

# Virginia Commonwealth Games Branding



## VERBAL BRAND

Virginia Amateur Sports (VAS) is a 501(c)3 non-profit organization, incorporated in 1989, that directs several events annually with a focus on living a healthy lifestyle and competition, including the Virginia Commonwealth Games. Since their inception, the Games have drawn over 310,000 athletes.

The mission statement of VAS is: To promote awareness and benefits of physical fitness and healthy lifestyles through sports education, training & competition.

Virginia Amateur Sports is a member of the National Congress of State Games (NCSG) and is sanctioned and recognized by the NCSG, the Virginia High School League (VHSL), the National Collegiate Athletic Association (NCAA), and recognized by the United States Olympic Paralympic Committee as a member of their Multi-Sports Organizational Council.

The annual Games are the largest multi-sport festival in Virginia and includes approximately 30 sports and 10,000 athletes. Any age or ability level can participate. 73% of the athletes are 18 years and younger and are supported by their families, serving as an economic driver for the Commonwealth, with an annual economic impact of over \$6 million.

The Games are a grassroots event supported by local and statewide businesses, local governments and over 1,000 volunteers. The Games bring amateur athletes from all regions of Virginia together to contend for gold, silver, and bronze medals. Both team and individual events - including archery, baseball, basketball, track & field, and many others - are represented in the competition. The Virginia Commonwealth Games encourage teamwork, leadership, and good sportsmanship, challenging both accomplished athletes and beginners to bring their best. Weekend warriors, Olympic hopefuls, and aspiring athletes will all find their place at the Games.

- The Pantone colors for the Commonwealth Games logo are 282 and 187
- The fonts are Lato and Gotham
- Gotham Narrow was used for body text and headings of the main campaign elements

## Logos

For approved logos in various formats, please visit [www.CommonwealthGames.org/about-us/newsmedia](http://www.CommonwealthGames.org/about-us/newsmedia)

## Social Media

### CONNECT WITH THE GAMES



Virginia Commonwealth Games



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