



REGINA 2005

Jeux du
CANADA
Games



Graphic Standards

Regina 2005 Jeux du Canada Games – Graphic Standards

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INTRODUCTION

In 2005, Regina will host the Canada Games. A corporate identity for this event was needed to personalize the Games. The logo that was developed is a combination of elements that represent Regina – known as the “Queen City” – and Canada, which is most identified with the Maple Leaf.

Corporate Identity Guidelines are established to support and protect the brand identity of the 2005 Canada Summer Games and its stakeholders. By providing specific templates, policies and procedures to all users of the logo, we will maintain a consistent image that will strengthen the identity of the 2005 Canada Games. In the pages that follow, you will find information on a variety of applications concerning use of the logo.

The success of our identity in the marketplace is a shared responsibility. We thank you in advance for the care you take in applying these standards, and the legacy we will leave for the future Canada Games.

MANDATE

The Canada Games Council and funding partners, in accordance with the multi-party agreement and Canada Games Council policies, have mandated the Host Society of the 2005 Jeux du Canada Games, taking place in the Regina region from August 6 – 20, 2005, to:

- host the athletes and teams of Canada's Provinces and Territories,
- execute the competitions in sixteen sports,
- deliver the National Artists' Program, and;
- ensure a legacy of enhanced sport development, culture, facilities, volunteerism and youth development is generated by the Games.

MISSION

The 2005 Jeux du Canada Games is dedicated to hosting an athlete-centered, first class, national multi-sport event that will advance sport development and community pride, while leaving a lasting legacy of facilities, volunteerism, and enhanced sport, culture, and youth development.

OFFICIAL LANGUAGES POLICY

All material produced by the 2005 Jeux du Canada Games for release to the public must be in both official languages.

It is requested that Funding Partners, Major Sponsors, Official Suppliers and other Friends of the Games also distribute published material in both official languages when making use of the 2005 Jeux du Canada Games logo, trademarks and wordmarks.



OWNERS OF THE TRADEMARK

The 2005 Jeux du Canada Games Host Society are the owners of the following Trademark and Wordmarks.

Official Logo

The Official 2005 Jeux du Canada Games Logo

Registered Trademarks

The Official 2005 Jeux du Canada Games Logo

The Official 2005 Mascots (when developed)

The Official 2005 Sport Pictograms (when developed)

Associated Wordmarks

2005 Regina Canada Games

2005 Regina Canada Summer Games

2005 Canada Summer Games

2005 Canada Games

2005 Jeux du Canada Games

Jeux d'été du Canada Regina 2005

Jeux d'été du Canada 2005

Jeux du Canada 2005

Jeux du Canada Regina

In regular text, only a French wordmark can be used in a French text and only an English wordmark should be used in English text.

AUTHORIZED TRADEMARK USERS

Of the Official Logo include:

- Authorized manufacturers or suppliers of merchandising material
- Funding Partners (Government of Canada, Province of Saskatchewan, City of Regina, City of Moose Jaw, Canada Games Council)
- Major Sponsors
- Official Suppliers
- Provincial/Territorial Teams
- Authorized National, Provincial and Territorial Sport Organizations

Of the Registered Trademarks/Wordmarks include:

- Funding Partners
- Major Sponsors
- Official Suppliers
- Selected manufacturers/suppliers

OWNERS AND APPROVAL/AUTHORIZATION PROCEDURE

In order to use the 2005 Jeux du Canada Games official logo, trademarks and wordmarks, each specific design involving proprietary graphics must be pre-approved in writing by the Marketing Committee of the 2005 Jeux du Canada Games or an appointed agent for the committee.

Procedure

Approval of individual design applications must be granted by the 2005 Jeux du Canada Games Marketing Committee or an appointed agent before the production process begins. If you proceed without approval, you could lose your production expenses if the design does not receive approval.

