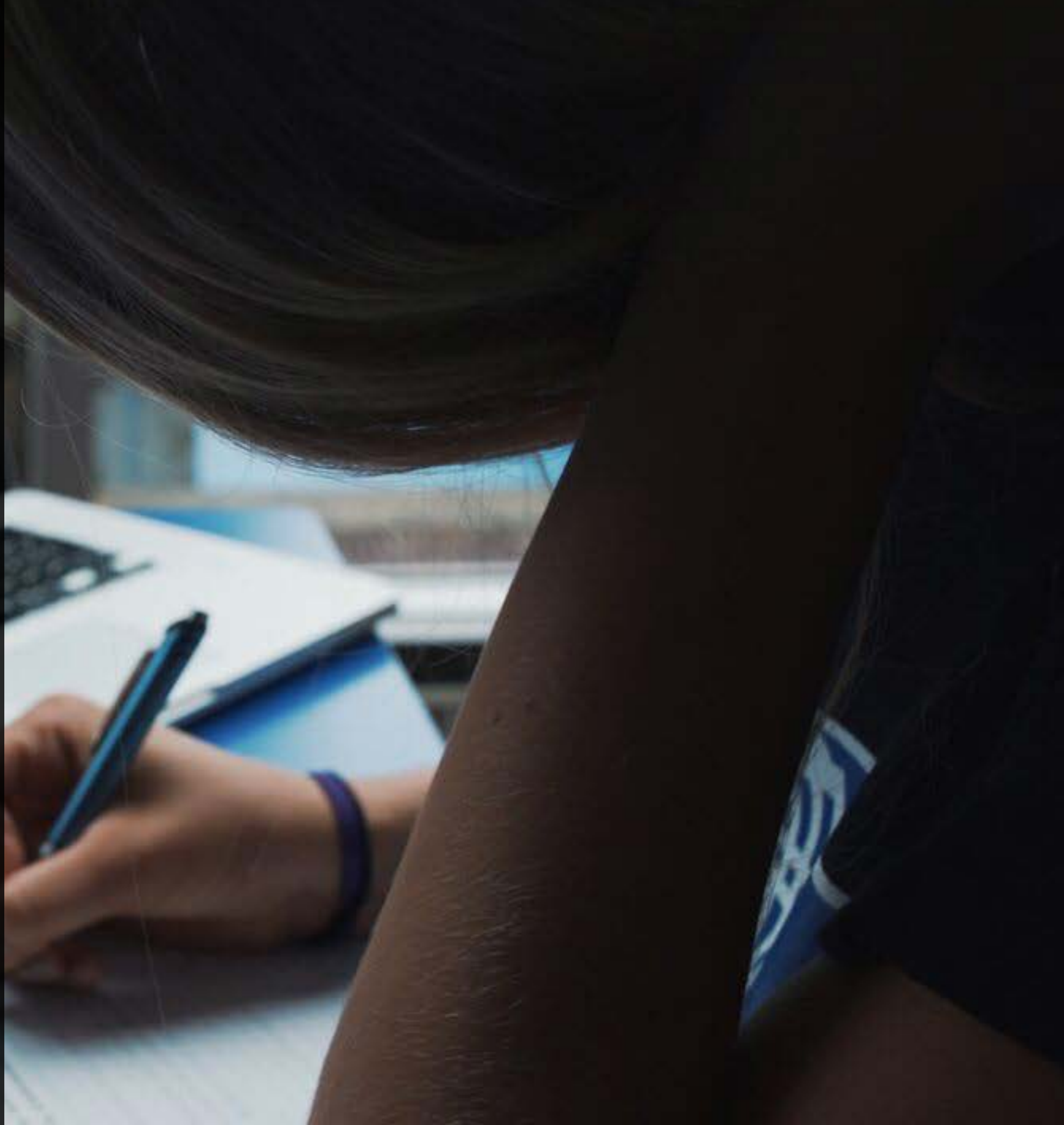


Basketball	Semi-Finals/Demi-finales	11 mar.
	Finals/finales	12 mar.
Men's Hockey masculin	Semi-Finals/Demi-finales	18 mar.
	Finals/finales	19 mar.





