



**ARCTIC
WINTER
GAMES**
WHITEHORSE 2026

BRAND GUIDELINES

FIRST EDITION - JANUARY 2025

 **mammoth**
marketing & creative agency



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WELCOME

Uniting the North, celebrating Together.

In 1967, the Arctic Winter Games were born from a desire to provide athletes from the North with a platform to shine. Today, the Games are more than just a multi-sport event; they are a celebration of culture, community, and personal growth. From the first Games in 1970 to the upcoming 2026 event, the Arctic Winter Games have become a cornerstone of northern identity, fostering intergenerational connections and lifelong friendships.

BRAND GUIDELINES

These guidelines include instructions on logo usage, typography, color palettes and, graphic elements. They are designed to help you communicate with consistency and clarity, ensuring that everything we create reflects visual identity.

CONTACT US

Do you have questions or need more information about the Arctic Winter Games 2026?

Reach out to our team at info@awg2026.org, and we'll be happy to assist you.

FOLLOW US

Follow us on social media to stay in the loop with all of the excitement and latest news of the 2026 Arctic Winter Games.



The background is a solid blue color with a subtle, repeating pattern of concentric squares. Each square is composed of multiple nested lines, creating a grid-like texture that recedes into the distance. The squares are slightly offset from each other, giving a 3D effect.

1.0

1.1 LOGO

The AWG brand logo has been thoughtfully updated to enhance its versatility across a wide range of marketing materials, all while preserving its core symbolism.

This refreshed design features two essential elements:

- The Trifoil, representing unity among participating communities,
- The Wordmark, clearly displaying the event name, location, and year.

Together, these components uphold the logo's heritage and convey the spirit and purpose of the AWG at a glance.

TRIFOIL



WORDMARK



FULL COLOUR LOGO



1.2 LOGO VARIATIONS



FULL COLOUR WHITE (REVERSE) LOGO



SINGLE COLOUR BLACK LOGO



SINGLE COLOUR WHITE (REVERSE) LOGO



SINGLE COLOUR AWG DARK BLUE LOGO

1.3 PROTECTIVE SPACE

Whenever using the AWG logo, it's crucial to provide sufficient clear space around them. This protective space helps each logo or icon stand out, ensuring it retains its impact and legibility, unencumbered by surrounding elements.





1.4 LOGO PARTNER APPLICATION



The diagram illustrates the proper positioning of the official logo when displayed alongside other logos. Whenever you pair the official logo with another, ensure it includes the necessary designation outlined in existing agreements.

Where feasible, maintain a 1:1 size ratio between the official logo—complete with any required text—and the accompanying logo for a balanced and consistent presentation.

1.3

MINIMUM SIZE APPLICATION

To maintain clarity and readability, the AWG logo should never be reproduced at a height smaller than 0.6108" or a width under 1.5". Scaling below these dimensions can obscure important details and diminish the logo's visual impact. When design constraints require smaller sizes, consider using alternative brand elements.





FULL COLOUR LOGOS



Full colour primary logo should only be used on white or light backgrounds.



Full colour reverse primary logo should only be used on dark backgrounds.

SINGLE COLOUR LOGOS



Dark single colour logo should only be used on white or light backgrounds.



White (reverse) single colour logo should only be used on dark backgrounds.

PHOTOGRAPHIC OR GRAPHIC BACKGROUND



Logo should only be applied on backgrounds that ensure high contrast.



Logo should only be applied areas that do not interfere with graphical elements in background.

1.4 CORRECT LOGO APPLICATION

When working with AWG brand logos, it is crucial to select the appropriate variation and placement to maintain clear visibility. The full-colour primary logo should be used on white or light backgrounds, allowing its colour palette to remain vibrant and legible. Conversely, the full-colour reverse primary logo is best suited for dark backgrounds to preserve proper contrast.

For single colour logos, a dark single-colour version is recommended for white or light backgrounds, while the white (reversed) single-colour logo should be placed on dark backgrounds to ensure text and graphical elements remain distinguishable.

When placing any version of the logo on photographic or graphic backgrounds, ensure there is sufficient contrast to keep the logo crisp and easy to read. Additionally, position the logo away from busy or cluttered areas to avoid interference with other visual elements. By following these guidelines, you'll maintain the brand's integrity and visual consistency in all applications.

