CANADIAN PARALYMPIC COMMITTEE

Brand Guidelines
February 11, 2025
Version 1.3

CONTENTS
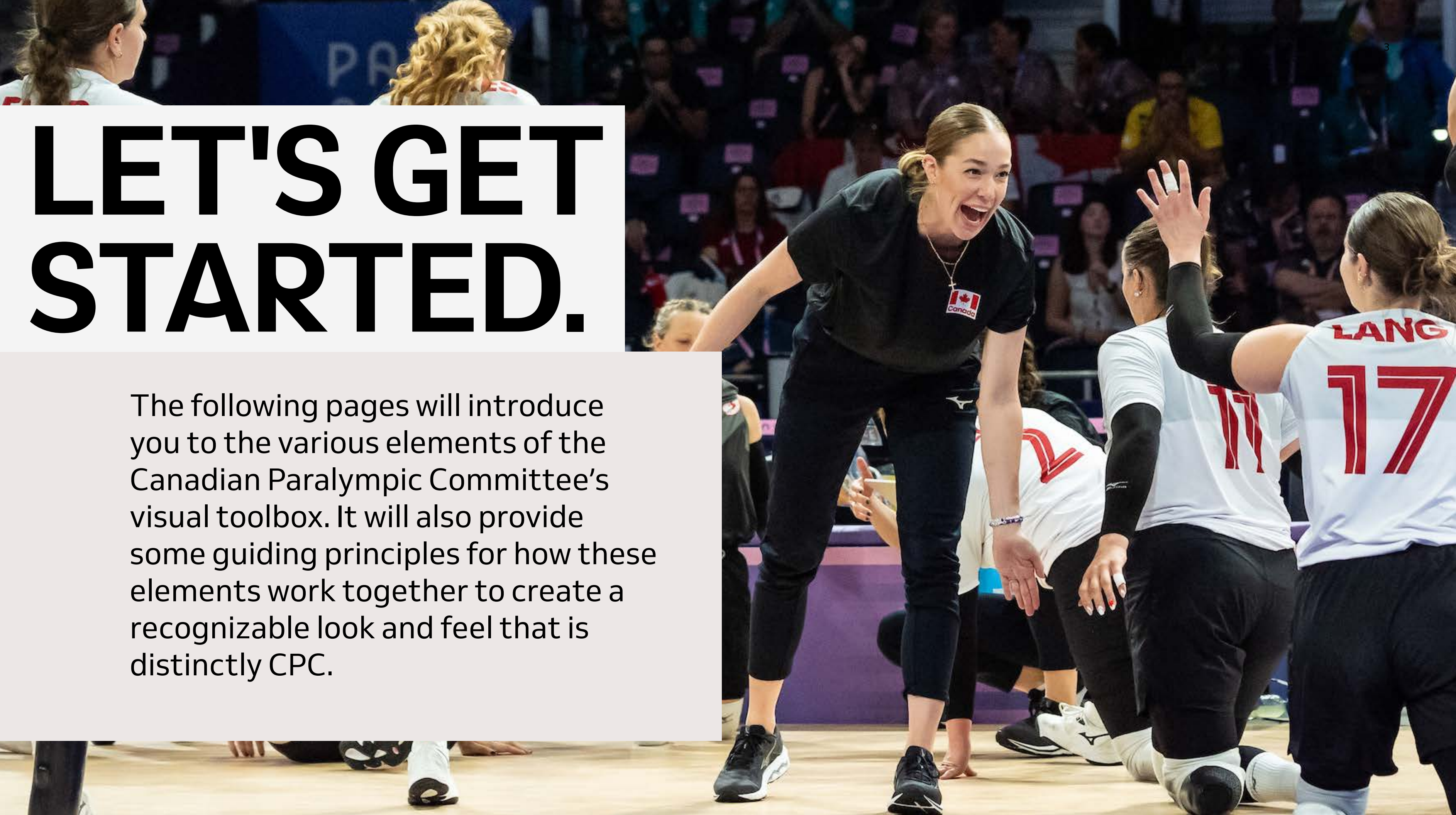
LET'S GET STARTED.

The following pages will introduce you to the various elements of the Canadian Paralympic Committee's visual toolbox. It will also provide some guiding principles for how these elements work together to create a recognizable look and feel that is distinctly CPC.

OUR BRAND

THE CANADIAN PARALYMPIC BRAND OVERVIEW

Our brand communicates who we are. It defines our reason for being and communicates our promise. Our brand model is the foundation for how we speak, think, look and behave.
It will help ensure our brand is unified and cohesive, and along with our visual system, these elements all work together to create a brand identiy that is uniquely CPC.

BRAND MODEL

OUR PURPOSE

WE EXIST TO CHANGE THE GAME.

OUR PROMISE

THEREFORE WE PROMISE TO IGNITE A COLLECTIVE POWER TO CREATE A NEW SPACE FOR GREATNESS.

OUR HOW

WE WILL GET THERE BY REMOVING BARRIERS, AND CHAMPIONING A VIBRANT AND DIVERSE WORLD.

OUR PERSONALITY

AS A RESULT WE ARE SEEN AS RELENTLESS, BOLD, UNIFYING, AND VIBRANT.

BRAND VOICE

The CPC is about winning medals. And removing barriers. And creating space. And redefining what success looks like. It's a big goal, but in the end, it's all about making an impact. And the way we communicate is fundamental in achieving that goal. It's why our commitment needs to come through not just in what we do, but in how we communicate as well. It's not just what we say and what we know, it's how we put that feeling into words.

Our voice lets us show our values, our purpose, and most importantly, our personality. Over the next few pages, we'll explore how each attribute feels, works and sounds when we write in our brand voice.

RELENTLESS
BOLD
VIBRANT
UNIFYING

**POSITIONING
STATEMENT**

WE ARE HERE TO CHANGE IT ALL.

BRAND STORY

HERE TO CHANGE IT ALL.

Athletic excellence is about winning medals. But it's also about removing barriers, creating space, and redefining what success looks like.

Our story isn't just about getting Para athletes to the podium – that's only part of it. We are many athletes, partners, sponsors, and fans working toward the same goal: to create a new space for greatness that includes a vibrant and inclusive world, both on and off the field.

We're not interested in chasing greatness as it already exists. We are creating a whole new definition. Shaping it. Changing it. First, Para sport. Then, everything.

There's an audacity to our goal. We get that. But that's what makes us truly stand out. We're not here to ask permission. We are here to make an impact. Together, we are here to change it all.

WE ARE RELENTLESS

RELENTLESS

How it feels

Committed • Unwavering • Empowering

How it works

We are here in the pursuit of excellence. And our definition of excellence exists both in and out of sport. Our goal is to create long-lasting impact, and that takes a kind of ambition that never gives up.
CPC as a brand has incredible conviction that comes through in everything we do as well as with our tone of voice. Strong. Committed. Solid in our communications. We want a tone that leads the way, and that empowers those around us to do the same.

How it sounds

FIRST, PARA SPORT. THEN EVERYTHING.

CHANGING IT ALL NEVER GETS OLD.

WE ARE BOLD

BOLD

How it feels

Confident • Daring • Audacious

How it works

We're not here to ask permission. We are confident that our approach will not only change sport, but also the social landscape. And in order to change the game, we can't be tentative. There's no other option but to be bold.

How it sounds

LIMITLESS IS JUST THE BEGINNING.

WE ARE HERE TO MAKE AN IMPACT.

WE ARE VIBRANT

VIBRANT

How it feels

Inspiring • Energizing • Diverse

How it works

There's an energy that comes from being part of something bigger, especially when it comes to sport. Celebrating athletic excellence is exciting and that feeling can't help but come through in the way we speak. We proudly embrace our diversity and show others just how it's done.

How it sounds

CREATING A NEW SPACE FOR GREATNESS.

**BRIGHTER.
LOUDER.
UNIGNORABLE.**

WE ARE UNIFYING

UNIFYING

How it feels

Approachable • Inclusive • Celebratory

How it works

We are a team that supports connection, collaboration and belonging. So it's no surprise that the way we speak needs to be just as inclusive. We don't use language that is too high brow. We are welcoming, and that energy pulls audiences in.
Our celebration brings people together, just as our words do too.

How it sounds

HERE TO CHANGE IT ALL.

TOGETHER MEANS EVERYTHING.

BRAND SYSTEM OVERVIEW

Our brand system elements were inspired by the brand framework and brand voice. They are designed to be a bold and flexible visual representation of our brand.
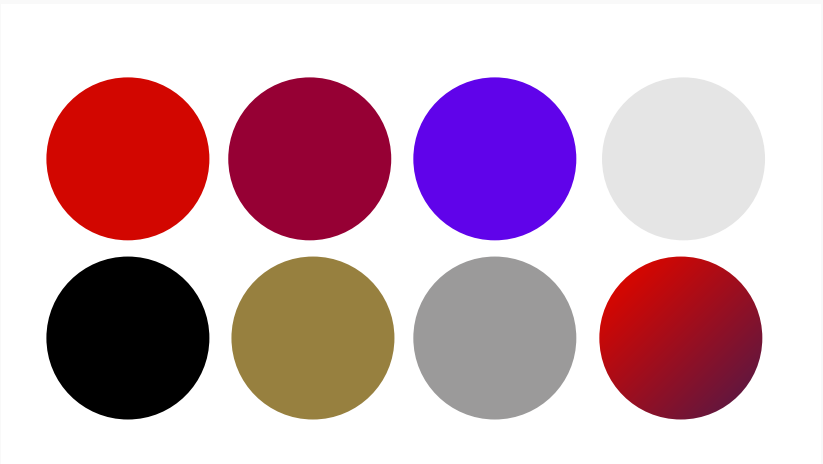
These components can be used in a variety of different ways to build designs and layouts that are distinctly CPC – from simple and paired back, to bold, energetic and dynamic.
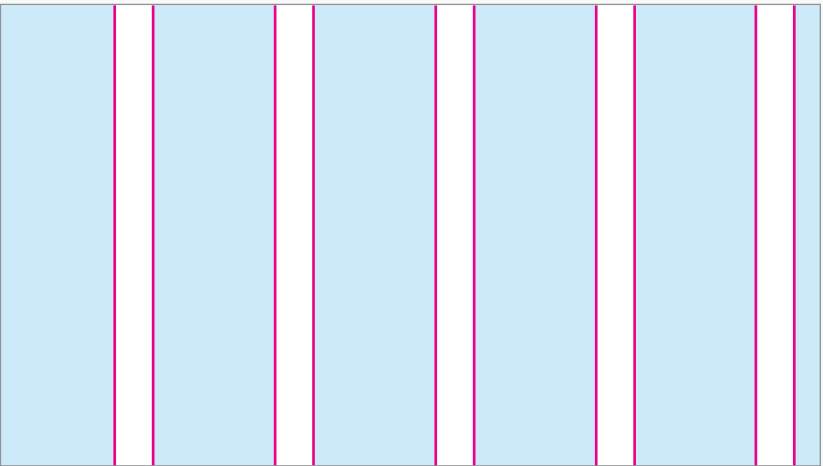
WE ARE
RELENTLESS
BOLD
VIBRANT
& UNIFYING

BRAND VOICE

LOGO

COLOUR

ABC

TYPOGRAPHY

MAXIMUM
LEGIBILITY

GRAPHIC DEVICES

PHOTOGRAPHY

PICTOGRAMS

LAYOUT PRINCIPLES

GLORY
TAKES
GLOR
TAKE
GUTS

MOTION PRINCIPLES

OUR LOGOS

LOGO OVERVIEW

Typical Applications:
• Athlete kit
• Team communication materials
• Sponsorship logos & materials

PANTONE
185C
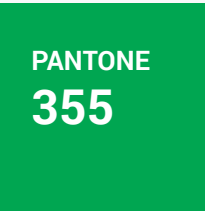
CMYK
C0 M100 Y75 K0
RGB
R232 G17 B45
HEX (HTML)
ED1941

IPC PRIMARY COLOURS

PANTONE 192

PANTONE 3005

PANTONE 355

CMYK
C0 M94 Y65 K0
RGB
R238 G51 B78
HEX (HTML)
EE334E

CMYK
C100 M37 Y0 K0
RGB
R0 G129 B200
HEX (HTML)
0081CB

CMYK
C100 M0 Y100 K0
RGB
R0 G166 B81
HEX (HTML)
00A651

TEAM EMBLEM: COLOUR VARIATIONS

Our logo is available in various coloured versions for different applications.

Colour formats and guidelines apply for both contained and uncontained emblems.

Full Colour Logo
On light images or backgrounds our logo should appear in its full-colour version whenever possible.

One-Colour Logo Reversed
For single, solid colour applications on dark images or backgrounds, the one-colour reversed version

Full Colour Logo Release (special use only)
This version is reserved for apparel only, or in special circumstances that require a white release to differentiate from the background.
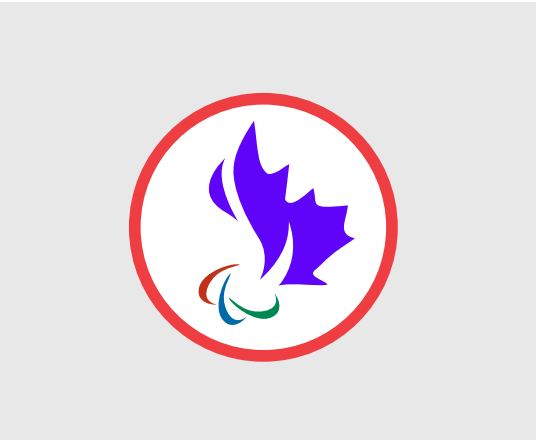
LOGO DON'TS

To keep the integrity of our logo, please refrain from modifying in any of the following ways.

Note: the following guidelines apply to all Canadian Paralympic Logos.

