

# Communications

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## 2026 Leadership Forum



# Nat'l Comms Committee

From Summer 2025 to Spring 2026, the Communications Committee was involved in various activities, such as:

- “Cadets in the News” & “Spotlight on ACL Volunteers”\* added to website.  
(\*Profiles tied into 50<sup>th</sup> anniversary of Cadets being open to young women.)
- Generated text & photos toward 50<sup>th</sup> anniversary Facebook post.
- Editorial support as requested, e.g. to national office, quarterly newsletter, etc.
- From Spring through Fall 2025, the ACL Brand Style Guide was completed and added to the website – followed by a French version in October 2025.\*\*

# Branding matters\*\*

Branding is about the ACL's identity, what the League stands for, and how it presents itself to Canadians and the audiences to which it communicates.

The *ACL Branding Standard, Guidelines and Identity Policy* publication (the "Brand Style Guide") contents include:

- The ACL Brand: Background and Purposes (Purpose, Scope, Brand Elements);
- Definitions & Responsibilities;
- Use of ACL Brand Identity Elements;
- Guidelines for Using the Air Cadet League Badge;
- Authorized Use of the Badge / Logo and Organization Name;
- Current Examples of Logo Uses by P/TCs; and
- Official Colours and Font.

# 85<sup>th</sup> anniversary

In recognition of the 85<sup>th</sup> anniversary, Comms Cttee work included:

- A Spring 2026 newsletter article appealing to League members to send in “reflections” of their time within the ACL & their experience of the Cadet program;
- Focused efforts to create and then have approved by League leadership an 85<sup>th</sup> logo, for use across ACL communications during the anniversary year;
- A Facebook post on April 9, 2026 celebrating the 85<sup>th</sup> and featuring the logo;
- The 85<sup>th</sup> logo appearing in the 80+ Volunteer Awards recognitions posted during the National Volunteer Week April 19–25, 2026; and
- An 85<sup>th</sup> initiative by the Ontario PC to produce a “reflections” video for display and future use.



# Miscellaneous items

As requested in February 2026 by the National Exec. Dir., this past Winter-Spring the Comms Cttee devoted discussion and thought into a Crisis Comms Plan for the ACL. Going forward we'll look to outline the contents of, and then flesh out, such a plan.

As well, the Ctee will look at other possible comms efforts that can assist the work of the League. For example:

- Messaging to better promote to Air Cadets the range of scholarships available to them from the League; and
- Joint messaging from the Leagues and the CJCR Group to better communicate to parents / guardians the respective roles and responsibilities of the Leagues and the Canadian Armed Forces in the Cadet program. (To improve clarity and understanding.)