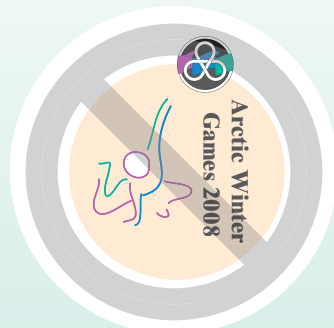


## Improper use of logo

It is important to keep the logo in its original format. Here are some common mistakes:



Do not add elements, change typestyle or reposition any elements.



Do not exclude any of the logo elements.



Do not squeeze the logo horizontally or vertically.



Do not change any of the colours.

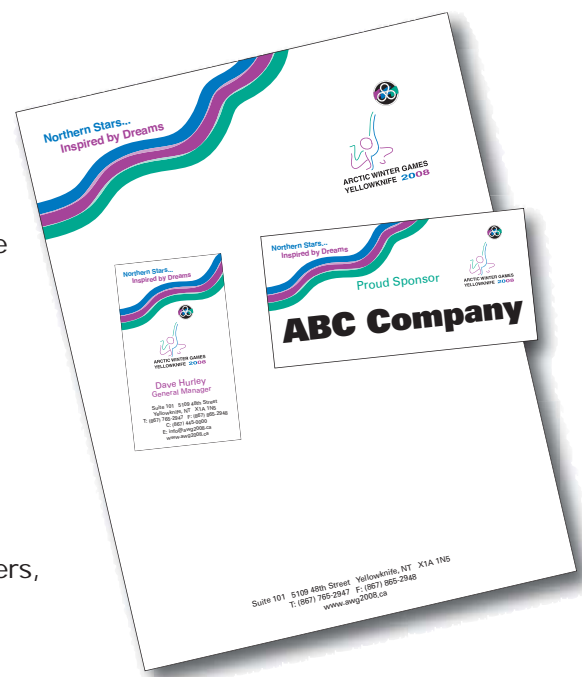
## Corporate Stationery

The official corporate stationery projects our identity and often is the form of interaction that makes the first impression. To ensure consistency in our identity through our correspondence, basic rules should be followed. The typeface for letters should always be in the official sans serif font **Verdana**. Margins for official correspondence should align on the left and right side at one inch (1").

### Templates

In order to simplify the many and varied print applications required in the day to day operations of the 2008 Arctic Winter Games Host Society, templates have been created for:

- letterhead
- business cards
- media releases
- PowerPoint presentations
- volunteer recognition certificates
- signage – including banners, sponsor venue banners, posters, advertising and sponsorship recognition.



## Designer's Quick Reference

- Logo:** High Resolution available from [www.awg2008.ca](http://www.awg2008.ca) click on "Host Society Organization" followed by "Visual Identity Guidelines", then "Logo Downloads"
- Typefaces:** Primary: **Helvetica Bold**  
Secondary: **Verdana**
- PMS Colours:** ■ Pantone Purple  
■ Pantone Green  
■ Pantone PMS 300
- Minimum Logo Size:** .65" wide x .75" high
- Logo Positioning:** 2:1 with sponsor logos  
2:1.5 with government funding partner logos
- Submit for approval:** Manager of Marketing  
765-2947

Suite 101 5109 48th Street  
Yellowknife, NT X1A 1N5  
T: (867) 765-2947 F: (867) 865-2948  
[www.awg2008.ca](http://www.awg2008.ca)

## Northern Stars... Inspired by Dreams



visual identity guidelines

# 20th Arctic Winter Games

Yellowknife, NT | 2008

Produced by the  
2008 Arctic Winter Games Host Society  
October 2006



## Print Applications

It is important the 2008 Arctic Winter Games Host Society present an image to the community using a consistent graphic identity that is instantly recognizable, and reinforces and supports our brand as an historic and significant sport and cultural event.

## Introduction

The way an organization represents itself visually can enhance its reputation, raise its profile and contribute to its success. Visual communication can be very powerful, and many people respond more strongly to visual than to aural communication. So, the visual identity we establish for the 2008 Arctic Winter Games will add an extra dimension to the messaging we convey about the Games' history, culture and excellence, and about the opportunities it offers to youth, the community, business partners and others.

This manual is the core tool of your visual identity program. Our visual identity program contains standards for layout, typography, basic language usage and defines how the 2008 Arctic Winter Games logo must be applied to publications, recognition items, stationary, document templates, signage, website applications and other forms of visual communications.

These guidelines will help us express the essence of the 2008 Arctic Winter Games, enable us to present ourselves in a professional and coherent fashion and convey a powerful personality.

## Accountability

The Manager of Fundraising and Marketing is responsible for the daily administration of the standards. Any questions arising from these standards, or direction regarding a specific application not fully covered within this manual, should be directed to the Manager of Fundraising and Marketing.

**All printed communications materials produced for the 2008 Arctic Winter Games for public consumption must be submitted for approval to the Manager of Marketing.**

The General Manager is the executive lead for the organization's visual identity guidelines manual and policy. The General Manager will be consulted for resolution of any questions or disputes concerning the application of these standards and the periodic review of the manual and the policy.

