






Guideline (GUI)

IGNITEHer Branding and Marketing Guide

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Errors or Omissions

Big Country Soccer Association has provided this manual to the membership as a guide for the parents of players who are registered with Big Country Soccer Association. Any errors or omissions contained herein shall not supersede the by-laws, policies, procedures, or guidelines of the Association. Any changes to the manual shall be included in the next edition. The by-laws of the association supersede any guideline or policy should a conflict occur.

Document Revision History

Rev	Date	Description	Originator	Checker	Approver
0	23-Jan-2026	Published.	Duncan Hawkins	Tara Homa	Duncan Hawkins
A	22-Jan-2026	This is the initial DRAFT of this Guideline document.	Duncan Hawkins	Tara Homa	Duncan Hawkins

Current Revision Description

Section	Description



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1 Purpose

The purpose of this guideline is to provide Registered Member Clubs and BCSA with a clear, consistent framework for branding and marketing the IGNITEHer Girls Program. This guide supports positive visibility, shared identity, and alignment across communities while allowing clubs to maintain their own voice.

This guideline is intended to:

- Support volunteers with clear marketing direction,
- Protect the IGNITEHer brand,
- Promote consistency across clubs, and
- Strengthen belonging and visibility for girls in soccer.

This document is not intended to prescribe exact wording, posting frequency, or marketing tactics. It exists to provide clarity, guardrails, and shared understanding.

2 Scope

This guideline applies to:

- All BCSA Registered Member Clubs,
- All club-led marketing, social media, and promotional content that references the IGNITEHer Girls Program, and
- Digital and print materials used to promote girls-focused initiatives.

This guideline does not apply to:

- General club marketing unrelated to IGNITEHer,
- Individual parent or player social media activity, and/ or
- Match reporting or competition-specific communications.

The intent of this scope is to provide clarity on where IGNITEHer branding should be applied, without limiting normal club communications.

3 References

The following referenced documents are to be considered the latest edition and indispensable for the application of this document.



Table 1 – References

Document Number	Title
	Canada Soccer Association- Guide to Safety
	Alberta Soccer Association-Safe Environment
BCSA-POL-001	Big Country Soccer Association Policy
BCSA-POL-010	Big Country Soccer Association Diversity, Equality, and Inclusion Policy
BCSA-POL-023	Big Country Soccer Association Long-Term Player Development (LTPD) Policy
BCSA-GUI-033	BCSA IGNITEHer Program Guide

4 Acronyms and Defined Terms

For this document, the following acronyms and terms apply.

4.1 Acronyms

Table 2 – Acronyms

Acronym	Definition
ASA	Alberta Soccer Association
BCSA	Big Country Soccer Association
CSA	Canada Soccer Association
GUI	Guideline
LTPD	Long-Term Player Development

4.2 Definitions

Table 3 – Definitions

Term	Definition
IGNITEHer Program	A district-wide initiative focused on growing the girls' game through belonging, quality development, leadership, and lifelong connection.
Registered Member	This is the community that is registered with BCSA to register their players to compete in the Association with other registered teams. These communities will have their players registered with Alberta Soccer Association.

5 Responsibilities

- 5.1** The following list of responsibilities are not all encompassing. Additional responsibilities may be assigned out, as required, when there are tasks and/ or actions required to represent Big Country Soccer Association, its players, parents, coaches, and the governing soccer associations that Big Country Soccer Association is required to adhere to.

Where significant misalignment with the intent of the IGNITEHer program is identified, BCSA may engage the Registered Member Club in a collaborative discussion to support alignment with the program's values and pillars.

- 5.2** Big Country Soccer Association is responsible for the following in relation to this guideline:
- a) Developing and maintaining this Marketing & Branding Guideline to support Registered Member Clubs.
 - b) Providing official IGNITEHer branding assets, including logo files, colour variations, and approved Canva templates.
 - c) Communicating updates, clarifications, or improvements related to IGNITEHer branding and messaging.
 - d) Offering guidance and support to clubs that request assistance with content creation, logo use, or campaign alignment.
 - e) Monitoring overall district alignment to ensure the IGNITEHer program is represented in a manner consistent with its purpose and values.
 - f) Using this guideline as a support and review tool, not as a punitive enforcement mechanism.

Note:

- i. BCSA is not responsible for day-to-day posting, content scheduling, or managing individual club social media accounts.*

- 5.3** Registered Members of BCSA are responsible for the following in relation to this guideline:
- a) Using IGNITEHer branding assets as provided and in accordance with this guideline.
 - b) Ensuring posts connected to IGNITEHer reflect values of belonging, development, inclusion, and positive experience.
 - c) Selecting content frequency and platforms that are realistic for their volunteer capacity.
 - d) Avoiding content that misrepresents the IGNITEHer program as performance-driven, exclusive, or outcome-focused.



- e) Assigning responsibility for social media posting to an appropriate club representative or small group (e.g., board member, communications volunteer).
- f) Responding to reasonable requests from BCSA for clarification or alignment if branding concerns are identified.

