

Logo Use Guidelines

The Arctic Winter Games 2026 Host Society provides access to its official marks only to approved teams, partners, sponsors, and affiliated organizations. To ensure the consistent and appropriate use of our branding, please review the guidelines below before using the AWG 2026 logo.

Who May Use the AWG 2026 Logo

Use of the official logo is limited to:

- **Accredited teams and territorial sport organizations** involved in sanctioned trials, selection events, and official AWG preparations.
- **Official partners and sponsors**, who may use the logo to promote their partnership with the Games.
- **Government partners and host venues** formally associated with AWG 2026.
- **Approved contractors and suppliers**, for work being produced specifically for the Games.
- **Media outlets**, limited access for editorial coverage only.

Approved Uses

Authorized users may apply the AWG 2026 logo to:

- Promotional materials related to sanctioned trials or AWG 2026 events
- Non-commercial items such as signage, uniforms, posters, banners, and digital graphics
- Social media content promoting their team, partnership, or approved involvement (no pre-approval required for social media)

Restrictions

To protect the integrity of the AWG 2026 brand:

- The logo may not be used on any item intended for sale.
(All merchandise and apparel featuring AWG marks for resale must be produced by our Official Merchandiser)
- The logo may not be combined with other branding or sponsor logos without approval.
- The logo may not be altered — this includes colour changes, reshaping, adding elements, or distortion. See *official brand guidelines document for more information*.
- Unofficial or outdated logo versions must not be used.

Approval Requirements

- All designs featuring AWG 2026 marks — except social media content produced by authorized organizations — must be submitted to the Host Society for approval before printing or distribution.
- The Host Society will review for brand consistency and proper application.
- Approvals should not take longer than 1-2 business days.

Contact for Logo Use, Approvals, or General Questions

For logo requests, design approvals, or any questions about proper brand usage, please contact:

→ **Larissa Winslade:** larissa.winslade@awg2026.org

Sponsorship Inquiries

Becoming an official partner is easy! Organizations interested in gaining logo access may become a sponsor starting at the **Friends of the Games** level which requires a minimum contribution of just \$100.

Sponsorship begins at the **Friends of the Games** level, with a minimum contribution of \$100.

To learn more or to become a sponsor, please contact:

→ **Kia Knowler:** kia.knowler@awg2026.org