PSP Brand Identity and Uniform Policy

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Application

1. This policy applies to all Personnel Support Programs (PSP) employees who are required to use PSP brand identifiers or wear the PSP uniform during their normal hours of employment or upon special occasions during or outside their normal hours of operation.

Approval Authority

2. This directive is issued under the authority of the Senior Vice President PSP (Sr VP PSP).

Enquiries

3. Enquiries should be directed to the PSP Director Training, Strategies and Policies (DTSP).

Policy Statement

4. This policy is issued to clarify the use of the PSP Logo as a PSP brand identifier and to initiate a PSP Uniform Policy.

PSP Brand Identity

Classic PSP Logo - Description

5. Unique, yet simple in its design the Classic PSP Logo was created and trademarked in 1996 and updated in 2013. This Logo reflects our dedication and commitment to provide a vast array of PSP to Canadian Forces Morale and Welfare Services (CFMWS) beneficiaries (Canadian Armed Forces (CAF) members, former members and their families) within the broader spectrum of CFMWS. The PSP Logo has come to represent quality service provided by expert professionals throughout the CAF community and beyond.
6. The four components of the PSP Logo are:

a. The Italicized Letters

the italicized letters of the PSP Logo represent a solid, prominent and confident division that is forever moving forward to meet the needs of the CAF Community. It is a division in motion, leading the way in its respective program areas;

b. The Three Focus Points

PSP is an operational division reflected in the three focus points as follows:

(1) **Personnel:** every aspect of our work centers around CAF members, former members and their families;

(2) **Support:** we support CAF members, former members and their families to the fullest in all we do; and

(3) **Programs:** our programs delivered to the CAF community are properly researched, expertly implemented, and regularly evaluated to ensure optimum programming in every activity area, all the time;

c. The Maple Leaf

the maple leaf is the most widely recognized national symbol of Canada. It represents the CAF Community that we serve; and

d. The Colour Red

the colour red is the same shade that appears in the organizational logo for CFMWS, thereby connecting PSP to its larger corporate family.
Local Base, Wing and Unit Use

7. Several Bases, Wings and Units own locally developed logos that use the Classic PSP Logo (Red: Pantone 185). These logos may continue to be used, however the graphic standards of the Classic PSP Logo shall be updated when appropriate to reflect the CFMWS graphic standards for the Classic PSP Logo (Red: Pantone 1797), and when it is cost effective to do so. Examples of Base, Wing and unit PSP logos are:

8. Should Bases, Wings and Units wish to develop a unique logo for PSP purposes, it must include the Classic PSP Logo and it must be submitted to Sr VP PSP for approval.

9. Locally developed program logos, like the one shown below may also continue to be used:

10. If the locally developed program logo does not include a Classic PSP Logo, one should be included separately in the marketing material to identify the activity as a PSP program.

11. The Classic PSP Logo may also be used on limited application in accordance with reference A to "include legacy signage, uniforms, name tags, select website applications and other identifiers where additional wording is costly and/or for small size applications."
**Standard PSP Logo**

12. In order to support the CFMWS strengthened collective marketing mandate, a Standard PSP Logo, with a deeper shade of red (Red: Pantone 1797), has been developed that pairs the Classic PSP Logo with the new CFMWS icon. The aim of the Standard PSP Logo is to promote the association that exists between PSP programs and services and the overall organization, thereby strengthening the identity of CFMWS as a whole. This logo is to be used on all new applications, except as stated in paragraph 7 above. The graphic standards for this logo can be found at reference A, Art 4.2.1 and downloaded at:

https://www.cfmws.com/en/EmployeeZone/corporate/BrandKit/Pages/Logos.aspx

The graphic standards are:

- Black: 100% Black I C0 M0 Y0 K100 I R35 G31 B32 I #000000; and
- Red: Pantone 1797 I C0 M100 Y99 K4 I R227 G27 B35 I #31B23

**PSP Official Correspondence**

13. PSP staff shall use the Standard PSP Logo in official correspondence as per Reference A:

a. Art 5.1.1 Letterhead (for official correspondence);
b. Art 5.1.2 Business Cards;
c. Art 6.2 PowerPoint Presentations; and
d. Other As identified in the CFMWS Graphics Manual.

