BRANDING Identity Guidelines

2022









OUR BRAND



This section of the guidelines introduces you to the guiding ideas and personality traits that inform how we communicate. By understanding and internalizing the ideas at the heart of our brand we can commission and create communications that are appropriate to specific audiences while sharing a common underlying message and distinct OSGA 55+ personality.

Non-profit branding is all about how the world sees our organization and the work we do. Chances are you know what Habitat for Humanity, United Way or Special Olympics do. That is what strong non-profit branding does. It gets you recognized, and it also strongly influences the way OSGA 55+ messages are received by the public

What makes us unique? We do not try to reflect what we think our clients want to see and hear. Instead, it is much more important for us to give you what activity you want to enjoy, at a level where you can participate.

CONSISTENCY

Every flyer, media outlet and written and spoken content about OSGA55+ must be consistent with regards to the goals we want to achieve. For example, if we are saying one thing on Facebook and a different thing on Twitter, then our message is not consistent.

THE IMPRESSION IT MAKES

We want to make a strong impression. We want to attract more seniors and we want them to feel it is worthwhile to join us'

SIMPLICITY AND CLARITY

The most important aspect is to have a simple and clear brand that makes it easy for our stakeholders to share our message with others. We believe that less is more when it comes to effectively telling your story.



OUR HISTORY



1982

The Older Adult Centres Association of Ontario (OACAO) initiated the concept of the Ontario Senior Games in 1982. The Ministry of Tourism and Recreation(1) agreed to provide financial assistance to help develop this program and to promote activities for seniors throughout Ontario.

1984

In March of 1984, the OACAO established an Ontario Seniors Games Committee with the mandate to develop a format for District competition and to develop and implement a plan for Ontario Senior Games Provincial Championships.

1986

In 1986, the City of Kitchener hosted the first Ontario Senior Games called Actifest. These successful Games established the framework for future Ontario Senior Games. District Games would be held annually, and Actifest would be held during August in even-numbered years. District winners in sanctioned events would qualify to compete in Actifest.

1996-97

The Ontario Senior Games Association (OSGA) continued to grow, and the organization looked for more independence. In November 1996, the Ontario Senior Games Council was granted the right to separate from OACAO, and in April 1997, OSGA became a not-for-profit incorporated body.



1998 - 2002

In 1998, the OSGA in conjunction with the Ministry of Citizenship, Culture and Recreation(2) and the Ontario Seniors` Secretariat began the groundwork for the first Winter Games for seniors in Ontario. The Council decided to hold Winter Games biennially in odd-numbered years. Financial support for the first Ontario Senior Games Winterfest came from the Seniors` Secretariat. In 1999, the International Year of Older Persons, the announcement of the first-ever Winter Games for seniors was made. And in March 2000, Collingwood hosted these Games.

2003

The success of the Collingwood Winterfest Games set the stage for the next Ontario Senior Games Winterfest for 2003 to be held in London, Ontario. The Ministry of Tourism, Culture and Recreation gave financial support for these games. The popularity of Actifest and Winterfest has grown so dramatically that Ontario municipalities now vie for the honor of hosting them.

2015

The Ministry of Tourism, Culture and Sport took over operations of the Ontario Games Program. Provincial Games are now called Ontario 55+ Summer and Winter Games.

2020-2021

After several successful years of District, Regional, and Provincial Senior Games, OSGA 55+ was hit by the global pandemic of COVID19. All activities are shut down, but OSGA55+ took this opportunity to develop a new strategic plan and re-organize itself to better serve its District members and participants. Technology and training resources were improved.



ABOUT US



OUR VISION

That all Ontarians 55+ are social and active within their communities and beyond.

OUR MISSION

To provide a network built on support and collaboration for social and active opportunities for Ontarians 55+.

OUR VALUES

Inclusive

We create opportunities for all Ontarians 55+ to participate in order to be social and active.

Respect

We promote mutual respect among participants, volunteers and those responsible for the games, for each other, the rules and of fair play.

