BC GAMES

GRAPHIC STANDARDS GUIDE

WELCOME TO THE BC GAMES

The BC Games are a tremendous opportunity for a community to gather, grow and celebrate. The Games not only bring together athletes and their families, but they also directly impact the economies of the host communities. Expenditures left in the community exceed $1.8 million dollars from BC Winter Games and $2.6 million for the BC Summer Games.

Our goal is that you make the most of this opportunity and that your memories of the event are rich and positive.

ABOUT THE BC WINTER AND SUMMER GAMES

Every two years, the BC Games bring together the provinces' 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.

BC GAMES GRAPHIC STANDARDS

Consistency is the key to successfully conveying the BC Games brand and building a strong visual identity for the organization. The following guidelines outline the proper usage of the logo and are to be applied on all forms of communication (including advertising, websites and electronic media, signage and printed publications).

CONTENTS

PRIMARY LOGO

PRIMARY LOGO

The primary logo is to be used as the main overarching identity for BC Games and is the version used by the BC Games Society. The logo must maintain adequate contrast and visibility in all applications (e.g. avoid using the logo on a patterned or brightly coloured background that would conflict or clash with the colour or legibility) and is available in colour, greyscale and reverse (white) versions as seen below.

Colour

Greyscale
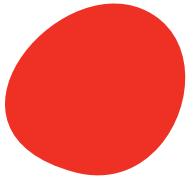
Black

White

COLOUR PALETTE

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

Pantone 485

The primary colour palette uses three Pantone colours as seen here with supporting CMYK and RGB values. The use of black and white is reserved for text or any images that would conflict with the current colour palette.
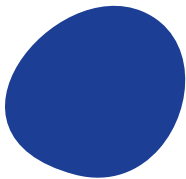
CMYK   100 - 88 - 0 - 5
RGB   28 - 63 - 148
HEX   1C3F94

Pantone 072
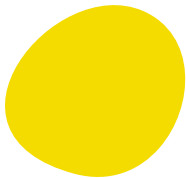
CMYK   0 - 2 - 100 - 7
RGB   244 - 220 - 0
HEX   F4DC00

Pantone 605
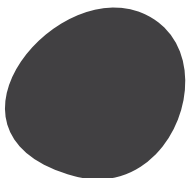
CMYK   0 - 0 - 0 - 90
RGB   65 - 64 - 66
HEX   414042

PRIMARY LOGO

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.

Minimum Size

The minimum size for all logo versions is based on the height of the entire graphic which should not be smaller than .6".

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

Clear space

.6"

Minimum size

**Myriad Pro
Regular**

Body Copy

Myriad Pro Regular

Myriad Pro Semibold

Myriad Pro Bold

Myriad Pro Italic

Titles and Headings

SPLENDID PLAN 9

Web Fonts

Tahoma Regular

Tahoma Bold

Helvetica Bold

Helvetica Bold

TYPOGRAPHY

The official font used in the BC Games logo is Myriad Pro - Regular. 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.

Body Copy

For body copy the Myriad Pro font family should be used with Myriad Pro Regular for body weight and Bold/Semibold for sub headings. Myriad Pro italic may also be used for emphasis. The suggested size is between 9.5pt and 11pt for body copy and between 12pt and 18pt for sub headings.

Titles and headings

Main titles and headings should use the font Splendid Plan 9. The recommended weight is between 25pt and up. This font is also used for the Host Society name as outlined on page 9 of this guide.

Web fonts

The alternate web font should be Tahoma or Helvetica when Myriad is not available. These may also be substituted in situations where the primary fonts are not available but it is not preferred for the majority of applications.

PRIMARY LOGO

IMPROPER USE

If used improperly, the logo will lose its ability to be a powerful communication tool. Please 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.

Don't 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.

HOST SOCIETY LOGO

HOST SOCIETY LOGO

The Host Society logo is to be used as the main logo for the Host Society in all promotional material. The name, year and season must appear in the format as shown below to maintain consistency as part of the BC Games overall branding.

The name and date should either be in BC Games Primary Red (Pantone 485) for BC Summer Games or BC Games Primary Blue (Pantone 072) for BC Winter Games.

The logo should also be created in greyscale and black and white versions similar to the main BC Games logo.

Colour

Greyscale

Black

White

TYPOGRAPHY

The official font used in the BC Games logo is Myriad Pro - Regular.

The community, year and season identifier part of the logo uses the font Splendid Plan 9. All the type in the logo should be in caps format.

