



SOFTBALL  
BC

# BRAND STANDARDS

Softball for Everyone! | [www.softball.bc.ca](http://www.softball.bc.ca)

# The Softball BC Brand

The core of Softball BC is our membership. From athletes, coaches and officials to volunteers and spectators, our organization is a perfect example of teamwork and a celebration of our sport and community excellence. It is an experience that nurtures memories, friendships, spirit, and pride. A diverse and inclusive organization, Softball BC lives our mission statement and really is – Softball for Everyone!

Softball BC has a high level of brand equity and a significant level of profile and prestige in the sport community. Softball BC Provincial and Regional Championships provide many opportunities for exposure and recognition of businesses and partners. Protecting the integrity of the Softball BC brand and ensuring appropriate recognition of contributing partners is a priority for the ongoing success of Softball BC.

# Softball BC Brand Standards

Consistency is the key to successfully conveying the Softball BC brand and building a strong visual identity. This document provides guidelines for the proper application of the Softball BC logo(s) and brand for participant clothing and equipment and outlines the restrictions for logo use and Softball BC sponsor and partner recognition.

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## Softball BC Logo

The primary logo for Softball BC is the main overarching identity for the organization and is the version used throughout Softball BC.

The logo is available in colour, black and white and must maintain adequate contrast and visibility in all applications. See Annex A for pantone colours.

The logo may be used on participant clothing or equipment. When using the logo for any application prior approval of the design is required – please submit your proof to [admin@softball.bc.ca](mailto:admin@softball.bc.ca).



## Softball BC Raven Logo

Created in 2019 by Jamin Zuroski from Victoria, BC, the Softball BC Raven Logo highlights the strength, commitment and dedication that our team models, to build unity and community connections. Thanks to our clubs leadership, support staff, volunteers and community, our teammates raise their heads high with confidence and appreciation. From on and off the field, Softball BC like the Raven, will continue to give new light and opportunity to grow and excel through sports and excellence.

The logo is available in colour, black and white and must maintain adequate contrast and visibility in all applications. See Annex A for pantone colours.

The logo is available for use by any LSO or member association, but it must accompany the Softball BC logo as well. The Indigenous logo **may not be used** on its own.



## Softball BC Special Edition

Softball BC may from time to time produce a special edition of its logo to commemorate significant holidays or celebration such as National Truth and Reconciliation Day or Pride Month. Request for consideration of a commemorative logo must be submitted to [admin@softball.bc.ca](mailto:admin@softball.bc.ca).



## Logo File Request

The Softball BC logos and partner logos must be requested from [admin@softball.bc.ca](mailto:admin@softball.bc.ca). Where possible logos will be provided in JPEG, EPS or vector file formats.

## Logo Colour Palette

Refer to Appendix A for colour pantone.

## Clear Space and Size

For the strength of brand identity and recognition, please follow the minimum space requirements so that the logo(s) are represented consistently and clearly. The minimum space around the logo is equal to the width of the 'BC' in the logo.

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") and the minimum height should be no smaller than 1.5 cm (0.6").

*Note: the logo(s) must be enlarged or reduced proportionately – not stretched or distorted horizontally or vertically.*

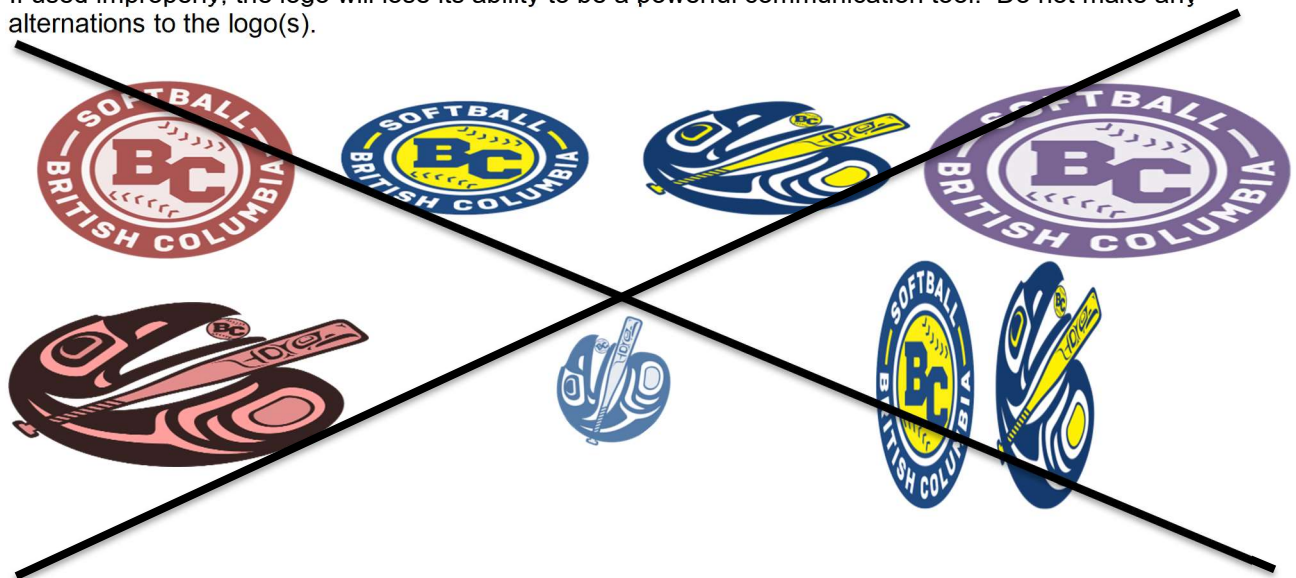
## Provincial and Regional Championships – NAME & LOGO

