

Your Logo— English | French

The Logo is the central element in the Canadian Centre for Ethics in Sport identity. The proportions of your Logo have been specially considered for maximum visibility in all situations, in sizes large and small for both print and digital applications.

The primary logo, shown here, should be used on all items. Special attention should be paid when using the color logo, including printing with the highest reproduction methods or fabricating from the best materials, to ensure a high-quality image.



CANADIAN CENTRE
FOR ETHICS IN SPORT



CENTRE CANADIEN
POUR L'ÉTHIQUE DANS LE SPORT

Colour Palette

The colours in this page represent an approximate rendering of the actual PANTONE® inks to be used in your logo and identity pieces. For an accurate representation you should refer to the PANTONE® formula guide.

PRIMARY PALETTE



SPOT
PMS BLACK C

CMYK
C=0 M=0 Y=0 K=100

RGB
R=0 G=0 B=0

HTML
000000



SPOT
PMS 484 C

CMYK
C=8 M=92 Y=100 K=33

RGB
R=154 G=51 B=36

HTML
9A3324



SPOT
PMS 619 C

CMYK
C=17 M=14 Y=93 K=38

RGB
R=159 G=145 B=42

HTML
9F912A

SECONDARY COLOUR



SPOT
PMS WARM GREY C

CMYK
C=2 M=3 Y=4 K=5

RGB
R=234 G=230 B=227

HTML
EAE6E3

Typography— *Display typeface, headlines*

The primary display typeface is Helvetica Neue Lt Std, Condensed Oblique. This font should be used for display purposes on corporate communications, on headlines on both online and print materials.

HELVETICA NEUE LT STD

aA *Lorem ipsum dolor sit*
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

aAbBcC123

aA ***Lorem ipsum dolor sit***
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Typography— Display typeface, short copy

The primary display typeface is Helvetica Neue Lt Std, Condensed. This font should be used for display purposes on corporate communications, on sub-heads and short copy both online and print materials.

HELVETICA NEUE LT STD

aA Lorem ipsum dolor sit
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
abcdefghijklmnop**qr**stuvwxy
1234567890

aAbBcC123

aA Lorem ipsum dolor sit
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
abcdefghijklmnop**qr**stuvwxy
1234567890

aA Lorem ipsum dolor sit
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
abcdefghijklmnop**qr**stuvwxy
1234567890

Typography— *Secondary*

The secondary typeface is ITC Slimbach. This font should be used for long-format body copy on corporate communications, on print materials (e.g. memos, fax, letters).

ITC SLIMBACH

aA Lorem ipsum dolor sit
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

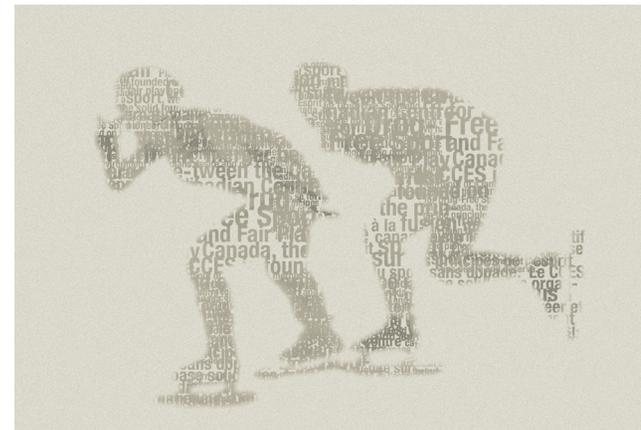
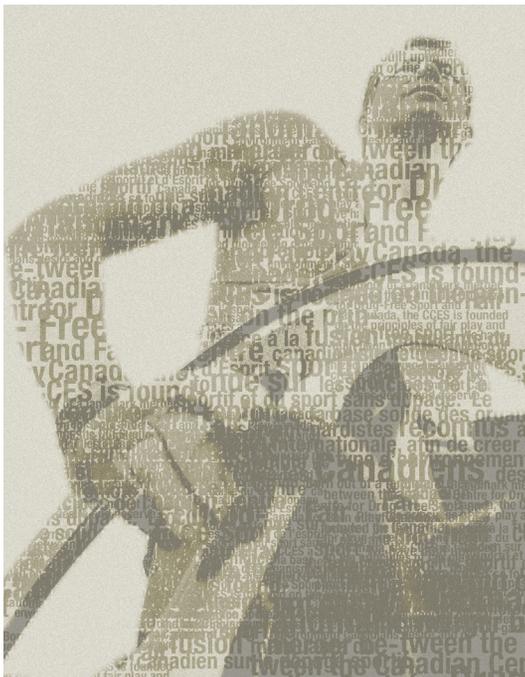
aAbBcC123