Integrity

We are held to high ethical standards of consistency, professionalism and accountability in all aspects of our organization.



LOGO + BRANDING

PERSONALITY

- Helpful
- Optimistic
- Cheerful
- Honest
- Respectful
- Protective of Health and Safety
- Creative



BRAND TONE

Above all, we want our brand to be inspirational. Whether we are talking to our competitors, volunteers, biggest donors or a partner, our goal is that every interaction feels exciting and filled with achievement.

LOGO

OSGA 55+ logo – Official English	(1) 55+ games
OSGA 55+ logo – Official French	
OSGA 55+ logo – 'This Is Our Time' - English	
OSGA 55+ logo – 'C`est Notre Temps' - French	

Contact the office if you need a copy of these logos.

Available in jpg, gif and eps format.

Customized District and Regional logos also available.

USE OF THE LOGO AND SLOGAN



In all Materials!

- Decals
- Merchandise
- Website
- Letterhead etc
- Media events
- Publications

POSTERS

Only use official OSGA55+ posters as found on our website. Click on the links below to access the posters.

OSGA Poster 8.5 x 11 - English New - PDF

OSGA Poster 8.5 x 11 - French - PDF

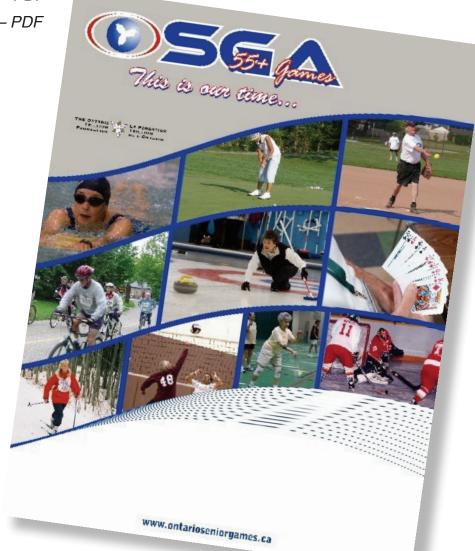
OSGA Poster 11 x 17 - English - PDF

OSGA Poster 11 x 17 - French - PDF

OSGA Banner - English - PDF

NOTE:

These posters are printer-ready. District information can be added after printing.



WATCH THE DETAILS



- 1. Use our full name or our full abbreviated name (Ontario Senior Games Association 55+/ OSGA55+)
- 2. Use the designated fonts.
- 3. Don't make the logo too small in relation to the district name. Use the official sizes
- 4. Do not alter our logo.
- 5. Do not place our logo on a cluttered background

SIZE & SPACE

- We like our logo to be easy to read.
- Keep the size legible.
- How much space does the logo need, exactly? See diagram below:
 - 1 x logo height above and below the SGA logo.
 - 1 x Trillium icon width to left and right of logo.



Clear space around the logo is essential. This allows for maximum visual impact and legibility.



TYPOGRAPHY (D) 5 5 A



OUR FAVORITE FONTS

- Our primary brand font is Helvetica. We use it as much as possible. When Helvetica isn't available, we use Arial.
- Sometimes we use Palatino for more formal uses. The use of Palatino may require a licence.
- Use the font that works best with your message and stay consistent throughout whatever you are working on.

Helvetica

Helvetica Light Helvetica Inserat Helvetica Compressed Helvetica Rounded Helvetica Narrow Helvetica Textbook

Arial

Arial Light Arial Light Italic Arial Regular Arial Medium Arial Bold Arial Bold Italic Arial Extra Bold Arial Black Arial Condensed Light Arial Condensed Arial Condensed Bold Arial Condensed Extra Bold

Palatino

Palatino Light Palatino Light Italic Palatino Roman Palatino Italic Palatino Medium Palatino Medium Italic Palatino Bold Palatino Bold Italic Palatino Black Palatino Black Italic



TEAM CLOTHING (D) 5 554 ALL AND UNIFORMS



OSGA55+ has an official contractor who supplies all our branded apparel and merchandise. There is a link on our website for purchasing these goods.