Don't change the size of the elements in the logo.

Don't alter the colour of the leaf.

Don't alter the colours of the Agitos.

Don't stretch or skew the logo

Don't rearrange elements of the logo.

Don't apply drop shadows element in the logo.

Don't change the thickness of the holding shape keyline.

Don't rotate the logo

Don't place the logo on a busy background.

Don't put the logo in another shape.

Don't alter the background colour of the logo.

Don't place the logo on a background that buzzes with the logo's red outline.
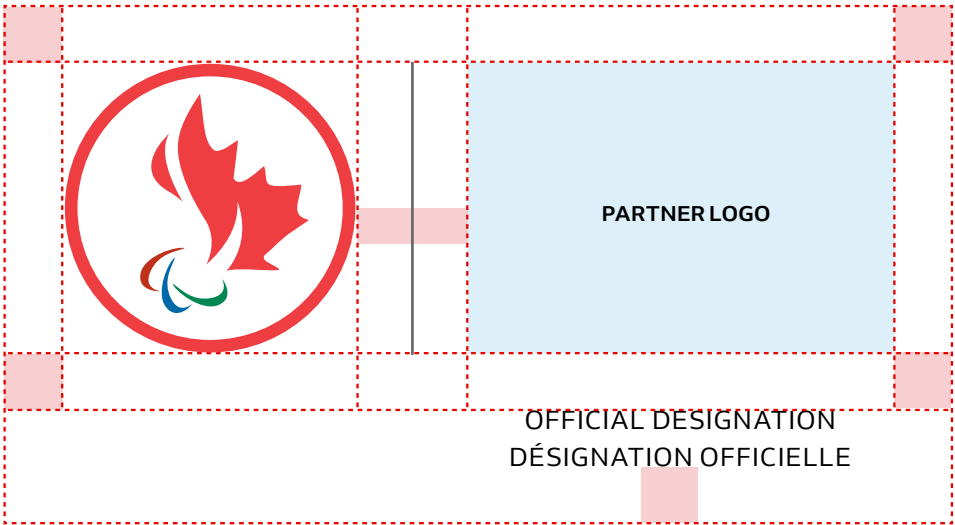
COMPOSITE LOGOS: (CONTAINED)

Composite marks are available for use by Premier Partners, Official Suppliers, Members, Affiliates and Performance Partners. The blue box indicates the maxium area for the partner's logo. Most logos should not fill this box and should be aligned left in a horizontal composite, and top in a vertical composite. Maintain visual equality; no logo should overpower another.

The designations must be typeset below the partner's logo and set uppercase Venn.

The composite template is available in CMYK, greyscale, one colour and reverse.

Clear space is a minimum of 50% maple leaf height.

PARTNER LOGO

OFFICIAL DESIGNATION
DÉSIGNATION OFFICIELLE

Horizontal Composite Logo (Contained Team Logo)
When using the contained logo in a lockup, the clear space should be a minimum of 1/2 the height of the maple leaf. The above is a baseline guide. In order to visually balance the relationship between the two logos, some optical adjustments may need to be made so that one logo doesn't overlower another
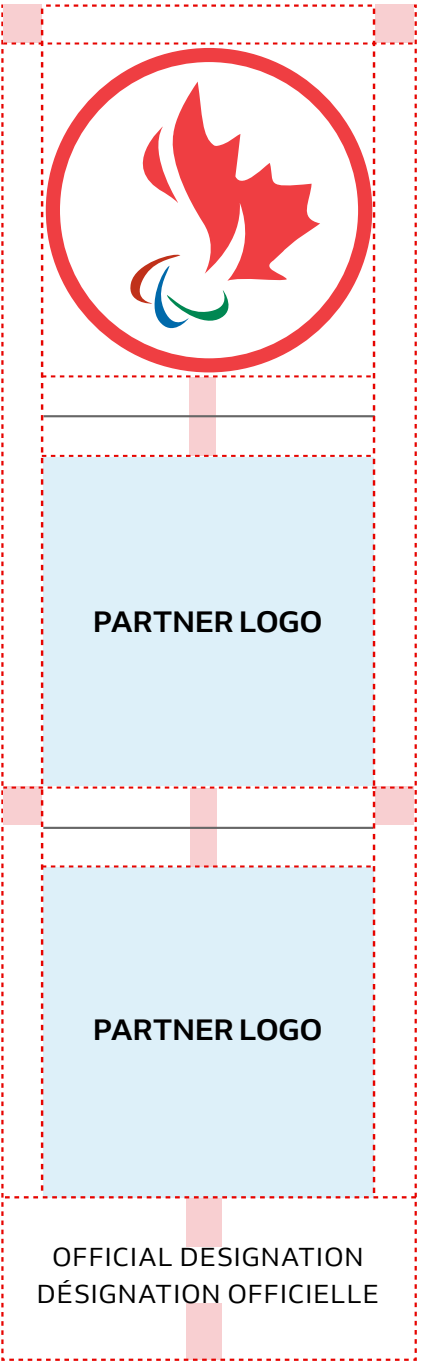
2.5cm

PARTNER LOGO

OFFICIAL DESIGNATION
DÉSIGNATION OFFICIELLE
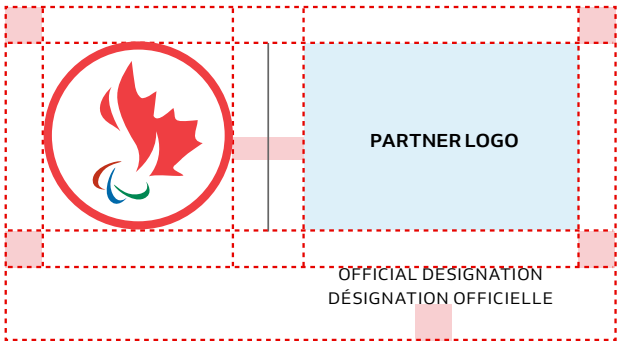
Minimum Size
When printing the Composite logo, the minimum size of the team logo should be no less than 2.5cm in height.

PARTNER LOGO

OFFICIAL DESIGNATION
DÉSIGNATION OFFICIELLE
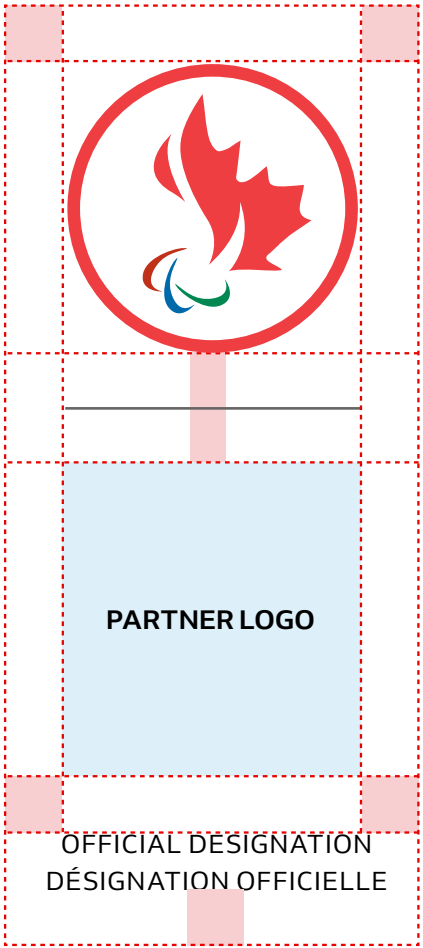
Vertical Composite Logo (Contained Team Logo)

PARTNER LOGO

PARTNER LOGO

OFFICIAL DESIGNATION
DÉSIGNATION OFFICIELLE

COLOUR

COLOUR OVERVIEW

Primary Colour Palette

Red is Canada. It reflects our passion and the pride of our nation. Having shades of red in the palette adds flexibility, allowing for more widespread use of our hero colour.

Violet adds a bold accent to our palette. It is known for creativity, power, spiritual strength and deep thinking and is a colour commonly associated with disability and inclusivity.

Gold denotes strength and our paralympic ambitions, while **Crimson** & **Burgundy** add depth, dimension and round out the colour palette.
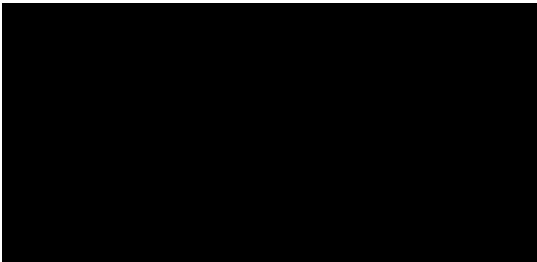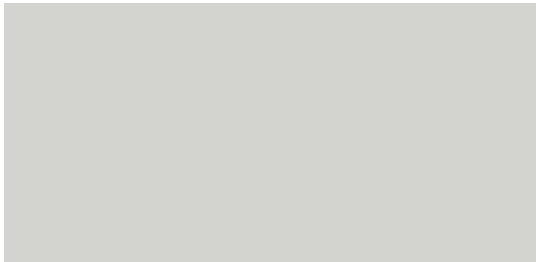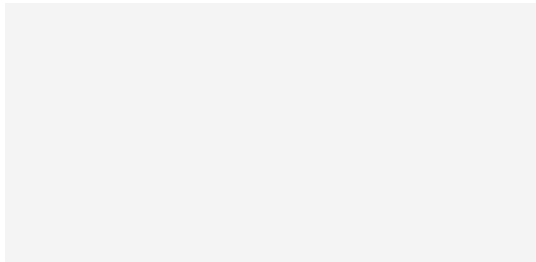
Together with these vibrant hues, a **palette of neutrals** is highly functional and elegant. Black represents power and strength, while white gives the feeling of safe, open space.

Medal Colours

Gold, silver and bronze are a natural fit to sport. They are also the colours of Canada's disability flag. Gold will be more widely used in the brand. **Silver and Bronze will only be used when referencing medals**.

RED

CRIMSON

BURGUNDY

VIOLET

GOLD

BLACK

PLATINUM

GREY

WHITE

SILVER

BRONZE

COLOUR CODES

PARALYMPIC RED
PMS 2347
RGB 225, 6, 0
HEX #E10600
CMYK 0, 94, 100, 0

CRIMSON
PMS 1955
RGB 165, 0, 52
HEX #A50034
CMYK 0, 100, 43, 43

BURGUNDY
PMS 229
RGB 103, 33, 70
HEX #672146
CMYK 27, 100, 9, 54

VIOLET
PMS 266
RGB 96, 3, 249
HEX #6003F9
CMYK 71, 86, 0, 0

BLACK
100% BLACK
RGB 0, 0, 0
HEX #000000
CMYK 0, 0, 0, 100

WHITE
100% WHITE
RGB 255, 255, 255
HEX #FFFFFF
CMYK 0, 0, 0, 0

GREY
PMS Cool Gray 1
RGB 217, 217, 214
HEX #D9D9D6
CMYK 0, 0, 0, 17

PLATINUM
PMS Cool Gray 1 - 30%
RGB 244, 244, 244
HEX #F4F4F4
CMYK 3, 2, 2, 0

GOLD
PMS 8384
RGB 166, 131, 64
HEX #A68340
CMYK 33, 44, 88, 9

GOLD 80%

GREY
PMS 877
RGB 141, 144, 147
HEX #8D9093
CMYK 35, 28, 29, 0

BRONZE
PMS 8023 C
RGB 153, 107, 79
HEX #996B4F
CMYK 34, 56, 71, 16

Note: The International Paralympic Committee colours are referenced below as they appear in our logos; however, please do not us them in any other form of communication material.

INTERNATIONAL PARALYMPIC COMMITTEE COLOURS

IPC RED
PMS 192
RGB 240, 40, 45
HEX #F0252D
CMYK 0, 95, 90, 0

IPC BLUE
PMS 3005
RGB 0, 120, 208
HEX #0078D0
CMYK 100, 40, 0, 0

IPC GREEN
PMS 355
RGB 0, 166, 81
HEX #00A651
CMYK 100, 0, 100, 0

GRADIENTS: LIGHT

Gradients can be used to add energy and richness to layouts. They allow for added visual depth when elements are layered on top.

Note: gradients are most successful when used in a digital setting (vs. print).

PARALYMPIC RED
PMS 2347
RGB 225, 6, 0
HEX #E10600
CMYK 0, 94, 100, 0

CRIMSON
PMS 1955
RGB 165, 0, 52
HEX #A50034
CMYK 0, 100, 43, 43

PARALYMPIC RED
PMS 2347
RGB 225, 6, 0
HEX #E10600
CMYK 0, 94, 100, 0

BURGUNDY
PMS 229
RGB 103, 33, 70
HEX #672146
CMYK 27, 100, 9, 54

PARALYMPIC RED
PMS 2347
RGB 225, 6, 0
HEX #E10600
CMYK 0, 94, 100, 0

GOLD
PMS 8384
RGB 166, 131, 64
HEX #A68340
CMYK 33, 44, 88, 9

VIOLET
PMS 266
RGB 96, 3, 249
HEX #6003F9
CMYK 71, 86, 0, 0

BURGUNDY
PMS 229
RGB 103, 33, 70
HEX #672146
CMYK 27, 100, 9, 54

GRADIENTS:
DARK

Gradients can be used to add energy and richness to layouts. They allow for added visual depth when elements are layered on top.

Note: since we're wanting to keep the brand vibrant and fresh, please use the darker gradients selectively, or in smaller quantities.