1.5 IN-CORRECT LOGO APPLICATION

To maintain the integrity and consistency of our brand identity, it's crucial that the logo is used correctly at all times. In this section, you'll find the prohibited uses to ensure the AWG brand is always presented in the best light.

SKWEW/DISTORTION



Do not distort or skew the logo.

COLOUR



Do not change the colour of the logo.

OUTLINE/STROKE



Do not apply strokes or outlines to the logo.

GRADIENT



Do not apply gradients to the logo.

SIZE



Do not change the size of the logo elements.

TRANSPARENCY



Do not change the transparency of the logo.



SEPARATION



Do not separate logo elements from one another.

POSITIONING



Do not change the positioning of logo elements.

TYPEFACE



Do not change the typeface of the logo.

COLOURED BACKGROUNDS



Do not place logo on backgrounds that do not provide enough visual contrast.

BUSY BACKGROUNDS



Do not place logo on busy or distracting backgrounds.

BOX



Do not place logo in a box.

1.5 IN-CORRECT LOGO APPLICATION



2.0



AWG BLUE

CMYK: 100, 65, 30, 29
RGB: 0, 62, 94
WEB: #003E5E

AWG CYAN

CMYK: 75, 12, 20, 0
RGB: 13, 170, 195
WEB: #0DAAC3

AWG GOLD

CMYK: 0, 35, 90, 0
RGB: 251, 176, 52
WEB: #FB8034

AWG BLACK

CMYK: 75, 68, 67, 90
RGB: 1, 1, 1
WEB: #010101

AWG WHITE

CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
WEB: #FFFFFF

2.1 COLOUR PALETTE

The AWG brand identity relies on a consistent set of bold, distinctive colours. Use the following specifications to maintain accuracy and coherence across all print and digital media.

Always use the exact values listed here to ensure uniformity and brand recognition. Avoid approximating or altering shades, as consistent colour application enhances the overall impact of the AWG brand.



3.0



PRIMARY TYPEFACE

Endzone Sans

Aa

**Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Xx Yy Zz**

SUPPORTING TYPEFACE

Acumin Pro Extra Condensed Black

Aa

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Xx Yy Zz**

3.1 TYPEFACE

Primary Typeface:
Endzone Sans

A clean and modern style that enhances the brand's contemporary appeal and maintains strong legibility.

Supporting Typeface:
Acumin Pro Extra Condensed Black

A bold, condensed font that offers striking visual impact, drawing attention to key text elements.

Using these two typefaces consistently helps establish a cohesive, recognizable visual identity. Avoid introducing unapproved fonts or altering their appearance in ways that conflict with the established brand aesthetic.



4.0



FULL COLOUR TRIFOIL

4.1 PRIMARY TRIFOIL

In the primary trifoil design, the all-encompassing circle symbolizes the circumpolar world—uniting northern communities under one shared identity and heritage. Within this circle, three interlocking rings represent the three foundational pillars uniting circumpolar peoples: athletic competition, cultural exhibition, and social interaction.

The Trifoil's colours are deeply intentional:

AWG Blue symbolizes the vast Arctic landscape and the resilience of the northern spirit.

AWG Cyan represents the ice, water, and elements that shape the lives of northern communities.

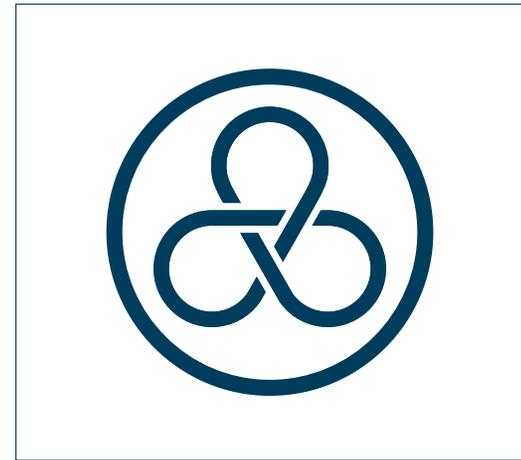
AWG Gold reflects the energy, determination, and excellence displayed by every participant and volunteer.

4.2 TRIFOIL VARIATIONS

Choose from three versions to ensure clarity and impact: a Full-colour Trifoil, with each ring in a distinct hue suitable for white or light backgrounds; a Single colour Trifoil, rendered in a single dark tone for use on light backgrounds; and a Single colour Trifoil (Reverse), presented in white for high contrast against darker backdrops.



