

## Images

Photos and illustrations also convey important messages. For BC Summer and BC Winter Games, images must follow these criteria:

1. Young athletes should be the main images in public communications, to help position the BC Games as a youth focus. Athletes should appear to be 12 to 15 years of age in most sports.
2. Images should be recent so clothing and hair are current.
3. Volunteers are key, and where possible should be included in illustrations (i.e. technical officials, Host Community volunteers, coaches).
4. Athletes appear to be good at their sport. The BC Games are about young athletes who will climb the ladder to junior provincial teams.
5. Males and females must be portrayed equitably, side-by-side where possible.
6. Girls and women in non-traditional roles and sports are preferred, (i.e. combative sports, coaching, and officiating roles).
7. Images should reflect our inclusive society (i.e. athletes with disabilities, athletes representing visible minorities).
8. Only sports included in the BC Summer or BC Winter Games shall be depicted.
9. Contact BC Games Society to access their photo bank.

