



# UNIFORM & ZONE TEAM APPAREL GUIDELINES



# WELCOME TO THE BC GAMES

Since 1978, the BC Winter and BC Summer Games have brought together the province's best young athletes for a celebration of sport and community.

The BC Games are a starting point for many of Canada's top international athletes. Ethan Katzberg and Camryn Rogers, who inspired Canadians by winning the country's first-ever gold medals in hammer throwing at the Paris 2024 Olympic Summer Games, both got their start at the BC Summer Games.

By attending these Games, you become part of a special group of alumni — one that includes Olympians, Paralympians, community leaders, and more!

Just like how Olympians and Paralympians proudly represent their countries on the world stage, participants at the BC Games represent one of eight geographical zones. Each zone has its own unique colour scheme to make sure that teammates can recognize and cheer each other on at the Games.

The following guidelines provide important information about logo use, zone names and colours, the uniform and Zone Team apparel approval process, and more to make sure you and your team can show off your zone pride at the Games.

We can't wait to see you at the BC Games!

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# BC WINTER AND BC SUMMER GAMES LOGO

## HOST SOCIETY LOGO

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

In most cases, the Host Society logo should be used on competition uniforms, Zone Team apparel, and team equipment provided all related rules are abided by.

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.

Any use of these logos, along with that of the BC Games Society, must be approved by BC Games staff.

## BC GAMES SOCIETY LOGO

Colour



Greyscale



Black



White



Colour



Greyscale



Black



White



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



Minimum size

## SIZE REQUIREMENTS

### 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") (with the exception of competition uniforms) and the minimum height should be no smaller than 2.5 cm (1").

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

## IMPROPER USE

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



*Do not stretch or distort the proportions of the logo.*



*Do not alter the color of the logo.*



*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 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 in a low resolution format.*



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



*Do not add a shadow or outline to the logo.*

# BC GAMES ZONES

There are eight zones at the BC Winter and BC Summer Games, divided by geographic location and represented by eight unique colours.

Representing your zone is one of the highlights of the BC Games. When you put on your zone colours, you become part of a bigger team that goes beyond your sport and gain hundreds of new teammates who are excited to cheer you on.

It's important that zone teams wear the right colours to make them easily recognizable on and off the field of play. But don't worry — we have all the information you need to make sure that you can rep your zone in style!

## ZONE NAMES

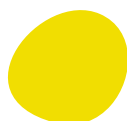
Participants at the BC Games represent one of eight geographic zones. Each zone is referred to by a descriptive name and a number.

The descriptive name rather than the zone number should be used on uniforms, participant apparel and equipment wherever possible.

## 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, but consideration should be given not to encroach on other zone colours.

### ZONE 1 KOOTENAYS



#### Pantone 605

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

### ZONE 2 THOMPSON-OKANAGAN



#### Pantone 485

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

### ZONE 3 FRASER VALLEY



#### Pantone 292

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

### ZONE 4 FRASER RIVER



#### Pantone 166

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

### ZONE 5 VANCOUVER-COASTAL



#### Pantone 350

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

### ZONE 6 VANCOUVER ISLAND-CENTRAL COAST



#### Pantone 376

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

### ZONE 7 NORTH WEST



#### Pantone 520

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

### ZONE 8 CARIBOO-NORTH EAST



#### Pantone 072

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

# COMPETITION UNIFORMS AND TEAM EQUIPMENT

## Proper and Improper use



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



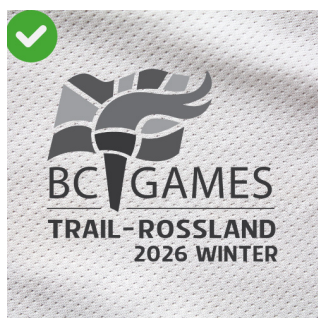
Do not change the colour of the logo.



Do not add text to the logo.



Do not add shadows or outlines to the logo.



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

## COMPETITION UNIFORMS

While competition uniforms are not provided by the BC Games Society or Host Society, they must be approved by staff prior to the Games.

The Host Society logo should be the primary logo on competition uniforms, except for cases when uniforms will be used across multiple Games, in which case the BC Games Society logo may be used.

