

# Logo and Colours

Maintaining the distinctiveness of the BC Games logo depends on accurate and consistent reproduction. For this reason, no attempt should be made to reproduce the BC Games logo without using exact percentages of CMYK or the actual Pantone Matching System [PMS] Colours.

## 3 Colour Logo



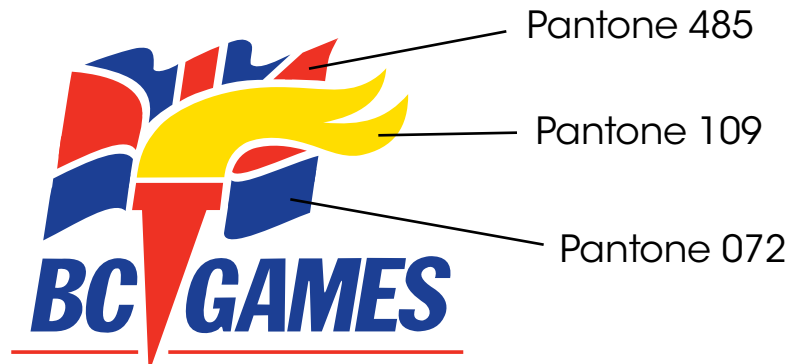
## 1 Colour Logo



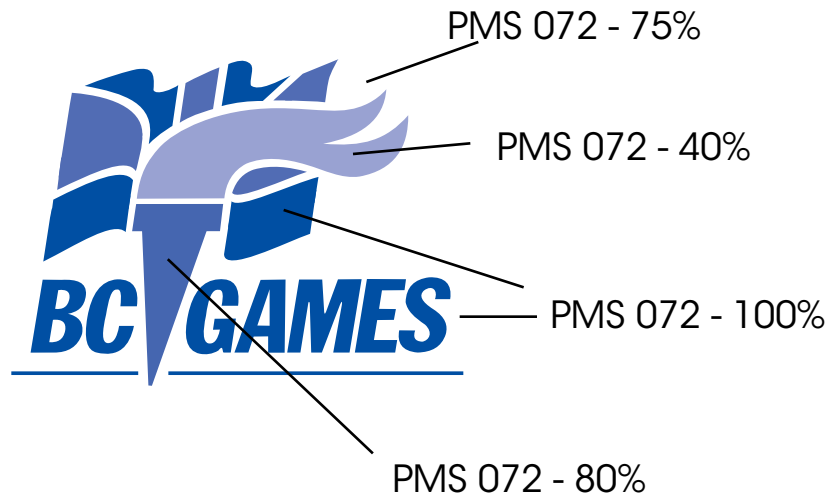
## RULES OF USAGE:

- The BC Games logo may be printed:
- in the colours shown above [3 colour or 1 colour]
  - as 100% black, 100% white [reversed]
  - as greyscale with exceptions [see page 9]
- Do not print the logo in any other colours**

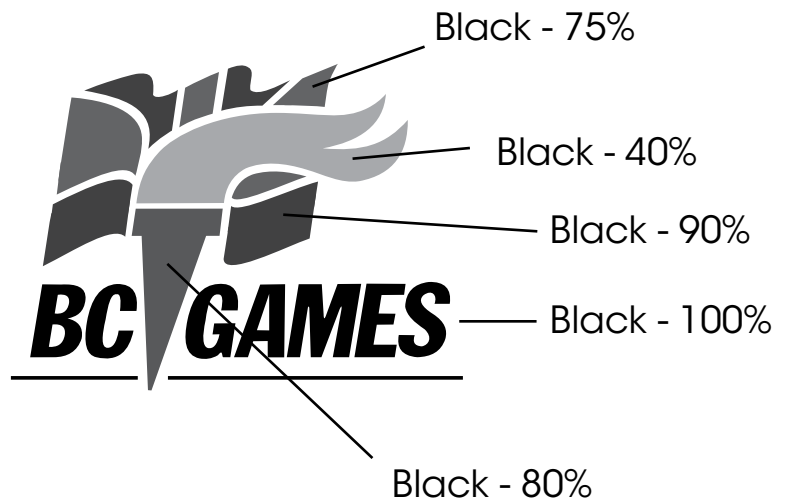
**3 Colour Logo:** Red - PMS 485 Blue - PMS 072 Yellow - PMS 109



**1 Colour Logo:** Blue - PMS 072



### Greyscale Logo



### Black and White Logo



### Reversed Logo



# Logo Usage

Graphic elements can not be added to the logo nor can the logo be adorned with any other graphic.

The logo must not be placed on busy backgrounds, patterns or textures.

No other text can be added to the logo unless used on souvenirs [see page 10 for details], nor can it be configured using different type faces.

The logo should always remain distinct from other graphic elements in a design. It may not be incorporated into another mark or illustration.

The graphic identity should stand alone with adequate airspace surrounding it [.25 inch] and not be crowded by other design elements. The whitespace should change proportionally with enlargement or reduction of the mark.



# Printing Greyscale Logo

In most material, the BC Games logo will be printed either as a 3 colour logo or 1 colour logo; as 100% black or as 100% white [reversed].

The greyscale logo is allowed to be printed with exceptions:

## 1. From a website in black and white

- a full colour logo must be shown on the website, but if someone wants to print a page in black and white, a greyscale logo will be substituted [this is achieved through back-end programming].

## 2. Black and white material

- if a document has been designed specifically in black and white and the black or white logos are not appropriate, a greyscale logo may be used for esthetic reasons.

## 3. Printing colour material to black and white

- if a colour document is to be reproduced [printed] into black and white, the 3 colour logo may be substituted with the 1 colour logo or the greyscale logo.

The Greyscale logo may **not** be used arbitrarily in place of the 3 colour logo in ads, posters or other printed material.



# Improper Logo Usage

The BC Games logo is the unifying symbol that continually identifies and visually connects the entire organization to the public. The logo must remain exactly the way it was designed to fulfill its objective.



Logo colours may not be altered.



No part of the logo may be distorted, redrawn, or redesigned.



The logo may not be positioned in any angle other than 0° unless otherwise authorized.

## **DIGITAL**

Certain material may have to be saved as graphic files for web or PowerPoint presentations as JPG or PDF compressed files. The font may or may not have to be outlined, depending on what program it is being created in. For live text on a website, the font of choice is Trebuchet [san serif] or Verdana [serif] in place of ITC Avant Garde or Century Gothic.

*Unleash your potential.*

“Unleash your potential” tagline uses the font:

“Legault Std - Regular” with a drop shadow

[Mode: Multiply - X offset: 0.08 - Y: offset 0.08 - Blur: 0.08]

It can be printed in any of the four secondary colours.