aA *Lorem ipsum dolor sit*
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

aA **Lorem ipsum dolor sit**
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Visual language— Graphic treatments, image/words

The following examples illustrate the typography & image treatment developed –as visual language support– for the Canadian Centre for Ethics in Sport identity. This treatment can be applied as a light background pattern, preferably bleeding out of the page.



Implementation— Stationery, business cards

Your business cards convey key information while they are also vital in facilitating a good first point of contact.

FRONT

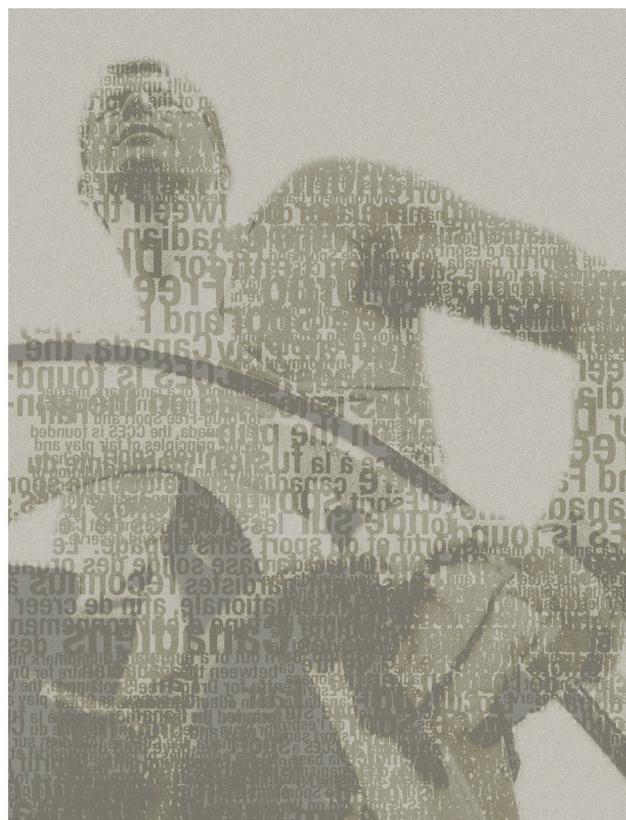
BACK



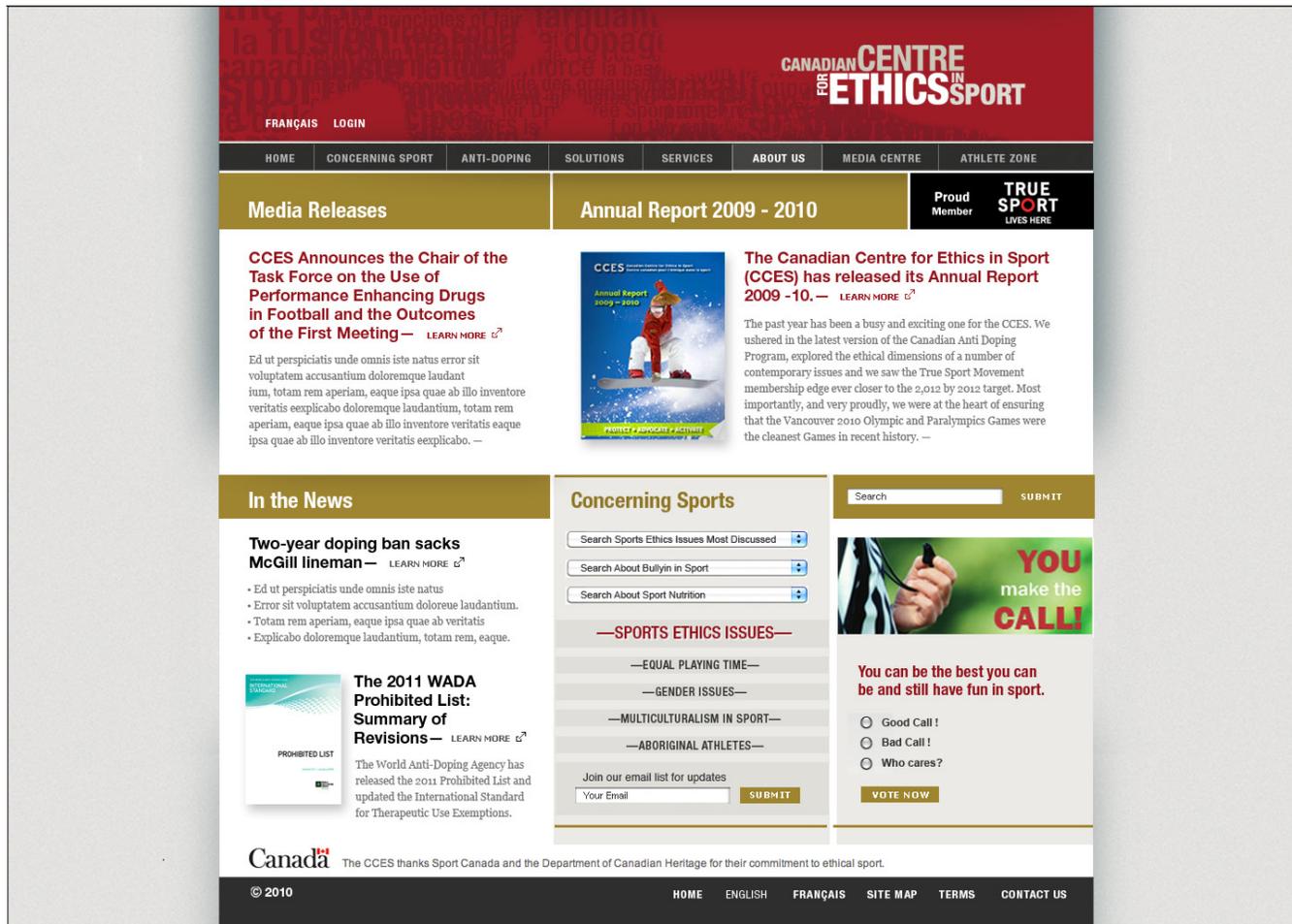
Implementation— Stationery, letterhead

FRONT

BACK (OPTIONAL)



Implementation— Website, homepage



Implementation— Powerpoint presentation, key slides

**ETHICS AND DOPING —
SOMETHING TO THINK ABOUT**

Presentation to Speed Skating Officials
November 17, 2010 —



**ACTIVATING—
Values and principles of sport**

- Play fair
- Respect others
- Be healthy
- Find the joy
- Strive for excellence
- Include everyone
- Give back



OVERVIEW

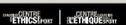
- Why / What / How of ethics in sport
- Ethical Rationale for Doping-free Sport
- Role of Officials





“If you want to build a ship, don't drum up the men to gather wood, divide the work and give orders. Instead, teach them to yearn for the vast and endless sea.”

—ANTOINE DE ST. EXUPERY




Implementation— Ethics, a graphic representation