Myriad Pro Regular

Splendid Plan 9

Myriad Pro - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

SPLENDID PLAN 9

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

HOST SOCIETY LOGO

NAME PLACEMENT AND SPACING

The community name should always fit in line with the main BC Games identity. This means the name should not exceed the width of the "BC Games" type and where possible should extend flush right with the edge of the logo. Both the Host Society name and the date should appear in all caps.

BC GAMES

ABBOTSFORD — *Community name*

2016 SUMMER — *Year and season*

BC GAMES

MISSION

2014 WINTER
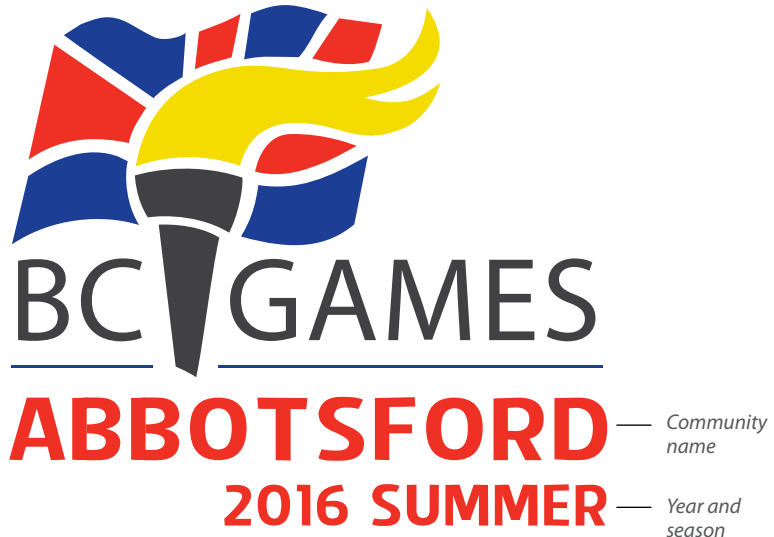
Name should fit inline with the main BC Games identity.

BC WINTER GAMES

BC WINTER GAMES

WINTER COLOUR PALETTE

The BC Winter Games colour palette as shown here uses bright colours to compliment the primary logo colours and can be used on any supporting collateral (print or web). The secondary palette should be used more sparingly on materials.

Winter Logo

Primary Palette

CMYK 100 - 88 - 0 - 5
RGB 28 - 63 - 148
HEX 1C3F94
Pantone 072

CMYK 100 - 10 - 0 - 10
RGB 0 - 147 - 208
HEX 0093D0
Pantone Process Blue

CMYK 49 - 11 - 0 - 0
RGB 121 - 189 - 232
HEX 79BDE8
Pantone 292

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

Secondary Palette

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

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

CMYK 64 - 100 - 12 - 0
RGB 124 - 43 - 131
HEX 7C2B83
Pantone 520

WINTER COLLATERAL EXAMPLES

Some examples of the Winter colour palette as applied to various collateral are shown here.

BC WINTER GAMES

WINTER GRAPHIC ELEMENTS

Winter background images are provided in the primary winter colours (Pantone 072 and 166). The background can be used on posters, banners and as a backdrop for large areas to add texture and help strengthen the brand.

The flame graphic is to be used as a screened back element to add to backgrounds or for use along the bottom or sides of a layout to add depth to the design. For some examples of usage see page 24.

BC SUMMER GAMES

BC SUMMER GAMES

SUMMER COLOUR PALETTE

The BC Summer Games colour palette as shown here uses bright colours to compliment the primary logo colours and can be used on any supporting collateral (print or web). The secondary palette should be used more sparingly on materials.
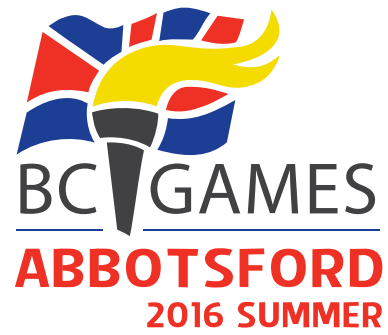
Summer Logo

Primary Palette

CMYK	0 - 95 - 100 - 0
RGB	238 - 49 - 36
HEX	EE3124
Pantone 485	

CMYK	0 - 64 - 100 - 0
RGB	244 - 123 - 32
HEX	F47B20
Pantone 166	

CMYK	0 - 31 - 44 - 0
RGB	251 - 187 - 143
HEX	FBBB8F
Pantone 163	

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

Secondary Palette

CMYK	0 - 95 - 40- 49
RGB	142- 12 - 58
HEX	8E0C3A
Pantone 216	
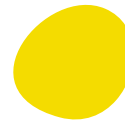
CMYK	0 - 2 - 100 - 7
RGB	244 - 220 - 0
HEX	F4DC00
Pantone 605	

CMYK	50 - 0 - 100 - 0
RGB	141 - 198 - 63
HEX	8DC63F
Pantone 376	

BC SUMMER GAMES

SUMMER COLLATERAL EXAMPLES

Some examples of the Summer colour palette as applied to various collateral are shown here.

