

# Brand Messaging Platform

The Ravens brand represents the full Carleton Athletics & Recreation ecosystem, from elite varsity competition to community-driven recreation and fitness. This platform defines how the brand's shared identity translates into two distinct outward expressions.

This document provides:

- A unified internal brand foundation.
- Two voice systems (Varsity + Recreation).
- Core values that anchor both sides.
- Brand pillars and their associated values.
- External messaging for each voice.
- Messaging examples.

## Internal Messaging vs. External Messaging

Internal messaging defines the core truth of the Ravens brand. It captures what the brand stands for, what it believes, and the values and pillars that guide everything we do. This is foundational language intended for staff, leadership, coaches, communicators, and partners—anyone who needs to understand the brand at its strategic level.

External messaging is how those internal truths show up in the real world. It adapts the brand's values into clear, audience-friendly language that motivates, informs, or inspires. While the foundation stays the same, the tone, style, and expression shift depending on whether we're speaking to varsity athletes, recreational participants, families, alumni, or the broader community.

**Internal messaging anchors the brand; external messaging activates it.**

## Internal messaging

### Brand Description

The Ravens brand represents the full scope of Carleton University's athletic and recreation identity. On one side, it encompasses the varsity teams that compete at the highest levels of Canadian university sport: a tradition of excellence, competitiveness, and school pride.

On the other, it represents the broad recreation and fitness programs that serve the entire community: leagues, fitness classes, sports camps, and access to facilities.

Together, these two sides form a brand that balances elite performance with inclusivity and community engagement, connecting student-athletes, students, staff, alumni, and the broader community under one identity.

### Brand Values

These internal values are shared across both varsity and recreation and serve to unify the Ravens brand. These brand values are expressed differently depending on the audience.

- **Community**  
Creating belonging, connection, and pride that extends beyond the field into the entire Carleton experience.
- **Excellence**  
Pursuing the highest standards in performance, preparation, and execution.
- **Competitiveness**  
Embracing the spirit of competition, striving to achieve and push boundaries.
- **Dedication**  
Commitment to our teams, our community, and our growth, putting in the work every day.
- **Resilience**  
Responding to setbacks with determination, learning, and growing stronger.
- **Passion**  
Bringing energy, drive, and love for the game, the university, and the Ravens identity.

## Brand Pillars

These pillars act as the bridge between what the Ravens brand believes internally and how it communicates externally. They translate our core values into clear areas of focus that guide our external messaging for both Varsity and Recreation.

### 1. Growth through effort

Progress comes from the effort we put in, whether it's pushing for a championship or showing up for yourself. Challenges reveal potential, and every step forward makes us stronger. **Represents these values:** competitiveness, resilience.

### 2. Motion fuels passion.

Movement is the expression of purpose, whether competing, training, or just out for fun. Passion brings competition and personal excellence to life. **Represents these values:** excellence, passion.

### 3. Power in community.

The Ravens spirit is built on connection because our strength comes from showing up for each other. **Represents these values:** community, dedication.

## Archetypes

Archetypes are universal character patterns—familiar roles or personalities that help people quickly understand the tone, attitude, and emotional feel of a brand.

They act like creative lenses: they don't change what the brand stands for, but they guide how the brand expresses itself.

For the Ravens brand, archetypes help us bring the same core values to life in different ways for different audiences. Varsity and Recreation share the same foundation (the internal messaging), but their audiences have unique expectations, motivations, and emotional contexts.

The archetypes ensure each side of the brand speaks in a way that feels natural, consistent, and aligned—without becoming two separate brands.

### → The Varsity Archetype is: The Achiever.

Varsity is about resilience, teamwork, collective ambition, and the drive to rise together.

### Voice:

Assertive, gritty, and motivating. It's confident, proud, and focused. Always pushing toward the next level of achievement.

### Attributes:

- Competitive, determined, and results-driven.
- Inspires others through action and leadership.
- Values hard work, preparation, and perseverance.
- Believes that every challenge is a chance to grow stronger.

### → The Recreation Archetype is: The Explorer.

Recreation is less about extreme competition and more about confidence, discovery, and connection.