U SPORTS CORRESPONDANCE PROGRAM





U SPORTS BRAND TOOLS

- Social media templates
- File sharing (DROPBOX)
- Winter Championship Guidelines



SOCIAL MEDIA CHAMPIONSHIP AWARDS TEMPLATE



Player of the Game
Joueur du match

QF #1

KADRE
GRAY

Position
Position (FR)



SOCIAL MEDIA
CHAMPIONSHIP
PLAYER OF THE
GAME TEMPLATE

2017 U SPORTS WINTER NATIONAL CHAMPIONSHIPS GUIDELINES



OFFICIAL NAMES

Official Names	SWIMMING	EN: 2017 U SPORTS Swimming Championships FR: Championnats de natation U SPORTS 2017 February 24-25, Université de Sherbrooke	VOLLEYBALL (WOMEN'S)	EN: 2017 U SPORTS Women's Volleyball Championship Presented by Jason Rinaldi FR: Championnat de volleyball féminin U SPORTS 2017 Présenté par Jason Rinaldi March 17-19, Ryerson University
	WRESTLING	EN: 2017 U SPORTS Wrestling Championships FR: Championnats de lutte U SPORTS 2017 February 24-25, University of Winnipeg	VOLLEYBALL (MEN'S)	EN: 2017 U SPORTS Reg Men's Volleyball Championship FR: Championnat de volleyball masculin U SPORTS Reg 2017 March 17-19, University of Alberta
	TRACK & FIELD	EN: 2017 U SPORTS Track & Field Championships FR: Championnats d'athlétisme U SPORTS 2017 March 9-11, University of Alberta	HOCKEY (WOMEN'S)	EN: 2017 U SPORTS Women's Hockey Championship FR: Championnat de hockey féminin U SPORTS 2017 March 16-19, Queen's University
	BASKETBALL (WOMEN'S)	EN: 2017 U SPORTS AcoorMital Dolisco Women's Final 8 Basketball Championship Short EN: 2017 U SPORTS AcoorMital Dolisco Women's Final 8 FR: Championnat national des 8 ultimes de basketball féminin U SPORTS AcoorMital Dolisco 2017 Short FR: 8 ultimes U SPORTS AcoorMital Dolisco 2017 March 9-12, University of Victoria	HOCKEY (MEN'S)	EN: 2017 U SPORTS Cavendish University Cup Hockey National Championship Short EN: 2017 U SPORTS Cavendish University Cup FR: Championnat de la Coupe universitaire de hockey U SPORTS 2017 Short FR: Coupe universitaire U SPORTS Cavendish 2017 March 16-19, University of New Brunswick
	BASKETBALL (MEN'S)	EN: 2017 U SPORTS AcoorMital Dolisco Final 8 Basketball National Championship Short EN: 2017 U SPORTS AcoorMital Dolisco Final 8 FR: Championnat national des 8 ultimes de basketball U SPORTS AcoorMital Dolisco 2017 Short FR: 8 Ultimes U SPORTS AcoorMital Dolisco 2017 March 9-12, Dalhousie University	CURLING	EN: 2017 U SPORTS/Curling Canada Curling Championships FR: Championnats de curling U SPORTS/Curling Canada 2017 March 19-22, Lakehead University

Applying the Emblem

To preserve its legibility and visual integrity, the National Championship logo should always be surrounded with sufficient space. Do not allow other imagery to intrude upon the logo's clear space. As a general principle, as much space as possible should be given to the logo. This will ensure that the visual identity is clear and strong.

There are three versions of the U SPORTS emblem, as specified here. No alterations or effects of any kind are permitted.

- **Preframed emblem** may only be applied on white or light backgrounds.
- **One colour emblem** may only be applied on color backgrounds, never on white.
- **Contained emblem** may be applied on all dark, and black backgrounds. Also for use on all other colored backgrounds, such as university colors on athlete uniforms.

Using on Imagery

This logo can be used against background imagery, such as photographs.

- For **preframed** or **one colour emblem** placement, position the logo against a light-value, low-contrast area of the image.
- For **contained emblems**, position the logo against a dark-value area of the image or on no contrast imagery.
- It is important to be sure the high-contrast background imagery does not make the logo our brand, difficult to read.



Preframed emblem



One colour emblem



Contained emblem



Light-value, low contrast



Dark value, high contrast



No contrast

HOW TO USE THE LOGO

OFFICIAL COLOUR

Colour Swatches

The primary U SPORTS colors are white, black, and red.

Black

CMYK: 50, 50, 50, 100
RGB: 0, 0, 0
Hex: #000000

Red

Process: Warm Red
CMYK: 0, 83, 35, 0
RGB: 200, 70, 54
Hex: #C85133

White

CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
Hex: #FFFFFF

Logo Don'ts

U SPORTS stands out when we are united under one voice. In saying this, please do not make graphic decisions that contradict the guidelines. The following are examples of some "Don'ts".

