



Request For Proposal
Brand Identity

INVICTUS GAMES VANCOUVER WHISTLER 2025
FULL PROPOSALS DUE BY: FEBRUARY 15, 2023

BACKGROUND

The Invictus Games use the power of sport to inspire recovery, support rehabilitation and generate a wider understanding and respect for wounded, injured and sick servicemembers and Veterans. In February 2025, over 75,000 people worldwide will take over Vancouver and Whistler for the Invictus Games, including active servicemembers, Veterans and their families from over 20 nations.

True Patriot Love is working with the Government of Canada, the Province of British Columbia as Founding Partners of the Invictus Games Vancouver Whistler 2025 and with First Nations in Vancouver and Whistler to ensure the Invictus Games 2025 will be the most innovative and accessible Games to-date.

The Invictus Games 2025 will be held on the traditional territories of the x^w məθ k^wə y əm (Musqueam), S k̄wxw ú7mesh (Squamish), S ə l ílw ətaʔ/Selilwitulh (Tsleil-Waututh) Nations and the L ílwat Nation. In the spirit of truth and reconciliation, the Invictus Games Vancouver Whistler 2025 is dedicated to respecting territorial protocols and cooperating with local indigenous communities in the planning, execution and participation of the Games.

The Invictus Games Vancouver Whistler 2025 will bring together over 500 competitors from 20 nations to compete in adaptive sports, including the new winter sports: Alpine Skiing, Skeleton, Wheelchair Curling and Nordic Skiing, in addition to the core Invictus Games sports of indoor rowing, sitting volleyball, swimming, wheelchair rugby and wheelchair basketball.

PROJECT OVERVIEW AND HISTORICAL CONTEXT

The organizing committee for the Invictus Games Vancouver Whistler 2025 is asking for proposals from interested artists from the four First Nations communities to define the brand identity for the Games.

This brand identity will flow through marketing (print and digital – website, advertising, social media), on-site activations (signage), merchandise and other marketing and brand materials as the main brand to support the story of the Invictus Games Vancouver Whistler 2025. Not to be confused with an Invictus Games logo; there is a logo that remains the same for all Invictus Games. **The brand identity is an image that will be shown in addition to the logo. See examples below.**

The current working tagline for the Invictus Games Vancouver Whistler 2025 is Paddle Together. There is a common element of a shared journey of recovery that is flowing through the entire Games.



In 2022, Invictus Games The Hague used a tulip to represent the Dutch culture (in a slight variation of the traditional yellow colour to represent the Dutch orange) They linked it to the sports world with the ribbon motif. The tulip tied into their phrasing of Grow through what you Go through, and the ribbon reflected the lifeline of each competitor.



In 2023, Dusseldorf expanded on the lines flowing through The Hague Games to create a yellow ribbon that is meant to represent The Rhine – a core element of the city's identity, that also speaks to a journey. This river motif can vary in its colours or shape. But always curved, and flowing, and allowing space for the tag line and logo to situate.

For examples of additional usages of the brand identity in The Hague, please see Appendix A.

PROJECT GOALS

- A bold visual identity that can be adapted to fit various commercial needs to market and promote the Invictus Games Vancouver Whistler 2025.
- A compelling visual story about the relationship of the Canadian Armed Forces, the Invictus Games and the Indigenous communities whose land makes up the territories where the Games will be located
- A connection to the shared journey of recovery that Invictus competitors and their families travel and the remarkable achievement that arrival at both start and finish line of the Games represents for them
- A tie into the working tagline of **Paddle Together**, representing the shared journey between the Invictus Games 2025 committee, the host First Nations, the Participating Nations from across the Globe and the friends and families who support

SCOPE OF WORK

This Request for Proposal (RFP) aims to solicit an artist to help develop the brand identity for the Invictus Games Vancouver Whistler 2025.

This brand identity will be used to support the build out of the Games brand, marketing initiatives, communications materials and other marketing and advertising tools in the lead up and during the Invictus Games Vancouver Whistler 2025.

