Use of the CATA logo is governed by the Canadian Athletic Therapists Association and it is the responsibility of CATA’s employees, members and third-party licensees to comply with these guidelines at all times. Any use of CATA’s logo should be approved by CATA prior to use. Please contact Liane Coulahan at programcoordinator@athletictherapy.org for logo use approvals.

CATA’s primary logo and marketing colours

- **Primary Logo**: RGB: 252-163-17, PMS: 137
- **Secondary Logo**: RGB: 0-0-0, PMS: 000
- **Background Colour**: RGB: 156-156-156, PMS: 7541 C
Minimum Size

For printed materials, do not print the logo any smaller than 0.59” or 1.5cm in height. For web and TV do not digitally publish the logo any smaller than 90 pixels in height.

Clear Space

It’s important to leave some room around the logo to protect it from being over-shadowed by other graphic elements, text, photographs or illustrations. Do your best to keep at least 0.5” of space around the exterior of the logo and avoid having any other elements creeping into that space.
Colour Standards: Correct Uses

There are 4 colours you can use to display the CATA logo: orange, grey, black and white. Note that the logo is ideally never placed on coloured backgrounds other than CATA’s orange, black, white or grey (exceptions can be made).
Manipulating Logo Elements: Incorrect Uses

The logo is never separated from the full title ‘Canadian Athletic Therapists Association’

The logo’s text on the right hand side is never altered to a different word and/or letters

The logo is never separated from the black icon on the left of the ‘C’. These elements always remain connected

The logo is never stretched or re-proportioned
Uses of CATA’s Bilingual Logo

There are 3 colours you can use to display CATA’s bilingual logo: Black, orange and grey. Note that the logo is ideally never placed on coloured backgrounds other than CATA’s orange, black, white or grey (exceptions can be made). The same rules about logo manipulation apply to the bilingual logo. The English and French logos must always be stacked one on top of the other (never detached) and both logos have to be the exact same size (the French or English cannot be larger than the other).