



RINGETTE ONTARIO

BRANDING GUIDELINES

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BRAND STORY

Like maple syrup and poutine, ringette is unmistakably Canadian. Invented by Sam Jacks in 1963, Ringette is now played in all 10 provinces and the Northwest Territories.

Jacks, who was the director of parks and recreation for North Bay, dreamed up ringette in an effort to draw more women to play sports. Little did he know that ringette would one day be known as the fastest sport on ice.

Ringette continued to evolve throughout the 60's and by 1966 the first ringette community associations were founded in Sudbury and North Bay.

1966 turned out to be a big year for ringette because it was also when the first invitational ringette tournament took place in Quebec. It was the Northern Ontario and Quebec championships and five teams faced off to win. It was at this tournament that the first ringette crests were created and awarded.

Jacks's hard work paid off. In 1969, the sport's first provincial governing body, the Ontario Ringette Association, was formed. This was a sure sign that ringette was here to stay.





PURPOSE
VISION
MISSION
VALUES

BRAND HEART



PURPOSE & VISION

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.



A photograph of two ice hockey players on an ice rink. The player in the foreground is wearing a white jersey with black and red accents, featuring the text 'WEST OTTAWA WILD' and a stylized 'WILD' logo. He is wearing a black helmet with a white cage and holding a hockey stick. The player in the background is wearing a blue jersey and a black helmet. The rink has a white wall and a blue protective strip.