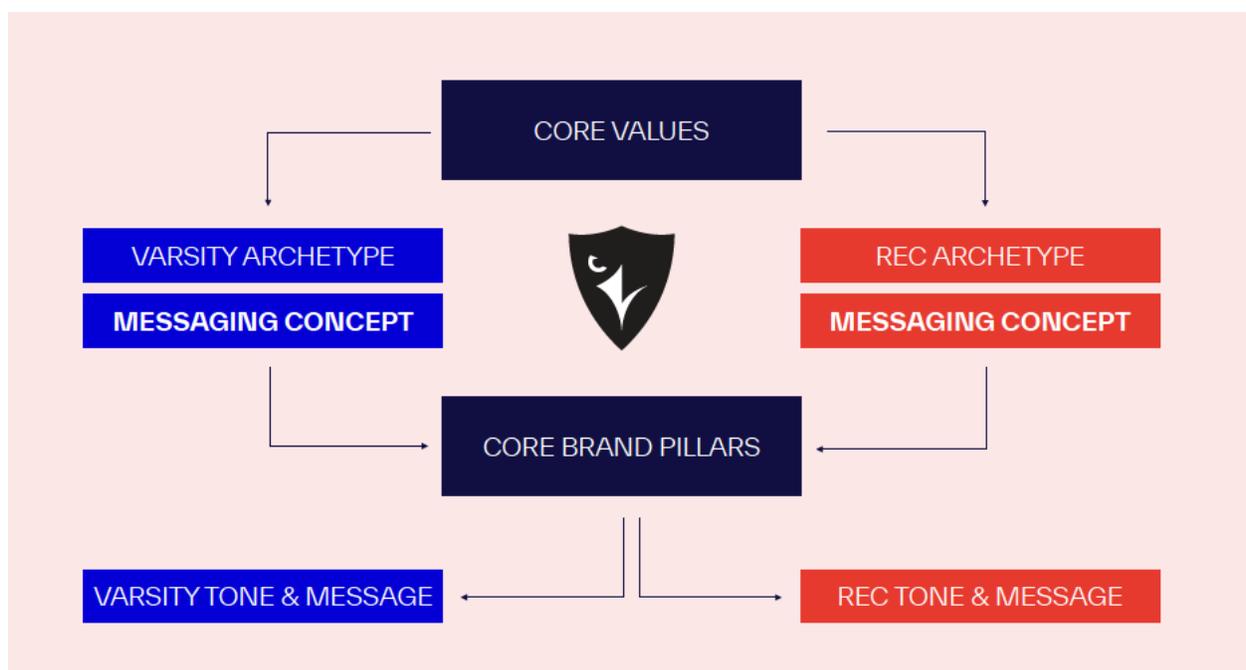
### Voice:

Encouraging, energetic, and inclusive. It's confident without being competitive, playful without being juvenile, and inspiring without being overly intense.

### Attributes:

- Open, expressive, and driven by curiosity.
- Invites people to explore, create, and participate.
- Balances self-expression with shared experience.
- Inclusive — every Raven can take part, no matter their level.

## Expression



The Ravens brand as a whole stands on one unified set of core values and brand pillars. These elements shape both sides of the brand equally. What changes—only when needed—is the way we express those values.

Varsity and Recreation share the same foundation, but they speak differently because they serve different audiences.

Varsity messaging is shaped through the Achiever archetype, which brings the brand to life with a tone that is competitive, gritty, and ambitious.

Recreation messaging is shaped through the Explorer archetype, which expresses the brand with warmth, inclusivity, and energy.

In other words: the meaning of the brand stays the same, but the tone, style, and delivery shift so each audience feels spoken to in a way that fits their world.

## External Messaging

# Varsity Messages

**Brand position:** Drive, discipline, and resilience—rising to every challenge, together.

**Voice:** Assertive. Competitive. Motivating.

**Messaging concept:** *RAVENS RISE*

### 1. Nothing will hold us down

We push hard every single day. When a Raven wins, we win together. The losses hurt, but they make us stronger. Every obstacle we face becomes proof of our discipline and determination.

**Brand pillar:** Growth through effort

**Represents these values:** competitiveness, resilience

**Messaging intent:** Pushes grit, determination, and shared effort.

Frames setbacks as strengthening moments.

### 2. The sky is the limit

We don't just compete, we dominate. Preparation, performance, execution, every detail matters. We bring energy, relentless drive, and fierce pride to our university and the Raven identity, no matter where or what we play.

**Brand pillar:** Motion fuels passion

**Represents these values:** excellence, passion

**Messaging intent:** Champions preparation, performance, and intensity.

Sets a tone of ambition and high standards.

### **3. We lift each other up**

We create belonging and connection in competition, the classroom, and our community. A Raven's dedication is proven in how we show up for each other, building strength, unity, and momentum that carries us forward.