BC SUMMER GAMES

SUMMER GRAPHIC ELEMENTS

Summer background images are provided in the primary summer colours (Pantone 485 and 166). The background can be used on posters, banners and as a backdrop for large areas to add texture and help strengthen the brand.

The flame graphic is to be used as a screened back element to add to backgrounds or for use along the bottom or sides of a layout to add depth to the design. For some examples of usage see page 24.
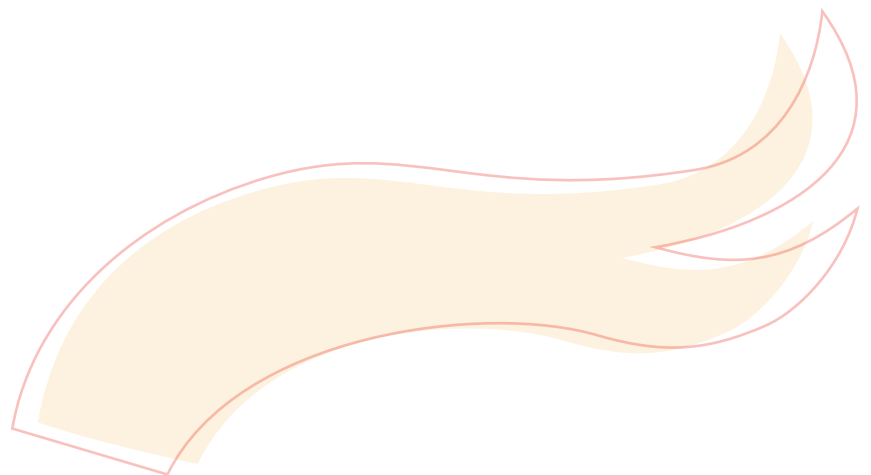
APPLYING THE BRAND

APPLYING
THE BRAND

SUPPORTING GRAPHIC ELEMENTS

BACKGROUND GRAPHIC

The background graphic is used to add texture and variety and help strengthen the brand. To ensure it is always used consistently a series of official background graphics is available which features both summer and winter colours.

Some examples of how to apply the background graphic can be seen on the following page.

The Winter Background Graphic is used here on the top and bottom of the brochure. The graphic has been enlarged 200% in this design and creates a unique visual backdrop to the design.

Summer background graphic featured along the bottom of a layout.
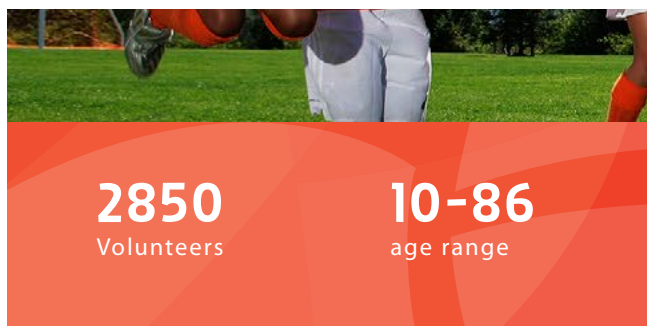
Close-up of graphic

APPLYING THE BRAND

SUPPORTING GRAPHIC ELEMENTS

BACKGROUND GRAPHIC EXAMPLES

The background can be used on posters, banners and as a backdrop for large areas to add texture and help strengthen the brand. The background graphic may be enlarged and cropped to any size but should ideally be large enough that the BC Games logo used within it is seen more as a graphic element than a recognizable logo.

APPLYING THE BRAND

SUPPORTING GRAPHIC ELEMENTS

FLAME GRAPHIC

The flame graphic is to be used as a screened back element to add to backgrounds or for use along the bottom or sides of a layout to add depth to the design. It is available in both summer and winter colours in addition to white and should not be altered from its original shape. It may be screened back in a range from 10%- 40%.

