



BC GAMES  
PRINCE GEORGE  
2022 SUMMER

JULY  
21 TO 24



# LOCAL STYLE GUIDE

Prince George 2022  
BC Summer Games

July 21-24, 2022  
[bcsummergames.ca](http://bcsummergames.ca)



*We respectfully acknowledge the unceded ancestral lands of the Lheidli T'enneh, on whose land we live, work, and play.*



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# BRAND STORY & TAGLINE



You can feel it immediately: in the air, in your heart.

It lived here long before us. It lives in the surrounding forests and unceded traditional territory of the Lheidli T'enneh. It lives in the hearts of athletes, hosts, coaches, and volunteers. It lives in the legacy of the games. And it will live here long after we're gone.

It is that feeling of instant community. It's the smiles, the high fives, and winning and trying - the personal successes and the celebration that goes with it.

It's welcoming. It's confident. It's infectious.

Spirit lives here. Njan tsen ghuna [Dakelh]

## Brand Story

Our design is an illustration of our northern spirit. The spirit that is in the host with its warm and genuine hospitality, in the volunteers with their smiles and support, in the athletes with their grit and potential, in the community with its cheers and belief, it's in the games.

The colours imitate the limitless northern summer sky, reflecting our endless spirit.

## Tagline

Spirit lives here | Njan tsen ghuna [Dakelh]

**Athletes:** It's the smiles, the high fives, and winning woohoo. Spirit lives here.

**Volunteers:** It's in the air. It's in your heart. Spirit lives here.

**Community:** It's welcoming. It's confident. It's infectious. Spirit lives here.

## Tagline usage

The brand tagline must be used in conjunction with the BC Games Prince George 2022 logo. The tagline is not to be used individually in accordance with the BC Games Society brand standards.



SPIRIT  
LIVES  
HERE



NJAN  
TSEN  
GHUNA

# OFFICIAL LOGO



Name, year and season must appear as shown.  
The name and date are in the BC Games Primary Red (Pantone 485) in Splendid Plan 9 font

## Logo Usage

Logo cannot be altered in design or colour;  
the BC Games Prince George 2022 must use the BC Games Summer colour red in the logo.



## Logo examples

Greyscale



Black



White



Colour Variation



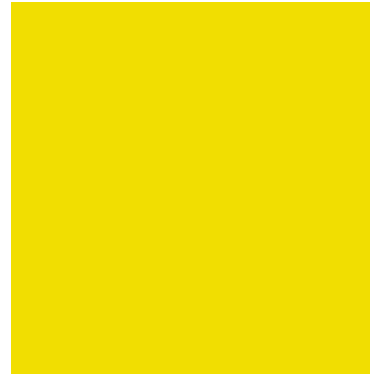
# COLOUR PALETTE



Pantone 216  
CMYK 0 • 95 • 40 • 49  
RGB 142 • 12 • 58  
HEX 8E0C3A



Pantone 166  
CMYK 0 • 64 • 100 • 0  
RGB 244 • 123 • 32  
HEX F47820



Pantone 605  
CMYK 0 • 2 • 100 • 7  
RGB 244 • 220 • 0  
HEX F4DC00



Pantone 326  
CMYK 87 • 0 • 38 • 0  
RGB 0 • 177 • 176  
HEX 00B1B0

## FONTS • TYPOGRAPHY

The fonts used in the design of the BC Games stationery and collateral material for Host Societies are Myriad Pro (complete font family) and Splendid Plan 9. The alternate web fonts to be used are Tahoma and Helvetica.

### Official Font

Myriad Pro Regular

### Main Titles and Headings

**SPLENDID PLAN 9**

### Alternative Web Fonts

Tahoma | Helvetica

## KEY MESSAGES

Placeholder text for key messages section. Placeholder text for key messages section. Placeholder text for key messages section. Placeholder text for key messages section. Placeholder text for key messages section. Placeholder text for key messages section.

## TONE

Our tone of voice is personal, simple, and genuine. It reflects the friendly welcome of our community through first and second person. It is expressive and demonstrates the joy, pride, and spirit of the host society.

## PHOTOGRAPHY STYLE

Photography used in BC Games collateral should be action oriented and focus on athletes, volunteers or community spectators. Friends of the Games photo collateral should focus on sponsor recognition and meet sponsorship requirements/expectations.



# SIGNATURE GRAPHICS & TEXTURES

For the tagline, preference is for the 'SPIRIT' to be in the yellow, 'LIVES' to be in orange, and the 'HERE' to be in the raspberry colour. This will also apply to the Dakelh version of the tagline.



CMYK 0 • 95 • 0 • 0  
RGB 237 • 40 • 145  
HEX ED2891



CMYK 0 • 64 • 100 • 0  
RGB 244 • 123 • 32  
HEX F47820



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