

2023-2024 RINGETTE SEASON



*branding guidelines*  
**RINGETTE ONTARIO**



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Ringette Ontario is committed to uploading our branding guidelines in the 2023–2024 season to provide; clear messaging & the highest quality marketing & communication to be the leaders within the ringette community.

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**BRAND HEART**

**BRAND MESSAGE**

**SOCIAL MEDIA 101**

**VISUAL IDENTITY**

# BRAND HEART

## PURPOSE - VISION - MISSION - VALUES

### PURPOSE



Ringette Ontario is the Provincial Sport Organization for Ringette in Ontario. Ringette Ontario is an athlete-centric and value-driven organization that oversees all ringette interests in the Province.

### VISION



Be the leading ringette organization in the country, strengthening communities in Ontario through our sport.



# BRAND HEART

PURPOSE - VISION - MISSION - VALUES

## MISSION



Delivering a lifelong sport community that promotes teamwork and leadership development in an inclusive and safe environment.



# BRAND HEART

PURPOSE - VISION - MISSION - VALUES

## VALUES



Our values are:

**Dedication** – We share a collective commitment and passion for the game.

**Respect** – We recognize everyone's contribution to our community.

**Teamwork** – We achieve our goals together.

**Inclusion** – We welcome all who want to join our safe sport community.

**Integrity** – We govern our sport with transparency and fairness.



# BRAND MESSAGE

BRAND ESSENCE - TAGLINE - VALUE PROP - MESSAGE PILLARS

## BRAND ESSENCE



**PERSONALITY:** Enthusiastic, Competitive, Helpful, Ambitious, Bright, Leader

**VOICE:** That one friend who is knowledgeable, there when you need them, but knows when to have a good time.

**TONE:** Optimistic, Informative, Fun



# BRAND MESSAGE

BRAND ESSENCE - TAGLINE - VALUE PROP - MESSAGE PILLARS

TAGLINE: MAIN



#GameChanger



# BRAND MESSAGE

BRAND ESSENCE - TAGLINE - VALUE PROP - MESSAGE PILLARS

TAGLINE: SUPPORTING



#WeAreRingette





# BRAND MESSAGE

BRAND ESSENCE - TAGLINE - VALUE PROP - MESSAGE PILLARS

TAGLINE: SUPPORTING



#ThisIsRingette



# BRAND MESSAGE

BRAND ESSENCE - TAGLINE - VALUE PROP - MESSAGE PILLARS

TAGLINE: SUPPORTING



#RookieRingette



# BRAND MESSAGE

BRAND ESSENCE - TAGLINE - VALUE PROP - MESSAGE PILLARS

TAGLINE: SUPPORTING



#WhyRingette and #ChooseRingette



# BRAND MESSAGE

BRAND ESSENCE - TAGLINE - VALUE PROP - MESSAGE PILLARS

## VALUE PROP



**PERSONALITY:** Enthusiastic, Competitive, Helpful, Ambitious, Bright, Leader

**VOICE:** That one friend who is knowledgeable & professional, but knows when you need them & knows when to have a good time.

**tone:** Optimistic, Informative, Fun



# BRAND MESSAGE

BRAND ESSENCE - TAGLINE - VALUE PROP - MESSAGE PILLARS

## MESSAGE PILLARS



### COMMUNITY

- #ALLIN THIS TOGETHER
- We want to create a welcoming environment for all members (staff, coaches, players, officials, parents and newcomers to the sport of Ringette).



# BRAND MESSAGE

BRAND ESSENCE - TAGLINE - VALUE PROP - MESSAGE PILLARS

## MESSAGE PILLARS



### EDUCATION

- Messaging across all platforms (social media, newsletters, etc.) will provide education to our audience.
- We will focus on providing educational resources.
- We will break down our education into messaging that focuses on our NEW & OLD communities.



