True Sport Brand Reference Guide

These guidelines ensure the use of the True Sport brand has a consistent look and feel in all applications which will lead to increased brand awareness, familiarity and overall brand strength.

These guidelines provide information related to:

- Effective application and use of the True Sport logos

- Colour variations and accessibility requirements

- Typography requirements

- Co-branding

- Use of the True Sport Principles

Updated: 2025-03

The True Sport Logo and the Red "O"

True Sport is a "social" brand. It was designed to be shared as widely as possible and used by everyone who commits to True Sport. It is a signifier that allows every participant to say: "this is what we stand for, and what we are part of."

The wordmark itself is deliberately clear, direct and unadorned. It is confident in its simplicity. The contrasting red of the "O" to the otherwise black typography makes the wordmark distinctive and memorable.

The dominant visual element -- the red "O" at the centre -- conveys that the True Sport Principles are at the heart of sport. It signifies the **heart of sport, integrity, commitment and connection**. The circle is a strong and pure shape, and the colour red amplifies its boldness. When a circle is seen as a ring it represents a true and lasting promise – displaying it expresses your commitment to True Sport.

The red circle is an essential element of the brand architecture. It is used not only as a graphic device *within* the wordmark, but also – for some expressions of the brand such as the True Sport Lives Here "patch" – as a free-standing visual symbol that is larger and more prominent than the accompanying type. Even when it is used in a very small format, a lapel pin for example, the red circle is highly identifiable and can be recognized from a considerable distance.

Logo Variations

Different versions of the logo are available for different layouts and applications.

Each logo is comprised of the red circle, typeset in a specific font and organized in a specific way. The relationship between the elements must never change.

Logo files can be downloaded from the True Sport website. Please follow these guidelines when deciding which version to apply and how to use it. To use the True Sport Logo on uniforms and clothing, promotional items and field of play, explore examples of how others have applied it.

The Patch

The patch is to demonstrate your support for True Sport.
Use the patch on posters, banners or clothing.

Bilingual Logo

The bilingual logo is to be used on materials where French and English must be displayed together.

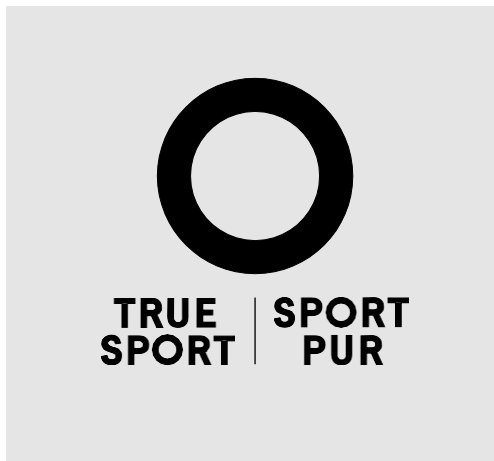For light backgrounds use the positive: For dark backgrounds use the negative:

For one-colour applications, use either the white or black knockout version:

Another version of the bilingual logo can be used in applications with a space constraint such as a presentation or document footer:

English Logo

Use the English unilingual logo for posters, banners, signs, clothing and the web.

French Logo

Use the French unilingual logo for posters, banners, signs, clothing and the web.

Colour Variations

The colour of the logo is flexible depending on the background and the number of colours in the application.

For full-colour applications, use either the positive or negative version depending on the darkness of the background. The O is always red.

On a red background, the O is white.

For one-colour applications, use either the white or black knockout version depending on the darkness of the background.

For greyscale applications, use either the white or black knockout version depending on the darkness of the background, with a grey O.
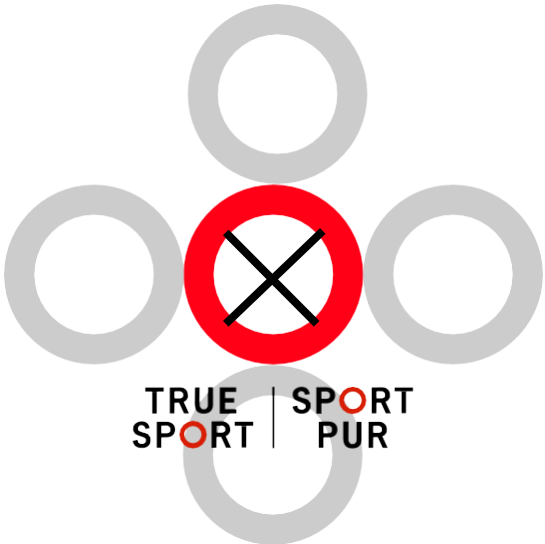
Clearspace & The Red 'O'

The clearspace is identified by a gray circle and keyline, the minimum space that must be free from any graphics. The zone around the logo is defined by the height of the red circle.

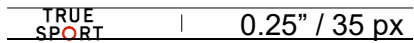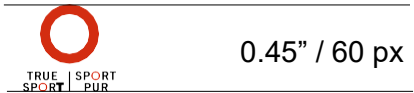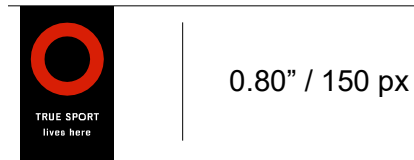Clearspace helps maintain the strength and clarity of the True Sport brand.
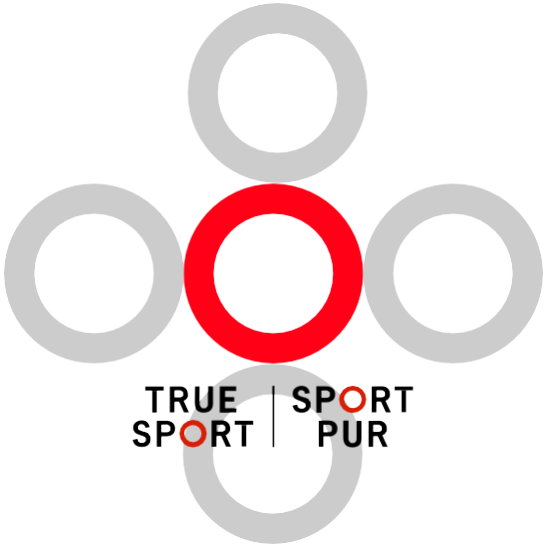
The True Sport brand also requires that nothing be *inside* the red circle.