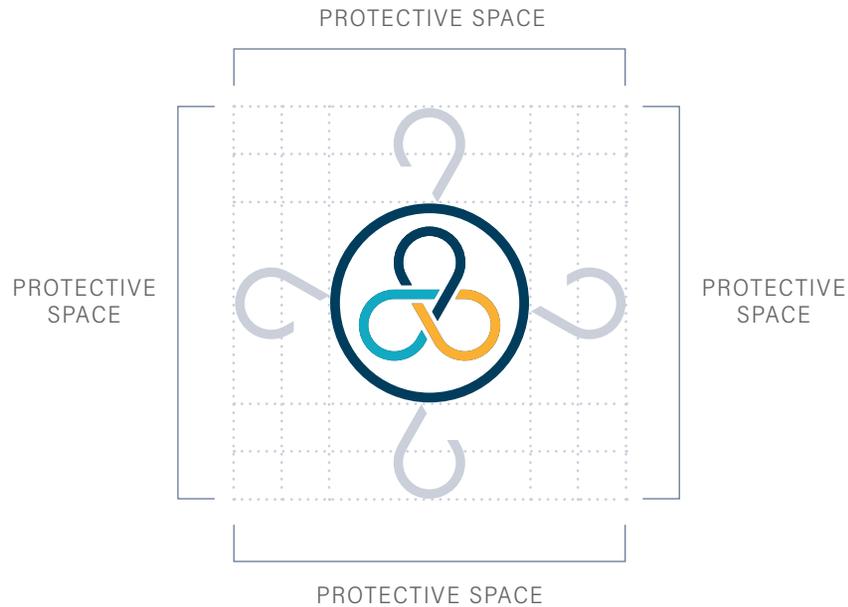
FULL COLOUR TRIFOIL



SINGLE COLOUR BLUE TRIFOIL



SINGLE COLOUR WHITE
(REVERSE) TRIFOIL



4.3 PROTECTIVE SPACE & MINIMUM SIZES

To maintain legibility and preserve visual impact, the logo should always have a clear space around it, free of any competing text or graphics. In addition, it must never be reproduced at a height or width smaller than 1", ensuring that all elements remain easily distinguishable and on brand.

4.4 CORRECT TRIFOIL APPLICATION

Use the full-colour version on white or light backgrounds to keep colours vibrant, and the reverse (light) version on dark backgrounds for proper contrast. When opting for single-colour variations, select a dark version on light backgrounds and a white version on dark backgrounds. Always ensure there's enough space around the Trifoil and that it remains clear of busy or cluttered elements for maximum visibility.

SINGLE COLOUR LOGOS



Single colour blue trifoil should only be used on white or light backgrounds.



Single colour white (reverse) trifoil should only be used on dark backgrounds.

PHOTOGRAPHIC OR GRAPHIC BACKGROUND



Trifoil should only be applied on backgrounds that ensure high contrast.



Trifoil should only be applied areas that do not interfere with graphical elements in background.

FULL COLOUR TRIFOIL



Full colour primary trifoil should only be used on white or light backgrounds.



SKREW/DISTORTION



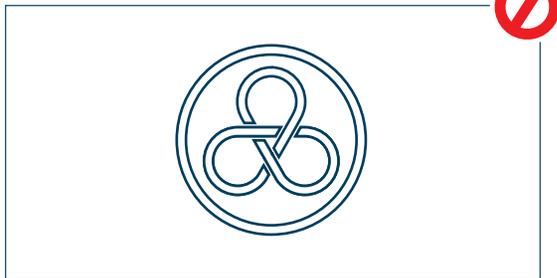
Do not distort or skew trifoil.

COLOUR



Do not change the colour of the trifoil.

OUTLINE/STROKE



Do not apply strokes or outlines to the trifoil.

GRADIENT



Do not apply gradients to the trifoil.

SIZE



Do not change the size of the trifoil elements.

TRANSPARENCY



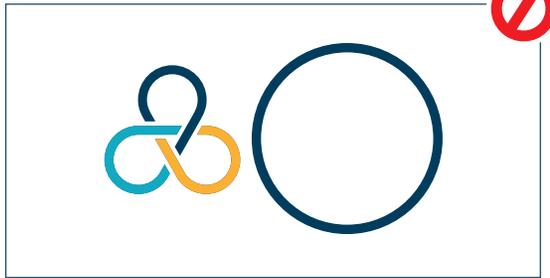
Do not change the transparency of the trifoil.