PARALYMPIC RED

PMS 2347
RGB 225, 6, 0
HEX #E10600
CMYK 0, 94, 100, 0

BLACK

100% BLACK
RGB 0, 0, 0
RGB #000000
CMYK 0,0,0,100

CRIMSON

PMS 1955
RGB 165, 0, 52
HEX #A50034
CMYK 0, 100, 43, 43

BLACK

BURGUNDY

PMS 229
RGB 103, 33, 70
HEX #672146
CMYK 27, 100, 9, 54

BLACK

VIOLET

PMS 266
RGB 96, 3, 249
HEX #6003F9
CMYK 71, 86, 0, 0

BLACK

COLOUR
DO'S & DON'TS

Please consider the following colour do's and don'ts when creating layouts.
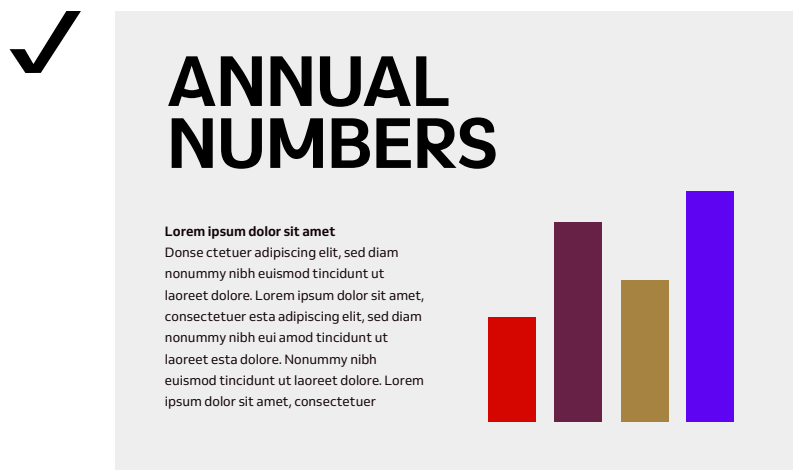
✓

Do use vibrant and appealing colour combinations.

✓

Do use colour in a confident, yet restrained way. Feature a dominant colour. Let neutrals support.

✓

Do use colours and gradients from our palette.

✓

Do use multiple colours together sparingly and tastefully.
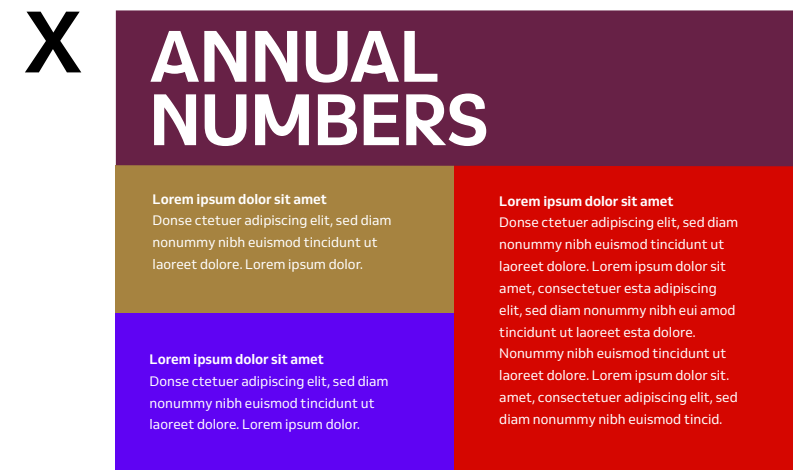
X

Don't combine colours that clash or are hard on the eyes.

X

Don't use all the colours all at once, in competing hierarchy.

X

Don't use colours outside of our core palette.

X

Don't go overboard using multiple colours together in large amounts or in competing hierarchy.

TYPOGRAPHY

INTRODUCTION

PARA MOVEMENT

The Para Movement font was designed with both maximum accessibility and style in mind. This bold, expressive font is a custom humanist typeface with a rebellious spirit. Its characteristics are reminiscent of Para athlete movements, making it the perfect headline font for ownable layouts.

TEAM CANADA

PARALYMPIC

100M SPRINT

BRIGHTER. LOUDER. UNIGNORABLE.

123456789

RELENTLESS, BOLD & UNITED.

GOLD
SILVER
BRONZE

M

DISPLAY TYPEFACE

The Para Movement font was designed with both maximum accessibility and style in mind.

This bold, dynamic font is an a custom humanist typeface with a rebellious spirit. Its characteristics are reminiscent of para athlete movements, making it the perfect headline font for ownable layouts.

Designed in collaboration with typography house, Dalton Maag.

When to use:
• Short, punchy headlines
• Large quotes
• Subheads

PARA MOVEMENT

Specimen

ABCDEFGHI
JKLMNOPQR
STUVWXYZ
1234567890&

Weights

AB Display (All Caps)

BODY COPY TYPEFACE

Venn is a modern, humanist sans typeface designed for high performance and accessibilitiy in the most demanding environ-ments. Its open counters and clear shapes enhance legibility, while acting as a clean and friendly typeface for larger areas of copy.

When to use:
• Body Copy
• Mice Type
• Websites

Venn

Specimen

AaBbCcDdEeFfGg
HhIiJjKkLlMmNnOo
PpQqRrSsTtUuVv
WwXxYyZz

Weights

Aa Regular

Aa Bold

TYPOGRAPHY IN USE

WE ARE HERE TO CHANGE IT ALL.

Headline: Para Movement

2023 AT A GLANCE

PARA TAEKWONDO

Athletic excellence is about winning medals. But it's also about removing barriers, creating space, and redefining what success looks like.

Lorem ipsum dolor sit amet, consecta adipiscing elit, sed do eiusmod tempor incididunt ut labore et veniam, quis nostrud esta exercitation ullamco laboris. Lorem ipsum dolor sit amet, consecta adipiscing elit, sed do eiusmod tempor incididunt ut labore et aliqua. Ut enim ad minim veniam, quis nostrud esta exercitation ullamco laboris.

Lorem ipsum dolor sit amet, consecta adipiscing elit, sed do eiusmod tempor incididunt ut labore et veniam, quis nostrud esta exercitation ullamco laboris. Lorem ipsum dolor sit amet, consecta adipiscing elit, sed do eiusmod tempor incididunt ut labore et aliqua. Ut enim ad minim veniam, quis nostrud esta exercitation

Lorem ipsum dolor sit amet, consecta adipiscing elit, sed do eiusmod tempor incididunt ut labore et veniam, quis nostrud esta exercitation ullamco laboris. Lorem ipsum dolor sit amet, consecta adipiscing elit, sed do eiusmod tempor incididunt ut labore et aliqua. Ut enim ad minim veniam, quis nostrud esta exercitation ullamco. Lorem ipsum dolor sit amet, consecta adipiscing elit, sed do eiusmod tempor incididunt ut labore et veniam, quis nostrud esta exercitation ullamco laboris. Lorem ipsum dolor sit amet, consecta adipiscing elit, sed do eiusmod tempor incididunt ut labore et aliqua. Ut enim ad minim veniam, quis nostrud esta exercitation ullamco laboris.

Headline: Para Movement
Subhead: Venn Bold, Sentence Case
Body Copy: Venn Regular

A WORLD RECORD DOESN'T CARE

Athletic excellence is about winning medals. But it's also about removing barriers, creating space, and redefining what success looks like.

Lorem ipsum dolor sit amet, consecta adipiscing elit, sed do eiusmod tempor incididunt ut labore et veniam, quis nostrud esta exercitation ullamco laboris. Lorem ipsum dolor sit amet, consecta adipiscing elit, sed do eiusmod tempor incididunt ut labore et aliqua. Ut enim ad minim veniam, quis nostrud esta

Lorem ipsum dolor sit amet, consecta adipiscing elit, sed do eiusmod tempor veniam, quis nostrud esta eniam, quis nostrud esta exercitation ullamco laboris consecta adipiscing elit.Lorem ipsum dolor sit amet.

veniam, quis nostrud esta eniam, quis nostrud esta exercitation ullamco laboris

Headline: Para Movement
Subhead: Venn Bold, Sentence Case
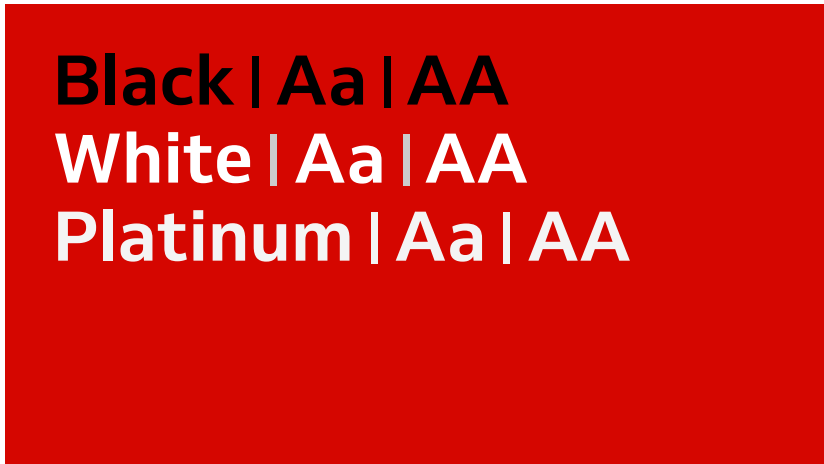**Body Copy:** Venn Regular

COLOUR ACCESSIBILITY

For digital applications such as our website, the right colour contrast can determine whether users with vision impairment will be able to access our content or not. We've outlined colour combinations we use in our communications, and the accessibility rating of each pairing.
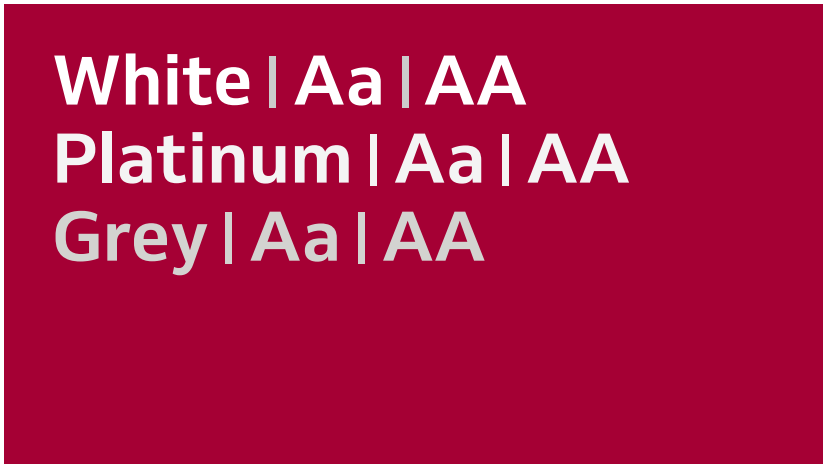
Aa Meets AA accessibility standard for large and small text and non-text elements.

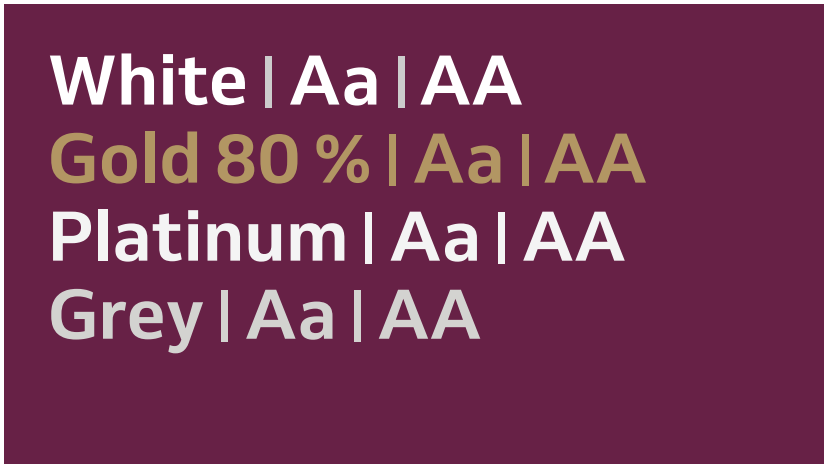**AA** Meets AA accessibility standard for large text and non-text elements only.