Do not change the colors of the logo.
Logo should never be in white or any other color.



Do not fill or rotate the logo.



Do not adjust the proportions of the logo.



Do not add effects to the logo.



Do not add or remove text/object from the logo.



Do not alter the placement or the font of the typography.



Do not place the logo on a background without sufficient contrast.



Do not overwrite anything over the logo.



HOW NOT TO USE THE LOGO

OFFICIAL LOGOS

Women's Volleyball



Track & Field



AREAS OF IMPROVEMENT

1. CONTENT DELIVERY

2. FILE SHARING



3. COMMUNICATING EXPECTATIONS



2017 Winter Championships: Host Social Media Requirements

I. Login & Access to U SPORTS social media platforms

Login Information	Twitter (main)	Twitter (sport-specific)	Snapchat (main)
Account Name	Private	Usports_bbali	USPORTSca
Password	Private	1617cissic	1617cissic

NOTE

- **FACEBOOK:** access to the U SPORTS Facebook pages (main or sport-specific if existing) will be granted to the social media lead of each host by the office, through his/her personal account.
Note: Writing posts and legends of pictures/graphics need to be bilingual FR and EN.
- **INSTAGRAM:** There is only one account currently activated. Everything to be posted on it should include the brand codes (see the brand guideline) but promo graphics and video highlights (1 min max) produced by the host can be posted regardless. They will need to be sent by email at jknight@usports.ca (ccksainteloy@usports.ca and lho@usports.ca), ideally 6h prior the expected posting time, to be posted by U SPORTS. Instagram accounts dedicated to VB, BB and HKY will be activated the week of the play off. Hosts will have the total control and lead of them. Rules for the main account won't apply to them.
- **SNAPCHAT:** There is only one main account so any use by the host will need to be coordinated through U SPORTS office to avoid conflicts between 2 hosts.
i.e Host X live from 6 to 8pm ET and Host Y from 8pm to 10pm ET.

II. U SPORTS Brand

The organization's name shall be used on all social media platforms as U SPORTS, or with the hashtag #USPORTS. On a white background, please use the non-contained U SPORTS logo, and the contained U SPORTS logo on all other backgrounds. The non-contained logo is used below. All files will be made available for the hosts.

4. IMPROVED TIMELINES

F & W CHAMPIONSHIP LOGOS: JUNE 2017

2017/18 DROPBOX LAUNCH: JULY 2017

FOOTBALL MARKETING PLAN: JULY 2017

VANIER CUP MARKETING PLAN: JULY 2017



A large crowd of fans is shown at a sports event, many holding up yellow signs that say "GO DAL". The scene is dimly lit, with the primary light source coming from the fans' signs. The text "WHAT'S NEXT?" is overlaid in the center in a large, white, sans-serif font.

WHAT'S NEXT?



LAUNCHING JUNE 2017

**COMPLETE &
COMPREHENSIVE
BRAND BOOK**



INTRODUCTION OF A SPORT BRAND SYSTEM



MARKET Basketball 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.

Versions and Backgrounds



MARKET Hockey Banners

The red suggests the bond between the sport and Canada. Alterations or effects of any kind are not permitted.

Versions and Backgrounds



INTRODUCTION OF A SPORT COLOUR SYSTEM



**HOW TO USE THE
BRAND**

**HOW NOT TO USE
THE BRAND**

Primary Colours

The primary colour palette is comprised of the national colours of Canada—red and white. Black also plays a key role as a solid, neutral background.

Primary Colour Palette



Primary Colours Palette

Emblem

The emblem was inspired by the bold, angular architecture found on university athletic logos, namely basketball jerseys. The maple leaf within the emblem also

evoked from unique leaf found on small Canadian university Athletic Union letterhead from the 1960s.



Emblem Design

Emblem Versions

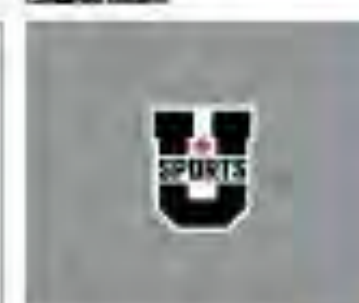
There are four versions of the emblem as specified here. Alterations or effects of any kind are not permitted.

Red Emblem



For white backgrounds only.

