

# 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 the 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 Virginia's largest multi-sport festival featuring 30 sports and 10,000 athletes of all ages and abilities. 73% of the athletes are 18 and under, helping generate over \$6 million in annual economic impact.

The Games are a grassroots event supported by local and statewide businesses and over 800 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

## Website

[www.CommonwealthGames.org](http://www.CommonwealthGames.org)

## 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



@VAAmateurSports



@virginiaamateursports



@vaamateursports

# #VAComGames

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## ***PARTNERSHIP VERBAL BRAND***

### **Driving Community, Competition and Economic Impact in Richmond**

The Virginia Commonwealth Games is the premier multi-sport festival in Virginia, bringing together over 10,000 athletes of all ages and abilities from across the state to compete in 30+ individual and team sports.

Modeled after the Olympics, the Games feature the lighting of the cauldron, parade of athletes, and the thrill of competition for bronze, silver, and gold medals. This marquee event generates over \$6 million in annual local economic impact – with an opportunity to increase significantly with the move to Richmond 2026-2028.

Directed by Virginia Amateur Sports, a nonprofit 501(c)(3) organization, endorsed by the Governor's Commission in 1989, the Games have inspired athletic achievement and community pride for more than 3 decades. VAS receives no state funding, relying on partnerships and sponsorships to fuel its mission of promoting health, fitness, education and sportsmanship across Virginia.

## **Website**

[www.CommonwealthGames.org](http://www.CommonwealthGames.org)