Note: For more detailed guidance around accessibility practices, please visit: AccessibilityChecker.org

---

Black | Aa | AA
White | Aa | AA
Platinum | Aa | AA

PARALYMPIC RED BACKGROUND
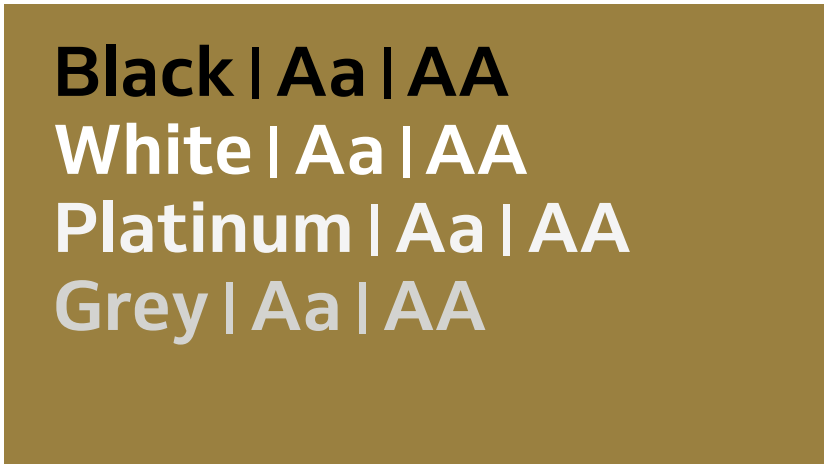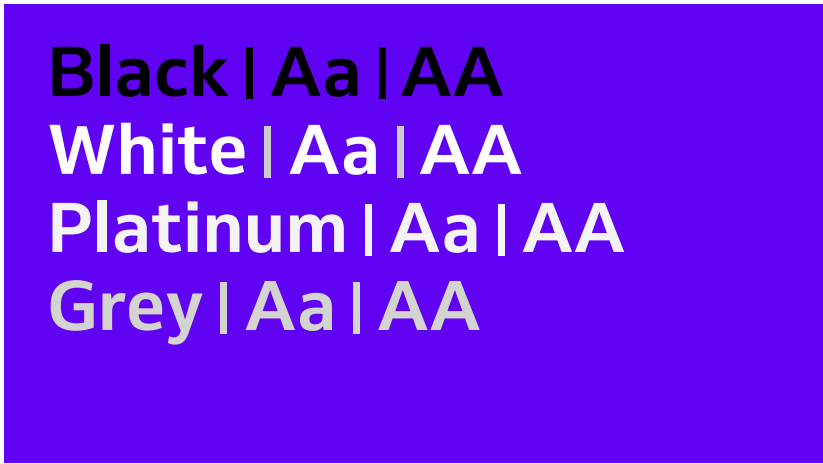
White | Aa | AA
Platinum | Aa | AA
Grey | Aa | AA

CRIMSON BACKGROUND

White | Aa | AA
Gold 80 % | Aa | AA
Platinum | Aa | AA
Grey | Aa | AA

BURGUNDY BACKGROUND

Black | Aa | AA
White | Aa | AA
Platinum | Aa | AA
Grey | Aa | AA

GOLD BACKGROUND

Black | Aa | AA
White | Aa | AA
Platinum | Aa | AA
Grey | Aa | AA

VIOLET BACKGROUND

White | Aa | AA
Gold 80 % | Aa | AA
Platinum | Aa | AA
Grey | Aa | AA
Silver | Aa | AA

BLACK BACKGROUND

Black | Aa | AA
Red | Aa | AA
Gold | Aa | AA
Burgundy | Aa | AA
Silver | Aa | AA

PLATINUM BACKGROUND

Black | Aa | AA
White | AA

GREY BACKGROUND

Black | Aa | AA
White | AA
Platinum | Aa | AA
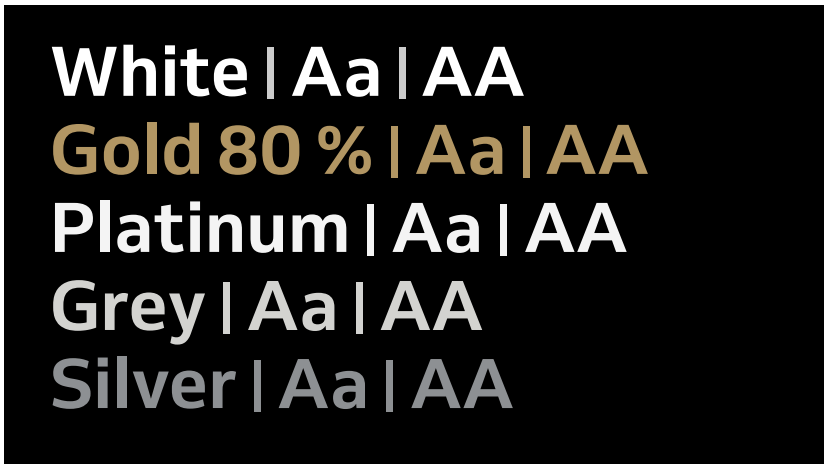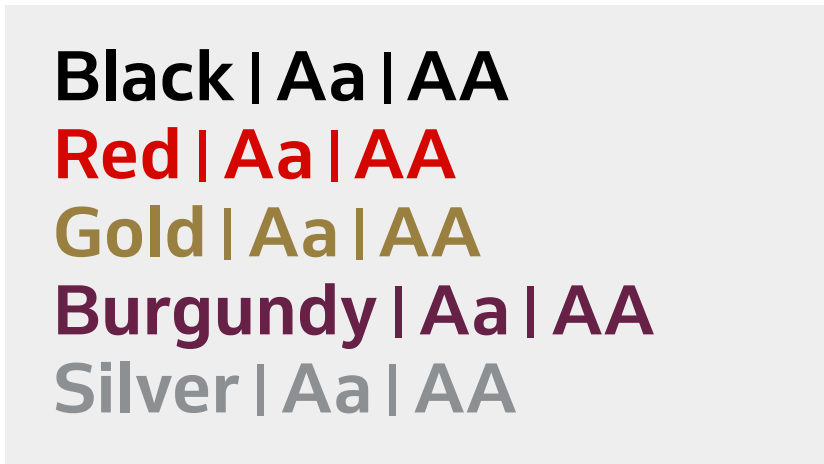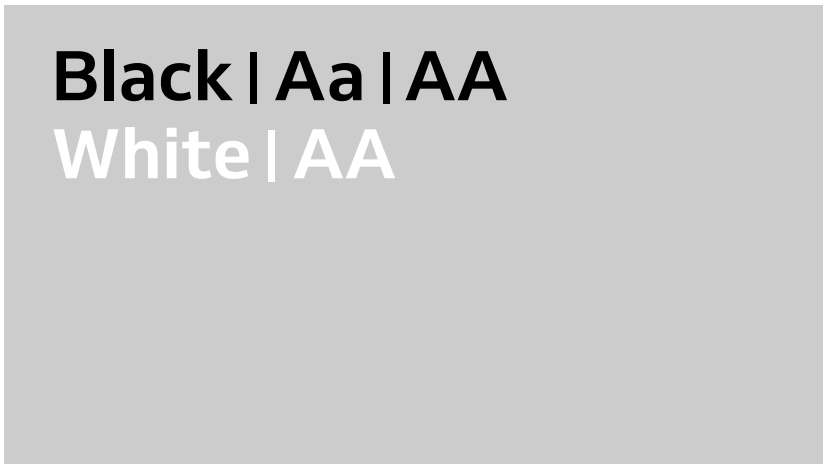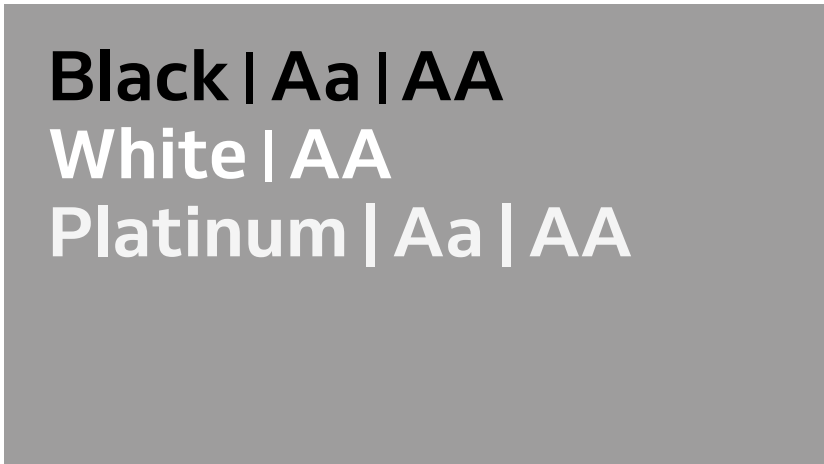
SILVER BACKGROUND

TYPOGRAPHY
DO'S & DON'TS

Please consider the following
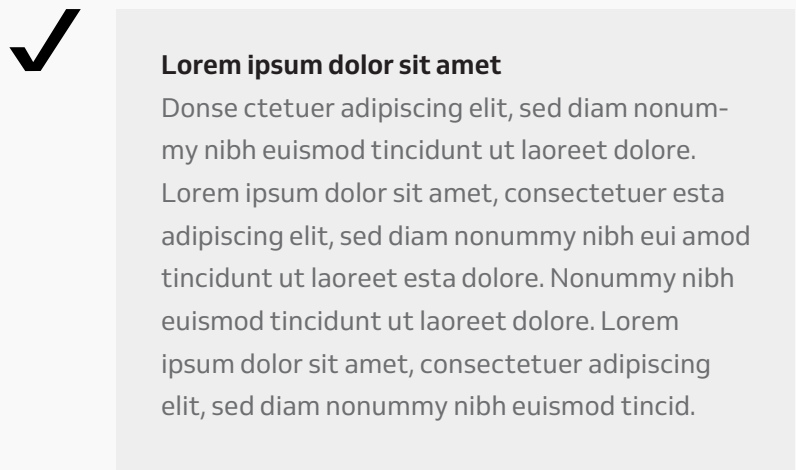typography guidelines when
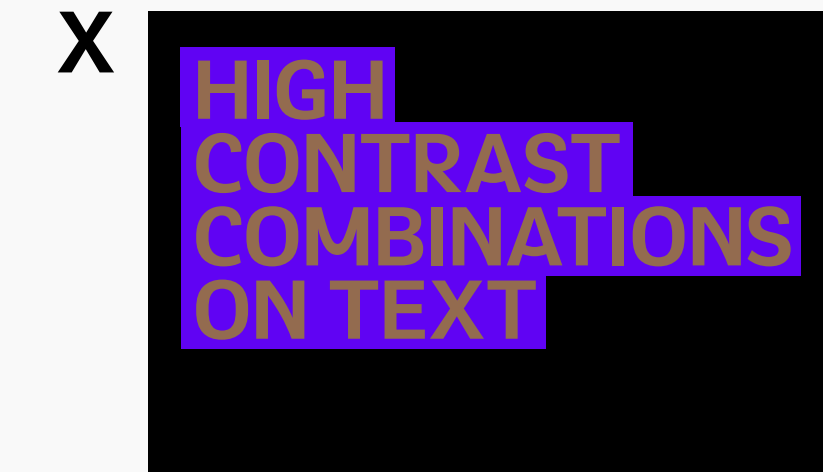creating layouts.

✓

**HIGH
CONTRAST
COMBINATIONS
ON TEXT**
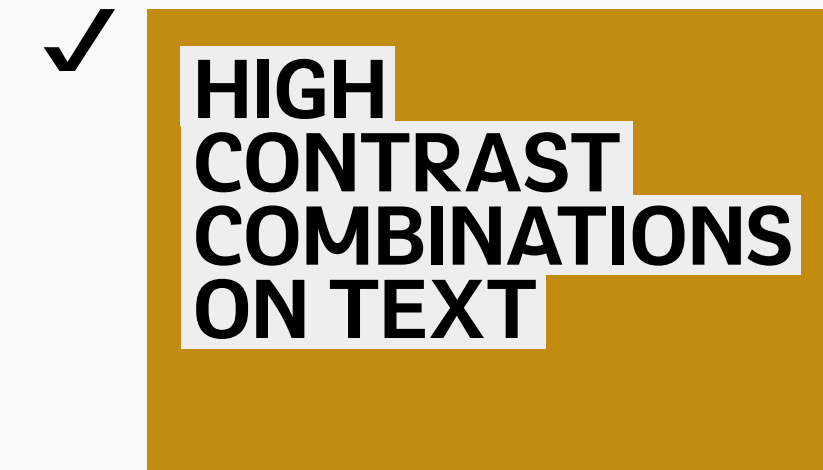
Do use high contrast text combinations.

✓

**WHITE
BLACK
GOLD
GREY**

Do set typography in our preffered colourways.

✓

**HERE TO
CHANGE IT ALL.**

Lorem ipsum dolor sit amet, consectetuer
adipiscing elit, sed diam nonummy nibh
euismod tincidunt ut laoreet dolore.
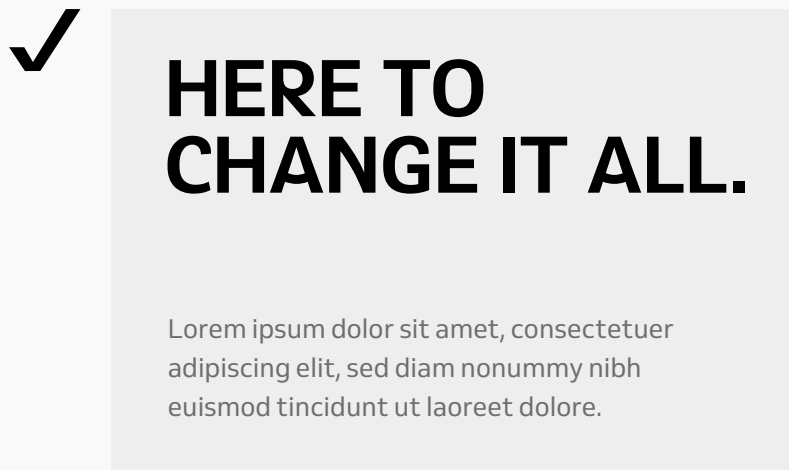
Do use our display typeface for short,
punchy headlines.

✓

Lorem ipsum dolor sit amet
Donse cteuer adipiscing elit, sed diam nonum-
my nibh euismod tincidunt ut laoreet dolore.
Lorem ipsum dolor sit amet, consectetuer esta
adipiscing elit, sed diam nonummy nibh eui amod
tincidunt ut laoreet esta dolore. Nonummy nibh
euismod tincidunt ut laoreet dolore. Lorem
ipsum dolor sit amet, consectetuer adipiscing
elit, sed diam nonummy nibh euismod tincid.

Do use the body copy font for large areas of type.

X

**HIGH
CONTRAST
COMBINATIONS
ON TEXT**

Don't use low contrast text highlights,
or colours that buzz.

X

**VIOLET
RED
BURGUNDY
OR OTHER
COLOURS**

Don't set typography outside of our
preffered colourways.

