

BC Athletics Gets a Fresh Look

For the Love of Athletics

April 2, 2026



In collaboration with Caorda Web Solutions, BC Athletics is thrilled to officially launch our new brand logo.

As we embarked on this rebranding project, it was important to adopt a logo that reflects the diversity of the sport of Athletics, while maintaining a distinctive British Columbia look and feel.

The versatility and vibrancy of our new logo will support BC Athletics in communicating our vision, mission and values and celebrating our incredible community across the province.

- The icon combines motion and place, reading as an athlete in action while subtly forming a mountain peak and the sweep of a track or trail.
- Clean, geometric typography ensures excellent legibility at any size while reinforcing a modern, professional tone.
- Softened corners and balanced proportions add warmth and approachability without sacrificing strength and performance.
- Updated brand colours add vibrancy and energy, drawing inspiration from British Columbia's natural landscape and athletic spirit.

SHOP THE LOOK

To help celebrate the launch of the new BC Athletics logo, we invite you to visit the [BC Athletics Gear Shop](#) and be among the first to wear the new BC Athletics look.

WHAT'S NEXT

The next steps in this project include integrating the new brand across our social media channels and community newsletters. You will begin to see the new brand at BC Athletics events throughout the 2026 season.

We anticipate launching the new BC Athletics website in summer 2026.

CONTACT

CEO
Megann VanderVliet
Megann.vandervliet@bcathletics.org
604-333-3552

OPERATIONS MANAGER
Cristi Lundman
Cristi.lundman@bcathletics.org
604-333-3556