



LET'S CELEBRATE

PRIDE MONTH

Gymnastics BC Pride Logo
Usage Guidelines & Education

WHY A PRIDE LOGO?



Pride Month is an opportunity to celebrate the 2SLGBTQIA+ community and commit to creating safe, welcoming spaces in sport.

By using a special version of the GymBC logo featuring the Progress Pride Flag, we are:

1

Showing visible support for 2SLGBTQIA+ athletes, coaches, judges, administrative staff, and families

2

Honoring the diversity of identities in our community

3

Encouraging conversations and education across the gymnastics sector

The Progress Pride Flag combines rainbow stripes (representing 2SLGBTQIA+ unity) with chevron stripes for racialized, trans, and intersex communities – recognizing their unique experiences and ongoing fight for inclusion.

HOW TO USE THE LOGO

DO'S



- Add the Pride logo to your email signature (optional, but encouraged)
- Use it on social media profile or in Pride posts
- Feature it in newsletters, banners, or Pride Month announcements
- Display it in club communications or signage that relates to Pride

DONT'S



- Don't use the Pride logo outside of June
- Don't replace the standard GymBC logo in formal settings (e.g., policy documents, full website header)
- Don't crop, stretch, recolor, or alter the logo design
- Don't add text, graphics, or other elements over top of the logo

While the Pride logo is a strong symbol of inclusion, we respect that not everyone may feel comfortable using it in personal communication spaces (like email signatures). Use is encouraged, never required.

HISTORY OF PRIDE MONTH

Pride Month is celebrated every June to honour the 2SLGBTQIA+ community's strength, history, and ongoing fight for inclusion.

In Canada, one of the most pivotal moments was the 1981 Toronto Bathhouse Raids, when police arrested over 300 gay men during targeted raids. The backlash sparked public protests and led to Toronto's first Pride march that same year (Historica Canada, 2015).

Since then, Pride has grown into a national movement; both a celebration and a reminder of the work still needed to ensure equity, visibility, and safety for 2SLGBTQIA+ people in all spaces, including sport (Egale Canada, 2023).

SUPPORTING ALL D.E.I INITIATIVES

While Pride logos are widely adopted and understood, other DEI commemorations are more nuanced and community-specific.

Instead of creating logos for every occasion, GymBC is choosing:

- Authentic representation over aesthetics
- Consultation over assumptions
- Action and education over performative design

DEI should be visible, but most importantly, it should be meaningful.

OTHER D.E.I. MOMENTS TO SUPPORT



Black History Month (February)
Celebrate Black excellence in sport



Neurodiversity Celebration Week (March)
Recognize and adapt for diverse minds



Anti-Racism Awareness Week (May 26–June 1)
Commit to listening and learning



International Trans Day of Visibility (March 31)
Uplift trans voices and leadership



National Day for Truth and Reconciliation (Sept 30)
Honour Indigenous communities and stories



International Day of Persons with Disabilities (Dec 3)
Promote accessibility, equity, and representation

Click any of these links to dive deeper into these great resources and tools.

STAY INFORMED. STAY EDUCATED.

2SLGBTQIA+ RESOURCES

Egale Canada

National LGBTQI2S+ advocacy and education organization.

Canadian Women & Sport

Working with LGBT athletes and coaches

You Can Play Canada

Promotes safe, inclusive sport for LGBTQ2S+ athletes.

OutSport

Hub for LGBTQ+ sport research and training.

CCES – Inclusion Resources

Ethical and inclusive sport guidelines from CCES.

GENERAL D.E.I IN CANADIAN SPORT

Sport for Life

Tools to embed equity, diversity, and inclusion in sport.

Aboriginal Sport Circle

National voice for Indigenous sport and recreation.

Coaching Association of Canada

Safe Sport and inclusion education for coaches.

Canadian Centre for Ethics in Sport

Supports fair, safe, and inclusive sport across Canada.

viaSport Resources

BC-based tools for creating inclusive sport environments.

Click any of these links to dive deeper into these great resources and tools.

KEEP IT MOVING



**HAVE QUESTIONS ABOUT HOW TO USE THE LOGO?
WANT HELP CRAFTING MESSAGING?**

Contact GymBC Communications:

✉ communications@gymbc.org