Contained Emblem



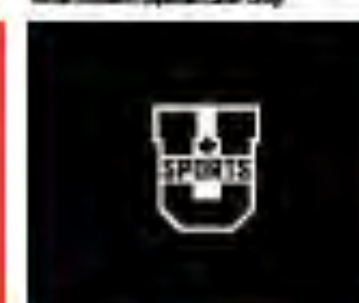
For all background colours and photography.

Black Emblem



For sport background colours (page 10) or when production limitations apply, such as silk screening or grayscale application.

White Emblem (Special Case Only)



This special case emblem may only be used if a white colour emblem is required on a black background.

Not Permitted



Do not create an inverse white version of the emblem.

Emblem Versions

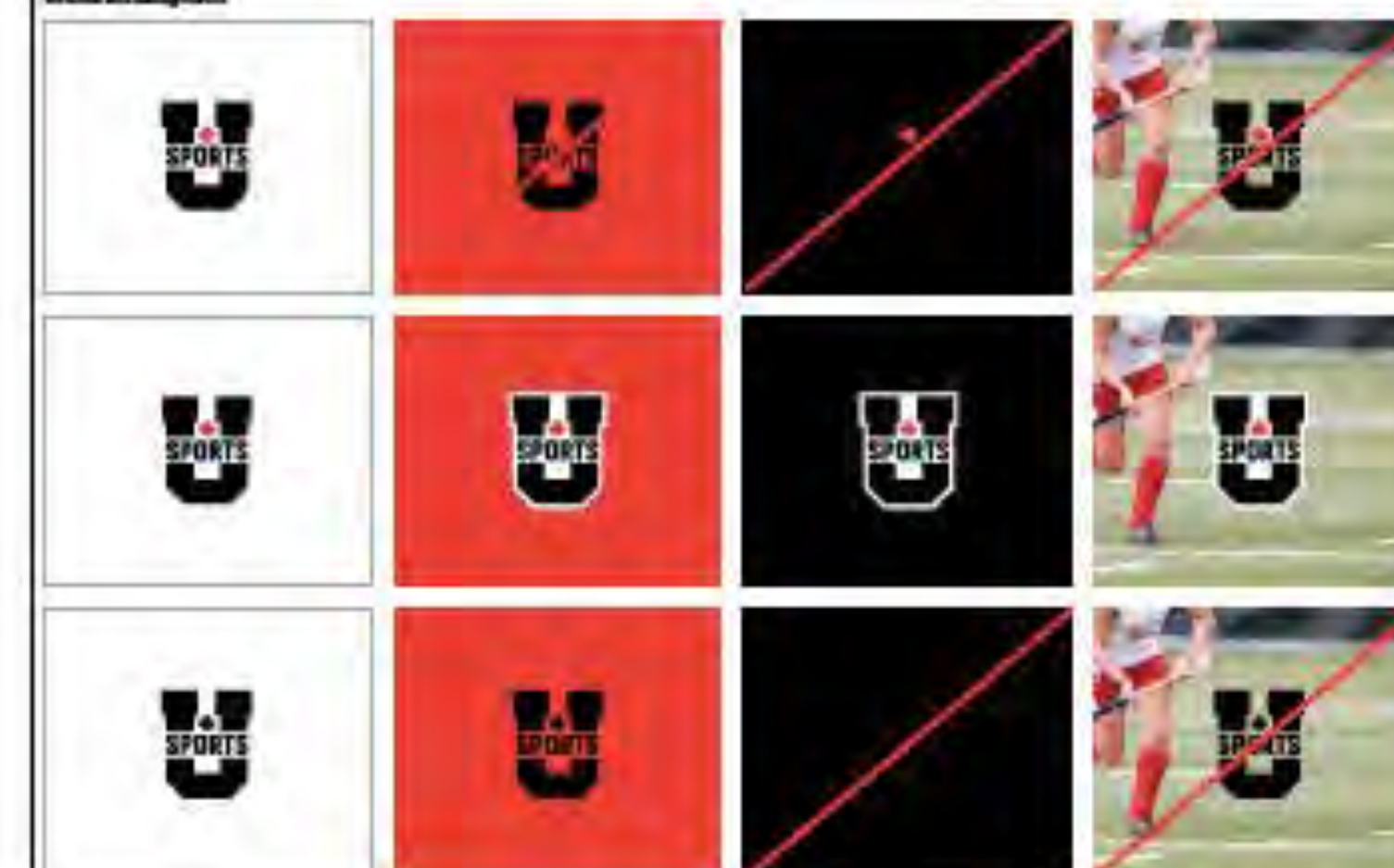
Emblem Backgrounds

Permitted emblem application on primary USPC/USF background colours and photography.