# BRAND MESSAGE

BRAND ESSENCE - TAGLINE - VALUE PROP - MESSAGE PILLARS

## MESSAGE PILLARS

### CULTURE

- Create a culture that promotes respect and integrity and delivers a positive ringette experience for all.
- All messaging will be welcoming for all, no matter gender, ethnicity, race, religion, etc.



# BRAND MESSAGE

BRAND ESSENCE - TAGLINE - VALUE PROP - MESSAGE PILLARS

## MESSAGE PILLARS

### LEGACY

- For the 2023-2024 season, we want our sport to be known. We want our marketing to be known. We want to be a leader within Ringette. We want people to see our hashtag, see our logo, see our colours, and even see our branding and know THAT IS RINGETTE – THAT IS RINGETTE ONTARIO
- We will create new branding, affiliated social media accounts, marketing videos & more that will be known & known as ROs



# VISUAL IDENTITY

LOGO - TYPOGRAPHY - COLOUR - IMAGERY - ILLUSTRATION - PHOTOGRAPHY

## LOGOS



LOGO #1

**#GAME**   
**CHANGERS**

LOGO #2

**#WEARE**   
**RINGETTE**

LOGO #3

# VISUAL IDENTITY

LOGO - TYPOGRAPHY - COLOUR - IMAGERY - ILLUSTRATION - PHOTOGRAPHY

## LOGOS

**#THISIS**   
**RINGETTE**

LOGO #4

**#ROOKIE**   
**RINGETTE**

LOGO #5

# VISUAL IDENTITY

LOGO - TYPOGRAPHY - COLOUR - IMAGERY - ILLUSTRATION - PHOTOGRAPHY

## TYPOGRAPHY

**Anton (Lower Case)**

Open Sauce SemiBold  
(Upper Case)

**ANTON (Upper Case)**

OPEN SAUCE SEMIBOLD  
(Upper Case)

# VISUAL IDENTITY

LOGO - TYPOGRAPHY - COLOUR - IMAGERY - ILLUSTRATION - PHOTOGRAPHY

## COLOURS

A solid red circle.

**#CC1000**

A black circle with a white outline.

**#000000**

A solid white circle.

**#FFFFFF**

# VISUAL IDENTITY

LOGO - TYPOGRAPHY - COLOUR - IMAGERY - ILLUSTRATION - PHOTOGRAPHY

## IMAGERY



IMAGERY DO'S



IMAGERY DON'TS



# VISUAL IDENTITY

LOGO - TYPOGRAPHY - COLOUR - IMAGERY - ILLUSTRATION - PHOTOGRAPHY

## IMAGERY



IMAGERY DO'S



IMAGERY DON'TS



# VISUAL IDENTITY

LOGO - TYPOGRAPHY - COLOUR - IMAGERY - ILLUSTRATION - PHOTOGRAPHY

## IMAGERY



IMAGERY DO'S



IMAGERY DON'TS

# VISUAL IDENTITY

LOGO - TYPOGRAPHY - COLOUR - IMAGERY - ILLUSTRATION - PHOTOGRAPHY

## ILLUSTRATION - ELEMENTS PART 2: THINGS TO CONSIDER

**KEEPING IT SIMPLE**

**KEEP IT ON BRAND**

**MAKE SURE IT TELLS  
A STORY**

**ADD ELEMENTS TO THE  
GRAPHIC THAT MAKE SENSE**

**LET THE GRAPHIC  
TELL THE STORY**

**CREATE A GRAPHIC THAT MATCHES  
OUR FEED, OUR BRAND, OUR MISSION,  
OUR VALUES & KEEP IT FUN**



# VISUAL IDENTITY

LOGO - TYPOGRAPHY - COLOUR - IMAGERY - ILLUSTRATION - PHOTOGRAPHY

## PHOTOGRAPHY

### THINGS TO CONSIDER

- Angles matter
- Get creative
- CLEAR - CRISP - CLARITY
- Edit the photos to match our brand feel
- Brand photos vs. user-generated photos