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**Policy 538**

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**Subject:** Team NB Logo Use – Canada Games  
**Effective:** June 08, 2004  
**Revisions:** October 1, 2018

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**1.0 Purpose**

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1.1 This policy establishes the standards for the acceptable usage of the Team NB Canada Games logo(s).

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**2.0 Application**

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2.1 This policy applies to all usage of the official logo, and any of its approved variations.

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**3.0 Definitions**

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3.1 PMS – Pantone Matching System (standardized colour matching system used in the print industry)

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**4.0 Legal Authority**

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4.1 The *Youth Assistance Act*

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**5.0 Goals / Principles**

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- 5.1 To guide the use and protect the brand identity of Team NB.
- 5.2 To identify the official Team NB Canada Games logo(s), and the allowable variations of the logo.
- 5.3 The Team NB Canada Games logo(s) are intended for the sole use of the Sport and Recreation Branch, on behalf of Team NB, and the provincial organizations governing Team NB member sport teams representing the province at the Canada Games.
- 5.4 Provincial organizations and/or their respective Canada Games teams must attain written approval from the Sport and Recreation Branch prior to any use of the Team NB Canada Games logo.

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**6.0 Requirements / Standards**

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6.1 Black and White Versions:

**THE OFFICIAL NB CANADA GAMES LOGO:**



**Variation # 1 - JEUX DU CANADA/CANADA GAMES:**



**Variation #2 - NEW/NOUVEAU BRUNSWICK:**



6.2 Colour Versions:

**THE OFFICIAL NB CANADA GAMES LOGO:**



**Variation #1 - JEUX DU CANADA/CANADA GAMES:**



**Variation #2 - NEW/NOUVEAU BRUNSWICK:**



**Variation #3 - TEAM NB:**

**TEAM  
ÉQUIPE NB**

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## 7.0 Guidelines / Recommendations

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### 7.1 Black and White:

If the logo is put on a dark background, that does not show very well, the black and white can be reversed in the logo.

### 7.2 Colour:

Colours Specifications - **Burgundy is PMS 188**

**Green is PMS 3302**

**Swish is half strength of the colour**

### 7.3 General: No alterations can be made to the logo (i.e. no changes to font or print size, no extension of emblem to include another image, etc.)

- a) The entire logo can be reduced or enlarged as a whole.
- b) Provincial organizations and/or their respective Canada Games teams must attain written approval from the Sport and Recreation Branch prior to any use of the Team NB Canada Games logo.
- c) All text must be in both of New Brunswick's official languages.

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## 8.0 Contact for more information: (506) 453-2928 – SR/SL@gnb.ca

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Approved by: \_\_\_\_\_

  
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Director, Sport and Recreation Branch