BRAND EVOLUTION

1970

1990

2005
BRAND EVOLUTION

Supporting the mastery of movement in Canada

First founded in 1969, Gymnastics Canada has been supporting the mastery of movement in Canada for five decades. We've seen a lot change in that time - in the equipment, in the athletes, in the coaching, in our facilities, in the competitions, and in ourselves. As we hit our 50th Anniversary year, we felt it was time to update our brand identity to reflect the diversity of our sport, while also celebrating what makes us unique.

Gymnastics is a sport for all ages and stages in life that provides its participants with flexibility, balance, agility, and strength. Beyond this, our programs, which span seven different disciplines, encourage physical literacy, fun, character-building, and ultimately for some - competition.

As one of only three Olympic sports to be considered ‘foundation sports’ by the International Olympic Committee and Sport Canada, we take this foundation-aspect to heart. It forms the base for our mission:

BUILD THE FOUNDATION. CREATE CHAMPIONS. INSPIRE THE NATION

It is this duality of being a sport that provides participants with the skills to participate in a variety of other sports besides gymnastics with a high degree of physical literacy, and a sport that fields athletes for the highest levels of competition that formed the base of our new brand.

We dove deep into our community to gather feedback on what our brand should represent, and what came back was that our brand personality should portray discipline, organization, trustworthiness, pride, fearlessness, and fun.

The diversity of our sport was also important to portray - from the grace and flexibility of rhythmic, to the strength and power of artistic, to the high-flying flips and twists of trampoline, to the theatrics and colourfulness of gymnaestrada, and so much more.

With this insight, we set forth to produce a new visual identity which you’ll see outlined in the pages that follow. Although our individual disciplines are unique, they all celebrate movement of the human form. They also all share the idea of ‘sticking the landing’ and/or ‘presenting’ when embarking on a routine, or celebrating on the podium. Our new visual identity also represents equally the bilingualism that makes Canada unique.

Modern, clean, and iconic, our new identity represents a nod to our past, as well as a firm step forward into the future - that of a foundation sport that prepares people to stand on any number of podiums in life.
FROM HERE, WE SOAR.

WHAT IS A BRAND?

Our brand is the essence, or personality of Gymnastics Canada. It is what makes us distinctive, memorable, and different from other sports, and it is the promise of a uniquely foundational experience. It unifies the disciplines, and encourages those outside of the sport to become participants.
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OUR VISION

Be the foundation sport in Canada. Consistently achieve international success.
OUR MISSION

Build the foundation.
Create champions.
Inspire the nation.
BRAND VALUES

Collaboration
Dedication
Excellence
Innovation
Integrity
COLLABORATION: Together we are stronger. We confidently work together to achieve our vision. We welcome effective communication and engagement while driving toward our goals.

DEDICATION: Dedicated to a higher purpose. We are passionate about what we do. We go the extra distance, knowing it makes a difference to the people we serve. We know that culture creates champions - we invest in making Gymnastics Canada a great place to work, volunteer, and belong.

EXCELLENCE: We stand for excellence. We lead by example. We set the bar high and inspire others to be better. We strive to become best-in-class in all we do. We are driven to make gymnastics the best it can be.

INNOVATION: We innovate to make things better. We are forward thinkers. We adapt and seek to continuously improve. At every level, we are willing to take chances and adjust to find better ways to excel at what we do.

INTEGRITY: Integrity makes champions of all of us. At all times, and in all relationships, we are genuine, ethical, and fair. Each day we operate with accountability and transparency. We create a safe environment that welcomes diversity, promotes respect, and emphasizes participant well-being.
Logo

Primary Logo

Our primary logo is our preferred logo and should be used for all instances where the full name of the organization is not required. They can be used in the red, black and white brand colours.
Secondary Logos

These secondary logos are provided in both french and english versions. They are to be used only where the full name of the organization is required. A designer may also use them at their own discretion when a horizontal logo is more optimal for the design. They can be used in the red, black and white brand colours.
Tagline

Each logo has its own lockup with the tagline. For the leaf logo, there are two different layout options to use at the designer’s discretion. Readability is a priority. The tagline logos should not be used in instances where the tagline is no longer legible.

It’s a priority to use the logo and tagline lockups during the launch of the new brand. As brand recognition grows, designer’s can use their discretion on if the tagline is needed.

The tagline can also be used separately from the logo as a headline in communications.

Both leaf logo lockups are available in a French version as well.
BRANDING

Logo
Clearspace

X = 1/4 THE LOGO HEIGHT

This spacing is to be applied to all logo variations.
BRANDING

Usage

SQUASH
Do not squash, squeeze, or non-proportionally transform the logo.

ROTATE
Do not rotate the logo. The logo should always be straight or parallel to the edge of an image.

FLIP
Do not flip the logo vertically or horizontally.
ADD EFFECTS
Do not add extraneous effects to the logo. This includes but is not limited to: bevel and emboss, lighting effects, and drop shadows.

CHANGE COLOURS
Do not change the color of the logo. Do not add a gradient, tint, or change the colour shade.

BACKGROUND COLOUR
Do not place the logo on clashing colors. Use the white or black logo in situations where the red doesn’t match.

OPACITY
Do not reproduce the logo in a screen or reduced opacity.

IN-LINE TEXT
Do not use the logo in-line as text with any headlines and body copy.

BACKGROUND IMAGE
Do not layer the logo on backgrounds that are cluttered or detract from legibility. We like to be seen—clearly.
Calisto

FOR BODY COPY AND HEADINGS

Regular

This font is used for all body copy. It should only ever be used in sentence case. This font is available in Microsoft Office so there is no need for a substitution.
TYPEFACES

KNOCKOUT
FOR HEADLINES AND CAPTIONS

— 30 - Junior Welterweight
— 50 - Welterweight

This font is used for headings, captions, and small text. It can be used in sentence case and all caps. This font is used in the brand tag line.

* When you don’t have access to Knockout please substitute it for TW Cent MT Condensed. This is the font used in all Microsoft Office templates.
**Brand Colours**

- **Flagbearer Red**
  - CMYK: C025 M025 Y025 K100
  - RGB: R020 G025 B025
  - Hex: #444444

- **Podium Grey**
  - CMYK: C045 M035 Y035 K001
  - RGB: R159 G157 B156
  - Hex: #969696

- **Chalk White**
  - CMYK: C006 M004 Y004 K000
  - RGB: R242 G242 B242
  - Hex: #F2F2F2

- **White**
  - CMYK: C000 M000 Y000 K000
  - RGB: R255 G255 B255
  - Hex: #FFFFFF

- **Black**
  - CMYK: C025 M025 Y025 K100
  - RGB: R020 G020 B020
  - Hex: #141414
The way we write directly influences our brand personality. Whether we’re speaking to athletes, club operators, parents, the media or any other GymCan stakeholders, our voice must come through consistently. Our tone may change as needed but it is always the same personality speaking.

We will always refer to the brand, moving forward, as GymCan in all writing.

We will also always speak in a familiar fashion. We are open and friendly. As such, our writing is casual, personal, and genuine. We don’t shy away from emotion. We tell it like it is because we are confident and transparent. When describing performances or talking about the sport, we go deeper by focusing on the power, competition, and artistry balanced with an openness to all ages and stages.

**OUR COPY SHOULD BE:**

1. Resourceful but not overwhelming  
2. Helpful but not condescending  
3. Friendly but not overly intimate  
4. Concise but clear  
5. Relatable but without too much sport-specific jargon  
6. Authoritative but not elitist
For questions about the GymCan brand identity and its application, contact us at:

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