4.5 IN-CORRECT TRIFOIL APPLICATION

Avoid distorting the Trifoil by skewing, stretching, or compressing. Never alter colours, add outlines, or apply gradients or transparency changes. Keep all elements in the approved arrangement and don't swap or resize individual parts. Only use the designated typeface, and make sure the Trifoil stands out against its background without enclosing it in a box or placing it on patterns that compromise legibility.

4.5 IN-CORRECT TRIFOIL APPLICATION

SEPARATION/POSITIONING



Do not separate or change positioning of trifoil elements.

COLOURED BACKGROUNDS



Do not place trifoil on backgrounds that do not provide enough visual contrast.

BUSY BACKGROUNDS



Do not place trifoil on busy or distracting backgrounds.

BOX



Do not place trifoil in a box.



5.0

5.1 SNOWFLAKE

The Snowflake is a powerful visual symbol of AWG 2026, reflecting the individuality of each participant and the shared experience of the Games. Just as every snowflake is unique, so too is each athlete, volunteer, and supporter who contributes to the event.

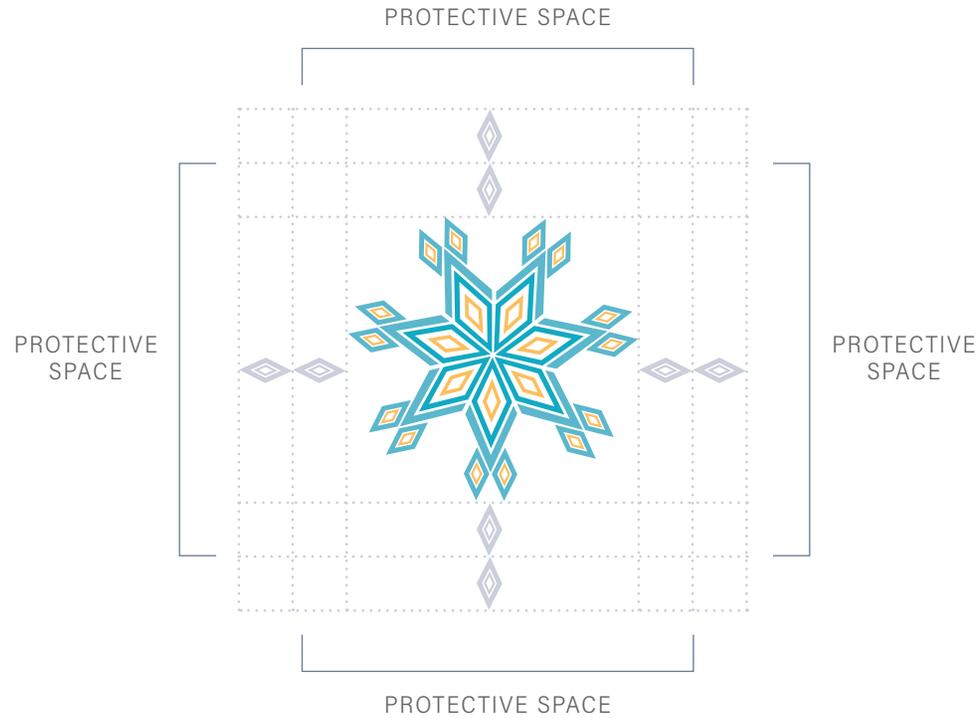
The Snowflake embodies the Arctic's natural beauty and dynamic energy, reinforcing the themes of resilience, unity, and excellence. As a core brand element, it should be used with careful attention to placement, ensuring clarity, contrast, and impact in all applications.

Its versatility allows it to be featured in:

- Event signage and digital branding
- Apparel and merchandise
- Environmental graphics and installations
- Decorative textures and background e



FULL COLOUR ISOLATED SNOWFLAKE



5.2 PROTECTIVE SPACE & MINIMUM SIZES

To maintain legibility and preserve visual impact, the snowflake should always have a clear space around it, free of any competing text or graphics. In addition, it must never be reproduced at a height or width smaller than 1.4", ensuring that all elements remain easily distinguishable and on brand.