It should be noted that subsequent similar request for proposals may be undertaken for the creation of medals, merchandise and other Games elements with a view to enjoying diverse artistic expression and representation amongst the Four Host First Nations.

The brand identity needs to reflect both the community of Invictus and the local First Nations communities while also reflecting the province of British Columbia and the new inclusion of winter sports.

Once the brand identity is selected, an RFP for an external design agency will be solidified to bring this identity into specific executions – the Games brand identity, website, communications materials, advertising, marketing and on-site executions etc.

The Artist will create a brand identity based on the knowledge obtained through conversations with the Invictus Games Vancouver Whistler 2025 team and through materials provided from the Invictus Games Foundation.

NOTE: This does not include the development of the Invictus Games Vancouver Whistler 2025 logo as that is governed through the licensing with the Invictus Games Foundation.

The brand identity is meant to accompany the existing logo. (see Appendix B for the approved 2025 logo).

EXISTING ROADBLOCKS OR TECHNICAL ISSUES

Artist must work within the existing framework of the Invictus Games Foundation style and branding guidelines.

- Design should be rooted in the Invictus Games branding and colour pallet (see Appendix C for Dusseldorf 2023 logo guidelines. Vancouver Whistler Games logo guidelines will be available in 2023)
- Design may demonstrate either a progression or nod to former branding elements from previous Games or present the importance of moving forward with a new vision (see Appendix A for examples of previous Games usage)
- Generally, colours outside of the Invictus Games pallet have not been approved. If you feel there is a case for additional colours outside of the Invictus Games pallet to be included, then that could be considered accordingly.

TARGET DELIVERABLE SCHEDULE

- Full Proposals Due: February 15, 2023
- Week of February 20 – Evaluation panel meets to discuss
- Week of February 27 - Conversations with short listed candidates about spec work for concept
- March 24 - Deadline for concept work from short list
- Week of March 27 – Selection of final artist
- May 2023 – Brand work revealed

BUDGET CONSTRAINTS

The visual identity created may be used in part or in whole on all marketing, merchandise etc. materials moving forward by Invictus Games Vancouver Whistler 2025.

The art will be exclusively licensed to the Invictus Games Vancouver Whistler 2025, with credit going to the originating artist.

Flat fee of \$30,000 Canadian will be paid to the artist in installments of \$10,000 a year.

Spec work to shortlisted candidates will be paid an honorarium of \$1,500 each.

EVALUATION METRICS

Invictus Games 2025 will evaluate bidders and proposals based on the following criteria:

- Answer to the question - Why are you interested in creating the visual identity for the Invictus Games 2025?
- Samples and/or case studies from previous projects.
- Experience and technical expertise.
- Willingness to collaborate with other artists as Games project unfolds and other Games elements are brought to life

Submission Requirements

Bidders must adhere to the following guidelines to be considered:

- Only bidders who meet all metrics in the evaluation section should submit a proposal.
- Include samples and references with your proposal.
- A proposed schedule must also be included and clearly expressed.

CONTACT INFORMATION

For questions or concerns connected to this RFP, we can be reached at:

Sarah Barker

True Patriot Love Foundation

Sbarker@truepatriotlove.com

APPENDIX A – Brand Identity in usage



INVICTUS GAMES
THE HAGUE 2020

PRESENTED BY **JAGUAR** **LAND ROVER**

500 COMPETITORS

7 DAYS OF COMPETITION

221 DAYS TO GO

20 NATIONS

1,000 FAMILY & FRIENDS

10 SPORTS

#IG2020NE
THE HAGUE
29 MAY - 5 JUNE 2021

f @ t i n

A graphic with a black background and yellow and orange geometric shapes. It features the Invictus Games logo, sponsor logos (Jaguar and Land Rover), and various statistics: 500 competitors, 7 days of competition, 221 days to go, 20 nations, 1,000 family and friends, and 10 sports. It also includes the hashtag #IG2020NE, the event name and dates, and social media icons for Facebook, Instagram, Twitter, LinkedIn, and YouTube.