X

**Here to
change it all.**

Lorem ipsum dolor sit amet, consectetuer
adipiscing elit, sed diam nonummy nibh
euismod tincidunt ut laoreet dolore.
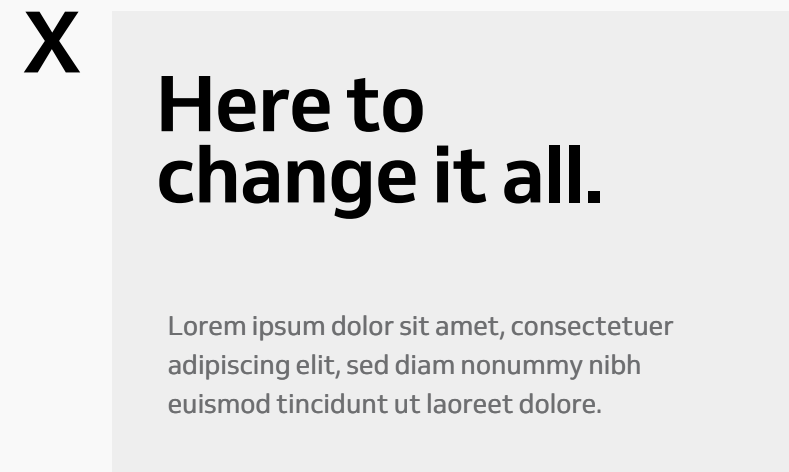
Don't use lowercase headlines.

X

LOREM IPSUM DOLOR SIT AMET, CONSE
CTETUER ADIPISCING ELIT, SED DIAM
NONUMMY NIBH EUISMOD TINCIDUNT UT
LAOREET DOLORE. LOREM IPSUM DOLOR
SIT AMET, CONSECTETUER ADIPISCING
ELIT, SED DIAM NONUMMY NIBH EUIAMOD
TINCIDUNT UT LAOREET ESTA DOLORE.
LOREM IPSUM DOLOR SIT AMET, CONSEC-
TETUER ADIPISCING ELIT LOREM.
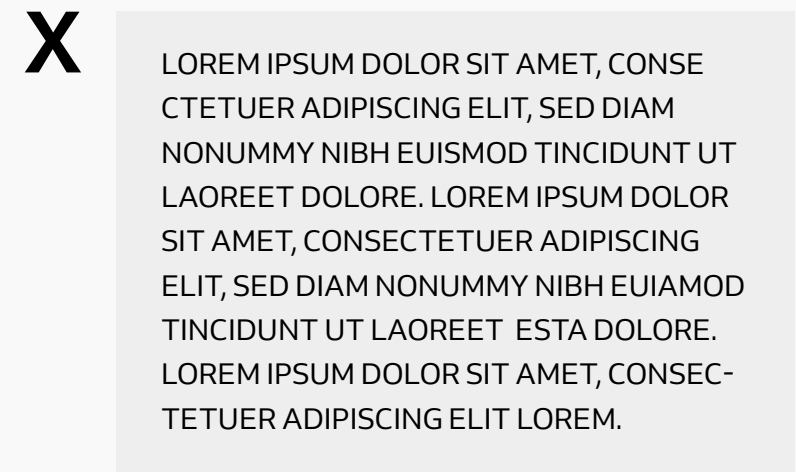
Don't typeset body copy in our
headline typeface.

DEFAULT TYPEFACE

In situations where our core brand fonts are not available to use, a substitute system font has been selected. Verdana is thought to be one of the most accessible system fonts and is used by many accessibility sites. Please only use this typeface if no other options are available (eg. email signatures).

Verdana

Specimen

AaBbCcDdEeFfGg
HhIiJjKkLlMmN-
nOo
PpQqRrSsTtUuVv

Specimen

Aa Regular

Aa Bold

GRAPHIC DEVICES

05 **Graphic Devices**

Overview

Highlight: Typography

Highlight: Imagery

Para Movements

GRAPHIC DEVICE OVERVIEW

We have three different signature graphic devices to that bring the brand to life:

- **Highlight device: Typography**
- **Highlight device: Imagery**
- **Para Movements**
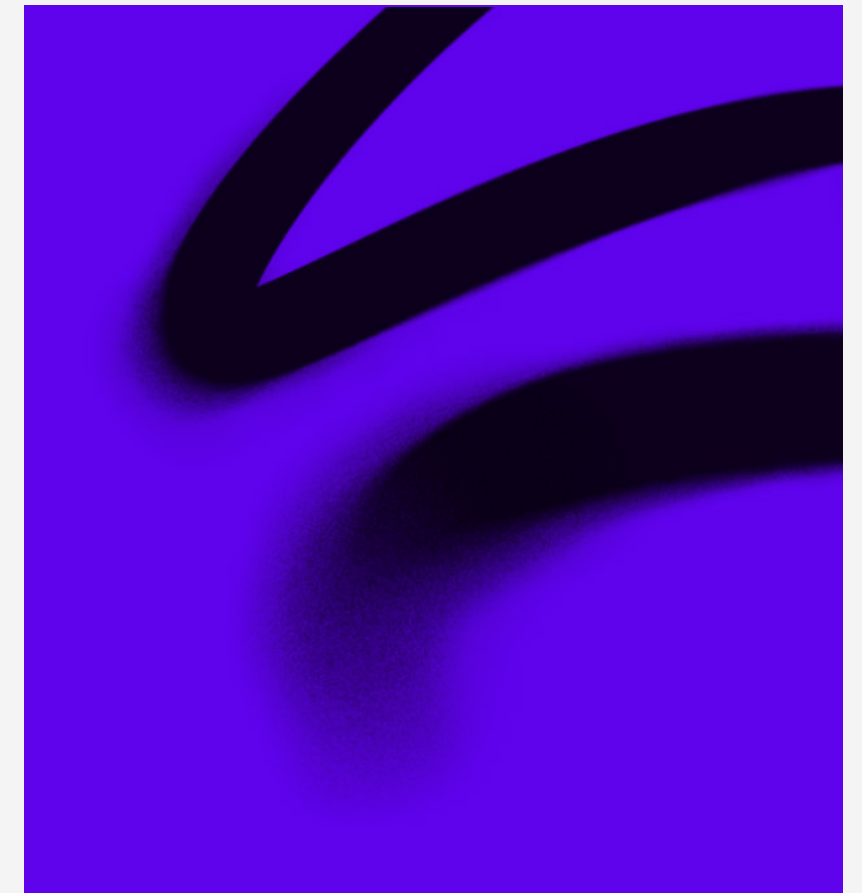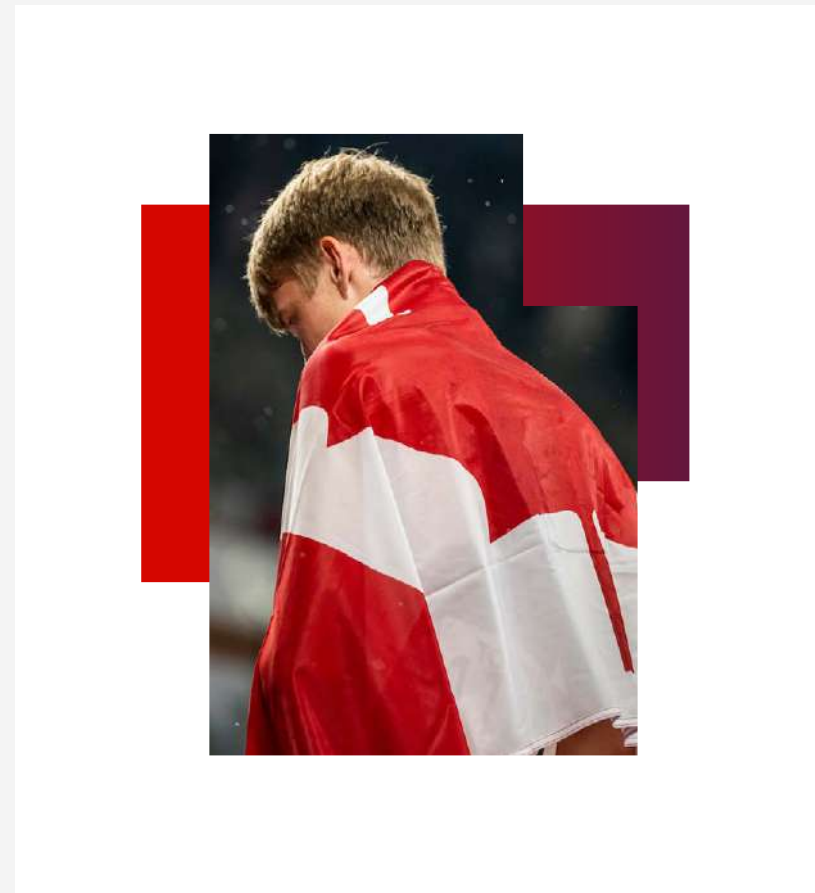
HIGHLIGHT DEVICE: TYPOGRAPHY

Layering text on light-coloured boxes enhances legibility over coloured backgrounds or imagery.

MAXIMUM LEGIBILITY

HIGHLIGHT DEVICE: COLOURS

The bars can be used in the colours shown. Keeping to the lighter tones in the palette allow text to remain black, allowing for better legibility.

Note: The gold highlight should be used more sparingly, as it is lower contrast than the other combinations.

WHITE
PLATINUM
GREY
GOLD

HIGHLIGHT DEVICE: DO'S & DON'TS

Please consider the following guidance when using the highlight device on typography.

✓ **CREATING A NEW SPACE FOR EXCELLENCE**

Do favour tighter, more compact leading. Highlight device should be tightly-wrapped around text for best results.

✓ **CRÉER UN NOUVEL ESPACE POUR L'EXCELLENCE**

Do slighly widen the highlight device in order to facilitate French characters.

X **CREATING A NEW SPACE FOR EXCELLENCE**

Don't use generous leading. Avoid bulky large, bulky text highlights.

X **CREATING A NEW SPACE FOR EXCELLENCE**

Don't simply put a box around the text instead of using the highlight device.

HIGHLIGHT DEVICE: IMAGERY

In the same vein as our typographical highlight device, a similar effect can be applied to highlight imagery in a visually ownable way.

Here we have rotated the image shape and placed it beneath the image.
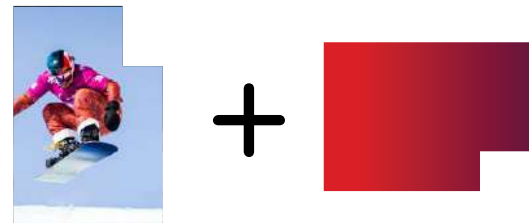
HIGHLIGHT DEVICE: EXAMPLES

As a general rule of thumb, imagery highlight containers in this graphic style should have 6 sides only. This allows us to add interest and dimension to layouts without adding unnecessary visual complexity.

To the right are a few examples of how these dynamic devices can be created and layered.
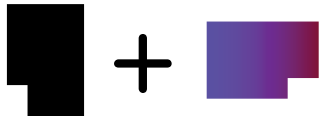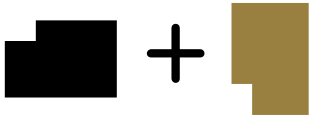
HIGHLIGHT DEVICES IN USE
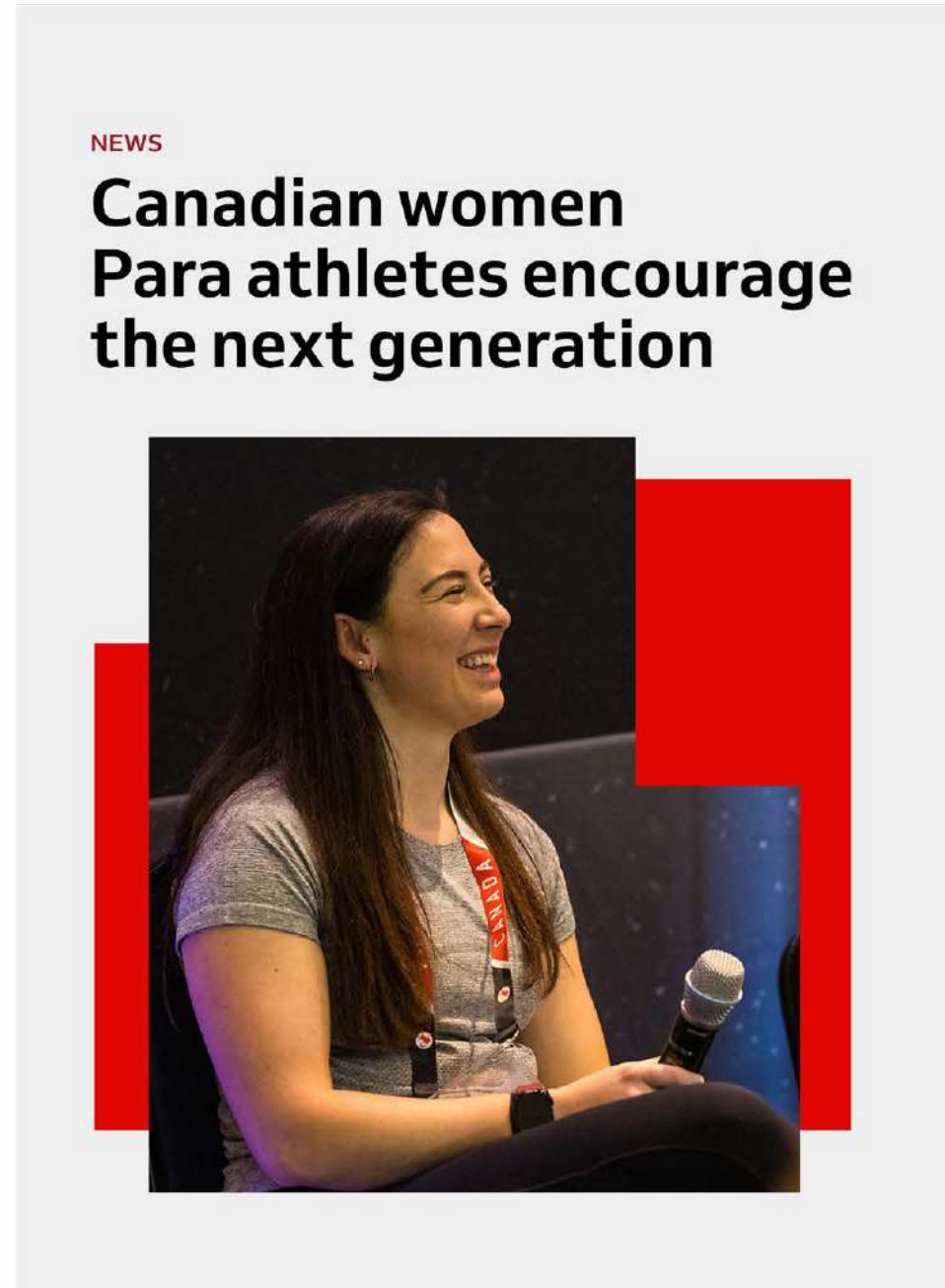
PARA MOVEMENTS

We take inspiration from athlete movements in their specific Para sport, and translate it into a "signature" that is completely unique and ownable.

