

COMING SOON

A NEW BC ATHLETICS BRAND AND DIGITAL EXPERIENCE

BC Athletics is excited to share that we are putting the final touches on a new look and feel for our brand, including a new logo, colours and website. As we prepare to roll out these updates, we wanted to give our community a preview of what you will see over the coming months and share why we made the decision to rebrand.

Undergoing a full rebrand is a significant investment of time and resources. There are several important reasons why BC Athletics chose to evolve how we show up in the Athletics community.

AN EVOLVED VISION, MISSION & VALUES

BC Athletics recently adopted a new vision, mission, and values to better reflect our mandate as a provincial sport organization. Our updated brand aligns more closely with who we are today and where we are headed.

MODERNIZATION

The sport of Athletics continues to evolve, and our community is growing across all disciplines. Modernizing our look and feel, and how we support our Athletics community, was an important part of this process.

ENHANCED COMMUNICATION AND ENGAGEMENT

A key outcome of this rebranding is the development of a new BC Athletics website, designed to improve communication, accessibility, and the overall user experience.

ACCESSIBILITY

Our new website will be built using up-to-date technology to ensure it remains accessible and functional across devices, wherever and however you are accessing it.

Rebranding is a significant investment of time and resources. As a not-for-profit organization, we are committed to stewarding our resources responsibly. As a result, you may continue to see elements of our current branding at some events or on apparel as we thoughtfully phase out the old and fully adopt our new look.

WHAT TO EXPECT

PHASE 1

BC Athletics unveils our refreshed brand, including a modernized logo and updated brand colours.

PHASE 2

The new brand is integrated across our social media channels and community newsletters and becomes available on BC Athletics apparel. Event signage and on-site branding will begin transitioning to the new look.

PHASE 3

BC Athletics launches our new website, with content continuing to be updated and expanded over the following months.

We are incredibly excited to share this next chapter with you and hope the new look resonates as strongly with you as it does with us. We remain deeply committed to our vision of “Inspiring Lifelong Excellence through Athletics” and to creating opportunities for as many people as possible to engage in the sport of Athletics.

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