**Brand pillar:** Power in community

**Represents these values:** community, dedication

**Messaging intent:** Reinforces belonging and unity.

Establishes the team as a shared identity.

## **Applying the Ravens varsity voice and 'RAVENS RISE' concept**

These guidelines explain how to use the Varsity messaging in practice. The goal is consistency, not perfection. Use these principles to guide decisions, especially in high-visibility moments (social posts, game-related content, announcements, recruitment).

What follows are suggestions. Please feel free to use your creativity to explore options that suit your specific content needs.

### **Brand messaging should be most visible in:**

- Headlines
- Calls-to-action (CTAs)
- Email sign-offs

Supporting copy can remain direct and factual. The Varsity voice should lead with confidence and clarity.

### **Headlines**

Varsity headlines should:

- Feel assertive and purposeful
- Signal ambition, resilience, or collective effort

- Reinforce pride and momentum
- Emphasize “we,” not “I”

### **Examples**

- Nothing Will Hold Us Down.
- Tonight. We Rise Together.
- On the rise. Back in the top five.
- Disciplined. Determined. Together.
- Ready for the Moment.

### **Calls-to-action (CTAs)**

Varsity CTAs should feel motivating and resolute, and should prioritize shared purpose over urgency:

- Rise with us
- Stand together
- Be part of the push
- Join the effort
- Show up

### **Email Sign-Offs**

Varsity Email sign-offs should reinforce unity, pride, and forward momentum.

- Ravens Rise!
- Together, we rise.
- Proud to represent.
- There's strength in unity. See you out there.

### **Emoji usage**

Emoji use in Varsity messaging should be minimal and intentional. Emojis act as subtle visual reinforcement of our tone and feeling without adding extra words.

- ❤️ 🏴‍☠️ 🏆 🦅 🏈 (identity, pride)
- ⚡ 🔥 🏹 (intensity, momentum, resolve)
- 📈 🏔️ (progress, rise)

## Final tone check

Before publishing, ask:

1. Does this sound confident and purposeful?
2. Does it reflect collective effort, not individual achievement?
3. Does it reflect the RAVENS RISE mindset?

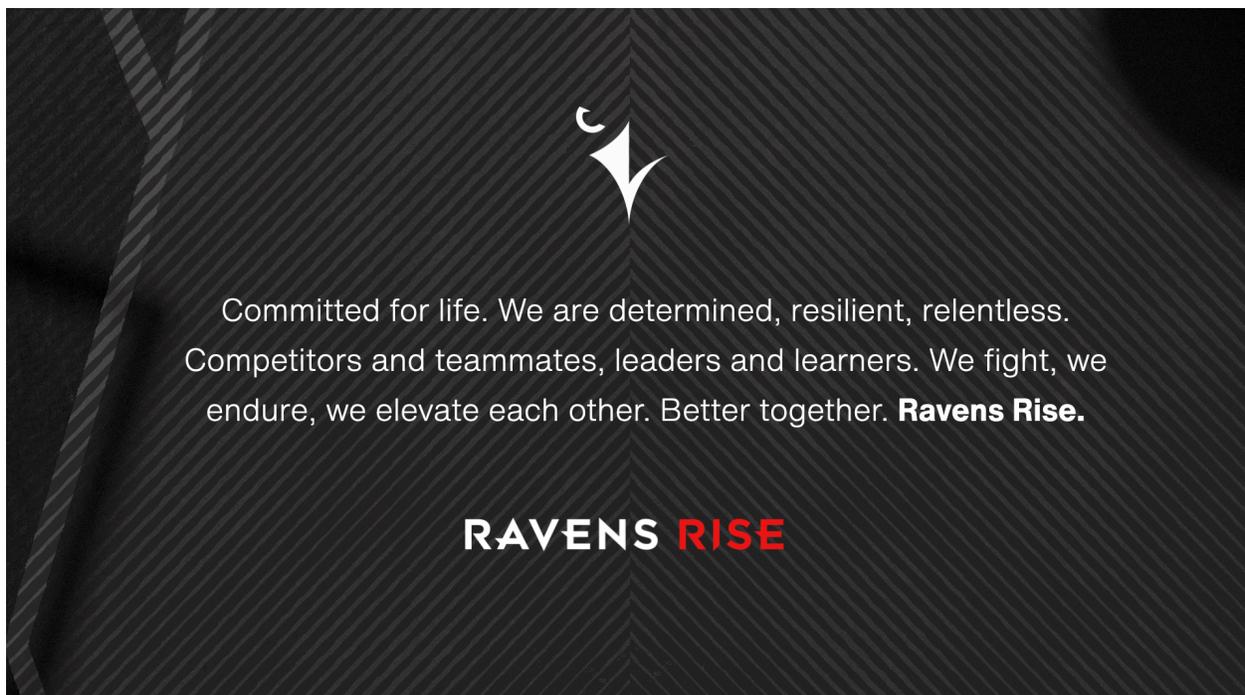
The content is:

- Assertive, not aggressive
- Motivating, not boastful
- Proud, not arrogant
- Unified, not individualistic

If the message feels grounded, disciplined, and driven by shared ambition, the tone is right.

## The updated Creed

The creed is the pinnacle of Varsity messaging. It's been updated to reflect the new brand tone and incorporate the messaging concept (Raven's Rise). It is sports agnostic and speaks directly to the collective effort of every Raven.



# Recreation Messages

**Brand position:** Recreation invites every Raven to move, play, explore, and discover their own way to take flight.

**Voice:** Encouraging. Energetic. Inclusive.

**Messaging concept:** *LET'S FLY!*

## 1. Push your limits

Growth starts by showing up. Whether it's the first class, a friendly match, or a personal goal, every step forward builds confidence and strength.

**Brand pillar:** Growth through effort

**Represents these values:** competitiveness, resilience

**Messaging intent:** Encourages showing up, trying new things, building confidence. Frames growth as a personal journey.

## 2. Find your rhythm

Recreation is about the joy in movement. From group fitness to leagues, every Raven has their own way to take flight: through creativity, play, and purpose.

**Brand pillar:** Motion fuels passion

**Represents these values:** excellence, passion

**Messaging intent:** Highlights joy, creativity, and expression in movement. Connects discovery with personal well-being.

## 3. Ravens move as one

We build belonging through activity. In every gym, camp, pool, or field-of-play, Ravens Recreation brings people together to create connections that last long after the game is over.

**Brand pillar:** Power in community

**Represents these values:** community, dedication

**Messaging intent:** Emphasizes connection and shared experiences. Reinforces Carleton as an active, welcoming community.

## **Applying the Ravens Recreation voice and ‘LET’S FLY’ concept**

These guidelines explain how to use the Recreation messaging in practice. The goal is consistency, not perfection. Use these principles to guide decisions, especially in high-visibility moments (social posts, email, promo posters, etc.).

*What follows are suggestions. Please feel free to use your creativity to explore options that suit your specific content needs.*

### **Brand messaging should be most visible in:**

- Headlines
- Calls-to-action (CTAs)
- Email sign-offs

***Supporting body copy should always be straightforward and informational to clearly communicate the subject matter. Avoid forcing brand language into every sentence.***

### **Headlines**

Recreation headlines should:

- Feel active and optimistic
- Suggest movement, momentum, or participation
- Be appropriate to all skill levels

### **Examples**

- Play Bold. Take Flight.
- Ready for Takeoff.
- Find Your Rhythm.
- Let’s Get Moving!

### **Calls-to-action (CTAs)**

CTAs should feel motivating and friendly:

- Join us (at X)
- Jump in (see you on the court)
- Get moving (contact us for more info)
- Take flight (and register for X)

- Time to fly (registration is open!)

### **Email Sign-Offs**

Use short, consistent sign-offs that reinforce the Recreation tone.

- Let's Fly!
- Ready for takeoff. See you on the ice.
- OK, Junior Ravens, Get ready to fly.

### **Emoji usage**

Emojis should be used sparingly to support energy and motion. They act as a second layer of communication, reinforcing tone and feeling without adding extra words.

-   (flight, momentum)
-     , (activity)
-   (energy)
-   (seasonal, upbeat)

### **Final tone check**

Before publishing, ask:

1. Does this feel active and welcoming?
2. Is the subject matter or purpose of the communication clear?
3. Does the brand writing reflect the LET'S FLY mindset?

The content is:

- Energetic, not intense
- Inviting, not exclusive
- Confident, not competitive
- Active, not aggressive

If it feels fun, approachable, and motivating to someone of any skill level, the tone is right.

## Example

# LET'S FLY

 **jrravens\_camps**  
Carleton Athletics

**Future Ravens...  
ready for takeoff 🏆**

Junior Ravens camps are back this fall—your kids can jump in, try new sports, and push their skills further.

