BC GAMES

GRAPHIC STANDARDS GUIDE
for PARTICIPANTS

WELCOME TO THE BC GAMES

Every two years, the BC Games bring together the province's best young athletes for four days of competition and a celebration of sport and community. Since 1978, the BC Winter and BC Summer Games have taken place in 38 communities across the province involving well over 350,000 participants and volunteers and thousands more as spectators and supporters.

THE BC GAMES BRAND

The core of the BC Games brand is people. From athletes, coaches, and officials to volunteers and spectators the Games bring people together in a celebration of sport and community excellence. It is a milestone event that people count as an experience of a lifetime where memories, friendships, spirit, and pride are abundant.

The BC Games have considerable brand equity and a significant level of profile and prestige. The BC Games provide many valuable opportunities for exposure and recognition of businesses and partners. Protecting the integrity of the BC Games brand and ensuring appropriate recognition of contributing partners is a priority for the ongoing success of the Games.

BC GAMES GRAPHIC STANDARDS

Consistency is the key to successfully conveying the BC Games brand and building a strong visual identity. This manual provides guidelines for the proper application of the BC Games logo and brand for participant clothing and equipment and outlines the restrictions for sponsor recognition.

CONTENTS

PRIMARY LOGO

The primary logo is the main over arching identity for BC Games and is the version used by the BC Games Society.

The logo is available in colour, greyscale, black, and white and must maintain adequate contrast and visibility in all applications. The font is Myriad Pro.

The logo may be used on participant clothing (uniforms, warm-up gear) or equipment provided there are no sponsor logos included.

See pages 10 -12 for logo application rules.

Colour

Myriad Pro Regular

Greyscale

Black

White

Colour

BC GAMES
FORT ST. JOHN
2020 WINTER

BC GAMES
MAPLE RIDGE
2020 SUMMER

Greyscale

BC GAMES
FORT ST. JOHN
2020 WINTER

BC GAMES
MAPLE RIDGE
2020 SUMMER

Black

BC GAMES
FORT ST. JOHN
2020 WINTER

BC GAMES
MAPLE RIDGE
2020 SUMMER

White

HOST SOCIETY LOGO

The Host Society logo is the main logo used by the BC Winter and BC Summer Games Host Societies.

The logo may be used by participants on uniforms, clothing, or equipment provided there are no sponsor logos included.

The community name, year, and season (summer or winter) must appear in the format as shown and not altered or added to in any way.

The name and date text are BC Games Primary Red for BC Summer Games or BC Games Primary Blue for BC Winter Games (See page 6).

The two main fonts are Myriad Pro and Splendid Plan 9.

BC GAMES — Myriad Pro Regular
MAPLE RIDGE
2020 SUMMER — SPLENDID PLAN 9

LOGO

COLOUR PALETTE

The primary colour palette uses three Pantone colours as seen here with supporting CMYK and RGB values.

Pantone 485

CMYK	0 - 95 - 100 - 0
RGB	238 - 49 - 36
HEX	EE3124

Pantone 605

CMYK	0 - 2 - 100 - 7
RGB	244 - 220 - 0
HEX	F4DC00

Pantone 072

CMYK	100 - 88 - 0 - 5
RGB	28 - 63 - 148
HEX	1C3F94

Black

CMYK	0 - 0 - 0 - 90
RGB	65 - 64 - 66
HEX	414042

CLEAR SPACE AND MINIMUM SIZE

Clear Space

For strength of brand identity, please follow the minimum space requirements shown here so that the logo is represented consistently and clearly. The minimum clear space around the logo is equal to the width of the "BC" in the name.
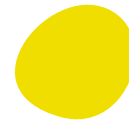
Maximum and Minimum Size

The maximum and minimum size for all logo versions is based on the height of the entire graphic. The maximum height should not be larger than 20 cm (8") and the minimum height should be no smaller than 1.5 cm (0.6").

Note: The logo must be enlarged or reduced proportionately – not stretched or distorted horizontally or vertically.

Clear space

1.5 cm

Minimum size

3

LOGO

IMPROPER USE

If used improperly, the logo will lose its ability to be a powerful communication tool. Do not make any alterations to the logo.

Do not stretch or distort the proportions of the logo.

Do not alter the color of the logo.

Do not add text to the logo.

Do not print the full colour logo on a colour that matches or clashes. Use the black, white, or greyscale version.

Do not print the logo on a patterned or distracting background.

Do not print the logo on an angle.

Do not change the font size or any other element of the logo. Do not use parts of the logo or separate any element from the text.

Do not print the logo in a low resolution format.

BC GAMES ZONES

ZONE NAMES

Participants at the BC Games represent one of eight geographic zones. Each zone is referred to by a descriptive name and a number.

The descriptive name rather than the zone number should be used on participant clothing and equipment.

The zone name may not be added to the BC Games logos.