5.3 CORRECT SNOWFLAKE APPLICATION

When working with the Snowflake, it is crucial to select the appropriate variation and placement to maintain clear visibility. The snowflake should be used on white or light backgrounds, allowing its colour palette to remain vibrant and legible. The snowflake can also be placed on dark backgrounds that allow for high contrast.

FULL COLOUR SNOWFLAKE



Snowflake should only be applied on backgrounds that ensure high contrast.



Snowflake should only be applied on backgrounds that ensure high contrast.

PHOTOGRAPHIC OR GRAPHIC BACKGROUND



Snowflake should only be applied on photographic backgrounds that ensure high contrast.



Snowflake should only be applied areas that do not interfere with graphical elements in background.



SKREW/DISTORTION



Do not distort or skew snowflake.

COLOUR



Do not change the colour of the snowflake

OUTLINE/STROKE



Do not apply strokes or outlines to the snowflake.

GRADIENT



Do not apply gradients to the snowflake.

SIZE



Do not change the size of snowflake elements.

TRANSPARENCY



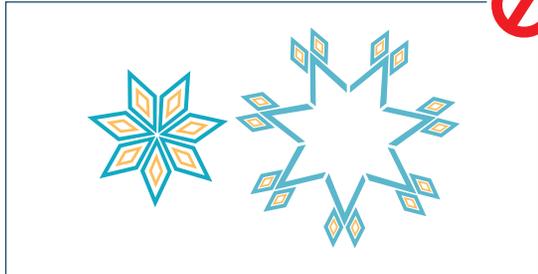
Do not change the transparency of the snowflake.

5.4 IN-CORRECT SNOWFLAKE APPLICATION

Avoid distorting the Snowflake by skewing, stretching, or compressing. Never alter colours, add outlines, or apply gradients or transparency changes. Keep all elements in the approved arrangement and don't swap or resize individual parts. Ensure the Snowflake stands out against its background without enclosing it in a box or placing it on patterns that compromise legibility.

5.4 IN-CORRECT SNOWFLAKE APPLICATION

SEPARATION/POSITIONING



Do not separate or change positioning of snowflake elements.

COLOURED BACKGROUNDS



Do not place snowflake on backgrounds that do not provide enough visual contrast.

BUSY BACKGROUNDS



Do not place snowflake on busy or distracting backgrounds.

BOX



Do not place snowflake in a box.



FULL COLOUR KALEIDOSCOPE SNOWFLAKE

5.5 SNOWFLAKE KALEIDOSCOPE

The Snowflake Kaleidoscope is a dynamic, multi-layered interpretation of the AWG 2026 brand. It builds on the Snowflake's core identity while adding movement, depth, and energy to brand materials.

Designed to create a sense of vibrancy and interconnectedness, the Kaleidoscope reflects the spirit of the Games: bringing together diverse participants, communities, and cultures into a shared celebration.

Guidelines for usage:

- The full-colour Kaleidoscope should only be applied on AWG Blue backgrounds to ensure maximum visibility.
- Elements from the Kaleidoscope may be extracted and used as subtle textures in backgrounds or environmental designs.
- The Kaleidoscope should not be altered in colour, rotated, or distorted to maintain brand integrity.

5.6 CORRECT SNOWFLAKE KALEIDOSCOPE APPLICATION

To ensure our brand maintains consistency and clarity, it is important to use the Snowflake and Kaleidoscope according to the following guidelines. Adhering to these rules helps reinforce the integrity of our brand identity across all touch-points.

SNOWFLAKE KALEIDOSCOPE



Snowflake kaleidoscope should only be applied on AWG Blue background.

