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# **True Sport Multimedia Toolkit**



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The True Sport Multimedia Toolkit includes information about tools and resources that are designed to help you live True Sport and share your commitment to values-based sport with your community!



## What is True Sport?

Sport is an integral part of Canadian society that has the potential to deliver a wide range of benefits and positively influence the lives of participants. But it takes positive experiences that are based on shared values to realize sport's full potential.

True Sport is designed to give people, communities, and organizations the means to leverage the benefits of good sport from a platform of shared values. These shared values should be at the heart of all policies, practices, and programs to ensure positive experiences. To put it simply, True Sport is dedicated to the idea that good sport can make a great difference.

## Promotional Resources

The True Sport Principles express an approach to sport that the vast majority of Canadians already believe in and practice. By activating the True Sport Principles – on and off the field of play – it contributes to a positive shift in sport culture that reflects Canadians' stated desire for sport experiences that are based on the values of fairness, excellence, inclusion, and fun.

For sport to be truly good and make the greatest difference, all seven principles need to be part of the sport experience. The seven True Sport Principles are:

- Go For It
- Play Fair
- Respect Others
- Keep It Fun
- Stay Healthy
- Include Everyone
- Give Back





# True Sport Brand Reference Guide

The True Sport Brand Reference Guide provides parameters to ensure the True Sport brand has a consistent look and feel in all applications, leading to increased brand awareness and overall brand strength.

The sport community is welcome to use the True Sport brand, and are asked to refer to the information in the guide about use of the True Sport logo, colours, accessibility, typography, co-branding, and the True Sport Principles.

## The True Sport Logo

The True Sport logo is highly visible and is central to the brand. There are several versions of the logo that can be used for different layouts and applications.

Application	File Format
High quality or print	eps or ai. These vector files can be scaled without losing resolution.
Digital (websites, social media, etc.)	jpg or png. Use a png when a transparent background is required.

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## Resources

- For information about how to use the True Sport logo, refer to the [True Sport Brand Reference Guide](#)
  - [Download the logo variations](#)
- 







[@TrueSportpur](https://www.instagram.com/TrueSportpur)



[@TrueSportpur](https://twitter.com/TrueSportpur)



[True Sport / Sport pur](https://www.facebook.com/TrueSportpur)

## Social Media Content: Examples

Use the following examples of social media posts as inspiration when you talk about or promote True Sport on your social media channels.

### Facebook, Instagram and LinkedIn

Example 1: True Sport Lives Here!

True Sport is an approach to values-based sport that is underpinned by the seven True Sport Principles. To show our commitment, we've displayed the True Sport Principles in our facility as a reminder to athletes, parents, coaches, and officials about the values we believe in.

Join us in activating True Sport by getting involved in our upcoming events, sharing your own stories of how you live the True Sport Principles, and encouraging others to do the same.

#TrueSport #TrueSportPrinciples #TrueSportMoments #TrueSportTuesday @TrueSportpur

## Example 2: True Sport Principles Awareness

[Organization] believes that sport is about more than just winning – it's about building character, strengthening communities, and increasing opportunities for excellence – so we embrace the seven True Sport Principles that we want to see in the sport environments: Go For It, Play Fair, Respect Others, Keep It Fun, Stay Healthy, Include Everyone, and Give Back. These principles are a reminder of the behaviours that we want to represent.

Recently, athletes participated in a #GoForIt challenge where everyone tried to learn a new skill.

Every Tuesday we're going to share how we embrace the True Sport Principles at our [gym/pool/field/rink], so follow along! #TrueSportTuesday

#TrueSport #TrueSportPrinciples @TrueSportpur

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## Example 3: True Sport Resources – The True Sport Principles in Action

Here's what we're doing to Give Back to our community!

Last weekend, our U18 team embodied the True Sport principle Give Back by donating blood. This act of kindness shows how [organization] athletes support our community.

For us, #GiveBack means supporting our community and its members any way we can. Here what we're going to be doing to continue to Give Back! [Insert your plan/ideas here]

Do you have other ideas about how [organization] can Give Back? Let us know!

#TrueSport #GiveBack #TrueSportPrinciples @TrueSportpur #TrueSportTuesday





## X (Twitter)

Note: All posts are under the 280 character limit for X.

Example 1: True Sport Lives Here!

We're committed to the True Sport Principles and will display them in our facility as a reminder of the values we believe in. Join us to celebrate True Sport at [event name]!

@TrueSportpur

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Example 2: True Sport Principles Awareness

Sport is more than just winning – it's about character, community and positive experiences – so we're embracing the True Sport Principles to make sport great. We've got big plans to activate True Sport, so follow along!

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Example 3: True Sport Resources – The True Sport Principles in Action

DYK? The U18 team got together to donate blood last weekend in an effort to #GiveBack to our community!

Do you have other ideas about how [organization] can Give Back? Let us know!

# Newsletter Content: Example

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The copy below is provided as inspiration for newsletter content about True Sport. Please adapt it to meet your needs.

## Subject

True Sport Lives Here!

## Body

We're excited to announce that [organization] is committed to the True Sport Principles! This commitment reflects our belief that good sport has the power to instill character in participants, strengthen communities, and increase opportunities for personal excellence for everyone.

True Sport is an approach to values-based sport that is underpinned by seven principles: Go For It, Play Fair, Respect Others, Keep It Fun, Stay Healthy, Include Everyone, and Give Back. We're going to bring awareness to the principles in our community and embrace values-based sport.