The graphic may be used as an overlay on images to add interest and texture to the design. When used over an image be sure not to obscure faces or important parts of the image.

Winter Flame Graphic
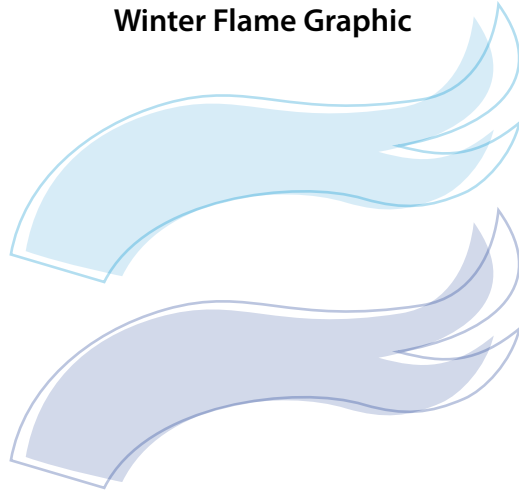
Summer Flame Graphic
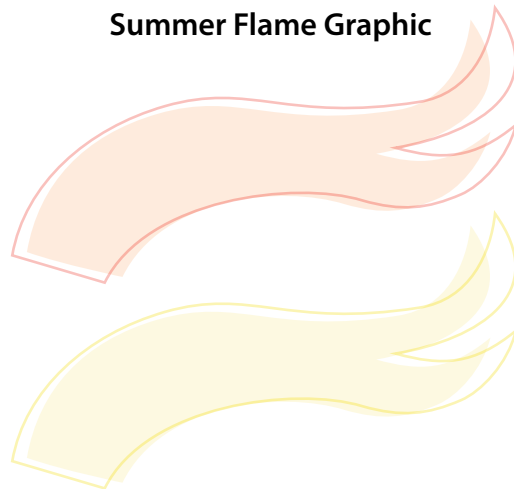
Cropped flame graphic used along the bottom of the layout.

Close-up of graphic overplayed on a photo.

Flame graphic used in white as an overlay on a guide cover.

APPLYING THE BRAND

PHOTOGRAPHY

Photographs are a key element of the BC Games brand as they showcase the people and action of the events.

When choosing imagery for posters/advertising it is important to use images that convey emotion, determination, value, perseverance and attitude. Here you'll see a few examples of images that incorporate these values in print/poster advertising.

 Some guidelines regarding images are as follows:

1. Images of athletes must be young athletes (ages 10-18) and competing in current BC Summer and BC Winter Games sports.

2. Action images should include athletes that are competitive in their sport and ideally depict determination, passion, teamwork or celebration.

3. Volunteers, coaches, and officials should also be included where appropriate.

4. Males and females must be portrayed equitably and girls and women in non-traditional roles and sports are preferred.

5. All images should be current (less than 5 years old) and reflect our inclusive society (athletes with disabilities and representing visible minorities).

Primary message goes here.

*One main image
used as focal point.
Close cropping
on the athlete to
highlight emotion
and drama of image.*

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris volutpat, ante pellentesque congue varius, leo elit suscipit leo, nec dignissim nunc nibh vitae eros. Phasellus lacinia metus et dolor condimentum accumsan. Maecenas eu sem felis. Ut quis metus ipsum, iaculis pulvinar neque. Quisque accumsan consectetur lacus, at sodales dolor sodales non. Proin ut massa quam, sed congue nibh. Aenean et ipsum enim.

For more information on volunteer opportunities visit us at **BCGAMES.ORG**

**BC GAMES
MISSION
2014 WINTER**

-Partner Logos Here -

**BC GAMES
ABBOTSFORD
2016 SUMMER**

**ABBOTSFORD
2016 BC SUMMER GAMES**

*In addition
to the main
image used a s
a focal point, a
series of smaller
images is used
to show the
range of sports.*

JULY 21–24

APPLYING THE BRAND

PHOTOGRAPHY EXAMPLES

Proper cropping and placement of photos is important to the overall effect of the piece. Larger collateral items like posters and banners should ideally feature one single image for maximum impact.

On smaller pieces like brochures and booklets a variety of images can be used together, particularly if it is important to show the range of sports (as seen here with the guide cover). It is still important to keep one main photo as the focal point.

APPLYING THE BRAND

PUTTING IT ALL TOGETHER

GRAPHIC ELEMENTS

The following pages show some examples of collateral items using the various elements together. Proper photography selection and cropping and the use of background images and graphic elements are all important in creating the overall effect.