Minimum Size

These are the minimum sizes that the logos may appear. If they appears any smaller, readability will be impaired. These measurements are given in inches and pixels (digital/web).

0.80" / 150 px

0.45" / 60 px
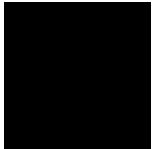
0.25" / 35 px

Consistency

The True Sport logos should never be modified, distorted or altered from the original designs provided. The examples below show incorrect applications.
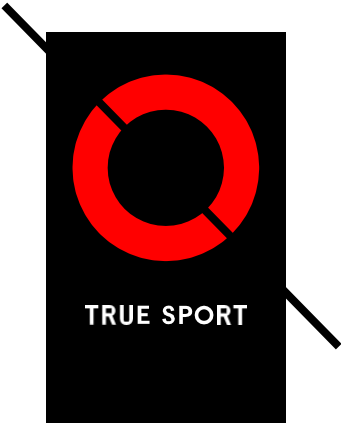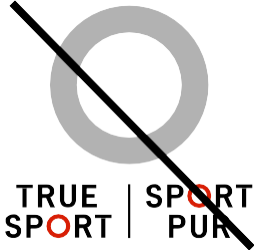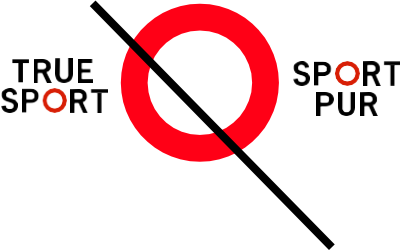
True Sport Brand Colours

The colour application of the True Sport brand is PMS 485 and PMS Black. The colour equivalents for full-colour, digital and web applications are shown below.

- Don't change these colours in any way, unless the black and white application is used, without approvals from the True Sport team.

- Don't use these pages to match colours. Instead, refer to a Pantone chart (Pantone is a registered trademark of Pantone Inc.). A printer check is a good idea.

Swatch	Pantone	Full Colour	Digital	Web / HTML	Notes
	PMS 485	0c 100m 91y 0k	255r 0g 0b	FF3300	Meets AA level accessibility requirements for red-white text and background combinations
	PMS 032	0c 100m 91y 0k	255r 0g 0b	FF3300	If Pantone 485 appears orange on a particular medium, use Pantone 032.
				DC392F	Meets AA level accessibility requirements for red text on a black background. PMS 485 only works at 18pt text or higher on black background.
	PMS Black	0c 0m 0y 100k	0r 0g 0b	000000	
	PMS Grey	0c 0m 0y 50k	128r 128g 128 b	808080	

Accessibility

Our True Sport brand colours must meet Ontario regulations for accessibility. We are currently required to meet WCAG 2.0 Level AA for web content and printed materials. See notes below for specifications.

This requires a minimum contrast for text and background, *excluding*:

- Decorative elements
- Text that doesn't convey any meaning
- Logos

Typography

As a general guide, ITC Franklin Gothic is used for headers and a legible sans serif font such as Calibri or Helvetica should be used for body text.

Co-Branding

Co-branding materials and promotional items is a powerful way to communicate your commitment to True Sport. It creates an emotional attachment, starts conversations and can create a buzz.

When multiple logos are placed side by side or on the same application, all logos should be equivalent in size. When determining equivalent sizes, one must consider the size of both the graphic and the type as one unit. See examples of how others have incorporated the logo in their apparel and promotional items: https://truesportpur.ca/display-true-sport-0

True Sport Principles

The following are foundational elements when communicating the True Sport Principles:

- The order of the seven True Sport Principles is important (Go For It … to Give Back)
- The Principles should never be numbered
- All words in the Principle name must be capitalized (e.g., <u>G</u>o <u>F</u>or <u>I</u>t), in English
- Capitalize Principles when referring to "True Sport Principles"

True Sport Principle text and tag lines can be copy and pasted from the below:

Go For It

Rise to the challenge – always strive for excellence. Be persistent and discover how good you can be.

Play Fair

Understand, respect, and follow the rules. Play with integrity – competition is only meaningful when it is fair.

Respect Others

Show respect for everyone involved in creating your sporting experience, both on and off the field of play. Win with dignity and lose with grace.

Keep It Fun

Find the joy in sport and share it with others. Remember what you love about sport and why you play.

Stay Healthy

Always respect and care for your mind and body. Advocate for the health and safety of yourself and those around you.

Include Everyone

Recognize and celebrate strength in diversity. Invite and welcome others into sport.

Give Back

Say thanks and show gratitude. Encourage your sport group to make a difference in the community.

Design Addendum

The Red Circle

The use of the circle as a design element must be carefully considered so as not to violate the above guidelines. The use of grey, black and red in a "swoosh" as depicted below, is preferred as a stylistic element.

Photo Use

True Sport reflects the diversity of the Canadian population, and therefore requires that photos for True Sport resources reflect this diversity. In addition, photos should display a variety of sports (team, individual, winter, summer) and reflect gender balance, ability, level and age as appropriate.