- Submit design applications to the 2005 Jeux du Canada Games Marketing Committee.
- The Marketing Committee will review submissions a minimum of, every two weeks in order to provide quick response to requests for approval. Every effort will be made to make the approval process efficient and timely.
- If approval is not granted, the Marketing Committee will be available for consultation and advice. Help will be given to modify the application so it will meet the established standards.
- The Marketing Committee reserves the right to refuse any application that may, in its judgment, offend standards or compromise the integrity of its official logo, trademarks and wordmarks.





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THE LOGO DESIGN

The Regina 2005 Jeux du Canada Games logo design includes a maple leaf and crown. At first glance, the logo may invoke images of a torch, as the crown is designed to look like a flame. The red strip reflects the maple leaf with a banner like movement. The green strip represents the land events of the Games, with the blue piece representing the water events.

The logo is energetic and youthful, with lots of movement and action, perhaps even being reflective of an athlete running through the finish line tape. The design is clean, simple, bold and colourful, and works well in black and white. The Colour reflect the events of the Games and mirror those used in the Olympics. The typeface chosen is bold yet inviting, and was designed to work as part of the logo, creating a tight graphic unit that will work in any medium.

Below the main logo is a new type treatment for the Canada Games Council. This was designed to work in unison with the Regina logo. It is important that the two logos work in conjunction, as they will be shown together on all medium.

LOGO COLOUR

Below are the corporate Colour to be used for the Regina 2005 Jeux du Canada Games logo. Due to different printing processes and paper stocks available, there are two sets of Pantone Colour. This is to ensure accurate reproduction of the logo.

The following Pantone Colour are to be used when printing on coated paper stocks or signage.



Pantone 187c

**C0 M91 Y72 K23
R68 G12.4 B14.3**



Pantone 1235c

**C0 M27 Y76 K0
R100 G64.9 B0**



Pantone 7462c

**C100 M50 Y0 K10
R3.7 G28.5 B56.9**



Pantone 7483c

**C85 M0 Y100 K55
R6.9 G27.1 B8.3**

The following Pantone Colour are to be used when printing on uncoated paper stocks.



Pantone 1797u

**C0 M94 Y94 K6
R85.6 G18.6 B17.8**



Pantone 122u

**C0 M18 Y83 K0
R100 G82.1 B31.1**



Pantone 301u

**C100 M43 Y0 K18
R0 G25.4 B51**



Pantone 349u

**C100 M0 Y83 K47
R0 G31.8 B17.9**

COLOUR LOGO TREATMENT

The Regina 2005 Jeux du Canada Games logo is made up of four Pantone Colour: red, yellow, green and blue. The logo can be reproduced using the Colour specified on the previous page. The Colour must always appear as shown. They may not be altered in any way. All elements of the logo must appear as shown and should never be used separate, unless stipulated by the 2005 Jeux du Canada Games Marketing Committee.

When using the logo on printed material, signage or merchandise, note there are some coloured backgrounds that do not work with the coloured version of the logo.



Suggested background colors which work are: white, tan, and grey.



White



Tan



Grey

BLACK AND WHITE LOGO TREATMENT

The Regina 2005 Jeux du Canada Games logo may be used in black and white as shown below. The logo may not be screened or altered in any way. This version can be used in one or two colour print jobs such as in the newspaper or a brochure.



If you must print the logo on another colour other than black or white, you may use the white (reversed) version of the logo. Or, if the background is lighter, you may use the black version.



MINIMUM BACKGROUND AREA

It is important to keep the Regina 2005 Jeux du Canada Games logo clear of any other graphic elements. To regulate this, an exclusion zone has been established around the logo mark. This exclusion zone indicates the closest any other graphic element or message can be positioned in relation to the mark.

The exclusion zone is defined by the broken line. The area to be left free is determined by the height of the capital 'C' in Canada, as indicated.



The logo should never be used smaller than 20 mm in height. This is to ensure clarity and readability.