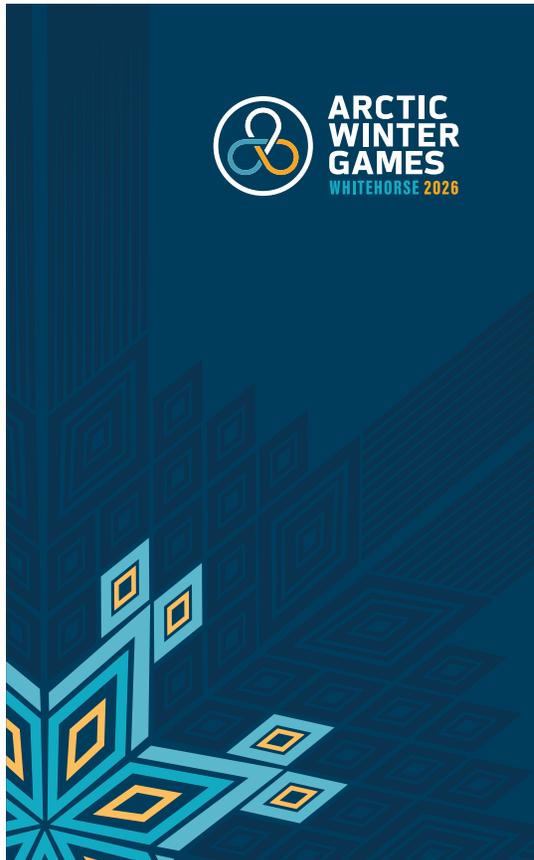


Snowflake kaleidoscope (isolated) should only be applied on AWG Blue background.



5.6 CORRECT SNOWFLAKE KALEIDOSCOPE APPLICATION

SNOWFLAKE KALEIDOSCOPE AND LOGO APPLICATION



Logo can be applied to the least busy area of the snowflake kaleidoscope background.



Kaleidoscope background can be used as a texture as long as it is placed over a AWG Blue layer.



Kaleidoscope background can be used to anchor logo in frame.

5.7 IN-CORRECT SNOWFLAKE KALEIDOSCOPE APPLICATION

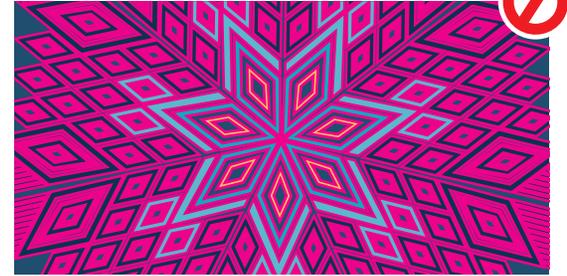
This section provides a strong foundation for Snowflake and Kaleidoscope usage restrictions in brand guidelines, ensuring the logo is always presented in its most effective form.

SKEW/DISTORTION



Do not distort or skew snowflake kaleidoscope.

COLOUR



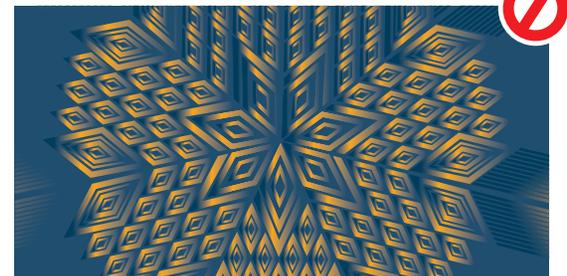
Do not change the colour of the snowflake kaleidoscope.

OUTLINE/STROKE



Do not apply strokes or outlines to the snowflake kaleidoscope.

GRADIENT



Do not apply gradients to the snowflake kaleidoscope.

SIZE



Do not change the size of snowflake kaleidoscope elements.

TRANSPARENCY



Do not change the transparency of the snowflake kaleidoscope.



5.7 IN-CORRECT SNOWFLAKE KALEIDOSCOPE APPLICATION

SEPARATION/POSITIONING



Do not separate or change positioning of snowflake kaleidoscope elements.

COLOURED BACKGROUNDS



Do not place snowflake kaleidoscope on coloured backgrounds.

BUSY BACKGROUNDS



Do not place snowflake kaleidoscope on busy or distracting backgrounds.

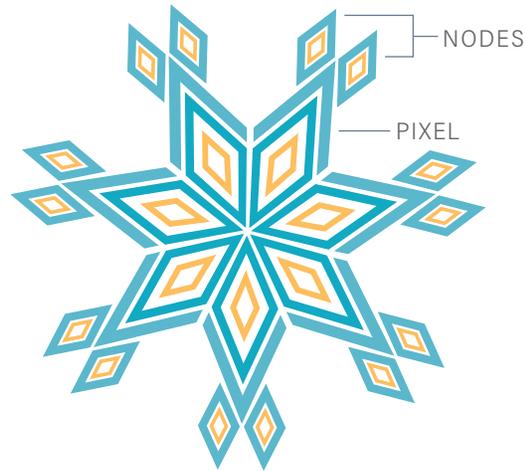
BOX



Do not place snowflake kaleidoscope in a box.



