



CCPSA Logo Use Policy
Passed June 2004

Use of Canadian Cerebral Palsy Sports Association Logo (CCPSA Logo)

The intent of this policy is to clearly define the Canadian Cerebral Palsy Sports Association Logo and its use in all applications within the specifications and restrictions outlined.

The Official CCPSA Logo

The CCPSA Logo was designed by Peter Egan of Surrey, British Columbia. The wheel part of the logo reflects our athletes in wheelchairs and the body reflects an ambulatory athlete.

Definition of the “CCPSA Logo”

The CCPSA Logo is defined as either (1) graphic (“the moving figure”) and text or (2) the graphic alone.

The CCPSA Logo, therefore, has two forms:

1. Graphic with English and French text

English text: Canadian Cerebral Palsy Sports Association
OR CCPSA

French text: L'Association canadienne de sports pour paralytiques cerebraux
OR ACSPC

When appearing with text, the logo must include both English and French.

2. Graphic alone (“the graphic” or “the moving figure” = figure, wheel, maple leaf)

Use of this form of the logo is permitted, as the CCPSA acknowledges that not all applications will accommodate graphic and text - for example, applications where the logo must be reduced in size to the extent that text cannot be legibly reproduced.

Specifications

Official Colours:

The Graphic:

Black	Pantone Black	(figure and wheel)
Red	Pantone 185 (Red)	(maple leaf)
White	Pantone White	(separations)



The graphic must appear in the specified colours. Background colour must not distort the graphic and, therefore, only light background colours are permissible. The only exception to this is the use of black or red as the background colour, in which case the following alterations are required:

Black background

The Graphic:

White	Pantone White	(figure and wheel)
Red	Pantone 185 (Red)	(maple leaf)
Black	Pantone Black	(separations)



Red background

The Graphic:

Black	Pantone Black	(figure and wheel)
White	Pantone White	(maple leaf)
Red	Pantone 185 (Red)	(separations)



Specifications

Official Colours:

The Text:

Black	OR	Pantone Black
White		Pantone White

Colour of the text will be determined by the background / field of the application – white text on black background, black text on all other backgrounds.

Text font::	Myriad
Text size:	dependent on application

Logo Restrictions

Only official reproductions of the CCPSA Logo may be used, regardless of the application. The national office will be responsible for providing the appropriate / required format for all applications.

Additional restrictions:

- The logo must not be re-created or altered in any way.
- The logo must be produced in its official form, enlarged or reduced. It may not be distorted in any way.
- A photocopy of the logo is not suitable for printing or desktop publishing purposes as it will not be precise enough for clean reproduction.
- The logo may appear in close proximity to other logos, provided the CCPSA Logo is clearly visible and not distorted in any way.

Imitation or Alteration

No imitation or alteration of the CCPSA Logo may be made by any user.

Ownership

The logo is owned by the CCPSA and all uses of the logo inure to the benefit of the CCPSA.

Who can use the Logo?

Three categories of users / usage are designated as follows:

1. The CCPSA Logo may be used by Provincial Cerebral Palsy Sports Associations (PSO's) to promote their affiliation with the national body
2. The CCPSA Logo may be used by other sport organizations to acknowledge the CCPSA's affiliation with that organization or to promote events sponsored or co-sponsored by the CCPSA.
3. All other potential users

All users must contact the CCPSA (national office) for approval prior to any use of the CCPSA Logo or name. Access to the necessary artwork / graphic format will be provided through the national office.

Third party users

All third party users will be considered under category (3) of the previous section and, therefore, require specific permission from the CCPSA Board of Directors (see Approval process section).

Approval process

Requests by all users must be presented in writing, outlining the specifics of the intended use of the CCPSA Logo. All requests require majority approval by the CCPSA Board of Directors.

Endorsement / Sponsorship

The CCPSA Logo is intended to identify endorsement / sponsorship by the CCPSA. As such, its use will be controlled to ensure use by affiliates and other users does not violate this intent.



Canadian Cerebral Palsy Sports Association
L'Association canadienne de sports pour paralytiques cerebraux