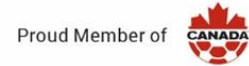




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ACTION BULLETIN

Bulletin #: A2017-003
Date: March 1, 2017
To: District Administrators, Presidents, Technical Directors
CC: Ontario Soccer Board of Directors, Staff
From: Johnny Misley, Executive Director
Subject: Ontario Soccer New Brand Materials

Today we are proudly ushering in a new era for our Association marked by the introduction of a fresh and innovative Ontario Soccer Brand. No longer the Ontario Soccer Association, we present to you our new name, colours, logos and tagline. You are also able to watch the official announcement and reveal on OntarioSoccer.net.

This is the culmination of 2 years of hard work from our Staff, Board, Volunteers and Partners, to improve upon the way we engage and communicate with our membership and stakeholders. To share in this excitement, please join us in proudly showcasing these new marks on your websites, documents, social media sites and any other pertinent communication channels.

As part of this seismic change, we ask respectfully that within two weeks of receiving this action bulletin by **March 17th, 2017**, you kindly update your website to reflect the new Ontario Soccer mark.

From this day forward, we also ask you to use the new Ontario Soccer mark and name in lieu of the former OSA mark and name in all official District publications that require the Ontario Soccer logo. If there are documents that you are currently sharing with your membership that feature the former Ontario Soccer Association logo, we also ask you to please update these items by **May 1st, 2017**.

Any new uses for the Ontario Soccer Mark must be approved through our office. Please send all requests to marketing@ontariosoccer.net.

We also encourage all District Association Members to join the conversation and boldly share their pride of being an Ontario Soccer member, with the various social media tools provided.

A How-To Guide and all digital assets, including logo files, Brand Style Guide, District-specific partner logos, and social media tools can be accessed [here](#).

We thank you for your support and partnership! For any further questions, please contact [Khanh Be](#).