Flame Graphic overlaid on image   Background image

A cover of a guide here features the background graphic cropped in the bottom with the Flame Graphic overlay in white. The shape of the bottom banner also uses a wave shape to compliment the logo shapes.

Primary message goes here.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris volutpat, ante pellentesque congue varius, leo elit suscipit leo, nec dignissim nunc nibh vitae eros. Phasellus lacinia metus et dolor condimentum accumsan. Maecenas eu sem felis. Ut quis metus ipsum, iaculis pulvinar neque. Quisque accumsan consectetur lacus, at sodales dolor sodales non. Proin ut massa quam, sed congue nibh. Aenean et ipsum enim.

For more information on volunteer opportunities visit us at **BCGAMES.ORG**

BC GAMES
ABBOTSFORD
2016 SUMMER

-Partner Logos Here -

APPLYING THE BRAND

PUTTING IT ALL TOGETHER

COPY PLACEMENT AND CONTEXT

Copy placement is important to help tie in the image and draw in the eye to the message. Make sure there is adequate contrast for the type so it stands out.

Inspiring lines on posters and other recruitment pieces should help drive the emotion, value and benefits that come with from being a part of the games.

Some examples might be: "The road to victory starts here." or "Your dream starts here."

APPLYING THE BRAND

PUTTING IT ALL TOGETHER

COLLATERAL EXAMPLES

Souvenir Program

The souvenir program should include an inspiring cover image along with the dates and location of the event, feel free to incorporate any supporting imagery that may apply, the example here includes the Background Graphic applied in the top and bottom banner.

Accreditation Badges

Accreditation badges are worn by participants, volunteers and guests at the BC Games. A consistent visual background design for will be complemented with information specific to each group.

Recruitment Poster

Image: In inspiring image showing a volunteer or coach along with athletes helps to showcase the important role volunteers play.

Inspiring Line of Copy: This should be a line that helps drive the emotion, value and benefits that come with volunteering, some examples might be: "The real winners don't even compete", "Add fuel to their fire." or "What our volunteers earn is bigger than any medal."

APPLYING THE BRAND

PUTTING IT ALL TOGETHER

COLLATERAL EXAMPLES
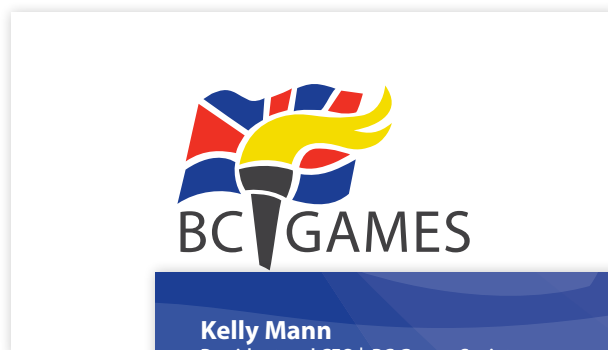
APPLYING THE BRAND

UNLEASH YOUR POTENTIAL

The official positioning line of BC Games, "Unleash your potential" is an effective way of communicating exactly what the Games are all about. When used in conjunction with an image it should be an image that evokes emotion, determination, value, perseverance and attitude.

The line can also be used in official BC Games collateral, for example it could be placed at the bottom of a letterhead or in an email signature along with the URL: "Unleash your potential" @ bcgames.org.

The line should only be used to represent the overall BC Games brand and is not intended as a positioning line for individual games or Host Societies.

Unleash your potential.

Unleash your potential. @ bcgames.org

Unleash your potential.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque fringilla mauris diam. Nullam at condimentum arcu. Proin placerat mauris id tellus blandit et placerat velit eleifend. Maecenas consectetur nisi in augue euismod at mattis diam dictum.

BC GAMES

BC GAMES

Kelly Mann
President and CEO | BC Games Society

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Email: kellym@bcgames.org

200 - 990 Fort Street | Victoria, BC | V8V 3K2

www.bcgames.org

Unleash your potential.

Positioning line is used on official BC Games Society stationery.

Official Stationary

Kelly Mann
President and CEO | BC Games Society

Direct: 250.387.4684 **Cell:** 250.812.7328
Reception: 250.387.1375 **Fax:** 250.387.4489
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Unleash your potential.

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Unleash your potential.

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Email Signature

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200 - 990 Fort Street | Victoria, BC | V8V 3K2
www.bcgames.org

Unleash your potential.

ZONE COLOURS

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