The Softball BC logo is the main logo used by the PSO (Provincial Sport Organization) and our LSO's (Local Sports Organization). This is the logo most often used for Provincial and Regional Championships. The logo may be used by event hosts for clothing, equipment, and signage.

The event name and year may appear with the logo but must be referred to as 'Softball BC Provincial Championship' or 'Softball BC Regional Championship'. Prior approval for logo use at a Provincial or Regional Championship is required and proofs of the design(s) must be submitted to [admin@softball.bc.ca](mailto:admin@softball.bc.ca) before production.

## Improper Use

If used improperly, the logo will lose its ability to be a powerful communication tool. Do not make any alternations to the logo(s).



## Participant Clothing

Softball BC participants are often not provided with clothing or equipment from the PSO, therefore, working with our Host Associations and community partners is important. Retaining the value and recognition of the Softball BC brand is a priority when providing participants with a clothing option at Regional or Provincial Championships, or a Tournament.

The Softball BC logo(s) may be applied to clothing, documents, signage, and equipment, with prior approval. The standards outlined in this document must be followed and approval must be given by Softball BC.

Participant items include uniforms, warm-up clothing, jackets, hats, scarves, bags, MVP prizing and Umpire attire.

The Softball BC logo(s) must be placed on items clearly, without distortion and must retain the brand colours and fonts as outlined in this document. Proofs of all clothing and equipment items must be submitted to Softball BC at [admin@softball.bc.ca](mailto:admin@softball.bc.ca) before production. Softball BC retains the right to ask for modifications of designs to retain brand quality and recognition. In the event that clothing, or equipment has not been approved and/or does not comply with this policy, the participant(s)/Hosts may not be permitted to wear or use the items, at the Hosts cost.

## Softball BC Sponsors and Partners

Softball BC receives ongoing financial support from many corporate and provincial partners. These partners receive significant exposure through Softball BC and are protected by industry exclusivity.

The current sponsors and partners of Softball BC that are expected to be recognized at Provincial and Regional Championship are:



## BC Summer Games

Logo use for the BC Summer Games must meet all requirements as outlined in the Softball BC Graphic Standards as well as the BC Games Society Graphic Standards. For full details on logo use for the BC Summer Games please contact [admin@softball.bc.ca](mailto:admin@softball.bc.ca).

## Softball BC Logo: PANTONE COLOURS

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PANTONE BLUE: 281 C

PANTONE YELLOW: Process Yellow C

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ON DARK BACKGROUND (has white outer outline)

PANTONE BLUE: 281 C

PANTONE YELLOW: Process Yellow C

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PANTONE ORANGE: 472 C

---



PANTONE 100% WHITE

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PANTONE 100% BLACK

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## Indigenous Logo: PANTONE COLOURS

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PANTONE BLUE: 281 C

PANTONE YELLOW: Process Yellow C

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PANTONE ORANGE: 472 C

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PANTONE 100% WHITE

---



PANTONE 100% BLACK

---



# Combo Logo: PANTONE COLOURS

(Softball BC + Indigenous)

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PANTONE BLUE: 281 C

PANTONE YELLOW: Process Yellow C

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PANTONE ORANGE: 472 C

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PANTONE 100% WHITE

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PANTONE 100% BLACK

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# Softball BC Pride Logo: PANTONE COLOURS

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## PANTONE COLOURS:

	BLACK: PMS BLACK 6 C
	RUST: PMS 1675 C
	RUBY: PMS 1788 C
	BURNT ORANGE: PMS 021 C
	GOLDEN YELLOW: PMS 123 C
	GREEN: PMS 354 C
	BLUE: PMS PROCESS CYAN C
	PURPLE: PMS 2726 C

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