Note:

- ii. *Registered Member Clubs are not expected to produce professional-level marketing content or meet posting quotas. The emphasis remains on authenticity, consistency, and positive representation.*

6 IGNITEHer Brand Overview

- 6.1** IGNITEHer is a district-wide girls' initiative built on the principles of belonging, development, leadership, and connection.

When clubs reference IGNITEHer, the intent is to:

- Highlight positive experiences for girls,
- Reinforce inclusive and development-first environments, and
- Showcase pathways for participation and leadership.

- 6.2** IGNITEHer branding should not be used to:

- Promote competitive outcomes, standings, or results,
- Create comparisons between players, teams, or clubs, and/ or
- Position the program as exclusive or elite

The focus remains on experience over outcome and people over performance.

- 6.3** All IGNITEHer branding and messaging should reflect the program's pillars.

7 Logo Usage Guidelines

- 7.1** The IGNITEHer logo represents a shared district commitment. Consistent use helps ensure clarity and recognition across communities.

Approved Uses

7.2 The IGNITEHer logo may be used for:

- Social media posts and stories connected to girls' programming,
- Event promotion related to IGNITEHer initiatives,
- Pillar spotlights and awareness content, and
- Club announcements directly supporting girls' programs.

Logo Do's

7.3 Note the following do's:

- Use official logo files provided by BCSA,
- Maintain original proportions and orientation,
- Use approved colour variations only, and
- Ensure sufficient contrast and clear space around the logo.

Logo Don'ts

7.4 Note the following don'ts:

- Do not recolour, stretch, rotate, or crop the logo,
- Do not add effects, outlines, or shadows, and
- Do not place the logo on busy or low-contrast backgrounds.

Logo guidance is intended to protect clarity, not restrict creativity.

7.5 The approved BCSA logo to use for the IGNITEHer Program is as follows:



Figure 1 – Program Logo

8 Visual Style & Imagery Standards

8.1 Visual content should reflect the lived experience of girls in soccer and align with the values of the IGNITEHer program.

Recommended Imagery

8.2 Note the following:

- Girls actively playing, learning, or connecting.
- Female coaches, referees, mentors, and volunteers.
- Candid, in-the-moment photos.
- A range of ages, abilities, and stages of development.

Imagery to Avoid

8.3 Note the following:

- Trophy-only or podium-focused photos.
- Scoreline or result-driven visuals.
- Overly staged or stock imagery.
- Content that may unintentionally reinforce pressure or comparison.

Clubs are encouraged to prioritize authentic representation over polished presentation.

9 Messaging & Caption Guidance

9.1 Messaging connected to IGNITEHer should reinforce positive experiences and long-term engagement.

Tone Guidelines

9.2 Messaging should be:

- Welcoming and encouraging,
- Development-focused,
- Community-oriented, and
- Age-appropriate and inclusive.



Messaging Focus

9.3 Captions should emphasize:

- Belonging and participation,
- Learning and growth, and
- Leadership and confidence.

9.4 Captions should avoid:

- Outcome-based language,
- Comparison between players or teams, and
- Messaging that implies pressure or expectation.

10 Content Types & Posting Frequency

10.1 Clubs are encouraged to share IGNITEHer-related content in ways that are sustainable and realistic for their volunteer capacity.

Suggested Content Types

10.2 Note the following:

- IGNITEHer pillar spotlights,
- Girls' program announcements,
- Recognition of female leaders and volunteers, and
- Participation in events, festivals, or clinics.

Posting Frequency Guidance

10.3 There is no required posting frequency. Recommended benchmarks include:

- Once per pillar,
- Once per season,
- Once per girls-focused event, and
- Consistency over time is more important than volume.

11 Hashtags, Tagging & Platform Use

11.1 Hashtags and tagging help extend visibility while maintaining alignment.

Hashtag Guidance

11.2 Clubs may use 3–8 hashtags per post. Recommended options include:

- #IGNITEHer
- #GirlsInSport
- #GirlsInSoccer
- #WomenInSport
- #ShePlaysSheLeads

Tagging Guidance

11.3 Note the following:

- Tag the club's official account
- Tag BCSA when content is district-connected
- Use location tags where appropriate

Hashtags and tagging are optional tools, not requirements.

12 Shared Assets & Templates

12.1 BCSA will provide:

- Official logo files
- Canva templates
- Sample captions

Clubs are encouraged to adapt templates while maintaining branding integrity.



13 Club Self-Audit & Performance Review

13.1 This guideline may be used by clubs and BCSA as a reflection and improvement tool.

13.2 Self-audit considerations may include:

- Is IGNITEHer messaging consistent with program values?
- Is the logo being used appropriately?
- Are girls and female leaders visibly represented?
- Does content focus on experience rather than outcomes?

Self-audits are intended to support learning, alignment, and shared improvement. They are not intended as enforcement or ranking mechanisms.

14 Support & Continual Improvement

14.1 Clubs are encouraged to reach out to BCSA for:

- Branding clarification
- Content support
- Sharing success stories

Continual improvement strengthens the girls' game across all communities.

Final Thought

14.2 Sharing the IGNITEHer story is about visibility, belief, and belonging. Every post helps build a stronger future for girls in soccer.