- 🏀 Basketball
- 🥋 Karate
- 🏉 Rugby (new)
- ⚽ Soccer
- ⚡ Speed Development (new)

Give them a chance to fly high, have fun, and build confidence.

PD Day camps are filling fast → [Link in bio to register.](#)

 **ravencentre**  
Carleton Athletics

**Play bold, take flight 🏆**

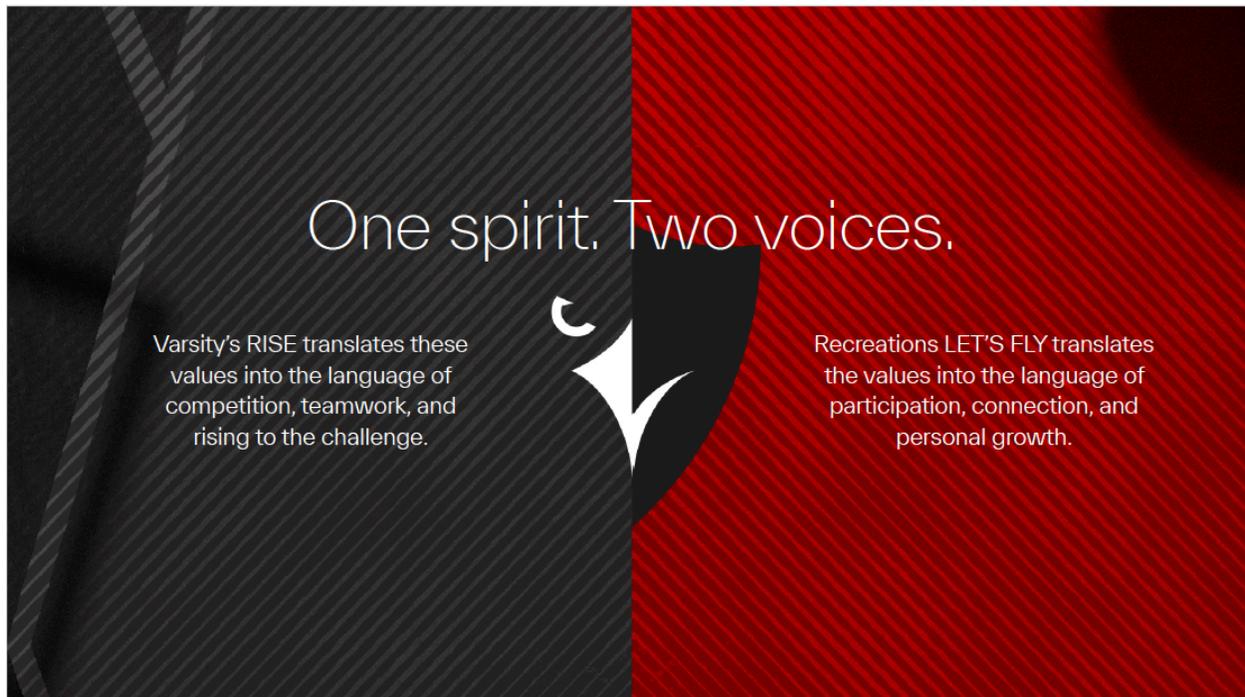
Looking for fast breaks, new friends, and real competition? Our Women's Basketball Leagues bring the energy.

- 🏀 Spring/Summer season
- 🌧️ Play at the Nest—rain or shine
- 👤 Join solo or with your flock

All skill levels welcome, refs on the court, and a league that keeps you moving.

Step up and let's fly.  
[Link in bio to register.](#)

# A Brand with one spirit and two voices



## How the Two Voices Work Together

Shared Internal Values → Tailored External Expression

### Use the Varsity Voice when communicating:

- Games, results, and competitive athletics
- Athlete recruitment
- High-performance training initiatives
- Team campaigns and celebrations

### Use the Recreation Voice when communicating:

- Fitness classes and intramurals
- Camps and community programs
- Facility access, memberships, and wellness initiatives
- Inclusive lifestyle content

## **Implementation Notes**

- The values and pillars apply equally to Varsity and Recreation.
- Voices differ, but the brand remains unified.
- RISE and LET'S FLY serve as rallying concepts, not taglines.
- Tone, visual style, and narrative must reflect the correct voice.
- When creating messaging, ask yourself these three questions: What is the purpose? Who is the audience? What are we asking them to do?