When districts need unbranded items such as sports equipment and various games accessories. Districts are able to choose local suppliers of their choice.

COLORS

Our three main colors are red, blue, and white.



Signifies love, danger, excitement, and strength. These are some of the reasons we choose to play sports.



Signifies competence, trust, dependability, and **security.** These represent some of the qualities our members should perceive about our organization.



White The white trillium is a **symbol of our Province**.



PHOTOGRAPHY



OUR PHOTOGRAPHIC APPROACH:

Focus on actual activities, not bystanders

Focus on happiness, not failure

Photography is an enormous part of the OSGA brand. We like beautiful photos of smiling people, no matter the activity. Our photographic style is built on one simple thing: we never depict our participants in awkward or embarrassing circumstances. Instead, we portray our participants with dignity and positivity. We want everyone who interacts with our brand to feel inspired, hopeful, and motivated. Our imagery is about opportunity and inspiration and inclusion. Our photography is about good photography.





Good examples!





Not so good examples!



LANGUAGE & COPY



COPY TONE

Our brand voice is friendly, smart, and simple. Instead of thinking like a organization, everything we write is written by a person, for a person. We also like to keep things professional. If OSGA was a person, we would be a knowledgeable, friendly one. When talking about holding games, we are the experts. We don't joke about how we run things.

WRITING TIPS & TRICKS

As you write in the OSGA voice, here are a few simple tips to help you improve your writing style and start off strong.

- 1. Be direct in your writing. Good writing is clear and concise. Lose filler words, like unnecessary adverbs and prepositional phrases, simply take up space and weigh a sentence down. Say exactly what you mean in the most direct way.
- 2. Choose your words wisely. There are many ways to write a sentence, and there are different words you can choose to convey the same idea. Always choose the simpler of two words. Use familiar vocabulary instead of lofty words from the English language. Simple words are more direct and easier for all readers to understand. Use a thesaurus if you need a little help finding a replacement or an easier way to say something.
- **3. Short sentences are more powerful than long sentences.** A story loses steam with wordiness. Short sentences are easier to comprehend, something that readers appreciate. Avoid trying to pack too much into a line. Every sentence should contain one thought or idea.
- 4. Write short paragraphs. Keep your paragraphs short and manageable. Each one should consist of sentences that support the same idea. Short paragraphs are easier to digest. They also create a more visually appealing layout on the page. Academic writing often consists of lengthier paragraphs, as they need more information to support each theme. In less formal writing, shorter paragraphs are the norm.
- 5. Always use the active voice. Use the active voice and adhere to subject-verb-object sentence structure. It's the most direct path to making your point. With the active voice, the subject is doing something, which is more exciting than the passive voice, in which something is being done to the subject. The passive voice might be grammatically correct, but it creates long complex sentences and is a weaker way of presenting information.

- **6. Review and edit your work.** Proofreading your first draft should be the first step in your editing process before you hand your story over to a professional editor. Tighten your writing, check your word choice, and sentence structure, and hone your voice to improve your style.
- **7. Use a natural, conversational tone.** Your writing style relies on your own, unique voice. Communicate in your comfort zone. In other words, write like you converse. Shape ideas with your original thoughts and voice and do your best to avoid clichés. Your writing style should reflect your personality.
- **8. Read famous authors.** Pick up any book by Mark Twain, and you'll know it's his writing simply by the tone of the story and the words he uses. Great writers put a stamp on their writing with a signature style. Along with works of fiction, read Strunk and White's famous style guide The Elements of Style. Learning how other writers create their style. Then do the same with your own writing

STYLE TIP	BAD	GOOD
Avoid big words.	It can be overwhelming to comprehend the magnitude that 6 million people represents	It can be hard to imagine what 6 million people looks like
Keep sentences simple	The huge assortment of our local partners is chosen on the basis that their organizations have years of experience and acquired knowledge	Our local partners have years of experience and lots of knowledge
Stay positive	Make your games experiences really mean something. You don't need to win every time, as long as you are doing your best and enjoying it. Don't be a poor loser.	Your games experience can be fun. Having tried your best is as good as winning.
Don't be too casual	Having inadequate facilities and poor equipment totally sucks. It ruins it for everyone—more than anything anyone can even think of!	Inadequate facilities and poor equipment can lessen our experience at the games.

