

GRAPHIC STANDARDS GUIDE
JUDO CANADA



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SECTION 1



- ABOUT US -

Section 1 //

BRAND GUIDE



The brand guide is first and foremost a **tool** for anyone who wants to **promote Judo Canada** and talk about it. Everyone can use it for their own communication needs.

The brand guide gives all the elements of the "Judo Canada" brand universe. **It shows how Judo Canada wants to be refer about from now on.** It defines and codifies all the written, visual and graphic signs of its brand.

This guide reflects the will of the strategy and the chosen positioning. The **opposite of a "graphic charter"** that limits its creativity and constitutes a constraint for the various parties involved, the recommendations of the brand guide are more open and adaptable to the context in which the people who use it express themselves.

The brand thus allows its users to unite around common identity signs and a shared brand expression without jeopardizing their own identity.

Section 1 //

WHO ARE WE?

Judo Canada is the **governing body for the sport of judo in Canada**. It has the authority to provide rules of conduct in the promotion and development of the sport and to select and prepare Canadian teams for international competition. Judo Canada is **a registered Canadian amateur sport association** operating under a Board of Directors elected by the provincial/territorial members.

The first dojo (judo club or school) in Canada opened in Vancouver in 1924. Following the Second World War and the exodus of people of Japanese origin residing in British Columbia, judo spread to various parts of Canada. Judo Canada, the official national judo governing body, was incorporated in 1956, and was then known as **"Canadian Kodokan Black Belt"**. The first Canadian championships were held in Manitoba in 1959 and had only 15 judokas.

Today, approximately **25,000 Canadians practice judo** in about 400 clubs across the country.

A dozen permanent employees ensure that operations run smoothly.

Section 1 //

MISSION-VISION-VALUES

Vision:

Canada is considered to be a successful judo nation, promoting the growth of judo and its contribution to Canadian society while celebrating its success in international competition.

Mission:

To support the preparation of Canadian judokas to win medals at the World Championships and Olympic/Paralympic Games. Lead and participate in initiatives to increase participation in judo in Canada.

Our Values:



Prioritize **Health** and **Safety**



Embody the Values of **Fair Play** and **Drug-free Sport**



Seek **Excellence**



Positive **Leadership** and **Respect** for Others



Be **Transparent** in Policy-Based Decision Making

Section 1 //

STRATEGIC

GUIDELINES

OUR PRIORITY

Leading the way and the system of HP (High Performance) to reach the World Championships and the Olympic podium

OUR OBJECTIVE

Organizing and create an efficient environment conducive to high performance. Win at least 2 medals at the 2024 Olympic games.

OUR STRENGTH

Bringing people together and selecting the best athletes to harness and strengthen their full potential.

OUR PREOCCUPATION

Promoting recruitment and retention in order to increase membership and thus propagate the interest of the art of judo.

SECTION 2



- VISUAL REPRESENTATIVE VISUAL -

Section 2 //

BRAND IDENTITY

Any use of content, promotional material or graphics identified by the Judo Canada logo, **must follow three fundamental principles**. These three principles that define and reflect the image of Judo Canada are:



PASSION

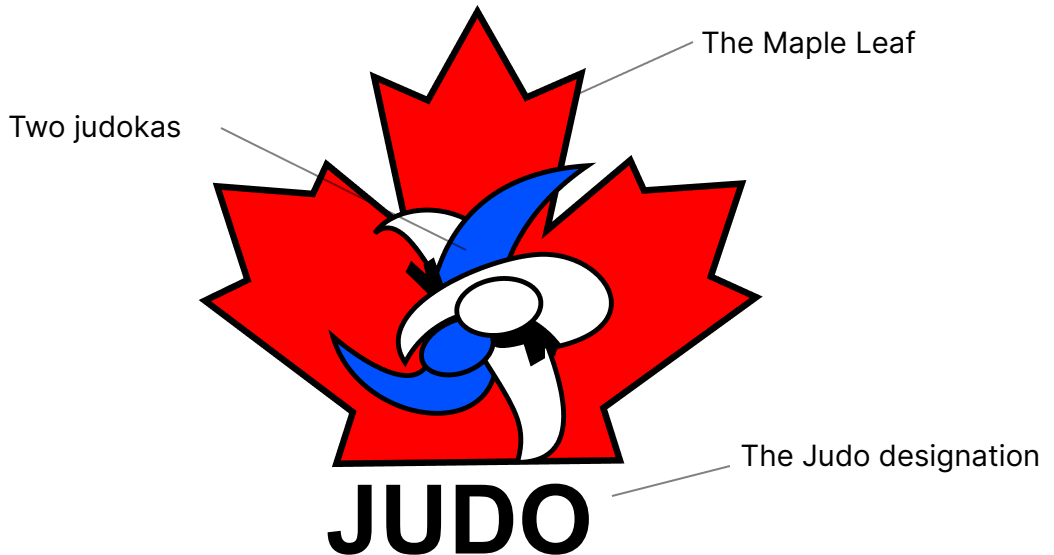
EXCELLENCE

RESPECT

Section 2 //

LOGO

The official logo of Judo Canada is composed of three distinct elements:



