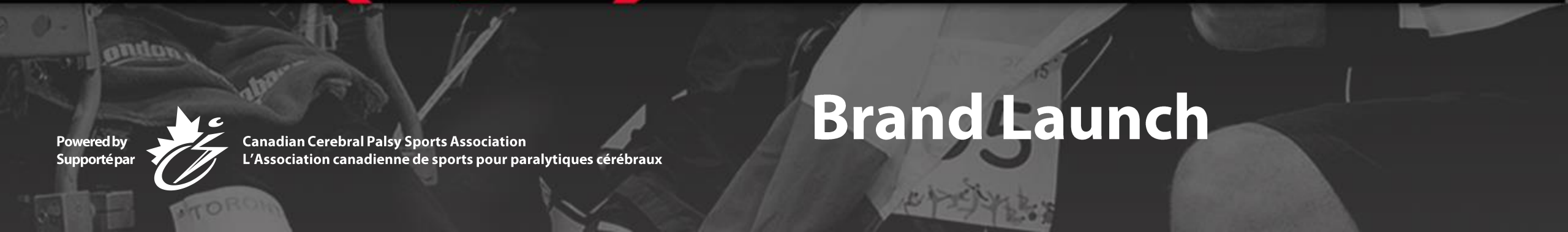




BOCCIA**CANADA**



Powered by
Supporté par



Canadian Cerebral Palsy Sports Association
L'Association canadienne de sports pour paralytiques cérébraux

Brand Launch



SECTION **ONE**

Boccia Canada Guiding Criteria

Boccia Canada critères d'orientation

- 1. Create Awareness**
- 2. Present Boccia as a High Performance Sport**
- 3. Inspire and Encourage Athletes**
- 4. Entice, Engage and Inspire Involvement**

- 1. Sensibiliser les gens**
- 2. Présenter le boccia comme un sport de haute performance**
- 3. Inspirer et encourager les athlètes**
- 4. Inciter, engager et inspirer les autres à s'impliquer dans le sport**



- 5. Speak to players of all levels, with various disabilities**
- 6. Resonate Provincially, Nationally and Internationally**
- 7. Guide Community and Athletes to support the Brand**

- 5. Discuter avec les joueurs de tous les niveaux, ayant des handicaps**
- 6. Trouver un écho aux niveaux provincial, national et international**
- 7. Guider la communauté et les athlètes pour soutenir la marque**



- 8. Create optimism, confidence, and positive state of mind**
- 9. Position Boccia Canada to be where we want to be**
- 10. Support and Guide Decisions for the vision of Boccia Canada**

- 8. Faire prevue d'optimism, instaurer un climat de confiance et arborer un état d'esprit positif**
- 9. Positionner Boccia Canada pour que nous soyons là où nous voulons**
- 10. Aider l'ACSPC et Boccia Canada à prendre des decisions et à appuyer leur vision**





SECTION **TWO**

Key Brand Attributes

Attributs clés de la marque

- **The Best**
- **Leaders in
the Sport**

- **Les meilleurs**
- **Leaders dans
le Sport**



- **Believe in Possibilities**
- **Real Potential**

- **Croire en ses chances**
- **Véritable potential**



- **A Game for All**
- **Unconventional**
- **Unexpected**

- **Un jeu pour tout le monde**
- **Non conventionnel**
- **Inattendu**



- **In this
Together**
- **We win
Together**

- **Solidaires**
- **Nous
gagnons
ensemble**



- **Future Focused**
- **Proud.**
Passionate

- **Projetés**
vers l'avenir
- **Fiers.**
Passionnés



- **Resilient. Gritty.**
Bold
- **Professional**

- **Résistants.**
Courageux.
Audacieux
- **Professionne**
ls



- **Explore Boundaries and move Beyond Them**

- **Trouver ses limites et les dépasser**



- **Get it done.**
“Take the Shot”

- **Faire le
nécessaire
“à toi de
jouer”**



- **Deliver with Intention and Purpose**

- **S'exécuter avec force et détermination**



- **Create Impact**
- **Focus on Ability**

- **Créer un impact**
- **Mettre l'accent sur les capacités**





SECTION **THREE**

Brand Materials

Logo Rationale

- Clean, simple, professional
- Unmistakably Canadian
- One Boccia Ball
- Maple Leaf in motion
- Paralympic Flame

The logo features the word "BOCCIA" in a large, white, sans-serif font. The letter "O" is replaced by a red boccia ball with a white maple leaf design inside it. Below "BOCCIA", the word "CANADA" is written in a smaller, red, sans-serif font, with each letter spaced out.

BOCCIA**CANADA**

bocciacanada.ca

Website

The screenshot shows the BOCCIA CANADA website homepage. At the top, there is a navigation bar with the BOCCIA CANADA logo on the left and a menu on the right containing: HOME, ATHLETES & STAFF, BOCCIA 101, NEWS & EVENTS, GET INVOLVED, and GIVING. A utility bar above the menu includes a mailing list subscription form, social media icons for Facebook, Twitter, and YouTube, and links for Contact Us, Donate, and Français.

The main content area features a large hero banner with a video player showing a boccia match. To the right of the video, the text reads: "Watch 2016 CANADIAN BOCCIA CHAMPIONSHIPS LIVE" with a link ">> Click here". Below the video, there is a section titled "Get all your BOCCIA CANADA Results and Rankings" with two buttons: "RESULTS" and "RANKINGS".

Below the hero banner, there are two columns of content. The left column is titled "Know the sport, meet the athletes and cheer us on" and contains a paragraph about the Canadian Cerebral Palsy Sports Association (CCPSA) and a row of three small images showing athletes. Below the images is a link "Learn more about us". The right column is titled "News & Events" and lists several news items: "Athlete Assistance Criteria 2016-2017", "National Boccia Training Squad Selection Criteria 2016-2017", "Job Posting: Executive Director, Ottawa, Ontario", "Job Posting: National Training Squad Coach, Eastern Ontario", and "Dispaltro snags fourth place at Boccia World Open in Seoul, Korea". A "More News" link is at the bottom of this column.