The emblem must be placed on areas with no boundaries.

Alterations affecting any known or permitted. For example, never apply a drop shadow to the emblem.

Version and Backgrounds



Emblem Backgrounds

MARKET
Design Examples

The design principles demonstrated below apply to all three MARKET sports.

Applying

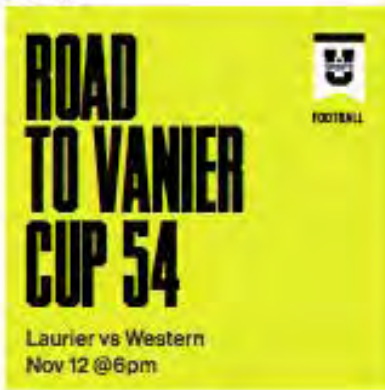


Non-verbal MARKET sport banner.



Do not create new versions or arrangements of MARKET sport banner.

Applying



Verbal MARKET sport banner.



Do not add effects to any elements.

Applying



Verbal MARKET sport banner.



Do not use more than one U SPORTS emblem per design application.

Applying with Photography



Verbal MARKET sports banner.



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

Applying Non-Verbal Emblems



Non-verbal MARKET sports banner.



Do not recolor the sport banner.

All-Canadian Awards
Logo

Description to be provided by
U SPORTS.



National
Championships
Vanier Cup

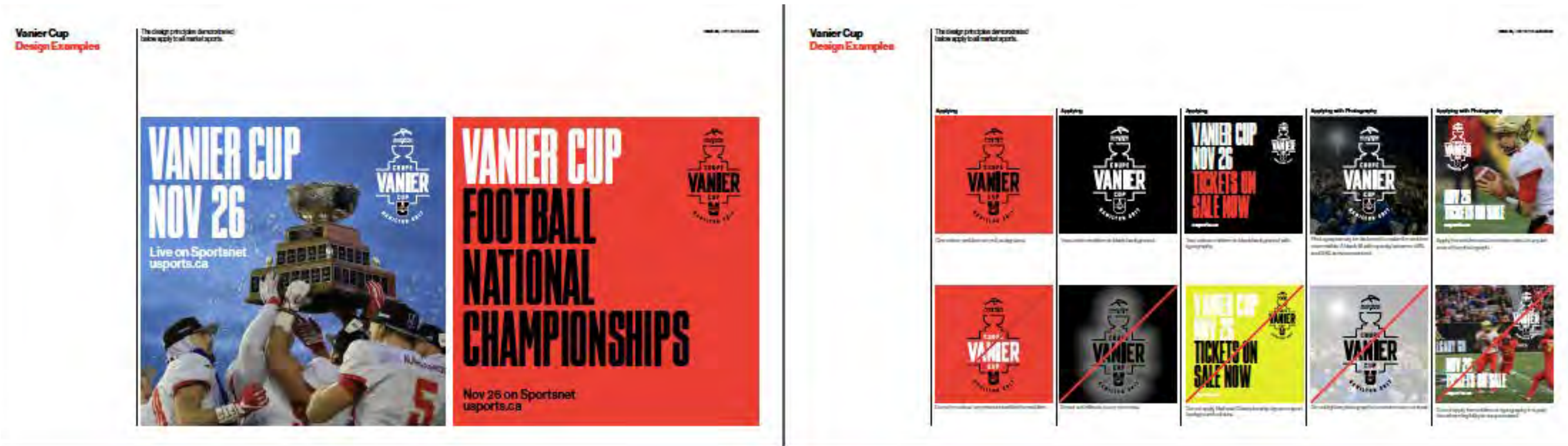
Decorative line provided by USPORTS



Image for official use

A NATIONAL CHAMPIONSHIP SECTION

EXAMPLE ADS



HOW TO USE THE MARK

TEMPLATES

National Championships Templates

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

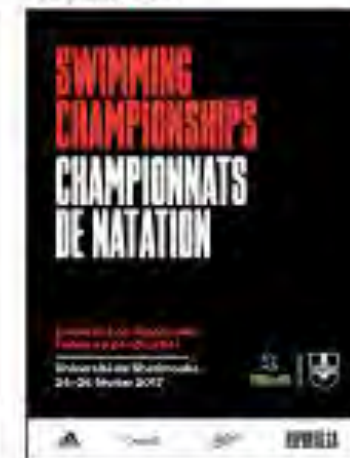
U SPORTS may require on court, scores table and player bench branding. If so, U SPORTS will work with the host, partner, and producer to brand accordingly.

