



7601 Martin Grove Road  
Vaughan, Ontario L4L 9E4

[theosa@soccer.on.ca](mailto:theosa@soccer.on.ca)  
[www.ontariosoccer.net](http://www.ontariosoccer.net)  
Tel: (905) 264-9390  
Fax: (905) 264-9445



## Information Bulletin

**Bulletin #:** I2016-051

**Date:** September 22, 2016

**To:** District Administrators, District Presidents, ORNCA Academies

**CC:** OSA Board of Directors, Staff

**From:** Bjorn Osieck, Director of Business Operations

**Subject:** Use of OSA Logo/Marks

The Ontario Soccer Association (OSA) would like to respectfully inform District Associations and their Club members and ORNCA Academies that the use of the OSA logo mark, on any marketing collateral developed, is subject to approval by the OSA, **before** materials are to be printed, produced and/or published.

Please also note that one of OSA's 2016-2018 strategic plan initiatives is the rebranding of the Ontario Soccer Association. At the OSA Board meeting on Sept. 17 a new OSA visual identity framework was approved by the Board, which is scheduled to be launched during the first quarter of 2017. A comprehensive logo use style guide will be provided to all members at that time.

Based on this exciting development, we encourage you to minimize the printed use of the current OSA logo (and any other marks that contain the OSA logo) within your communications and marketing efforts in the coming months. This collaborative effort will ensure that the new visual identity will be prominently showcased once launched in 2017.

For any further questions, logo use approval or specific timelines in regards to the use of the OSA logo, please contact OSA Marketing Manager [Khanh Be](#).