APPENDIX B – Approved Invictus Games Vancouver Whistler 2025 logo



2023 EDITION (VERSION 1)

SEPTEMBER 2022



Brand Toolkit

for Participating Nations

Brand Toolkit

This brand toolkit has been created by the Invictus Games Foundation for the nations participating in the Invictus Games Düsseldorf 2023. Its aim is to provide guidance on the creation of collateral using the Invictus Games brand.

Our brand is our most valuable asset, and we want to ensure that it is used correctly and in a consistent manner. For this reason, we ask that you follow the guidelines set out in this document, and should you have any queries at any stage, please contact us.

Help us be part of a brand to be proud of.

Our Logo

The Invictus Games Düsseldorf 2023 logo is shown in the panel on the right.

Please ensure that you:

- ✓ Always use the logo exactly as per the supplied artwork
- ✓ Only use the logo on a solid black background (with the exception of uniform when the logo can be placed on a solid background in another colour)
- ✓ Always include the words Düsseldorf 2023
- ✓ Ensure that the clear space is maintained around the logo (see page 5)

- ✗ Don't crop, re-size, re-colour or alter the logo in any way
- ✗ Don't add any other elements to the logo
- ✗ Don't re-create the logo, only use the supplied artwork
- ✗ Don't translate the logo
- ✗ Don't reduce the logo below the minimum size (see page 5)
- ✗ Don't use the "For Our Wounded Warriors" strapline



Prohibited uses

The Invictus Games logo must always include the words Düsseldorf 2023. Removing these words (as shown in Figure A) is not permitted.

Re-colouring any elements of the logo (as shown in Figures B and C) is not permitted.

The logo must always be stacked vertically, with the word INVICTUS placed above the word GAMES. The logo must not be used in linear form (as shown in Figure D).

When referring to the Invictus Games, the name must never be shortened to just INVICTUS (as shown in Figure E). Always include the word GAMES.

The version of the logo with FOR OUR WOUNDED WARRIORS (as shown in Figure F) must no longer be used.

Figure A



Figure B



Figure C



Figure D



Figure E



Figure F



Clear space and minimum sizes

Clear space

The dotted line in the panel on the right shows the clear space which should be preserved around the logo. This is to prevent the logo being used too close to imagery, text or graphics which would compromise its impact. The clear space is included in the artwork.

Minimum sizes

These measurements will ensure quality reproduction, legibility and consistency across print reproduction and on-screen communications:

- The minimum size for print usage is 30mm wide.
- The minimum size for on-screen usage is 145px wide.



Colour palette

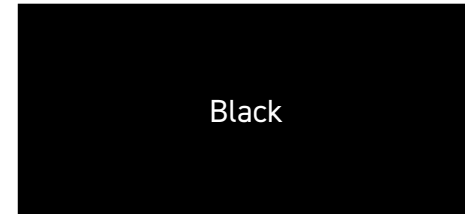
Our brand colours are black, white, yellow and grey:

Black
C=0 M=0 Y=0 K=100
R=0 G=0 B=0

White
C=0 M=0 Y=0 K=0
R=255 G=255 B=255

Yellow
Pantone 123 C
C=0 M=13 Y=100 K=0
R=255 G=215 B=0

Grey
Pantone 423 C
C=0 M=0 Y=0 K=60
R=135 G=135 B=13



Resources

The artwork for the various logos can be downloaded here (if this link doesn't work, please copy the url directly into your website browser):

<https://www.dropbox.com/sh/gagvddanznqs8m7/AABDXp9UT20i8YWZGHX7ASWSa?dl=0>

You may also find it helpful to refer to the Frequently Asked Questions document and the Invictus Games Style Guide, which describes how to write about the Invictus Games in a way that is in keeping with our brand. These can be downloaded from the same link.

For any other questions, please contact:

Malgorzata Grzyb

E: Malgorzata.Grzyb@invictusgames.org

T: +44 (0) 7976 836690

The Invictus Games Foundation



InvictusGamesFoundation.org



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The Invictus Games Düsseldorf 2023



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