Soon you'll see True Sport in action at [organization] through various initiatives. [Discuss your plans to activate True Sport. For example:

- We'll host workshops and outreach booths at our events to introduce True Sport to the community.
- We'll recognize athletes, coaches, and officials who exemplify the True Sport Principles at our tournaments, events, and end-of-year ceremonies using True Sport Awards.
- We'll display True Sport Principles banners at our venues and facilities.
- We'll share updates about how we're integrating a values-based sport approach into our daily activities on our social media [insert social media handles].]

Sport is more than just competition; it's about fostering positive environments where everyone can thrive.







## Digital Assets

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You have access to more than 300 ready-to-use digital True Sport graphics and templates that are tailored for everyone in your community, including athletes, coaches, parents, and officials. Use them on your social media channels or in your newsletters to share True Sport with your community. [Click here to download all the social media graphics directly to your device.](#)



# Website Content: Example

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Include a True Sport section on your website to help spread the word and share your commitment to values-based sport. Consider including the following content:

## What is True Sport?

True Sport is an approach to values-based sport that is underpinned by seven principles: Go For It, Play Fair, Respect Others, Keep It Fun, Stay Healthy, Include Everyone, and Give Back. When the True Sport Principles are integral to the sport experience, we instill character in participants, strengthen communities, and increase opportunities for excellence. To put it simply, True Sport is dedicated to the idea that good sport can make a great difference.

## The True Sport Principles

### 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.



### **Why you champion True Sport**

[Organization] believes that good sport can make a great difference. By championing True Sport, we have committed to a values-based approach to sport that aligns with our mission to [insert mission].

### **What you are doing to activate True Sport?**

We are incorporating the True Sport Principles into our programs and events. This includes:

- Hosting workshops and booths to educate the community about True Sport.

- Presenting True Sport Awards to recognize athletes, coaches, officials, and volunteers who embody the True Sport Principles at tournaments, events, and the end of the season.
- Displaying the True Sport Principles to raise awareness about the True Sport Principles and as a reminder of the behaviour that is expected at events.
- Using social media to engage members and bring awareness to True Sport.

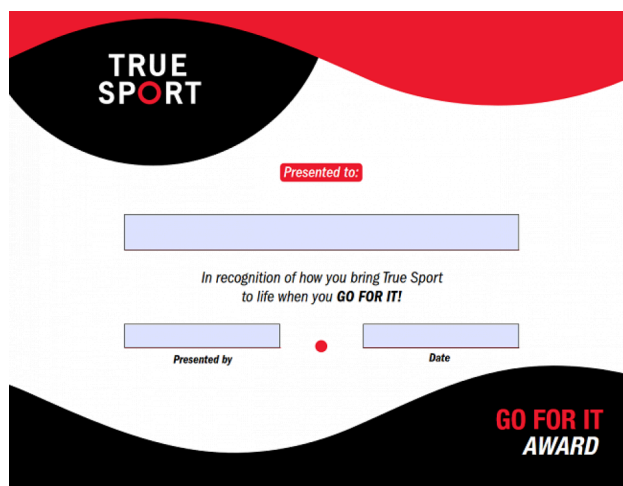
# Print Materials

True Sport has a variety of resources available to help you display your commitment to True Sport, including certificates, awards, oaths, banners, and more. Files can be downloaded and customized to suit your needs.

Learn how you can use these templates to bring True Sport to life.

[www.truesportpur.ca/display-true-sport-0](http://www.truesportpur.ca/display-true-sport-0)

## Awards



## Hanging banners



[PDF](#)



[PDF](#)



# Print Materials

## Retractable banners



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### True Sport Principles

**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.

**truesport.ca**

## Oathes



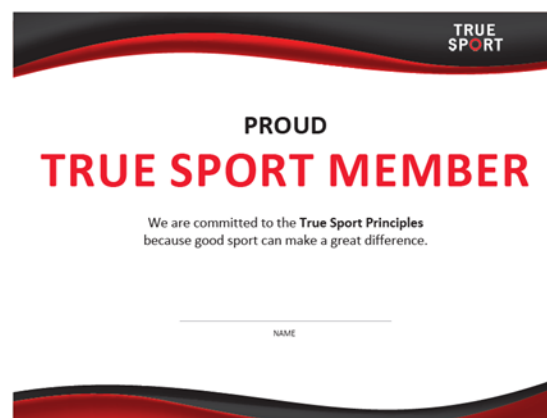
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### ATHLETES' OATH

IN THE NAME OF ALL COMPETITORS TAKING PART IN THE \_\_\_\_\_, I PROMISE THAT WE WILL COMPETE WITH HONOUR AND RESPECT. IN THE SPIRIT OF TRUE SPORT, WE WILL ABIDE BY THE RULES OF THE GAMES AND RECOGNIZE THE COMMITMENT OF THE TIRELESS VOLUNTEERS WHO MAKE THIS EXPERIENCE POSSIBLE.

I pledge our commitment to the True Sport Principles; we will strive for excellence, stay healthy in mind, body and spirit, and have fun.

## Certificates



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### PROUD TRUE SPORT MEMBER

We are committed to the True Sport Principles because good sport can make a great difference.

NAME \_\_\_\_\_

PDF



## Thank You

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Thank you for championing True Sport - your support will help promote sport that is aligned with the values of fairness, excellence, inclusion, and fun.

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