This manual and electronic files are available in common formats on 2008 Arctic Winter Games website and from the Manager of Marketing at 867.765.2947.

## The Corporate Signature

The corporate signature is composed of two distinct components that must always appear together. They are the graphic icon and the logotype.

## The Graphic Icon

The corporate signature includes a stylized athlete and the official logo of the Arctic Winter Games International Committee. Through the use of this icon, the 2008 Arctic Winter Games Host Society effectively ties its program and activities in a unified visual image that is clearly and immediately recognizable and associates the 2008 Arctic Winter Games Host Society with the Arctic Winter Games International Committee and with its location and funding partner, the City of Yellowknife.

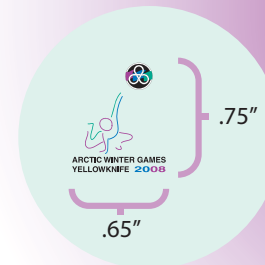
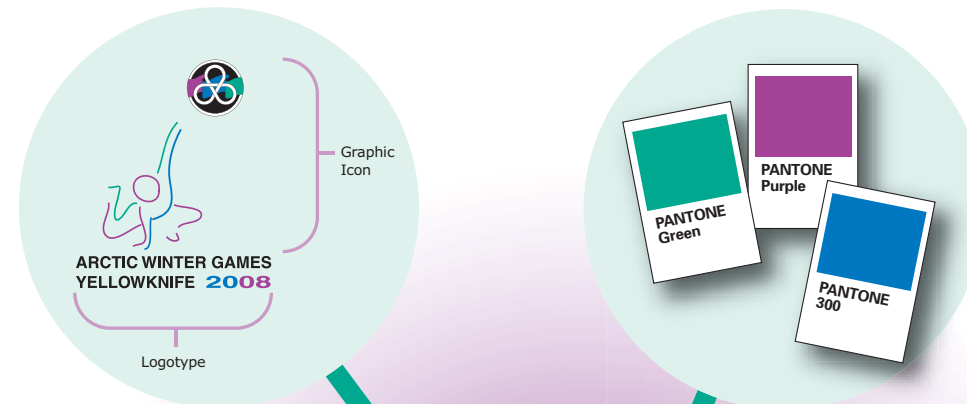
The graphic icon must always be used with the logotype of the corporate signature and never on its own.

## The Logotype

Within the corporate signature, in association with the graphic icon, the 2008 Arctic Winter Games logotype consists of the words "Arctic Winter Games" and "Yellowknife 2008." It is set in Helvetica Bold typeface. The Tracking is 10, Vertical scale 103 with Auto Leading. The '2008' has a Horizontal Scale of 183.

- The shape, proportions, space and colour of the logotype must always be retained.
- Suppliers must never try to duplicate the logotype without using the Helvetica Bold typeface.
- The logotype must always be reproduced as established from the electronic files provided through the 2008 Arctic Winter Games Host Society.
- The logotype may never appear by itself, but must always appear in conjunction with the other element (graphic icon) of the corporate signature.

2008 Arctic Winter Games Staff, Board and Committee members and volunteers can obtain high resolution versions of the 2008 Arctic Winter Games logo at [www.awg2008.ca](http://www.awg2008.ca) by clicking on 'Logo Downloads' or by contacting the Manager of Fundraising and Marketing at 867.765.2954 or by email to [h Angus@awg2008.ca](mailto:h Angus@awg2008.ca).



## Signature Minimum Size

The corporate signature must not be reduced below the minimum size shown here.

## Helvetica Bold Verdana

## Typeface

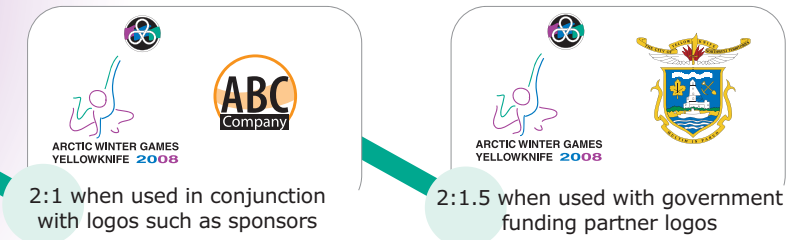
The primary official corporate font is **Helvetica Bold**. It is suitable for display, headlines and subheads, charts, graphs and signage. The secondary official corporate font is **Verdana**, as sans serif font suitable in any application. Its letterforms are clean and modern. If Verdana is not available to you, than Helvetica or Arial is a similar choice.

## Positioning of Other Logos

The 2008 Arctic Winter Games logo must appear in a ratio of no less than 2:1 when used in conjunction with other logos, such as sponsors' logos.

### Exception:

When used in conjunction with government funding partners, the logo may appear in the ratio of 2:1.5



### Full Colour Application

For use when printing in full colour.



### Black Only Application

For use when colour is not available.



### Reverse in Full Colour

For use on a very dark background when full colour is available.



### Reverse Application

For use when printing black only or when the full colour reverse version does not show well.