



**TEAM APPAREL BRAND STANDARDS**

# NL GAMES BRAND STANDARDS

Welcome to the 2024 NL Summer Games’ Regional Team Brand Standards Guide. This guide is provided for anyone producing NL Games branded materials for Regional Teams. Following our brand identity standards is essential, enabling us to build and maintain a clear and consistent image for Newfoundland and Labrador’s premier biennial multi-sporting event.

## ABOUT OUR LOGO

Our logo captures the essence of our event through a youthful, strong, and memorable design. A universal symbol of multi-sporting events, our torch icon represents the drive and passion of the participating athletes. Since these are our provincial games, starring our province’s young athletes, the flame is shaped like the map of Newfoundland and Labrador.

## REGIONAL COLOURS

<b>Avalon</b>	Ash Grey	<b>AVALON REGION</b>
<b>Central</b>	Maroon	<b>CENTRAL REGION</b>
<b>Eastern</b>	Yellow	<b>EASTERN REGION</b>
<b>Labrador</b>	Forest Green	<b>LABRADOR REGION</b>
<b>Mount Pearl/South</b>	Indigo Blue	<b>MOUNT PEARL/SOUTH REGION</b>
<b>St. John’s/North</b>	Red	<b>ST. JOHN’S/NORTH REGION</b>
<b>Team Indigenous</b>	Charcoal Grey	<b>TEAM INDIGENOUS</b>

**Western**

Royal Blue



**Host**

White

## REGIONAL UNIFORMS

Each NL Games participant will be provided with a regional shirt in the colours noted above which is to be worn during the Open or Closing Ceremony.

Teams are not required to source new uniforms in the regional colour for the Games. The NL Games are not meant to add financial burden to teams/families and as such, on field uniforms can be club or school uniforms that the players already use in another colour. Many teams choose to source non-uniform items (shirts, sweaters, etc.) in the regional colours rather than replacing their full uniforms.

## SPONSOR LOGOS

Sponsor logos cannot be placed on uniforms in conjunction with the NL Games Brand. Sponsors on uniforms are in competition with other Games sponsors who have been given the right to be on regional apparel.

Additional non-uniform apparel can have a sponsor logo, if desired. These logos cannot incorporate the NL Games logo, in part or in whole, and branding should not imply they are a regional sponsor.

For any further clarification on the use of the NL Games Brand and sponsorship, please contact the Sport NL Games Coordinator, Janine Campbell at [jcampbell@sportnl.ca](mailto:jcampbell@sportnl.ca)

Please pass this package along to any printer that you use for regional apparel.

## OUR LOGO

### Primary Logo

The full-colour logo should be used whenever possible.

It should be placed on a white background, or a background that will provide adequate contrast.



### Reversed Version

When placed on a dark background, the reversed version should be used.



### Greyscale and One-Colour Version



Greyscale and one colour versions should only be used in specific applications, such as newsprint or embroidery.



## COLOURS

For consistency between different applications, Pantone colours have been selected and must be used whenever possible. If colour reproduction does not allow for the use of Pantone colours, a CMYK breakdown and an RGB breakdown have been identified. CMYK is commonly used for print materials (when using Pantone spot colours is not an option) and RGB is used for all web-based materials and imagery.

Please note that variations in printer settings, print materials, paper stock, and coatings can impact colour. In these instances, please refer to standard Pantone colour chips and match the colours visually as closely as possible.

<b>Title Gradient</b> Pantone 1795C Pantone 7623C		<b>CMYK</b>   C 0 M 96 Y 93 K 2 <b>CMYK</b>   C 0 M 97 Y 87 K 53	<b>RGB</b>   R 210 G 38 B 48 <b>RGB</b>   R 138 G 42 B 43
<b>Location Grey</b> Pantone 431C @ 60%		<b>CMYK</b> C 45 M 25 Y 16 K 59	<b>RGB</b> R 91 G 103 B 112
<b>Summer Games Orange</b> Pantone 165C		<b>CMYK</b> C 0 M 70 Y 100 K 0	<b>RGB</b> R 255 G 103 B 31
<b>Big Flame Gradient</b> Pantone 7405C @ 30%		<b>CMYK</b> C 0 M 11 Y 97 K 2	<b>RGB</b> R 242 G 205 B 0
Pantone 7405C Pantone 7597C		<b>CMYK</b> C 0 M 85 Y 100 K 4	<b>RGB</b> R 209 G 65 B 36
<b>Small Flame Gradient</b> Pantone 7405C @ 30%		<b>CMYK</b> C 0 M 11 Y 97 K 2	<b>RGB</b> R 242 G 205 B 0
Pantone 7405C Pantone		<b>CMYK</b> C 0 M 70 Y 100 K 0	<b>RGB</b> R 255 G 103 B 31

## COLOUR

S

165C

**Torch Handle  
Gradient**  
Pantone 431C @  
30% Pantone  
431C

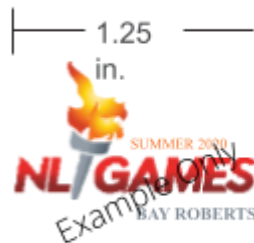


**CMYK** | C 45 M 25 Y 16 K 59

**RGB** | R 91 G 103 B  
112

## MINIMUM SIZE

To ensure readability and a strong visual presence of the logo, the width must not be less than 1.25 inches.



## CLEAR SPACE

To increase the visual impact of the logo, a minimum amount of clear space must be left around it with no other words or visuals encroaching on this space. The minimum required space is equal to the height of the "N". This space must be maintained on all sides of the logo.



## PROPER USAGE OF FILE FORMATS

- For re-sizing the logo, use the vector files. These will scale without distortion. Never scale a JPG or PNG file to be larger.
- For PowerPoint or Word, use a PNG or JPG file.
- For placement over a background, use a PNG file with transparent background.
- For web use, scale the logo to proper size in editing software and export as a JPG file, saved for web at 72 dpi. This will not degrade the quality and will keep the logo sharp.
- For InDesign, use the EPS file.



## UNACCEPTABLE LOGO USAGE

Certain uses of the logo are unacceptable. The examples illustrated below must be avoided.



Logo must not be stretched or distorted.



The distance between elements of the logo must not be altered.



Logo must always appear in approved corporate colours.



Logo typefaces must not be changed.



The scale of logo elements must not be altered.



Position of logo elements must not be altered.