Zone Team uniforms must use their zone colour as the primary colour.

## TEAM EQUIPMENT

Team equipment refers to any sport equipment purchased or supplied by the PSO or Zone Team for use at the BC Games. This includes, but is not limited to bags, helmets, bibs, or pinnies.

In select cases where space is extremely limited and the zone name cannot be used, teams may request an exemption from BC Games staff to use the zone number in its place.

# ZONE TEAM APPAREL

## ZONE TEAM APPAREL

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

- warm-up clothing (e.g. track suits, hoodies, t-shirts)
- team recognition items (e.g. jackets, hats, scarves)

The Host Society works with contractors who reserve the sole right to produce merchandise for the Games. Zone Team apparel is permitted so that athletes and coaches may rep their zone colours. To respect these contracts, Zone Team apparel must meet the following standards:

1. Zone Team apparel may feature the host society logo. The main BC Games logo cannot be used.
2. Unique designs can be used on apparel that includes the zone name provided it is approved by BC Games Society staff and the host society logo is not present.
3. The primary colour of Zone Team apparel must match their assigned zone colour. Apparel should not use a neutral colour (e.g. grey, white, black) as the primary colour.
4. Zone numbers must not be used in place of zone names. For example, "Zone 1 - Kootenays" or "Kootenays" rather than "Zone 1."
5. Sponsors, or club names cannot be used on Zone Team apparel if the Host Society logo is present.

### Proper and Improper Examples



*Use the correct colour for your zone and the full zone name. Do not only use the zone number.*



*Approved designs can be included provided the host society logo is not present*

*Do not use the generic BC Games logo.*



*Do not use a neutral colour in place of the zone colour.*

*Do not include club logos or names alongside the host society logo.*

## SUBMISSION DEADLINE

Zone Team apparel proofs must be submitted to [approvals\\_sport@bcgames.org](mailto:approvals_sport@bcgames.org) for approval at least two weeks before the Games.

# SPORT PARTNER AND SPONSOR LOGOS

## PSO AND CLUB LOGOS

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

Club or Local Sport Organization (LSO) logos are **not** permitted on competition uniforms and other Zone Team apparel if zone names or BC Games logos are present.

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



BC Games logo may be used in combination with a PSO logo



## SPONSOR LOGOS



The BC Games logo may not be used if sponsor logos are present.



## SPONSOR RECOGNITION

Sponsor logos may be used on Zone Team apparel and equipment items as long as the **BC Games logo, host society logo, or name of the Games are not present.**

Uniforms may feature up to two (2) sponsors provided that no BC Games or Host Society logos are present. Exceptions may be granted for companies or groups who are sponsoring both the sport and the host society through Friends of the Games.

*Note: 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.*

## CONFLICTING SPONSORS

Logos of companies in the same category as any of the BC Games Provincial Partners (Global BC and Black Press) may not be featured at the BC Games.

# APPROVALS

Prior to producing any uniform, equipment, or Zone Team apparel that feature the BC Games or Host Society logo, a proof must be approved by BC Games Society staff.

## FAQ'S

### **How do I get access to the logo?**

To request logo files, email [approvals\\_sport@bcgames.org](mailto:approvals_sport@bcgames.org). Logos will be provided in PNG and EPS file formats.

### **Who is authorized to design and order Zone Team apparel or equipment items?**

Coaches or designated representatives of zone teams may submit proofs to the BC Games Society provided that the item has been reviewed and approved by their team and PSO before submission.

### **When do proofs needed to be submitted?**

Proofs must be submitted up to two (2) weeks prior to the start of Games.

### **Why are there restrictions on sponsor logos?**

Restrictions are in place to ensure exclusivity for and avoid conflict with existing sponsors of the BC Games Society or Host Societies.

### **What happens if a team fails to abide by these guidelines?**

Any uniform, equipment, or Zone Team apparel item that fails to comply with the established guidelines may not be permitted to be worn or used at the BC Games.

Furthermore, infringement of this policy will be taken into account during each PSO's Core Sport Evaluation.

**CONTACT INFO:**

**[APPROVALS\\_SPORT@BCGAMES.ORG](mailto:APPROVALS_SPORT@BCGAMES.ORG)**