PARA MOVEMENTS: A DIVERSE COLLECTION OF ATHLETIC POWER

We've captured a set of 8 Para sport signatures that reflect the dynamism of the Paralympic Movement.

Each movement has been custom-created by tracking the unique movements of our athletes. For additional variety and dimension, each Para movement exists in 3 different graphic stroke styles:

- **Spray**
- **Brush**
- **Gradient**
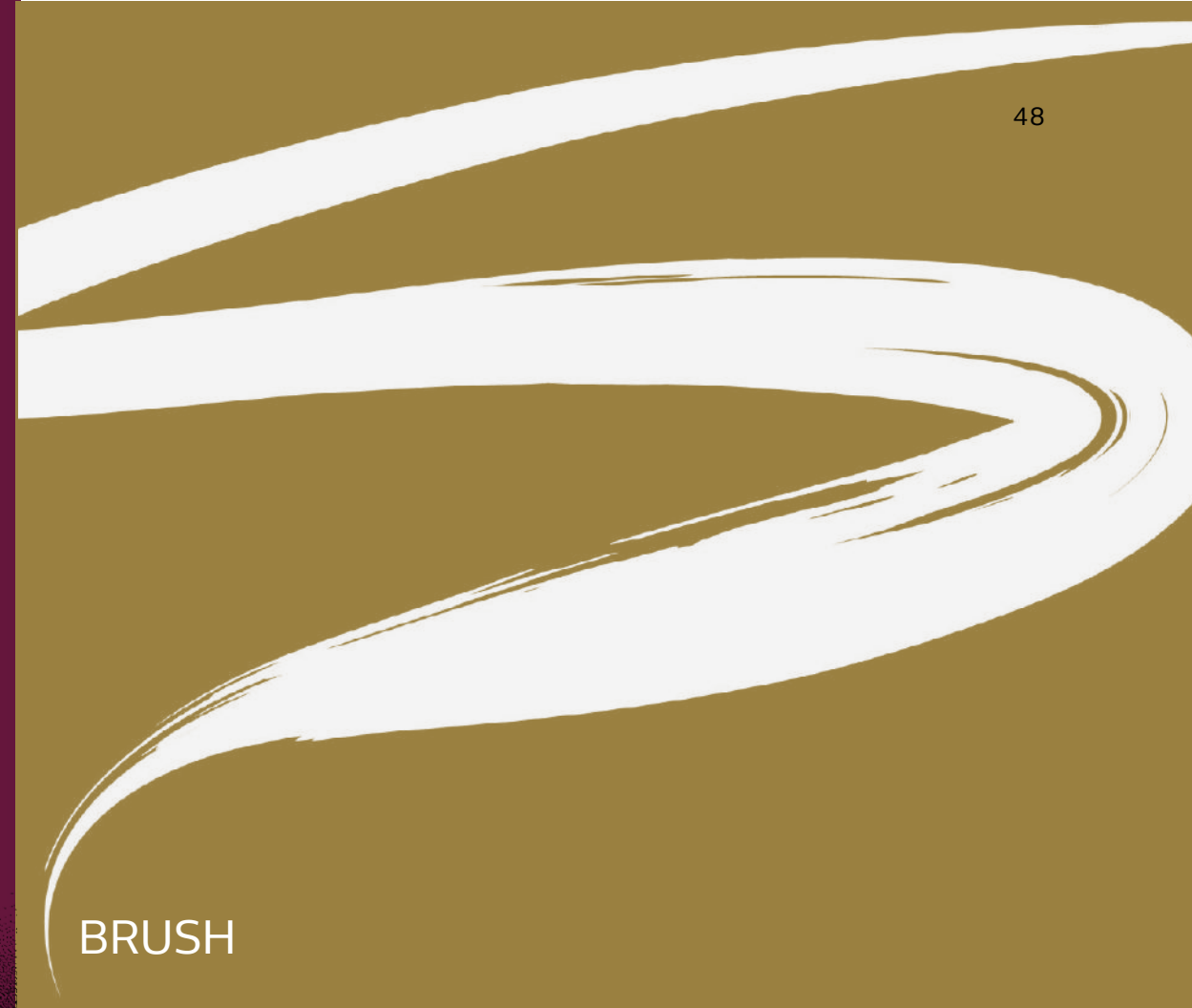
BRUSH

SPRAY

GRADIENT

PARALYMPIC MOVEMENTS SUITE

CPC-MOVEMENTS_GRADIENT_COMBAT

CPC-MOVEMENTS_BRUSH_COMBAT

CPC-MOVEMENTS_SPRAY_COMBAT

CPC-MOVEMENTS_GRADIENT_HITTING
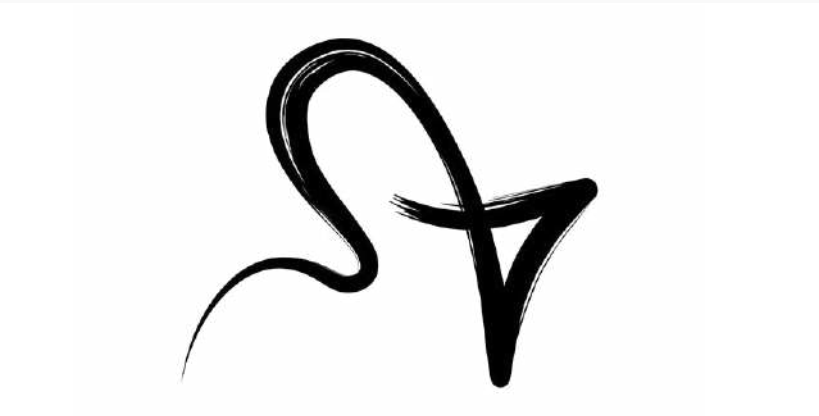
CPC-MOVEMENTS_BRUSH_HITTING
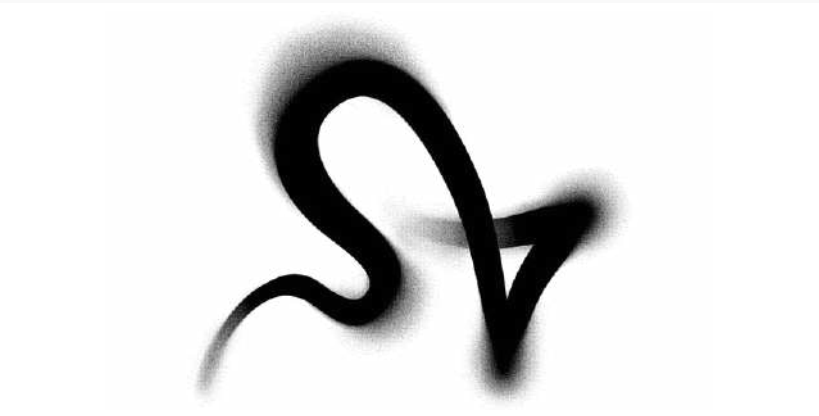
CPC-MOVEMENTS_SPRAY_HITTING
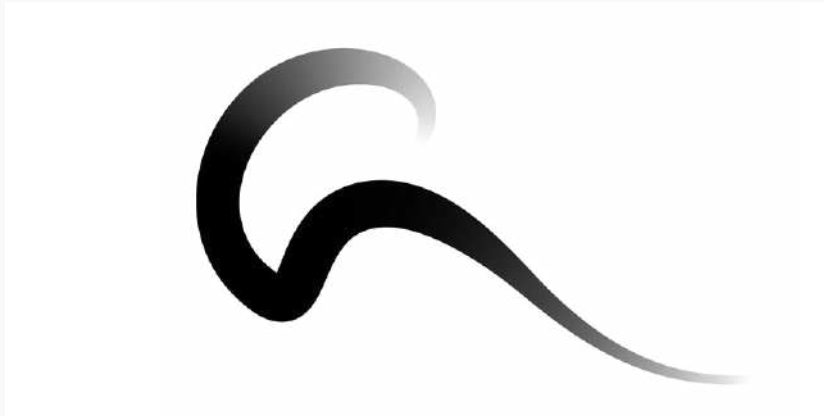
CPC-MOVEMENTS_GRADIENT_HOCKEY
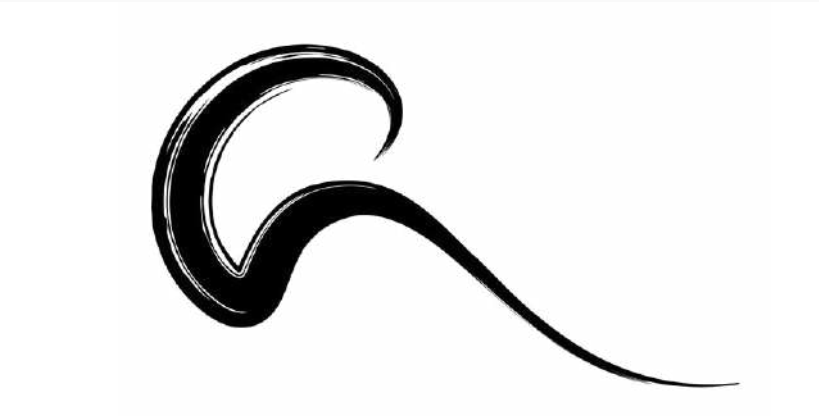
CPC-MOVEMENTS_BRUSH_HOCKEY
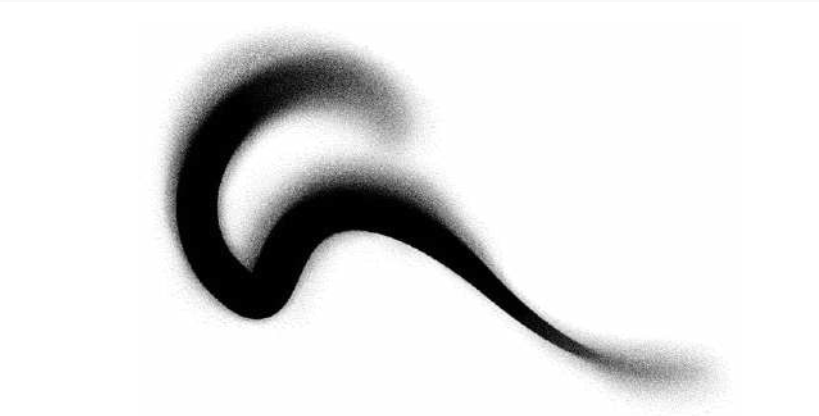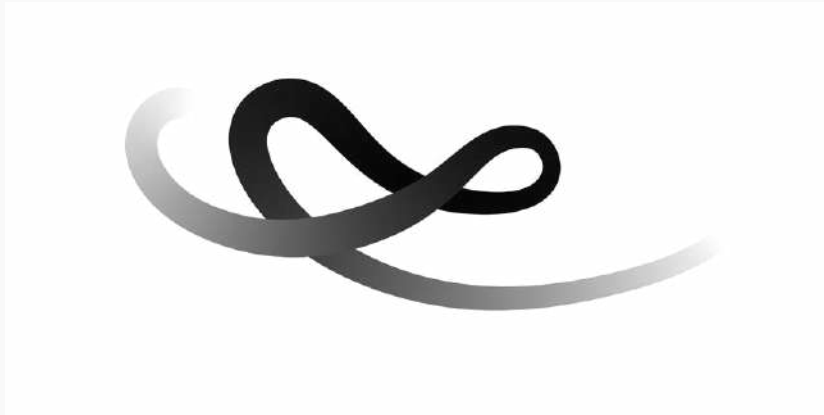
CPC-MOVEMENTS_SPRAY_HOCKEY

