

SASKATCHEWAN GAMES COUNCIL

GRAPHIC STANDARDS MANUAL

Introduction

This Graphic Standards Manual was established in order to guide the use and protect the visual identities of the Saskatchewan Games Council, and it's two products: the Saskatchewan Games and Team Saskatchewan.

The Saskatchewan Games Council, through it's products, aspires to become a strong provincial sport icon, with national recognition, symbolic of a path to sport excellence and provincial pride.

The Saskatchewan Games Council believes multi-sport games inspire young athletes to participate in sport and that the games provide all participants with an opportunity to achieve their goals. As such, the Saskatchewan Games Council must safeguard the integrity of all graphic elements to ensure a consistent image of the Council and it's products is portrayed.

The Saskatchewan Games Council asks that all individuals or groups interested in using it's marks consult with the Council in order to receive approval.

We thank authorized users in advance for the care they will take in applying these standards. If you require additional assistance, or have any questions please contact the:

Saskatchewan Games Council
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Regina, SK S4P 7K5

(306) 780-9357
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The Vision and Mission of the Saskatchewan Games Council

Our Vision:

We envision that all residents of Saskatchewan value multi-sport games as a path to sport excellence and provincial pride. The Saskatchewan Games Council desires that every sport strives for inclusion with maximum district participation and that every eligible community has the opportunity to host a multi-sport games.

Our Mission:

To facilitates sport development and healthy lifestyles through the organization and support of multi-sport games in the province, as well as Saskatchewan's participation in multi-sport games outside the province.

Visual Identity

The Saskatchewan Games Council has developed a trio of logos that will visually link the Saskatchewan Games Council and its two products, the Saskatchewan Games and Team Sask. Instead of trying to market three distinct visual identities the Saskatchewan Games Council chose to strengthen the brand by creating an image that ties the parent organization and its two primary products together. This approach creates a familiarity among the target market, stakeholders and sponsors.

The Logos:

The logos are visually linked by a similar icon which denotes the action and physical activity of sport and the province of Saskatchewan.

The Saskatchewan Games

The Saskatchewan Games provide an opportunity for the provinces developing athletes, coaches and officials to participate in a multi-sport event in preparation for future higher level competitions. The Saskatchewan Games are the largest on-going multi-sport event held in the province of Saskatchewan.

By adhering to the principals and procedures relating to the use of the Saskatchewan Games Graphic Elements outlined in this manual, authorized users, including Host Communities, will ensure that the Saskatchewan Games logo is consistently and accurately replicated from Games to Games and application to application.

The graphic elements of the Saskatchewan Games are comprised of the following:

- Saskatchewan Games Logo
- Saskatchewan Games pictograms

For applications tied specifically to a particular Saskatchewan Games, the Saskatchewan Games logo will include the name of the hosting community, the designation of summer or winter and the year of the Games. The host community shall include the official games logo on medals, mascots, print material and signage.

Team Sask

The Saskatchewan Games Council is responsible for the administration and logistical preparation of Team Sask's participation in the Canada Games and the Western Canada Summer Games.

The Team Sask Logo is for the express and sole use of Team Sask through the operations of the Saskatchewan Games Council. Anyone who wishes to use the Team Sask logo should first seek the Saskatchewan Games Council's approval prior to any Team Sask logo application.

Logo and Brand Protection

The Saskatchewan Games Council, Saskatchewan Games and Team Sask Logos are for the express and sole use of the Saskatchewan Games Council. All use of the Saskatchewan Games Council's marks must be approved by the Saskatchewan Games Council.

The following logos are the property of the Saskatchewan Games Council, for which Saskatchewan Games Council's approval is required prior to their use:

The Saskatchewan Games Council logo:



The Saskatchewan Games logo (no host city):



The Saskatchewan Games logo (with example host city):



The Team Sask logo:



Graphic Standards

Logo:

The logos' unifying icon and its corresponding typeface shall not be separated at anytime. These two components are central to the design element of the logos. None of the components of the logos can be deleted, altered or used separately without the Saskatchewan Games Council's consent. The logos must never be reproduced smaller than 1 x 1.5 inches.

Typography:

The typeface chosen for the logos is both simple and dynamic. It's fluid and contemporary styling allows for legibility as well as effective reproduction. The typeface reminds the viewer of the flow and momentum of sport and the province of Saskatchewan. The proportioning, typeface, type size and the stroke width must all remain proportional to the original version of the logo. The typeface must always be legible. The logos must never be reproduced any smaller than 1 x 1.5 inches.

Colour:

There must always be a strong colour contrast between the logos and their background. The colour application of the Saskatchewan Games Council and Saskatchewan Games is Black, Pantone 355 coated or uncoated.

The colour application of the Team Sask logo is Pantone 355 coated or uncoated, Pantone 116 Uncoated, and Pantone 130 Coated.

(Do not use this manual to match colours; the colours displayed are for visual reference only. Please refer to a Pantone colour chart.)

These colours are not to be changed or altered in any way, unless the grayscale application is used, without the consent of the Saskatchewan Games Council.

Grayscale:

All grayscale reproduction of the logos must be done according to the parameters listed below:

The icon and the games council portion of the Saskatchewan Games Council logo are 100 per cent black and the "askatchewan" portion of the logo is 60 per cent black:



The icon and the “games” portion of the Saskatchewan Games logo are 100 per cent black and the “askatchewan” portion of the logo is 60 per cent black.



The icon and the ring portion of the Team Sask logo are 100 per cent black. The “team” and the “ask” portion of the logo are 60 per cent black.



The logos are not to be altered in any other way when reproduced in grayscale. The proportioning, typeface, type size and the stroke width must all remain proportional to the original version of the logo.

Re-sizing:

The minimum reproduction size for the logos must be no smaller than 1” x 1.5” to ensure the lettering is always legible. The logos’ graphic parameters are not to be altered in any way when reproduced; the proportioning, typeface, type size and the stroke width must all remain proportional to the original version of the logo.

Multiple Logo Presentation:

There must always be a one half inch exclusion zone around the logos when the logos are being displayed next to or on the same surface as text or other logos.

It is important that the logos remain independent and do not appear affiliated with any other logos or text in their vicinity. The logos should always maintain at least a one to one ratio with the other organizations logos. The Council reserves the right to re-evaluate the multiple logo presentation regulation on a case by case basis.

Internet:

All use of the Saskatchewan Games, Team Sask and the Saskatchewan Games Council logos on the internet must be pre-approved by the Saskatchewan Games Council. There must always be a strong contrast between the logos and the background on which they appear. The logos must never appear smaller than 1 x 1.5 inches. There must not be any movement behind or in-front of the logos.

Saskatchewan Games Pictogram Protection

The Saskatchewan Games Pictograms are for the express and sole use of the Saskatchewan Games Council, the host communities and organizations involved with the Saskatchewan Games program.

All use of the pictograms must be requested by contacting the Saskatchewan Games Council. All regulations detailed in the Graphic Standards Manual apply to the Saskatchewan Games Pictograms.

Example of Saskatchewan Games Pictograms:



The colour application of the pictograms may be Black or Pantone 355 coated or uncoated (green).

Important points to remember

- None of the components of the logos or pictograms can be deleted or altered in any way without the permission of the Saskatchewan Games Council.
- Do not edit the colour system. Use only colours specified in the Pantone colour standards.