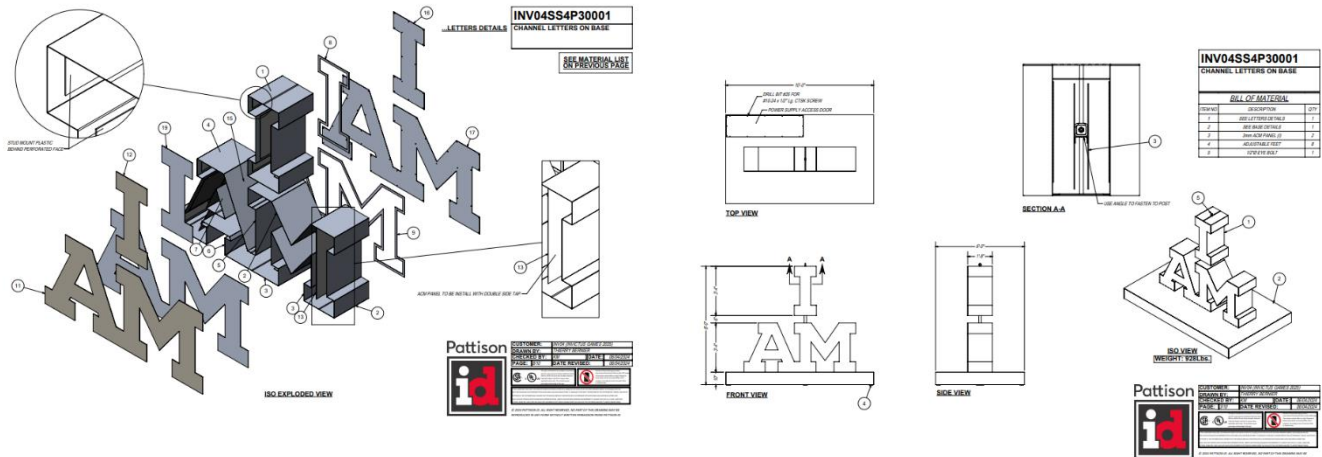




I AM SIGNS: FACTS AND FIGURES



A selection of technical drawings of the Invictus Games Vancouver Whistler 2025 I AM signs; courtesy of Pattison iD.

THE I AM SIGNS

- The Invictus Games Vancouver Whistler 2025 has created ten **I AM** interactive signs to support the launch of the **I AM** Campaign; **I AM** is the motto of the Invictus Games and is inspired by the last two lines of the poem *Invictus* by English poet William Ernest Henley: “I am the master of my fate; I am the captain of my soul.” **I AM** reflects and defines the Invictus Games’ core purpose: to provide a platform for personal achievement, to compete not just against each other, but against oneself.
- Everyone, everywhere is encouraged to engage in the campaign by considering and declaring their own **I AM**, using **#ShareYourIAM**. The prompt to engage is: *The Invictus Games Vancouver Whistler 2025 are coming. The Games will bring together wounded, injured and sick military service members and Veterans from around the world on a courageous journey of recovery through the healing power of sport. Their inspiration? I AM Unconquered. I AM Invictus. On your journey, what’s your I AM?*

ALL TEN I AM SIGNS

- All ten signs have been manufactured in Canada by Pattison iD.
- Pattison iD’s team efforts were truly Canada-wide: the artist who created the design of the **I AM** signs is based in Vancouver, the technical design and production team



are based out of Edmundston, New Brunswick, and other team members supported from Pickering, Ontario.

- All **I AM Vancouver Whistler 2025** signs feature the Games' signature visual identity created by Four Host First Nations artists: Levi Nelson (Lil'wat Nation), Mack Paul (Musqueam Nation), Ray Natraoro (Squamish Nation), and Olivia George (Tsleil-Waututh Nation).
- The scannable QR code plaque, in both French and English, is positioned on the reverse side of all **I AM** signs and measures 2.7" x 2.7"; it takes participants to the **I AM** Campaign landing page: invictusgames2025.ca/IAM
- The ten **I AM** signs are all made from aluminum which was sanded, primed and painted in vibrant yellow, one of the Invictus Games' signature brand colors. The base of each sign is covered in vinyl which reflects the Games' distinctive Indigenous graphic identity while the **I AM** letters are painted.
- Each **I AM** sign took 18 hours to prepare for painting; this included sanding down the aluminum to remove any defects. This also ensured the vinyl would adhere properly to the base of the structure.
- Painting each structure took roughly 16 hours, with two coats, in the brand's signature vibrant yellow color.
- The signs are fully weather proofed, and supported with a maintenance and upkeep program to keep them looking their best.

THE FIRST AND ILLUMINATED I AM SIGN

- The first of these ten signs, unveiled at Jack Poole Plaza, Vancouver, on Tuesday July 23, is LED illuminated; the lumens output is at 117.05 lumen per foot.
- The first **I AM** sign contains a total of 99 linear feet of yellow Aurora Flex LED lighting.
- The first and largest **I AM** was manufactured in New Brunswick.
- The first sign is the largest of the ten, measuring 10'w x 8'h x 6'd and weighing 976lbs. Due to its weight and build, it was craned into place ahead of the grand unveiling!



- The first **I AM** sign took 290 hours (36 days) to make.
- The **I AM** sign took six days to transport: the sign left Edmundston, New Brunswick, on July 16 and arrived in Vancouver July 22.

THE NINE SUBSEQUENT I AM SIGNS

- The subsequent nine **I AM** signs (non-illuminated) were made four at a time and took 504 hours (21 days) to make each “batch”.
- The nine **I AM** signs were manufactured on Vancouver Island, BC.
- The nine signs will each measure 10’w x 8’h x 3.4’d and weigh just over 400lbs.
- The locations for the nine **I AM** signs will be released soon; they will be popping up all over the two host communities of the Invictus Games Vancouver Whistler 2025 over the coming weeks. The signs will be in the communities in the lead up to and during the Games, as a focal point to engage with locals and visitors alike.