PARALYMPIC MOVEMENTS SUITE

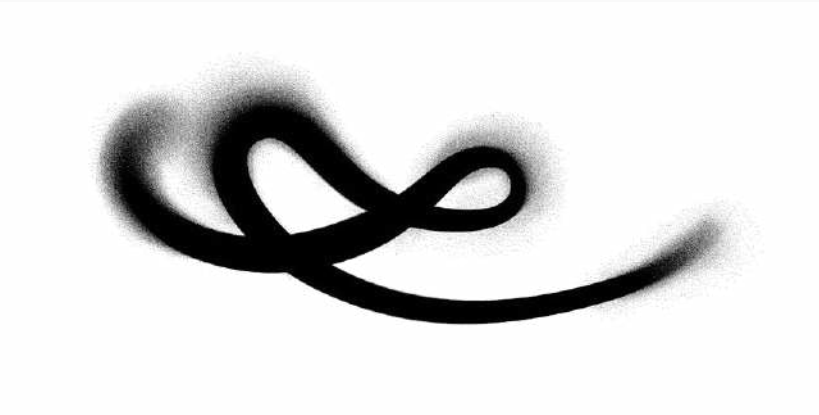
CPC-MOVEMENTS_GRADIENT_ROLLING

CPC-MOVEMENTS_BRUSH_COMBAT
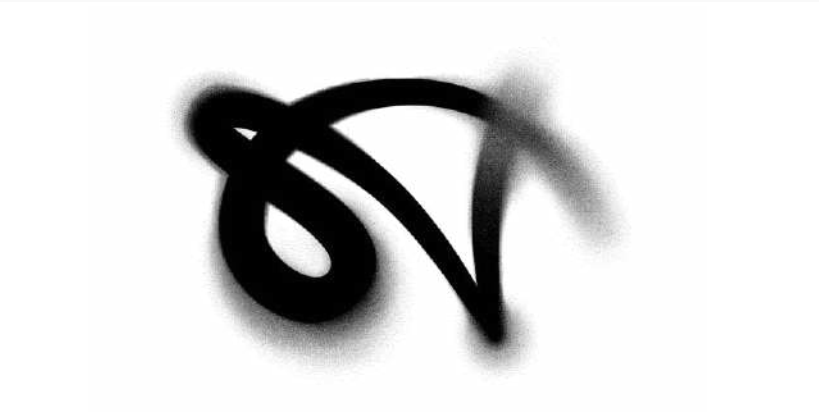
CPC-MOVEMENTS_SPRAY_COMBAT

CPC-MOVEMENTS_GRADIENT_RUNNING

CPC-MOVEMENTS_BRUSH_RUNNING

CPC-MOVEMENTS_SPRAY_RUNNING

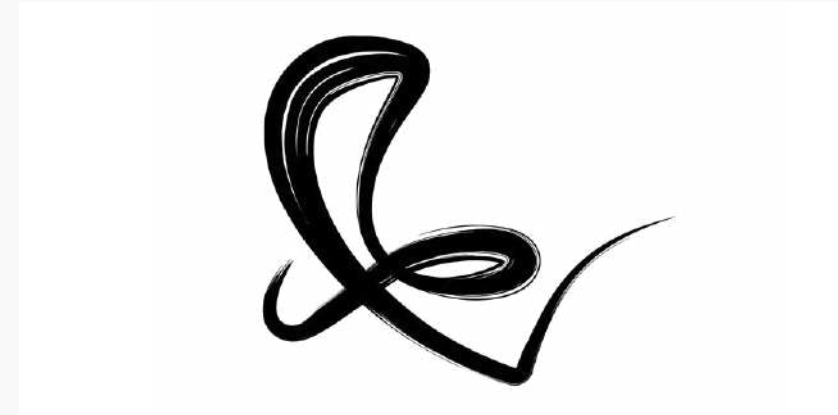CPC-MOVEMENTS_GRADIENT_SLIDING

CPC-MOVEMENTS_BRUSH_SLIDING

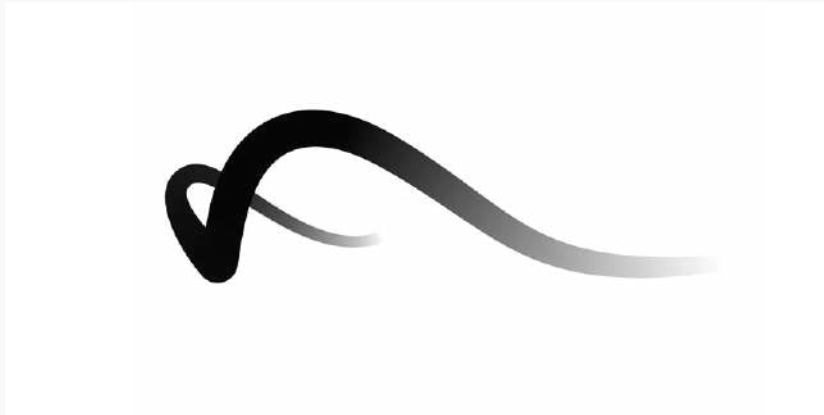CPC-MOVEMENTS_SPRAY_HOCKEY

PARALYMPIC MOVEMENTS SUITE

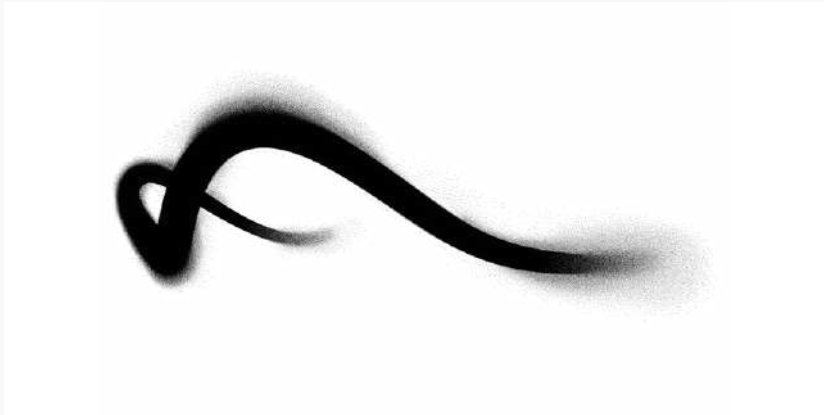**CPC-MOVEMENTS_GRADIENT_THROWING**

CPC-MOVEMENTS_BRUSH_THROWING

CPC-MOVEMENTS_SPRAY_THROWING

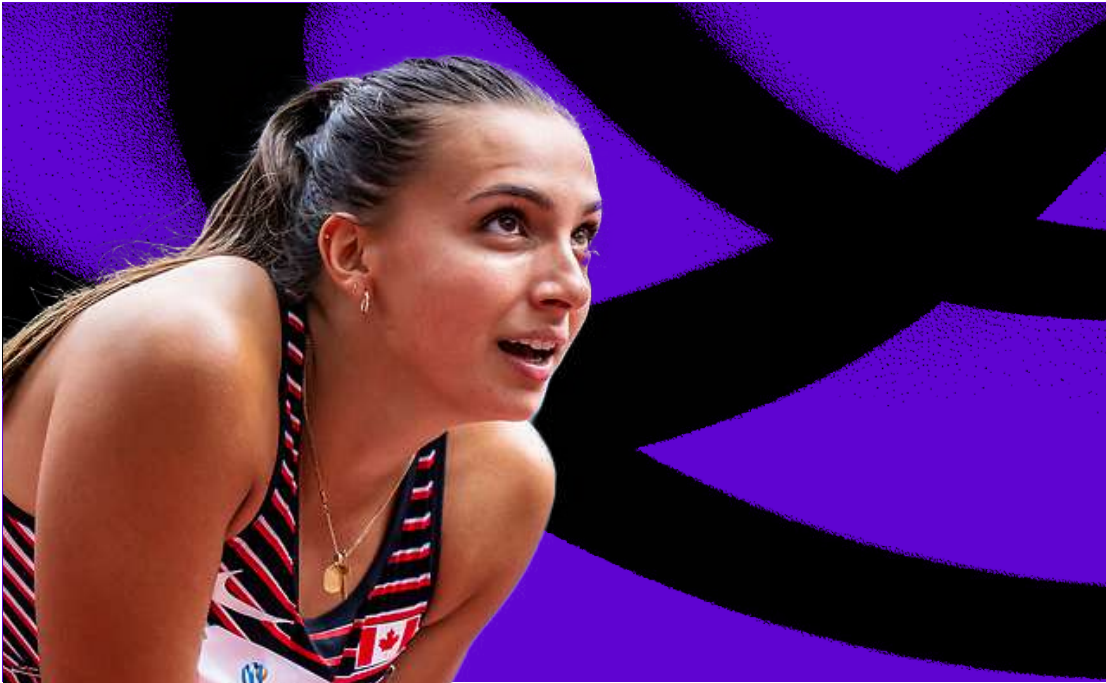

CPC-MOVEMENTS_GRADIENT_WATER
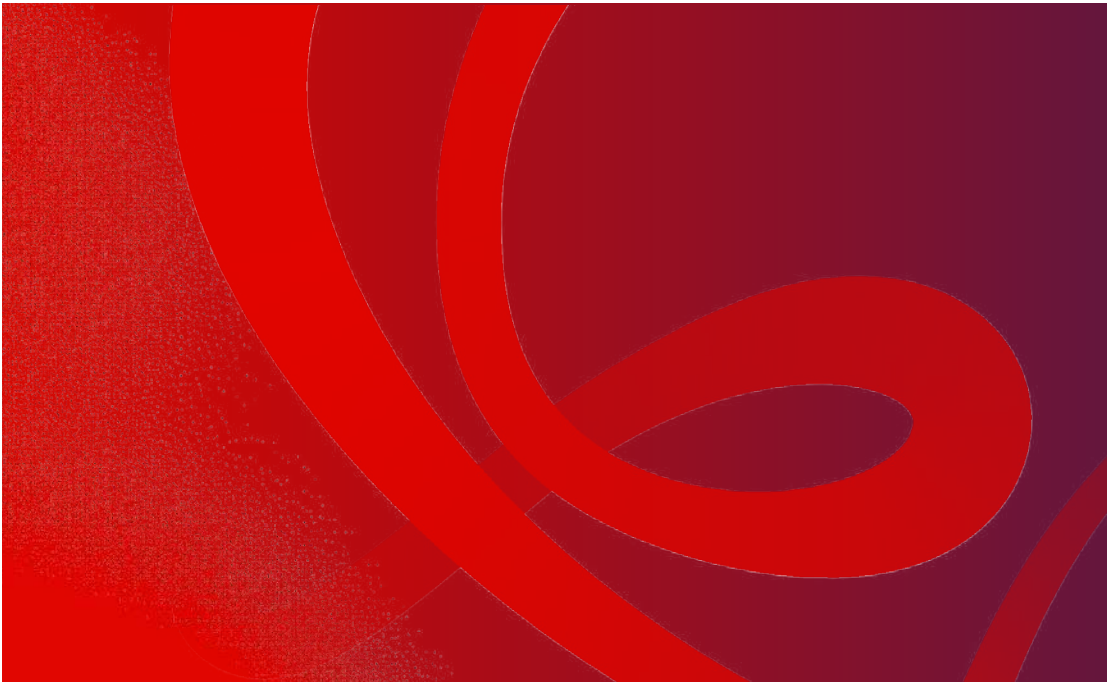

CPC-MOVEMENTS_BRUSH_WATER

CPC-MOVEMENTS_SPRAY_WATER
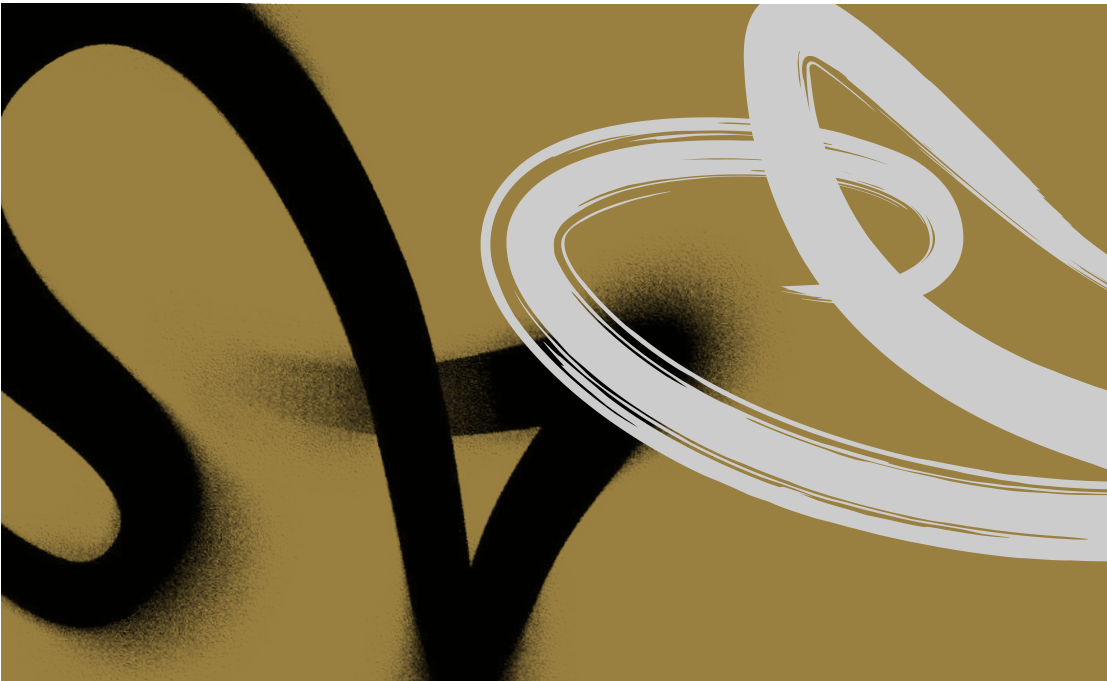
PARA MOVEMENT USAGE

Use as an oversized crop of the movement for a bold and striking layout.

Use in gradient form

Use in photography to punctuate movement and add energy.
Note: To do this approach well, a designer proficient in Photoshop is a must.

Use as a pattern. Combined textures and scales to add vibrancy and energy to layouts.