This logo is used for official documents, such as:

- Legal documents
- Official correspondence
- Technical documents

It is also used:

- On the various digital platforms
- With members of the media
- On any promotional tool

*The following graphic and usage standards must always be respected.
(pp. 13-14)

Section 2 //

OFFICIAL NAME

The name Judo Canada is the **legal, official and technical name**. It must be used in all official communications and documentation, including (but not limited to) legal, technical and organizational aspects.

However, in all communications to members and provincial associations, it will be important to refer to **"OUR organization" and "YOUR organization"** in order to promote a sense of inclusion, of belonging to the various contributors and beneficiaries.

JUDO CANADA

The Judo Canada name is also used in traditional media, social media and for promotional purposes.

It is to be noted that the name Judo Canada is meant to be unifying and also has the advantage of being bilingual.

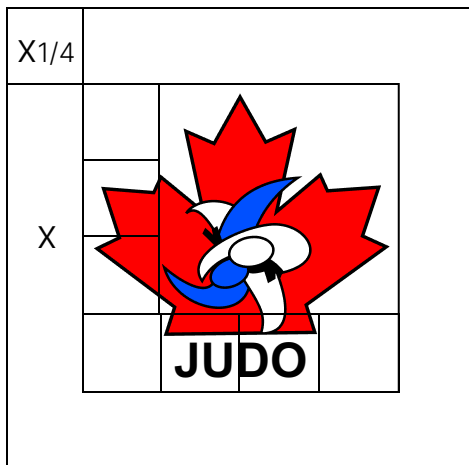
The terminology

To promote the influence of the brand and its usage by its members and partners, only one terminology is used.

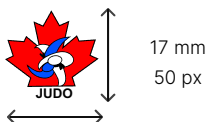
Section 2 //

SIZE OF THE LOGO

The clearance area must, in all cases, be respected. It allows the brand image **to stand out in space** and in front of the different elements that may surround it. The clearance must be at least **a quarter of the height** of the acronym.



The logo must always respect a minimum size in order to be more readable during the integration.



Section 2 //

INCORRECT USE OF THE LOGO

#1

Any use of the image of Judo Canada that is **contrary to the values** of the organization or acts against the fundamental principles, which are: **passion, excellence, respect**, is not permitted.

#2

Any person who has not had **a written consent** to use the logo.

#3

No modification of the nature of the logo will be tolerated.

Section 2 //

USE OF THE LOGO

In order to protect the Judo Canada brand, members, provincial associations, partners and media must never use the logo without prior consent.

Anyone who has received written consent to use the logo must respect the graphic lines established above and agrees not to modify the nature of the logo. To obtain one of the Judo Canada logos in AI, EPS, PNG or JPG format, please contact :

Contact person

Patrick Esparbès p.esparbes@judocanada.org
COO

Émilie-Claude Leroux ec.leroux@judocanada.org
Communication Coordinator

Section 2 //

FONT TYPE

ITC Eras Std

Ab

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Consectetur senectus purus a ac, pulvinar.

Ut consequat curabitur pretium, tortor, a. Ultricies placerat et quis fames convallis sagittis morbi lectus. Leo aliquam nibh malesuada pellentesque fames et quis metus turpis.

Inter

Ab

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Consectetur senectus purus a ac, pulvinar.

Ut consequat curabitur pretium, tortor, a. Ultricies placerat et quis fames convallis sagittis morbi lectus. Leo aliquam nibh malesuada pellentesque fames et quis metus turpis.

Calibri

Ab

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Consectetur senectus purus a ac, pulvinar.

Ut consequat curabitur pretium, tortor, a. Ultricies placerat et quis fames convallis sagittis morbi lectus. Leo aliquam nibh malesuada pellentesque fames et quis metus turpis.

A font allows us to highlight the elements of our communications. This font must be used consistently to increase the outreach of the Judo Canada brand.