6.0



FULL COLOUR ISOLATED SNOWFLAKE

6.1 AWG BRAND ELEMENT APPLICATION (SNOWFLAKE)

The AWG 2026 brand elements provide flexibility for vendors and designers while ensuring consistency across applications. The Snowflake reflects the uniqueness of each participant, just as no two snowflakes are alike. Its structured yet organic form embodies the Arctic's natural beauty and the Games' dynamic energy.

While creativity in applying the Snowflake design is encouraged, all adaptations must adhere to the brand identity. Variations in texture, abstraction, and placement are permitted but require approval from the AWG 2026 Brand Manager to ensure alignment with the official guidelines.

Possible design applications include:

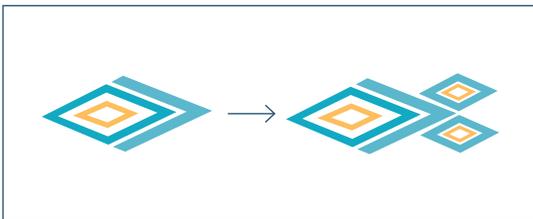
- Isolated snowflake pixels for subtle background patterns
- Polygon-based textures and grids derived from the Snowflake structure
- The use of Snowflake elements in way-finding, signage, and merchandise



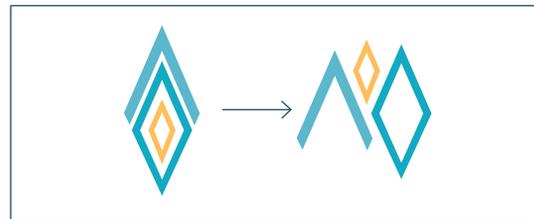
You may use individual pixels or nodes from the snowflake in their original form.



You may use individual pixels or nodes from the snowflake as a solid shape (polygon).



You may use the pixels with or without the pixel nodes.



You may separate pixel and node elements to create a pattern or texture.

6.2 AWG BRAND ELEMENT APPLICATION EXAMPLES

AWG 2026 brand elements allow for flexibility while maintaining a cohesive look and feel across all applications. The following examples demonstrate how the Snowflake, Trifol, and Kaleidoscope can be thoughtfully integrated into various branded materials but must be approved by AWG Brand Manager.



A website design featuring snowflake pixels forming an abstract mountain pattern, complemented by a kaleidoscope texture throughout the sections for a dynamic, engaging experience.

These designs are conceptual and owned by Mammoth Agency.



6.2 AWG BRAND ELEMENT APPLICATION EXAMPLES



A wall display featuring a pixel polygon shape as the central design, with snowflake and kaleidoscope patterns subtly integrated into the background texture.

An experimental wayfinding concept using snowflake pixels as directional markers to guide the way.



A tablecloth design featuring a kaleidoscope pattern as a textured background, with a snowflake element spilling off the left side.



These designs are conceptual and owned by Mammoth Agency.

6.2 AWG BRAND ELEMENT APPLICATION EXAMPLES

A pop-up banner featuring a kaleidoscope-patterned background with a snowflake design element for added visual impact.



An experimental pattern design combining snowflake pixels and polygon shapes for a dynamic, geometric aesthetic.



These designs are conceptual and owned by Mammoth Agency.



These designs are conceptual and owned by Mammoth Agency.

6.3 AWG BRAND ELEMENT APPLICATION (APPAREL)

Apparel is designed to be both functional and symbolic, fostering a strong sense of unity among athletes, volunteers, and attendees. Inspired by the resilience of northern communities, the designs integrate key brand elements in a way that is modern, practical, and visually engaging.

When incorporating brand assets into apparel, designers should:

- Utilize the Trifol and Snowflake as focal design elements or subtle textures.
- Maintain a balanced approach, ensuring logos and patterns do not overpower the garment.
- Respect colour guidelines to preserve brand integrity and visibility across different materials.
- Prioritize high-quality, sustainable materials in line with AWG 2026's commitment to environmental responsibility.

6.3 AWG BRAND ELEMENT APPLICATION (APPAREL)



These designs are conceptual and owned by Mammoth Agency.



6.3 AWG BRAND ELEMENT APPLICATION (APPAREL)



These designs are conceptual and owned by Mammoth Agency.



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