



INFORMATION BULLETIN

Bulletin #: I2025-44
August 5, 2025

To: Ontario Soccer; District Membership and Associate Members
CC: Ontario Soccer; Board of Directors, Staff
From: Bjorn Osieck, Senior Director, Business

Subject: GeneratiON26 Brand Guidelines for Membership & Club Use

We are excited to announce that our [GeneratiON26 campaign logo and brand](#) are now available for our membership and key partners to take advantage of! To ensure consistency and integrity in how our brand is represented, we have developed a set of brand guidelines that outline how our logo and visual assets should be used.

These guidelines and the official asset package will be sent through our weekly e-newsletter on August 6, 2025 and will also be available to access on our website through the [GeneratiON26 webpage](#). The guide will showcase different uses and opportunities for your club to utilize the logo and brand.

Guidelines

We encourage District Associations, Clubs, Associate Members, partners, collaborators and media to use our logo to promote shared initiatives and represent our brand accurately. However, to maintain brand consistency and protect the integrity of our brand identity, all usage must adhere to the parameters outlined in our brand guidelines.

Key usage parameters include:

- Do not alter the logo's colors, proportions, font or orientation.
- Maintain clear space around the logo, as specified in the guidelines.
- Use only approved versions of the logo provided in the official asset package.

Play . Inspire . Unite .



YOUTUBE
Ontario Soccer



INSTAGRAM
Ontario Soccer



LINKEDIN
Ontario Soccer



NEWSLETTER
Ontario Soccer



MYSOCCER App
Ontario Soccer

For any use outside of these parameters, **prior written approval** is required. Please contact [Adam Pecchia](#) with your request.

The logo and brand assets are the intellectual property of Ontario Soccer. **Unauthorized use, reproduction, or modification of these assets is strictly prohibited.** By downloading and using our brand materials, you agree to comply with the terms outlined in our brand guidelines.

Permission for use is granted to all Ontario Soccer Member District Associations, Clubs, Partners, Affiliated Members and media. Anyone falling outside of these categories must contact [Adam Pecchia](#) at Ontario Soccer to receive written permission.

At the discretion of Ontario Soccer, we reserve the right to revoke usage rights at any time if the assets are used inappropriately.

Any questions about the GeneratiON26 brand guidelines can be directed to [Adam Pecchia, Coordinator, Marketing & Partnerships](#).

How do I stay connected to Ontario Soccer?

If you have not subscribed to our weekly e-Newsletter, [Subscribe to INSIDE THE 18](#). Follow us on [Twitter](#), [Facebook](#), [Instagram](#) and [YouTube](#).

P l a y . I n s p i r e . U n i t e .



YOUTUBE
Ontario Soccer



INSTAGRAM
Ontario Soccer



LINKEDIN
Ontario Soccer



NEWSLETTER
Ontario Soccer



MYSOCCER App
Ontario Soccer