BRAND MISSION

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

OUR VALUES

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

Brand Identity

UNIQUE



BRAND ESSENCE

Language

TEAMWORK



BRAND ESSENCE

Tone-of-Voice

INSPIRING



BRAND ESSENCE

Characteristics

**PASSIONATE/
DEDICATED**



BRAND ESSENCE

Motivation

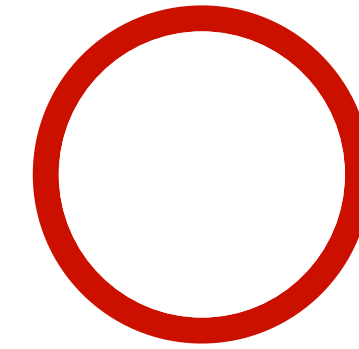
**BEING A PART OF
SOMETHING BIGGER
THAN YOURSELF**



BRAND ESSENCE

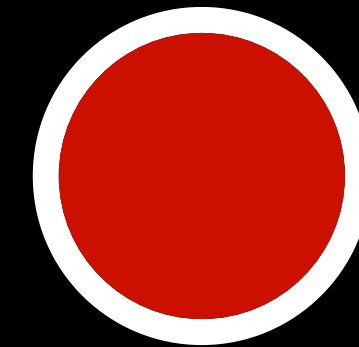
Fear

**LETTING YOUR
TEAM DOWN**

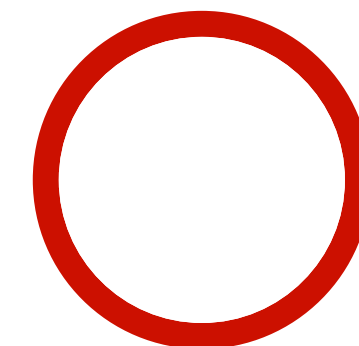


#WhyRingette

BRAND MESSAGE
TAGLINE



#WeAreRingette



#RookieRingette



MESSAGE PILLARS



COMMUNITY



EDUCATION



CULTURE



LEGACY



LOGO
TYPOGRAPHY
COLOUR
IMAGERY
ILLUSTRATION
PHOTOGRAPHY

VISUAL IDENTITY



LOGOS



#WEARE 
RINGETTE

TYPOGRAPHY



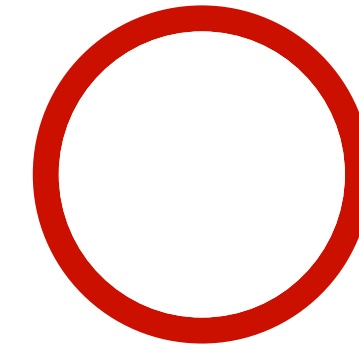
POPPINS - EXTRA BOLD



POPPINS - MEDIUM

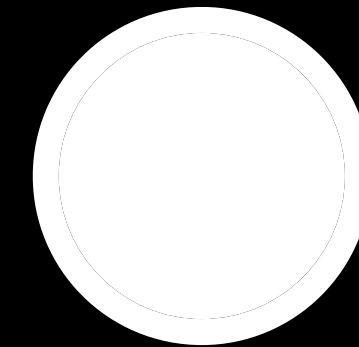


POPPINS - THIN

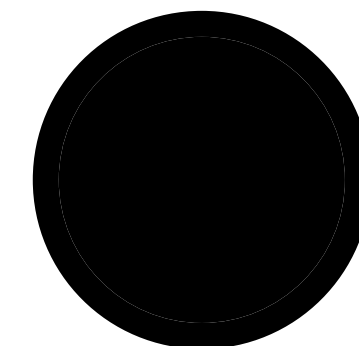


#CC1000

VISUAL IDENTITY
COLOUR



#FFFFFF



#000000



IMAGERY



SOCIAL MEDIA BRANDING



Daily Positivity+

**PLAN.
WORK.
REPEAT.**

@reallygreatsite

**SEPTEMBER 2024
ATHLETE OF THE MONTH**



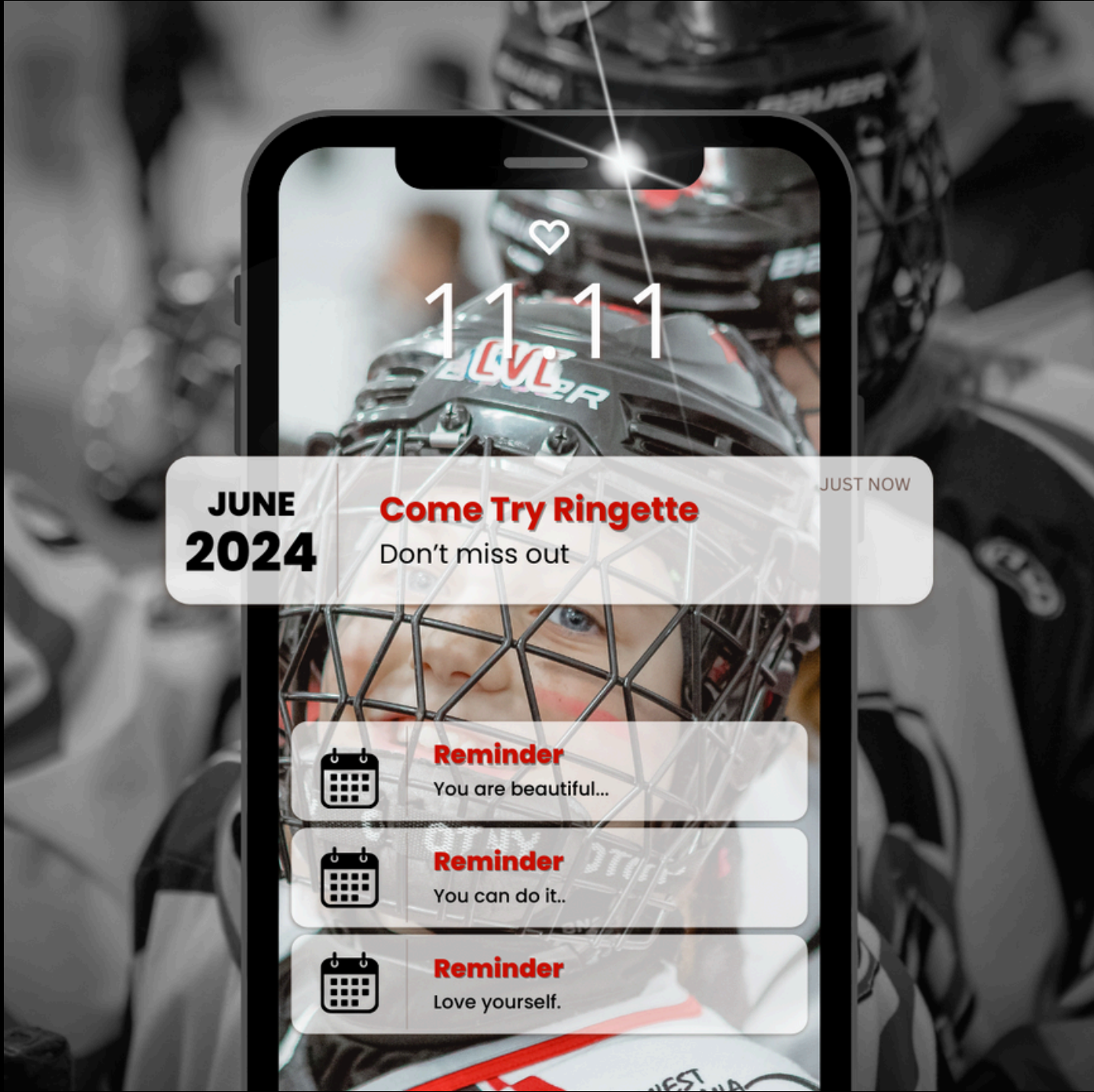
BORCELLE

