TEAM BC
BRAND STANDARDS

TEAM BC

WE LIVE FOR THIS

OUR BRAND

It's a metaphor
a destination
and a journey.
Winning.
#Fail #Try-again
#Try-harder
#Try-one-more-time!
Because if you don't leave everything out there,
you leave everything behind.
We play hard…
for our families,
our friends,
our piece of dirt here on the right side of the Rockies.
We play to honour our past.
We play for our future.
We play for that one glorious moment
on the court, on the field,
on the podium and in the stands.

We are Team BC
And WE LIVE FOR THIS.

CONTENTS

Consistency is the key to successfully conveying the Team BC 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.

The primary logo is to be used as the main overarching identity which allows for accommodation across various mediums (web, signage, letterhead, etc.) 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).

The primary colour palette uses three colours as seen here. The use of black and white is reserved for text or any images that would conflict with the current colour palette.

CMYK   100/ 80 / 0 / 12
RGB   0 / 51 / 153
HEX   003399
Pantone 287

CMYK   0 / 30 / 100 / 0
RGB   253 / 185 / 19
HEX   FDB913
Pantone 7549

CMYK   0 / 44 / 100 / 0
RGB   249 / 159 / 28
HEX   F99F1C
Pantone 144

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, or change text in the logo.

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

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.

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 "TE" in the name.

MINIMUM SIZE

The minimum size for logo without tagline is based on the height of the entire graphic which should not be smaller than .3".

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

.3"

The official font used in the logo is Behatrice. The tagline font is DeathRattle BB.

Behatrice •——————

Death Rattle BB

The font Gunship is used when numerals may be required in conjunction with the font Behatrice.

Gunship •——————— **2017**

The font Trade Gothic Bold and Death Rattle BB is to be in capitals for all headlines.

HEADLINE

Trade Gothic Bold

HEADLINE

Death Rattle BB

The font Trade Gothic Light is to be used in all body copy. Arial may be used as a substitute if Trade Gothic Light is not available.

Body Copy

The graphics below are used to add movement and form and to strengthen the brand.

IMAGE

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur diam neque, cursus a sagittis in, sodales sed lacus. Suspendisse ut tincidunt leo. Nunc eleifend nec neque in bibendum. Suspendisse rhoncus mattis facilisis. Sed vitae hendrerit mi, a bibendum sem. Vivamus vel egestas sapien. Nullam molestie felis non massa sagittis fringilla. Duis aliquet libero eu magna consequat iaculis. Suspendisse eget erat felis. Sed lorem mauris, tristique eget porttitor eget, cursus vel metus.

Vestibulum vel mauris a lectus mollis malesuada ut sit amet orci. Phasellus nec pretium purus. Aliquam rhoncus consequat massa eu hendrerit. Nunc a feugiat massa. Sed non nunc varius elit congue pellentesque sed sed tellus. Proin a commodo leo, vestibulum vulputate ligula. Phasellus ultricies tortor eu ullamcorper hendrerit. Proin tellus risus, fringilla sed sem varius, feugiat cursus dolor. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Pellentesque ac venenatis lorem, in rhoncus justo. Quisque vulputate quam tellus, non tristique dolor mollis sit amet. Sed in suscipit ipsum, eu cursus quam. Integer non rhoncus arcu. Phasellus imperdiet urna vel nulla tincidunt tristique.

Aliquam facilisis felis non urna consequat suscipit. Duis ut pulvinar tortor. Etiam auctor vulputate odio a venenatis. Nulla in sagittis felis. Duis aliquet sollicitudin lorem, ut placerat eros. Aliquam id enim vitae urna accumsan molestie vitae a lectus. In feugiat sodales imperdiet. Morbi nunc leo, fermentum sit amet magna eu, ullamcorper rutrum erat.

Proin tellus risus, fringilla sed sem varius, feugiat cursus dolor. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Pellentesque ac venenatis lorem, in rhoncus justo. Quisque vulputate quam tellus, non tristique dolor mollis sit amet. Sed in suscipit ipsum, eu cursus quam. Integer non rhoncus arcu. Phasellus imperdiet urna vel nulla tincidunt tristique.

Aliquam facilisis felis non urna consequat suscipit. Duis ut pulvinar tortor. Etiam auctor vulputate odio a venenatis. Nulla in sagittis felis. Duis aliquet sollicitudin lorem, ut placerat eros. Aliquam id enim vitae urna accumsan molestie vitae a lectus. In feugiat sodales imperdiet. Morbi nunc leo, fermentum sit amet magna eu, ullamcorper rutrum erat.

Phasellus ultricies tortor eu ullamcorper hendrerit. Proin tellus risus, fringilla sed sem varius, feugiat cursus dolor. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Pellentesque ac venenatis lorem, in rhoncus justo. Quisque vulputate quam tellus, non tristique dolor mollis sit ame.

The background graphics below are used for visual interest and to strengthen the brand.

CEREMONIAL UNIFORMS

Team BC will provide the ceremonial clothing for the Opening and Closing Ceremonies, medal presentations, and casual wear for the Canada Games.

COMPETITIVE UNIFORMS

Provincial Sport Organizations are responsible for providing competitive uniforms for their teams competing at the Canada Games. The British Columbia primary team colors are as follows:

Pantone 287 C	Pantone 7549 C	Pantone 186 C

PSOs do not have to use all provincial colors in their competitive uniforms but should strive to use the pantone colors in this chart for consistency of look. PSOs can also incorporate white, black, and grey into the competitive uniforms.

To continue to build the Canada Games brand, PSOs are asked (where possible) to use the Canada Games logo or Host Society logo on competitive uniforms, warm up uniforms, and equipment bags.

There are strict rules regarding the appearance of any sponsors logos.

Refer to the Canada Games Council Commercialization and Sponsorship Policy before finalizing uniforms.

Uniforms using the Team BC and/or Canada Games logo and brand must be approved by the Team BC Operations Manager or Communications Manager.

Options for Logo Application on Competitive Uniforms

There are several different Team BC logo design variations that can be used on Team BC competitive uniforms.

Full Logo   Text Only   Rotated Text   Stacked Logo   British Columbia Only

While the use of the full colour logo is preferred, one color versions of all the above logos may be used when required. White, black, blue, or yellow logos (of any of the logo design variations) may be used on any colour uniforms as long as visibility of the logo is maintained. Red logos are only to be used on blue uniforms.

Note: These colour and logo combinations are examples only.   Please check with Team BC staff for approval before proceeding with final uniform design.

The Team BC program is powered by a partnership with the Province of British Columbia, the BC Games Society, Canadian Sport Institute, SportMed BC, and ViaSport.

When recognizing the contributors, this logo bar can be used.

As the organization responsible for Team BC, the BC Games Society will use the joint logo for corporate joint communications and representations.

The Team BC logo and brand may only be used in association with Team BC at the Canada Games.

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

Prior to use of the Team BC logo, a proof or description of its use must be provided.

Contacts:

BC Games Society
T: 250-387-1375
F: 250-387-4489
info@bcgames.org

David Conlin
Team BC Communications Manager
davidc@bcgames.org

Jarret Poitras
Team BC Operations Manager
jarretp@bcgames.org