SOCIAL MEDIA



OUR FAVORITE PLATFORMS

We are most comfortable with Facebook because it's the place where many of our members reside. It works for most users and is a good platform for our messages and interaction.



Instagram is a natural fit because it is so visual. We love using beautiful imagery to connect people with our work. It is a perfect storytelling platform.



Twitter is another great venue for awareness and engagement. It is the perfect place for short messages that say thank you.



YouTube is one of the most popular sites that we have seen. It is great for sharing videos and stories

FUNDRAISING

Although we are a non-profit and not a charity, fundraising remains an important part of our activities. Fundraising can help us reduce the cost of hosting games, reduce the cost to participants, and add resources for our districts.

As a non-profit organization, fundraising can help us improve services and allow us to increase staffing levels and add expertise for all our program areas. We always make sure that we recognize and show appreciation to those who donate to us and who participate in our fundraising activities. We always clearly explain our needs when people ask about the purpose of our fundraising.



PARTNERSHIPS



OSGA55+ is always open and welcoming to effective, solid, and mutually beneficial relationships with various partners both at the provincial level and at the district level.

At the provincial level OSGA55+ will attempt to form global partnerships with the heads of large organizations. At the district level, as districts are encouraged to pursue community-based partnerships with like minded candidates such Seniors Centres, Legion branches, Recreation Centres and various Service Clubs or Community Clubs. Municipalities are always an excellent choice as they often own desirable facilities.

TIPS FOR CREATING SUCCESSFUL PARTNERSHIPS

- 1. Identify your strengths and weaknesses.
- 2. Have shared purpose.
- 3. Set compatible goals
- 4. Use complementary strengths.
- 5. Define your roles explicitly.
- 6. Communicate regularly
- 7. Respect one another.
- 8. Put things in writing.
- 9. Take full responsibility for your actions. Don't let discontent fester.
- 10. Define what small problems vs big problems are.
- 11. Support one another.

GETTING YOUR COMMUNITY INVOLVED

No organization can be successful if it is not successful at the community level.

OSGA55+ cannot be successful if we are not successful at the community level. We count on our District Coordinators to be our primary ambassadors to every community in Ontario.

We count on the coordinators to know their communities and to make contact with community recreation departments, Royal Canadian Legions, Seniors Active Living Centres, Seniors facilities along with other non-profits that focus on the senior community.



OUR PARTNERS



Yes, we have partners. Your Board of Directors finds partners that provide our membership with more opportunities and more benefits. However, our Regions and Districts need partners also. You are the ones who know what businesses and organizations can work with you. You are the ones who know who the key people in your communities are. You are likely one of them. We all must work to form partnerships.

WORDS NOT TO USE

WORD CHOICE IS IMPORTANT

To respect the people we serve, we're careful to use appropriate terms when we talk about them. Here's a quick list of words not to use and some options to use instead.

Old: We don't provide our services to old people. We cater to "adults 55+" that believe in healthy active lifestyles.

Win or Lose: We are not an organization of winners or losers! We participate, we play, we make friends, and we show sportsmanship. The place where you finish is no indication of how you participated.

They: They are unidentified persons or maybe even only a rumour. OSGA55+ is not about "they" and it is certainly not about "me". It is about "we", us" and "our". Share your ideas and thoughts.



IF YOU HAVE A QUESTION... JUST ASK!

Call your District Coordinator.

Call the OSGA55+ Office Administrator.

Call one of the OSGA55+ Directors.