SECTION 3



- BRAND APPLICATIONS -

Section 3 //

CORPORATE IDENTITY

Colours

The main colour palette is composed of 4 shades that represent the organization's sport well.



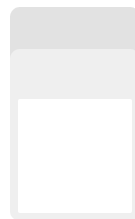
#FE0000



#0050FF



#000000



#FFFFFF

Important elements



Two judokas



The Maple Leaf

JUDO

The designation
Judo

Section 3 //

CORPORATE VISUAL



Section 3 //

CLOTHING AND MATERIALS



Section 3 //

TEMPLATES

Professional format

Letter Version (612X792Px)

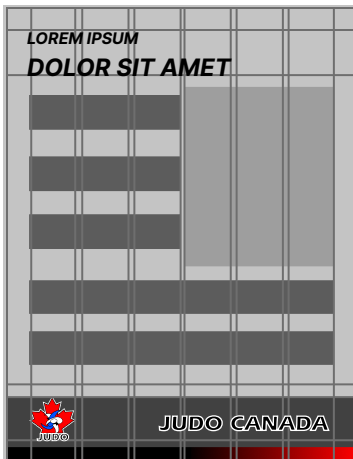
Margin : 40px

Borders :10px

Columns : 6

Height of the logo : 80px

Height of blackened section : 28 px



Slideshow Version (1440X1024Px)

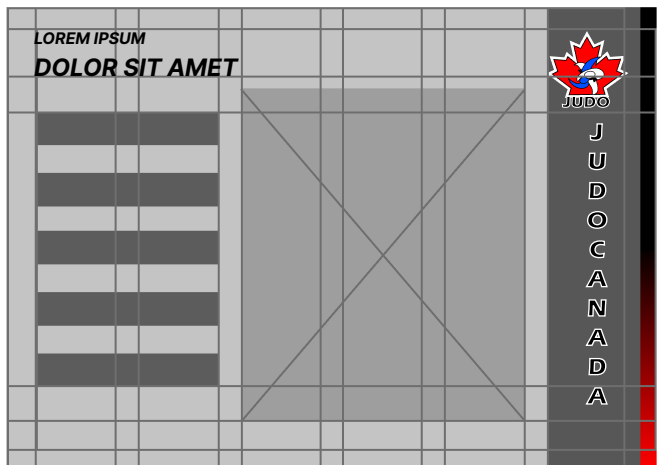
Margin : 55px

Borders :40px

Columns : 6

Height of the logo : 120px

Height of blackened section : 34 px



Section 3 //

TEMPLATES (continued)

Professional format

Poster Version Horizontal (2400×3200px)

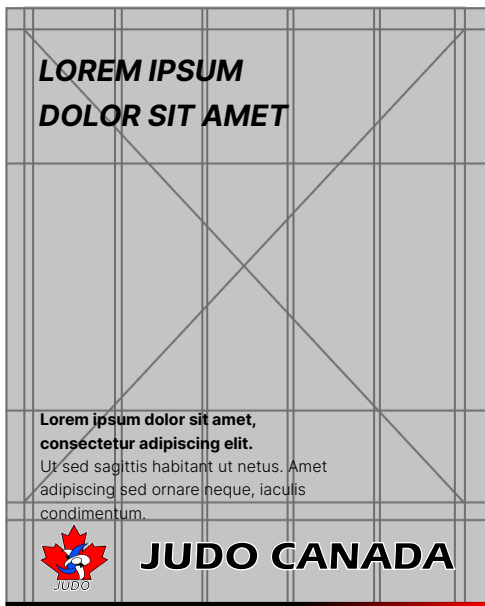
Margin : 120px

Borders :40px

Columns : 5

Height of the logo : 420px

Height of blackened section : 60 px



Slideshow version (1440×1024px)

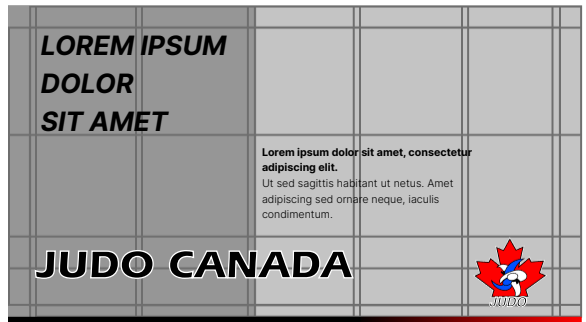
Margin : 120px

Borders :40px

Columns: 5

Height of the logo : 420px

Height of blackened section : 60 px





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