The footer is a red banner with the BOCCIA CANADA logo on the left, the text "Powered by Supporté par" with the Canadian flag logo in the middle, and "Funded by the Government of Canada / Financé par le gouvernement du Canada" and the Canada wordmark on the right. At the very bottom, there is a dark grey bar with the copyright notice "© 2016 CCPSA. All rights reserved." on the left and "Website design & development powered by: aperi communications" on the right.



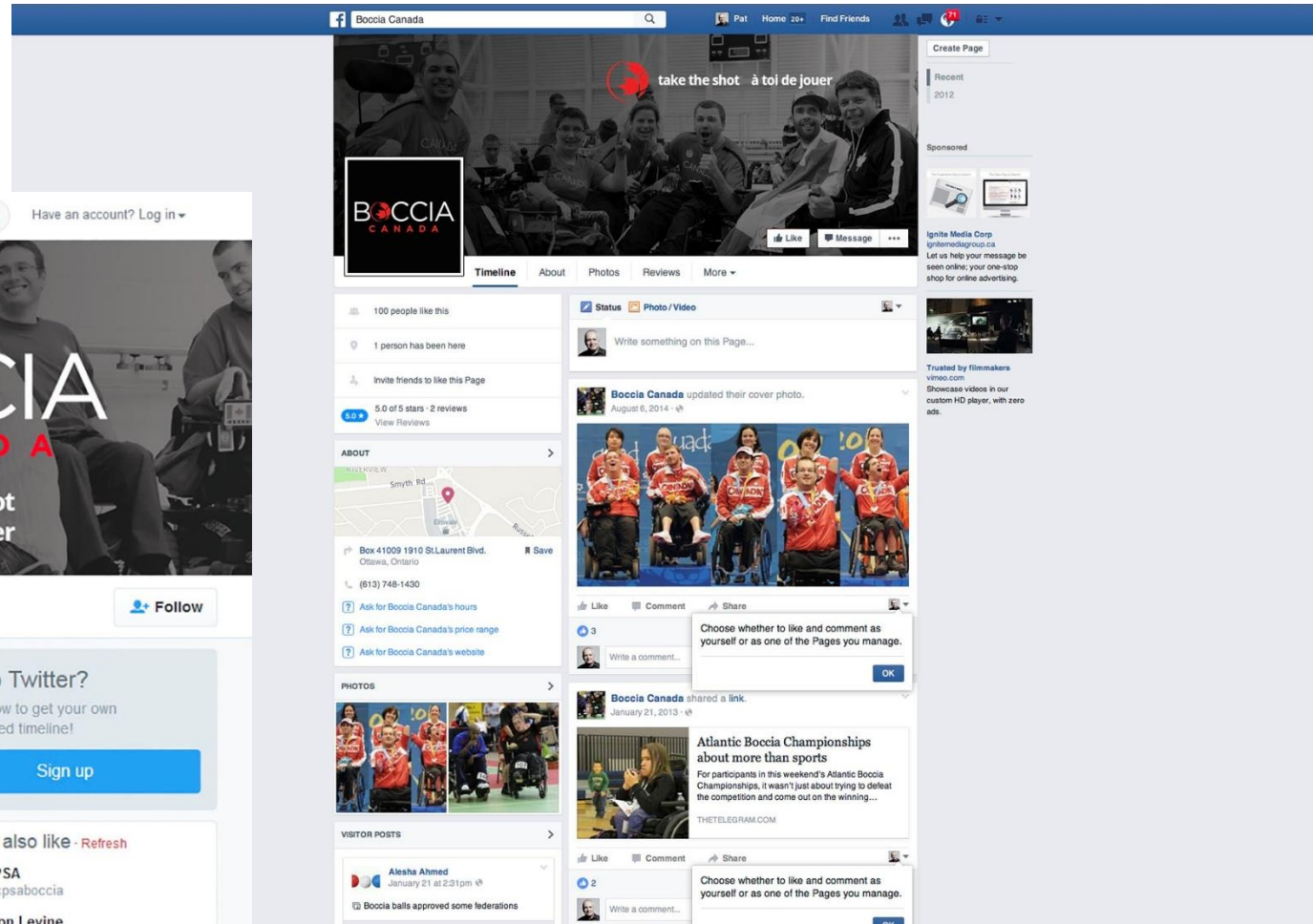
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Social Media Skins



Twitter profile for Boccia Canada (@BocciaCanada). The profile picture is a red and black logo of a boccia ball. The header image shows a group of people playing boccia with the text "BOCCIA CANADA" and "take the shot à toi de jouer". The bio includes the location "Canada" and the date "Joined February 2012". The tweet feed shows two tweets from March 18, 2012, regarding the 2012 Canadian Boccia Championship and recruitment for the 2015 Pan/Parapan American Games. A "New to Twitter?" sign-up prompt and a "You may also like" section are also visible.



Facebook page for Boccia Canada. The cover photo features the same "BOCCIA CANADA" branding and "take the shot à toi de jouer" slogan. The page layout includes a navigation bar, a timeline of posts, and a "About" section. The "About" section lists the address: "Box 41009 1910 St-Laurent Blvd., Ottawa, Ontario" and the phone number "(813) 748-1430". It also includes links to ask for the price range and website. A "Photos" section shows a group of athletes in red uniforms. A "Visitor Posts" section shows a post from Alesha Ahmed dated January 21, 2013, about approved federations.



BOCCIA CANADA

bocciaCanada.ca