Page 37, U SPORTS Guidelines

Poster



Program Cover



Powerpoint



Media Backdrop



Signage



PHOTOGRAPHY BEST PRACTICES



TERMINOLOGY / WRITING STYLE

- Vernacular
- Terminology
- Official Names
- Writing Style

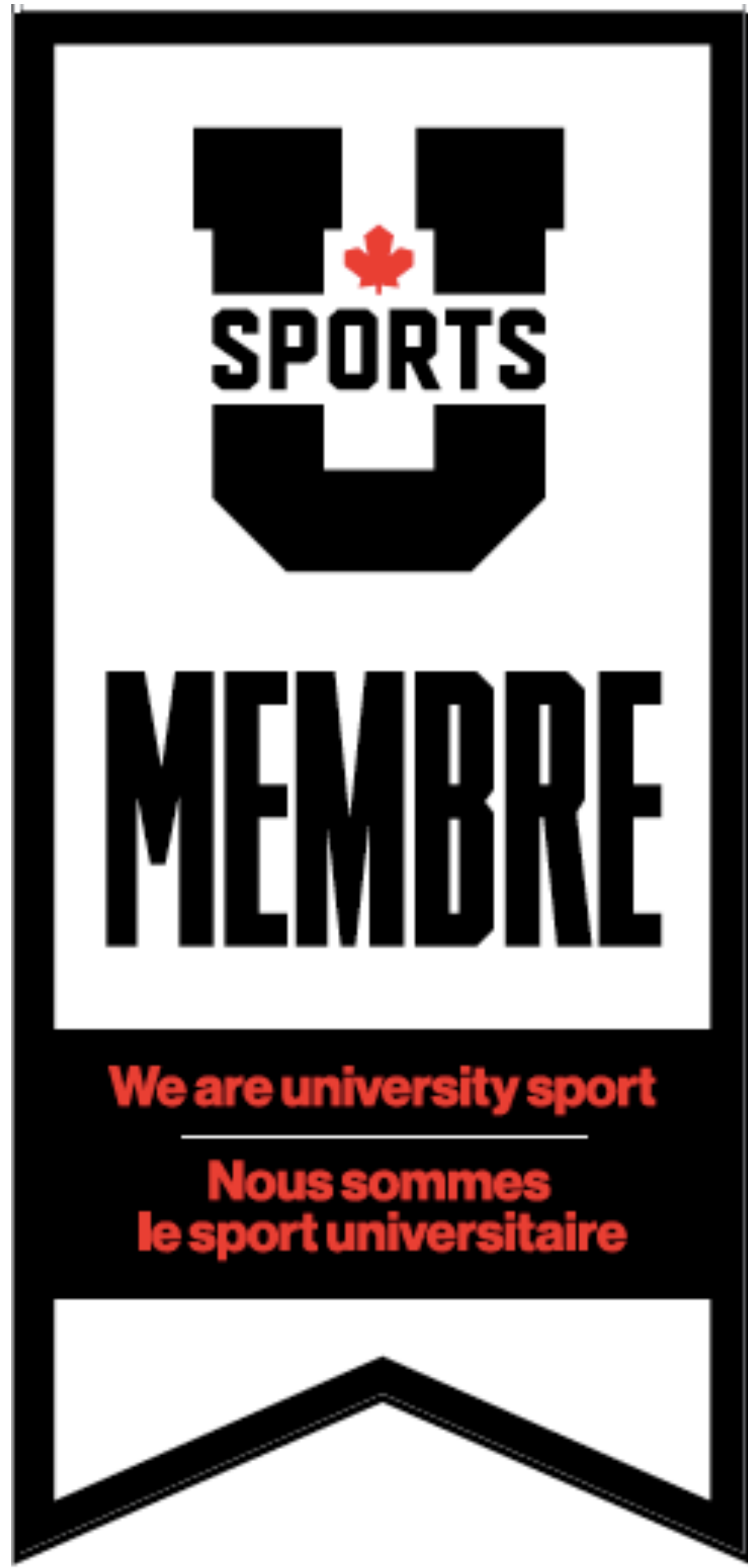
OTHER PROGRAM LOGOS USEAGE

INTERNATIONAL BRANDING



BRAND BOOK
WILL ALSO
COVER...





MEMBER BANNERS



MERCHANDISE PROGRAM





**BRAND
ELEMENTS
AVAILABLE FOR
PURCHASE**

FEEDBACK





MARKETING U SPORTS



GARO KERESTECI

FUSE Marketing Group,
Founding Partner

