

# Gay Games® VII Logo Acceptable Use Guidelines

Gay Games VII Sports and Cultural Festival ~ 15-22 July 2006 – Chicago, USA

The Gay Games VII logo is exciting and dynamic. Versatile in its possible use, it has the capacity to intrigue, captivate and delight participants and spectators. We welcome its appropriate use in the promotion of Gay Games VII, including its use on nonprofit websites, in media editorial, and in other approved ways by Sponsors and members of our Partner Program. The guidelines below must be followed, however, to ensure your use is appropriate and legally permitted, and to preserve the overall value of the logo for everyone.



**NOTE: The Gay Games VII logo may not be used for any commercial or fundraising purposes whatsoever without express permission by Chicago Games, Inc. Vendors interested in obtaining a license to use the Gay Games VII logo for merchandise or other commercial purposes should contact GGVII at [info@gaygameschicago.org](mailto:info@gaygameschicago.org) or at (773) 907-2006 for further information.\***

- **Cropping and Resizing:** The official logo must be used in its entirety without any cropping. It can be resized as needed so long as the words and numbers in the logos are still legible. Specific sports and culture logos must be used in their entirety with the sport icon, the sport name, and the Gay Games text and FGG logo at the bottom.
- **Color**
  - **CYMK:** Purple :: C=50, M=100, Y=0, K=0 - Blue :: C=100, M=72, Y=0, K=11 - Red :: C=5, M=100, Y=90, K=0
  - **RGB:** Purple :: R=129, G=0, B=126 - Blue :: R=13, G=40, B=129 - Red :: R=242, G=0, B=14
  - **Pantone:** Purple :: Pantone 254 - Blue :: Reflex Blue - Red :: Pantone Red 032Other logos in other colors may be produced by Chicago Games, Inc., from time to time. These colors may not be used by others except with written permission.
- **Event Title:** When referring to the Gay Games in text, the full title of the event should be used in the first instance (headlines and headers excepted when "Gay Games® VII" may appear). This full title should include the proper registration mark (®). The event is called "Gay Games® VII Sports and Cultural Festival." Subsequent use of the event title as "Gay Games" without the registration symbol is permissible. The phrase "Gay Games" should never be translated into another language. The phrase "Sports and Cultural Festival" may be translated – e.g. "Gay Games VII Sport- und Kulturfest" (German) or "Gay Games VII Festival Deportivo y Cultural" (Spanish) or "Gay Games VII Festival Sportif et Culturel" (French).
- **Date/Location:** When referring to the date and location of Gay Games VII, international styles are preferred - i.e. "15-22 July 2006, Chicago USA" or "15-22 July 2006 – Chicago, USA".
- **Other Trademarks:** The phrase "Participation, Inclusion and Personal Best" is trademarked, and must be followed by the "tm" symbol.
- **Trademark Language:** In some cases, especially in larger newsletters and brochures, the following language may be appropriate and should be used in tiny print where FGG trademarked logos or phrases have been used.

*"Gay Games," "Federation of Gay Games," and the interlocking circles device are trademarks of the Federation of Gay Games, Inc.*

Similarly, if the Gay Games VII logo has been used along with images for which you have approval to use, the following text should appear in tiny print:

*All images and text are copyright Chicago Games, Inc., except where other copyrights and trademarks are noted.*
- **Photos and Other Images:** Images from the Gay Games website should only be used with the permission of the CGI with the exception of the City of Chicago images that are described (including acceptable use) at the bottom of the following web page: <http://www.gaygameschicago.org/media/home.php>. Any web-based images of athletes and artists, especially, need to be used only with permission as each photograph has its own photo credit and copyright symbol requirements.

We highly recommend that neither Gay Games participants, sponsors, partners, supporters or others use sports images or logos downloaded from any website without obtaining formal permission to use those images.

*\* Use of the Gay Games VII or FGG logos, images or phrases for any commercial or fundraising purpose without express permission or license from CGI or the FGG will be prosecuted to the maximum extent permissible under international copyright and trademark law. Use for legitimate promotional purposes or illustration of media stories is permitted.*