14. Logos and templates are available on the CFMWS website.
**PSP Identity Nametag**

15. The standard PSP Identity Nametag will consist of the Standard PSP Logo and name plate shown below.

![PSP Identity Nametag Image]

16. Arial font shall be used for this nametag. The name tag shall be worn positioned at the upper left chest.

17. The following PSP staff shall be provided with an initial PSP identity nametag to be worn during working hours and at special functions as applicable:
   
   a. PSP HQ Staff;
   
   b. Senior Managers, PSP;
   
   c. Deputy Managers, PSP;
   
   d. Managers, Fitness and Sports;
   
   e. Managers, Fitness, Sports and Recreation;
   
   f. Fitness, Sports and Recreation Coordinators (where the position is a stand alone);
   
   g. Managers, Community Recreation;
   
   h. Mess Managers;
   
   i. Assistant Mess Managers;
   
   j. Base and Wing Newspaper Managers;
   
   k. Health Promotion Managers;
I. Health Promotion Specialists; and

m. Director of Athletics.

18. The cost of purchasing the initial identity nametags for the above will be borne by PSP HQ. Bases, Wings, and Units wishing to purchase additional identity nametags, at local expense, are requested to contact Sharon Chernow, EA to Sr VP PSP, at sharon.chernow@forces.gc.ca.

PSP Uniform Policy

Fitness

Standard Fitness Uniform

19. The standard fitness uniform for Base, Wing and Unit personnel consists of a combination of the following items that must be purchased through the PSP official supplier:

a. PSP Track Suit;

b. PSP Golf/Polo Shirt;

c. PSP Shorts;

d. PSP Zip Pullover, Fleece Vest, or Micro Fleece;

e. PSP Long Sleeve T-shirt;

f. PSP T-shirt; and

g. Casual Pants or Skirt (in black, beige or grey).

Note 1: PSP fitness personnel may substitute PSP shorts or pants with similar clothing items in a solid black colour.

Note 2: The standard fitness uniform will also include the CFMWS icon below, on the sleeve of the shirt.

[Canadian Maple Leaf]
20. The nature of the clothing business will dictate that stock items will be changed or retired. PSP fitness personnel may continue to wear old stock items until they wear out or are no longer presentable. Old stock items may not be sold or donated to groups or individuals outside the PSP Division.

**Dress Code**

**General**

21. It is expected that PSP employees dress in such a manner that will:
   a. ensure personal health and safety and the health and safety of coworkers;
   b. accentuate the professionalism of PSP; and
   c. demonstrate respect for the military and the protocol associated with the wearing of military clothing by CAF members, through the wearing of professional PSP clothing.

22. All PSP clothing shall be:
   a. clean, pressed as required, and presentable when worn; and
   b. kept and maintained to a high standard.

**For Fitness Staff**

23. The standard fitness uniform shall be worn in accordance with the following guidelines:
   a. shorts and skirts will not be shorter than mid-thigh;
   b. socks shall be white or black within ankle height;
   c. due to the nature of the job and the danger of working around fitness equipment, long or large loop earrings, loose bracelets, exposed necklaces etc, are not permitted;
   d. wedding bands, medic alert bracelets and stud earrings only may be worn on duty;
   e. when feasible, PSP golf/polo shirts will be worn with casual or dress pants or skirt for presentations or events that require business casual dress (i.e. teaching in a classroom);
f. pants must be cut so as to fit properly at the waist so as not to reveal
the employee’s back and/or abdomen; and

g. the standard fitness uniform is intended for use in the work place, or for
travel to and from work only.

**Note:** These guidelines shall apply to clothing items worn for
deployment support staff on CAF operations and clothing worn for
other PSP activities as per paragraph 32 and 33 respectively.

**Specialty Fitness Clothing**

24. **Maternity Wear:** The PSP requirement for fitness maternity wear in the
workplace is not sufficient to seek a supplier. As such Fitness and Sports
Coordinators or equivalent must ensure that the maternity wear chosen for
use in the work place complies with the principles of this policy.

