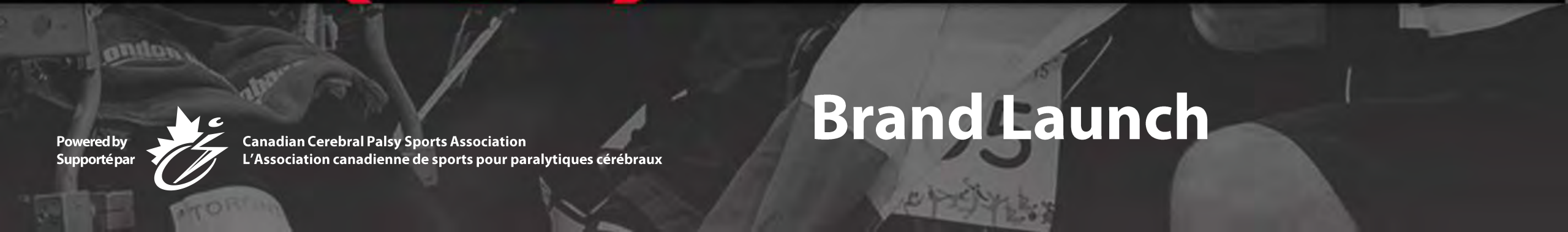




BOCCIA**CANADA**



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**



A woman with glasses and a black t-shirt with the word 'CANAL' printed on it is making a hand gesture with her right hand. The background is dark and slightly blurred.

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**



A grayscale photograph of a man with short hair and a goatee, wearing a dark t-shirt with the word "CANADA" visible. He is holding a large, ornate silver trophy with both hands. The background is dark and out of focus. The image is overlaid with a semi-transparent dark gray rectangle on the right side, which contains the text for this section.

SECTION **THREE**

Brand Materials

Logo Rationale

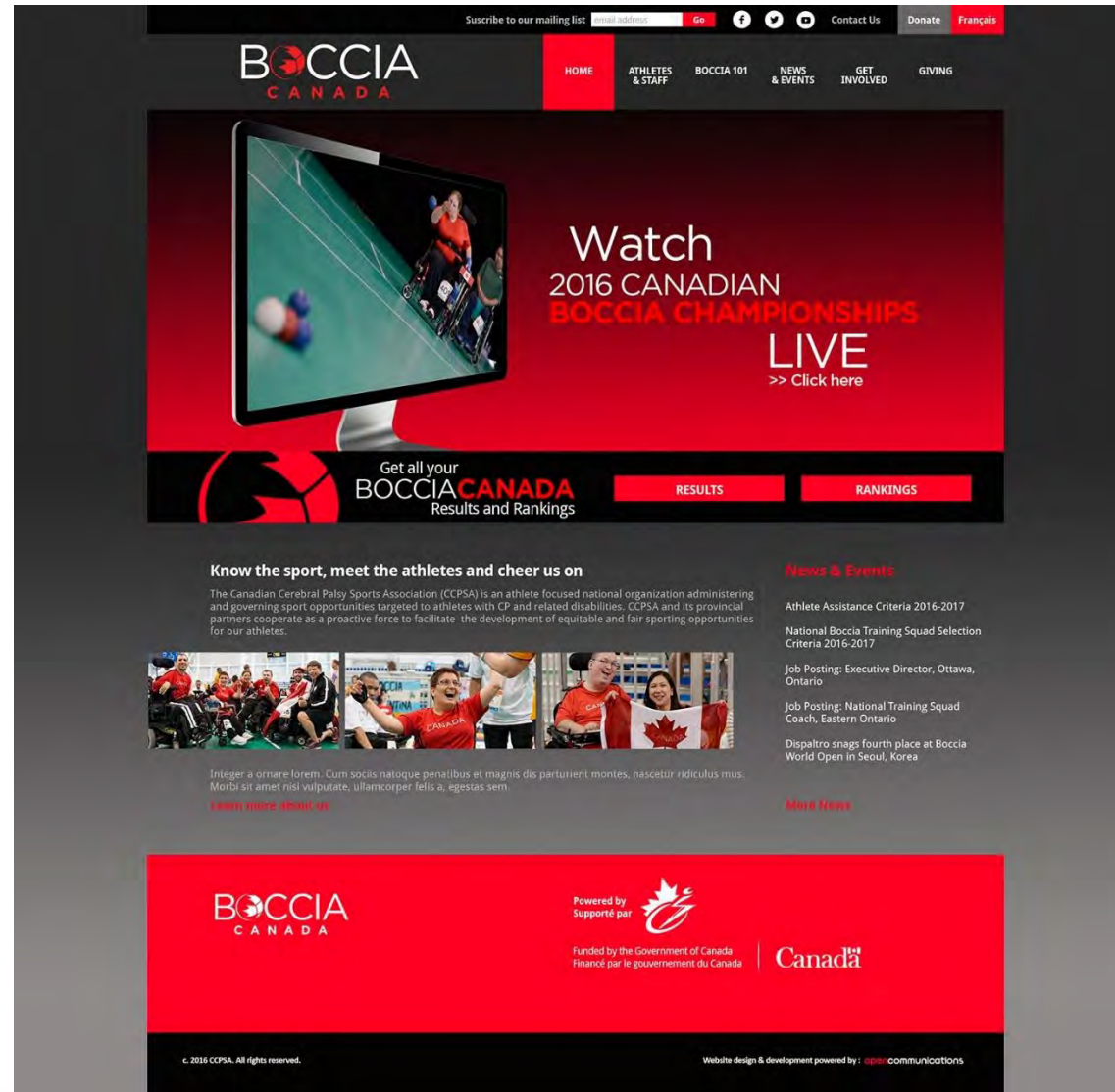
- Clean, simple, professional
- Unmistakably Canadian
- One Boccia Ball
- Maple Leaf in motion
- Paralympic Flame