PHOTOGRAPHY

06 Photography

Powerful & Relentless

In The Moment

Community

Dynamic Zoom

PHOTGRAPHY: POWERFUL & RELENTLESS

• Confident & strong

• Bold, heroic portrait style

• Vibrant & dramatic contrast

• Depth and life in light and shadows
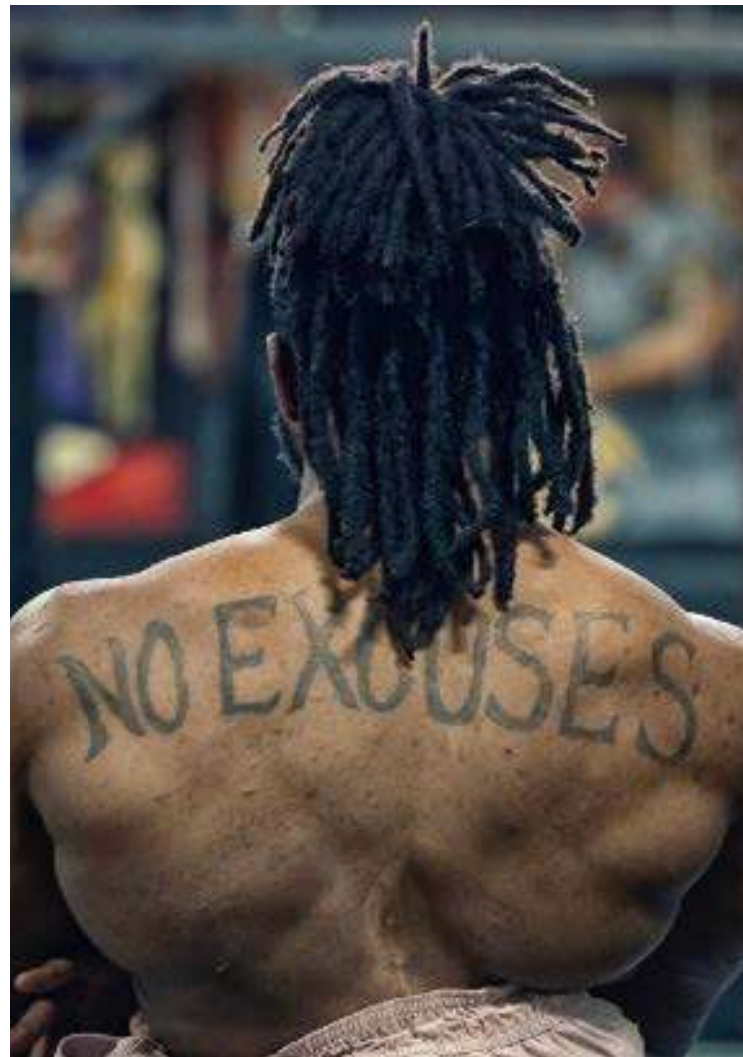
• Poses are honest and unaffected

Note: Photography references on this page are used to demonstrate our intended style and art direction for future shoots. As a result, some images referenced will be from non-CPC images and athletes.

PHOTOGRAPHY:
IN THE MOMENT

• Athleticism in motion
• Dynamic perspectives
• Shallow depth of field
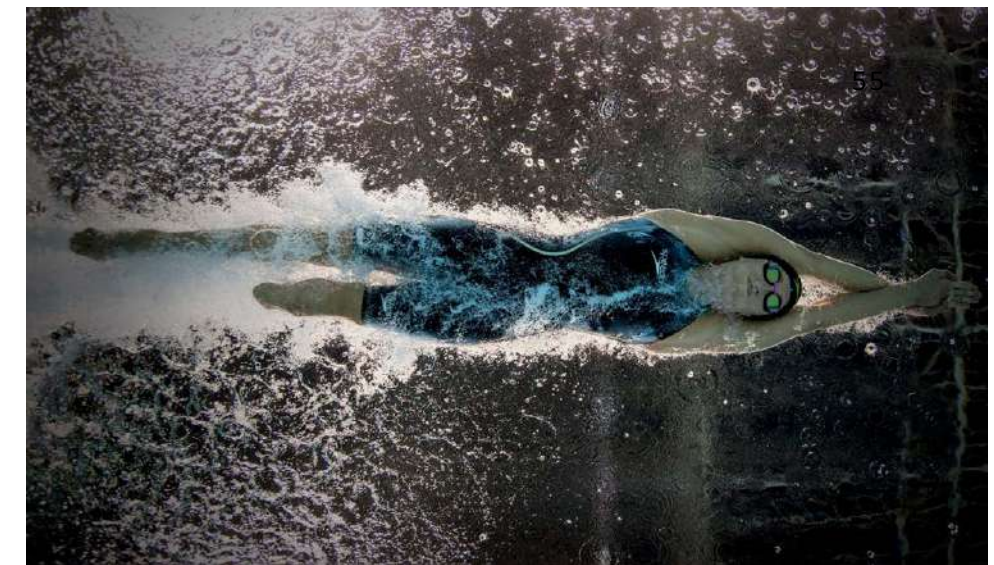• Captures raw emotion
• Cinematic in nature

Note: Photography references on this page are used to demonstrate our intended style and art direction for future shoots. As a result, some images referenced will be from non-CPC images and athletes.
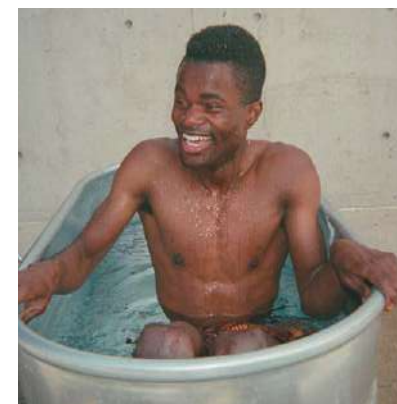
PHOTOGRAPHY: COMMUNITY

• Strives to unite and remove barriers
• Evokes a sense of belonging
• Inclusive & diverse
• Joyful & celebratory
• Inspiring & empowering
• Candid & behind-the-scenes

Note: Photography references on this page are used to demonstrate our intended style and art direction for future shoots. As a result, some images referenced will be from non-CPC images and athletes.

PHOTOGRAPHY: DYNAMIC ZOOM

• Strives to unite and remove barriers
• Evokes a sense of belonging
• Inclusive & diverse
• Joyful & celebratory
• Inspiring & empowering
• Candid & behind-the-scenes

PICTOGRAMS

07 Pictograms
Style Overview

PICTOGRAM STYLE OVERVIEW

Our pictogram style takes inspiration from the expressive line quality of our graphic movements and Para Movement font. Featuring a dynamic, continuous line with selective line breaks, we strive to achieve pictograms that are highly functional without compromise on style.

Pictograms may exist both in and out of a circle.

LAYOUT PRINCIPLES

08 Layout Principles

Portrait

Landscape

LAYOUT PRINCIPLES: PORTRAIT

A clean, sturdy grid helps keep layouts organized, easy-to-read, and consistent. Use the example parameters when creating layouts—and in the spirit of rebelliousness—break the rules when it makes sense.

Bleed text for an edgier, more dynamic design or when printing bleeds allow.

For printer-friendly layouts, keep images and text within the bounds of the page margin (to avoid elements from getting cropped off).

Large, left-aligned headline

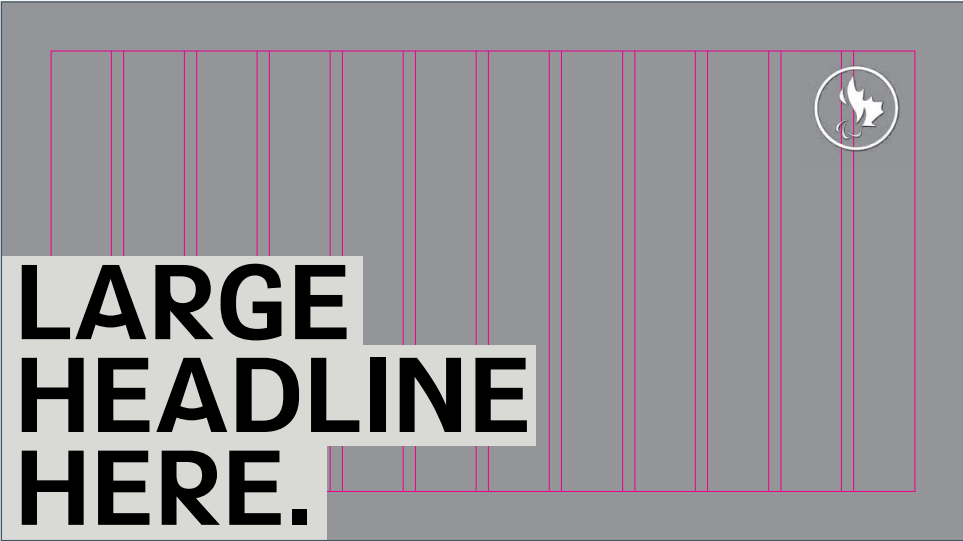Large, bottom-aligned headline

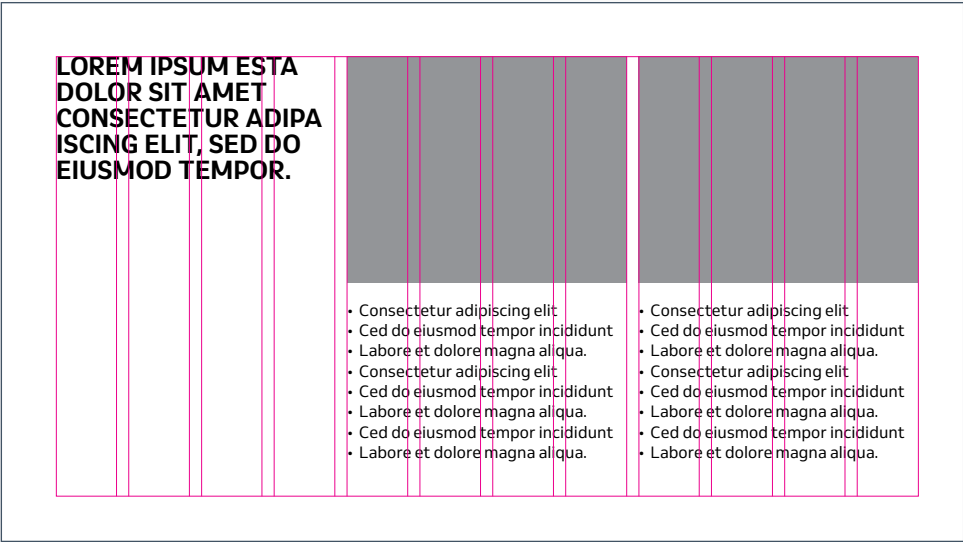**Printer-friendly** sample layout using a 12 column grid system.

LAYOUT PRINCIPLES: HORIZONTAL

Our horizontal layouts follow a similar 12 column grid, leaving more space between columns for digital layouts.

The examples on this page lend themselves well to things like slidedecks and presentations.

Feature pages can allow headlines to bleed off standard grid.

Sample horizontal layout using a 12 column grid system (3 columns)

MOTION

09 Motion
Guiding Principles

MOTION:
GUIDING PRINCIPLES

Vibrant & Bold
Keep the viewer interested and engaged without distracting them. Animations should have have a vibrant, athletic edge to them while maintaining subtle details that feel considered and polished.

Purposeful
Be mindful of the purpose and context of the animation and use a tailored approach. Some animations will call for a bold, dynamic approach while others may need to be more subtle and subdued by nature.

Accessibility Aware
Be mindful and inclusive of the audience. Avoid flashing, flickering, or overly distracting animation elements. These elements can be unpleasant for people with sensory sensitivities.

This page includes a few visuals (of many) ways that our brand elements can be brought to live through motion design.

GLORY

GLORY
TAKES

GLORY
TAKES
GUTS.

Highlighted text can animate in from the left to add energy and dimension.

Imagery highlight devices can be used as masks to hold video content.
Gradient can subtely move in the background to add visual interest that doesn't distract.

The animation quality of our Para Movements takes inspiration from the sports they are representing. Smooth motion-easing and fade-outs of the movements add a refined, fluid quality.

NOTIONALS

DEFYING
ODDS.
AND
GRAVITY.

Paralympic.ca

WE ARE
HERE TO
CHANGE
IT ALL.

Paralympic.ca

Phone 1 (left):

Instagram

Canadian Paralympic Committee

NEWS
Canada to host two Para Snowboard World Cups

BEIJING 2022

648 likes
dave_orchard 🇨🇦 🙏
zion_l Can't wait for this.

Phone 2 (center):

Instagram

Canadian Paralympic Committee

WE'RE HIRING

NOUS ENGAGEONS

489 likes
bryntastic @terra_w
justin_wong that's how we do 🔥

Phone 3 (right):

Instagram

Canadian Paralympic Committee

711 likes
bbshark Favourite Tokyo moment - 10/10.
bryce401 You're my hero, Priscilla

HOMETOWN	BIRTHDATE	SPORT(S)
PARKSVILLE, BC	DECEMBER 21, 1983	WHEELCHAIR RUGBY

1
3

TREVOR HIRSCHFIELD

Trevor Hirschfield is the co-captain of Team Canada and is widely considered to be one of the best low-point players in the world. He was originally introduced to wheelchair rugby thanks to the sport's co-inventor, Duncan Campbell, who was his recreation therapist at the G.F. Strong Rehabilitation Centre in Vancouver, BC.

CAREER HIGHLIGHTS

Four-time Paralympian (2008, 2012, 2016, 2020)… Helped Canada to gold and a Paralympic Games berth at the 2015 Toronto Parapan Am Games and silver at the 2019 Parapan Am Games… In 2020 he was named a recipient of the Fueling Athlete and Coaching Excellence (FACE™) Program from Petro- Canada as a coach for up-and-coming wheelchair rugby player Brandon Perger.

MacBook Pro

CREATING
A NEW
SPACE FOR
GREATNESS

PARALYMPIC.CA

Year in review

BRIGHTER.
LOUDER.
UNIGNORABLE.

CONTACT

DOWNLOAD THE LOGO PACKAGE

DOWNLOAD THE FONT
PARA MOVEMENT

Thank you for bringing our brand to life. We appreciate the time and effort it takes to apply our brand principles, but creating a consistent look, feel and tone will help build a strong and recognizable brand for the Canadian Paralympic Committee.

If you have any questions, please get in touch with:
Marketing@paralympic.ca