25. **CAF Reserve Applicant Evaluators:** To prevent mischaracterization and
legal liability, applicant evaluators employed independently or through other
service providers are not authorized to wear PSP clothing.

**Fitness Clothing Grant**

26. The fitness clothing grant is issued on an annual basis at the beginning of
each fiscal year to purchase or replace fitness clothing. Bases, Wings and
Units will be entitled to the clothing grant based on the number of eligible
fitness personnel at the Base, Wing or Unit. Full time, part-time or casual
personnel hired in the positions listed below, and who are paid through local
arrangements (not PSP HQ) shall not be calculated in the grant totals
allocated to a Base, Wing, or Unit:

a. Fitness Leader;

b. Fitness and Sports Instructors;

c. Fitness Coordinators;

d. Fitness, Sports and Recreation Coordinators;

e. Physical Exercise Specialists;

f. Reconditioning Specialists;

g. Reconditioning Managers;

h. Strength and Conditioning Specialists;
i. RMC Physical Educators; and

j. Training & Development Specialists, National PSP Training Centre.

27. Fitness and Sports Coordinators must business plan accordingly to meet the requirements set out in this policy. Grants will be provided, as required, for initial hires or establishment of a new position.

**Purchasing Using the Fitness Clothing Grant**

28. Clothing grant funds may be used to purchase:

   a. the standard fitness uniform clothing items listed in paragraph 19;

   b. two pairs of running shoes annually. These shoes do not have to be purchased from the official supplier; and

   c. the additional expense for local branding (i.e. embroidering the name of the Base, Wing, or Unit on a T-shirt).

29. Clothing grant funds may not be used to purchase identical or similar clothing items from non-suppliers. Clothing grant funds may only be used to purchase clothing items from the PSP official supplier.

**Bathing Suits**

30. The recommended bathing suit styles for fitness instructors and recreation staff are black or navy Speedo shorts (Men) and one-piece Speedo Record Breaker (Women). Female bathing suits must be one-piece.

**Lifeguards**

31. Lifeguards and assistant lifeguards (including fitness personnel working on duty as lifeguards or assistant lifeguards) must wear a T-shirt or tank top (red or white) with the PSP Logo and display the word “LIFEGUARD” in broad letters (in red or white).

**Deployment Support**

32. PSP personnel deployed on CAF operations will wear the deployment support uniform provided by PSP for the CAF operation. This uniform will be funded by the Support to Deployed Operations Account (SDOA). Colouring for this uniform will be at the discretion of Sr VP PSP in order to accommodate the unique requirements of the operation.
Clothing for Other PSP Activities

33. Clothing items purchased for other PSP activities such as recreation, sports, specialty interest activities and for wear in messes may be purchased at Bases, Wings and Units at local Public expense for mandated Public programs or Non-Public Expense for Non-Public Programs (NPP). These items must conform to the PSP brand identity guidelines outlined in this policy and clothing items identified in paragraph 19, unless dictated otherwise by local regulations, collective bargaining arrangements or Sr VP PSP.

34. Recreation staff working with children and youth may wear the HIGH FIVE Logo on the right sleeve.

Clothing Colours

35. The primary clothing colour is black with a red PSP Logo (Classic or Standard) positioned at the upper left chest. Secondary colour of white and grey with the red PSP Logo is also acceptable.

36. In locations where the Chain of Command is supporting wearing red on Friday, a red shirt with a black PSP Logo is permitted.

37. Other substitutions of colour and/or Logo are not permitted.

Compliance and Authority

Compliance

38. Adherence to the guidelines annotated in the PSP Brand Identity and Uniform Policy is the responsibility of all affected PSP personnel.

39. Senior Managers, PSP and Managers shall ensure employee compliance in accordance with this policy.

Authority

40. Authority for the PSP Brand Identity and Uniform Policy rests with the Sr VP PSP. This policy requires Sr VP PSP approval for amendment.

41. Application of the PSP Brand Identity and Uniform Policy shall also be implemented in accordance with References A-C, as applicable.
References

A. Graphic Standards Manual CFMWS (draft) dated 3 Sep 2013
B. Corporate Identity Policy CFMWS dated July 2013
C. 1000-1 (DGMWS) CFMWS Uniform Policy dated 24 May 2013