POSITIONING / COMBINED USE

When an authorized user wants to use the 2005 Jeux du Canada Games logo, in combination with its logo:

- The 2005 Jeux du Canada Games logo must always appear to the left of any words or symbols.
- The 2005 Jeux du Canada Games logo must appear in a size area ratio of 1:1 with the respective authorized user logo, or cover a larger area than the authorized user logo.
- Authorized users may not position the 2005 Canada Winter Games logo in relation to an unauthorized user name/logo/mark in any manner that implies directly or indirectly any relationship between the 2005 Jeux du Canada Games and the non-authorized user.
- The 2005 Jeux du Canada Games logo and an Authorized user's logo can appear on merchandise separately as long as the size area ratio of 1:1 is maintained.
- The design applications of a combined use of the 2005 Jeux du Canada Games logo and an authorized user logo must be submitted to the 2005 Jeux du Canada Games Marketing Committee for approval.

1:1 Size Area Relationship



Authorized
User's
Mark / Mark
plus
designation



Authorized User's
Mark / Mark plus
designation



Authorized User's
Mark / Mark plus
designation



Authorized User's Mark /
Mark plus designation

TYPOGRAPHY

Consistency in the use of typography enhances communications effectiveness, builds customer familiarity, and strengthens the Regina 2005 Jeux du Canada Games identity.

The type font used for 'Regina 2005' in the logo is called Friz Quadrata.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Friz Quadrata Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Friz Quadrata Bold

The type font used for 'Jeux du Canada Games' in the logo is called Hoefler Text.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Hoefler Text

UNACCEPTABLE USES OF LOGO

The Regina 2005 Jeux du Canada Games logo should not be used in the following ways. Do not stretch or separate logo elements in any way.



DATE OF EVENT PLACEMENT

It may be necessary to add the date of the Games to the logo. The placement is shown below. Remember to allow for the exclusion zone. The date must appear in both English and French and should equal the width of the logo. The font used is Friz Quadrata Regular.



REGINA 2005

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August 6 – 20
6 au 20 août



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August 6 – 20
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MERCHANDISING USAGE

Authorized Users

- Preferred manufacturers/suppliers of the Merchandise program
- Use of the Games official logo must receive written authorization from the Marketing Division prior to start of mass print production or any other application.

BACKGROUNDS OTHER THAN WHITE OR BLACK

Merchandising Application - Option 1

The Canada Games logo may be reproduced on backgrounds other than white or black provided an opaque white rectangle is laid down around it. The border of the opaque rectangle must be 10% of the height of the logo. This applies when printing the logo in all its Colour.

Remember: Use of the Games official logo must receive written authorization from the 2005 Jeux du Canada Games Marketing Committee prior to start of mass print production or any other application.



↑ 10% of the height
↓ of the logo.



Merchandising Application - Option 2

In some cases, it may not be appropriate to apply the white background to the logo. In these cases, a thin white release may be added. This release will work better when the logo is being reproduced at larger sizes only. At sizes smaller than 2", the logo should be placed on a white background.

Remember: Use of the Games official logo must receive written authorization from the 2005 Jeux du Canada Games Marketing Committee prior to start of mass print production or any other application.



Reverses

The Canada Games logo may be reversed to white, silver or gold from a dark background as an option when the full-color treatment is not possible. However, this option may only be used when the background offers enough contrast to ensure the Canada Games logo is clearly recognizable.

As illustrated to the right, 60% is the minimum contrast for reverses and 30% is the maximum value allowed for solid color reproduction. Lighter or darker backgrounds are not acceptable since detail and visibility are lost.



100%



60%



30%



Gold Metallic Thread



Silver Metallic Thread

Remember:

Use of the Games official logo must receive written authorization from the 2005 Jeux du Canada Games Marketing Committee prior to start of mass print production or any other application.

Splitting the Logo Elements for Merchandise

It may be necessary for the logo elements to be split up for merchandise. In this case, there are some guidelines to follow. The only time the logo elements can be split up are on merchandising.

Here is an example of splitting up the logo. All designs must be approved by the 2005 Jeux du Canada Games Marketing Committee.



Remember: Use of the Games official logo must receive written authorization from the 2005 Jeux du Canada Games Marketing Committee prior to start of mass print production or any other application.



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