The zone name may be used on its own or in combination with the following text:

BC Summer Games
BC Winter Games
Fort St. John
2020 BC Winter Games
Maple Ridge
2020 BC Summer Games

KOOTENAYS

FORT ST. JOHN 2020
BC WINTER GAMES
KOOTENAYS

KOOTENAYS

KOOTENAYS (ZONE 1)

THOMPSON-OKANAGAN (ZONE 2)

FRASER VALLEY (ZONE 3)

FRASER RIVER (ZONE 4)

VANCOUVER-COASTAL (ZONE 5)

VANCOUVER ISLAND-CENTRAL COAST (ZONE 6)

NORTH WEST (ZONE 7)

CARIBOO-NORTH EAST (ZONE 8)

* Zone name does not need to be in colours presented

Each of the eight zones is represented by a colour. The sample colours included are a reference only. Participant clothing and equipment is not required to be an exact match of the colours presented in this manual.

KOOTENAYS
(ZONE 1)

Pantone 605

CMYK   0- 2 - 100 - 7
RGB   244 - 220 - 0
HEX   F4DC00

THOMPSON-OKANAGAN
(ZONE 2)

Pantone 485

CMYK   0 - 95 - 100 - 0
RGB   238 -49- 36
HEX   EE3124

FRASER VALLEY
(ZONE 3)

Pantone 292

CMYK   49 - 11 - 0 - 0
RGB   121 - 189 - 232
HEX   79BDE8

FRASER RIVER
(ZONE 4)

Pantone 166

CMYK   0 - 64 - 100 - 0
RGB   244 - 123 - 32
HEX   F47B20

VANCOUVER-COASTAL
(ZONE 5)

Pantone 350

CMYK   79 - 0 - 100 - 75
RGB   0 - 71 - 18
HEX   004712

VANCOUVER ISLAND-
CENTRAL COAST   (ZONE 6)

Pantone 376

CMYK   59 - 0 - 100 - 0
RGB   141 - 198 - 63
HEX   75C044

NORTH WEST
(ZONE 7)

Pantone 520

CMYK   64- 100 - 12 - 0
RGB   124 - 43 - 131
HEX   7C2B83

CARIBOO-NORTH EAST
(ZONE 8)

Pantone 072

CMYK   100 - 88 - 0 -5
RGB   28 - 63 - 148
HEX   1C3F94

PARTICIPANT CLOTHING AND EQUIPMENT

BC Games participants are not provided with clothing or equipment by the BC Games Society or the Host Society.

The BC Games Society logo or the Host Society logo may be applied to participant clothing and equipment provided no sponsor logos are present (see page 12). The standards outlined in this manual must be followed and approval must be given by the BC Games Society.

Participant clothing and equipment refers to any items purchased or supplied by the PSO or Zone Team for use at the BC Games. This includes, but is not limited to:

- competition uniforms, warm-up clothing (e.g. track suits, hoodies, t-shirts)
- team recognition items (e.g. jackets, hats, scarves)
- equipment (e.g. bags, pinnies, race numbers)

Proper and Improper use

Use the most current version of the logo. *Do not use outdated versions of the logo.*

Do not change the colour of the logo .

Do not add shadows or outlines to the logo.

Do not add text to the logo.

Do not exceed the maximum or minimum size.

Use a greyscale, black or white version on a clashing or non-contrasting background.

PROVINCIAL SPORT ORGANIZATIONS

Provincial Sport Organization (PSO) logos may be present on BC Games participant clothing and equipment subject to approval and compliance with the PSO's logo policy.

Many PSOs coordinate uniforms, clothing or equipment for participants. Zone Representatives or coaches should check with their PSO prior to ordering any uniforms, clothing, or equipment.

PSO logo may be present on clothing and equipment at the BC Games

BC Games logo may be in combination with a PSO logo

SPONSORS

CORPORATE PARTNERS

The BC Games receive ongoing financial support from Corporate Partners. These partners receive significant exposure at the Games and are protected by **industry exclusivity**.

The current Corporate Partners of the BC Games are listed at www.bcgames.org.

CONFLICTING SPONSORS

The logo of any company that competes in the same category as the Corporate Partner may not be present at the BC Games. For example, Coast Capital Savings is a Corporate Partner, no other financial institution may have a logo present at the BC Games.

Sponsor Recognition

1. The BC Games logo cannot be used if a sponsor's logo is present.

2. If the BC Games logo is not being used, participants are permitted to have up to two (2) sponsor logos that do not conflict with the BC Games Corporate Partners on clothing and equipment.

3. The size of the sponsor's name or logo must not exceed 60 cm^2 and the combined total of all sponsor's marks must not exceed 120 cm^2 per clothing or equipment item.

    Examples: 7.75 cm x 7.75 cm = 60 cm^2
    5 cm x 12 cm = 60 cm^2
    6 cm x 10 cm = 60 cm^2

    These size restrictions may be adjusted with permission depending on the size of the item (e.g. logos on a large equipment bag).

Exception:
Manufacturer trademarks (e.g. Nike or Adidas) are not considered a sponsor logo unless the company has specifically provided the product in exchange for recognition. In this case the BC Games logo can be used.

LOGO REQUESTS AND APPROVALS

The BC Games logo must be requested from the BC Games Society. The logo will be provided in JPEG and EPS file formats.

Prior to ordering of any clothing or equipment with the BC Games logo, a proof must be approved by the BC Games Society.

In the event that participant clothing or equipment has not been approved and/or does not comply with this policy, the participant(s) may not be permitted to wear or use the clothing or equipment at the BC Games.

CONTACT

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