#WEARERINGETTE

@REALLYGREATSITE

HOW TO GROW YOUR BUSINESS

ON SOCIAL MEDIA







TEAM OF THE MONTH





#WEARERINGETTE



**#WEARE
RINGETTE**

THE WHOS WHO
BEHIND OUR SPORT

EP 01



HOSTED BY: CASSIE FERGUSON
MARKETING & COMMUNICATIONS, COORDINATOR
RINGETTE ONTARIO



WEBSITE BRANDING

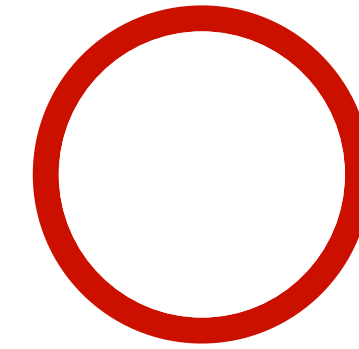
WEBSITE BRANDING 101

▶ **WEBSITE UPDATES:** ALL WEBSITE UPDATES SHOULD BE SUBMITTED THE DAY BEFORE (TUESDAY)

▶ **WEBSITE TO BE MAINLY UPDATED BY MARKETING & COMMUNICATION COORDINATOR**

▶ **THE MAIN FOCUS FOR THE 2024-2025 SEASON:**

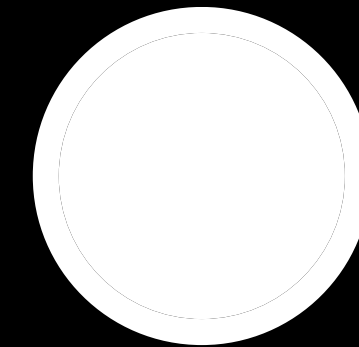
- INFORMATION TO BE UPDATED FREQUENTLY TO MATCH WHAT IS HAPPENING ACROSS THE PROVINCE
- UPDATE GRAPHICS ALL SEASON
- BRANDING TO BE CONSISTENT ACROSS THE WEBSITE
- MAKE THE WEBSITE EYE-CATCHING TO VISITORS
- MAKE THE WEBSITE EASY TO NAVIGATE
- BE THE PLACE WE DIRECT PEOPLE TO FOR ALL RINGETTE INFORMATION.



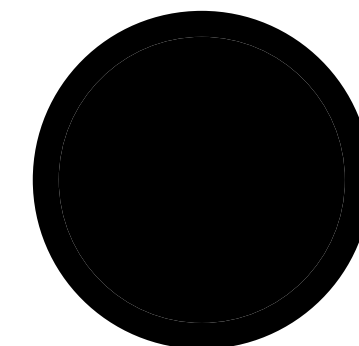
**TITLES:
HEADING 2**

WEBSITE BRANDING

FONTS



**BODY:
PARAGRAPH**



**LINKS:
PARAGRAPH
(NOT BOLD)**

WORD
&
PRESENTATION
BRANDING





Title of Communication Piece,

EXAMPLE/ WHERE THE BODY OF COMMUNICATION WILL GO

|

NAME OF PERSON WHO CAN ANSWER QUESTIONS

THEIR TITLE

THEIR EMAIL ADDRESS