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

BOCCIA**CANADA**

bocciacanada.ca

Website



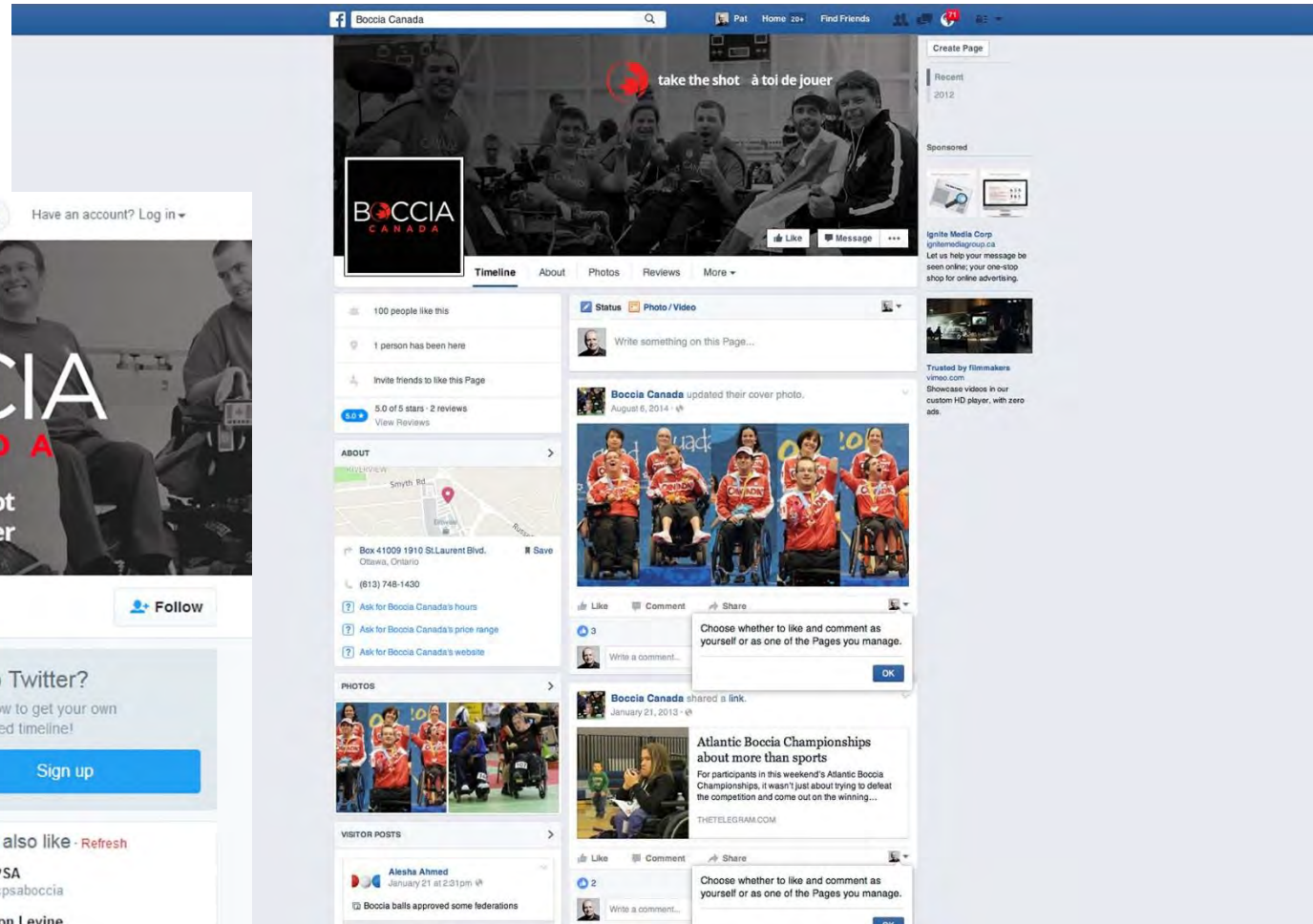
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Social Media Skins



Twitter profile page for Boccia Canada. The header features a large banner image of people playing Boccia with the text "BOCCIA CANADA" and "take the shot à toi de jouer". The profile picture is a red Boccia ball logo. The bio includes the name "Boccia Canada", handle "@BocciaCanada", location "Canada", and "Joined February 2012". The tweet count shows 2 tweets, 9 following, and 19 followers. A tweet from March 18, 2012, announces the 2012 Canadian Boccia Championship. Another tweet from the same date mentions recruiting for the 2015 Pan/Parapan American Games. A "New to Twitter?" sign-up prompt and a "You may also like" section with related accounts are also visible.



Facebook page for Boccia Canada. The cover photo shows a group of people playing Boccia with the text "take the shot à toi de jouer". The page includes a navigation bar with "Timeline", "About", "Photos", "Reviews", and "More". The main content area shows a status update from August 6, 2014, where the cover photo was updated. Below this is a photo of a Boccia team. The page also features a "Trusted by Filmmakers" badge and a "Share" button. The right sidebar contains a "Create Page" button, a "Recent" section for 2012, and a "Sponsored" section for Ignite Media Corp.



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bocciaCanada.ca