

**ARCTIC WINTER GAMES
BRAND and
LOGO GRAPHIC STANDARDS MANUAL**

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INTRODUCTION

The Arctic Winter Games International Committee (AWGIC) has endeavoured to create a strong visual image for the Arctic Winter Games. By ensuring the consistent and proper application of the Arctic Winter Games Brand and Official Logo, the committee expects to significantly enhance positive public awareness of the event. The committee's decision to require all host societies to use the Arctic Winter Games Official Logo for a particular set of games was made in this spirit. The Arctic Winter Games Official Logo shall be the sole logo approved for each games.

Since the Arctic Winter Games was first held in 1970, the event's mission—to promote athletic competition, cultural exhibition and social interaction among Northerners—has always been symbolized by three interlocking rings. Over the years, the official logo has evolved to include a multi-coloured ribbon reminiscent of the Northern Lights or aurora borealis. In 2003, the various elements of this logo were revised in order to remove design imperfections and simplify reproduction in all media. At the same time, the Northern Lights were “put back in the night” by the addition of a black background bordered by a white circle that represents the circumpolar world. Finally, the original image of the interlocking rings was re-introduced to the logo because of its strength.

Despite its bold new appearance and more user-friendly characteristics, the official logo retains the overall visual qualities that have made it such an enduring symbol of the North's premier multi-sport and cultural event for youth.

PURPOSE OF THE BRAND AND LOGO GRAPHIC STANDARDS MANUAL

The Arctic Winter Games Graphics Standards Manual is intended to:

- Describe the updated Arctic Winter Games Official Logo
- Establish standards for applications involving the Arctic Winter Games Official Logo
- Identify Authorized Users of the Arctic Winter Games Official Logo
- Outline the approval process for applications involving the Arctic Winter Games Official Logo
- Provide directions to on-line sources for digital files

To request more information or electronic files, contact the AWGIC at info@arcticwintergames.org .

DISCLAIMER

What you see is not necessarily what you'll get. Depending on your computer's monitor or printer, the logo colours you view in this document may or may not appear the same as the true colours described on page.

TRADEMARKING AND AUTHORIZED USE

The Arctic Winter Games Official Logo is the property of the Arctic Winter Games International Committee and is fully protected under copyright law. The committee reserves the right to withdraw, without appeal, any permission to use the official logo when its use does not meet the standards outlined in this manual and/or other agreements or contracts.

The following are included among Authorized Users of the Arctic Winter Games Brand and Official Logo, subject to the terms and conditions set out in their individual contracts or agreements.

Funding Partners

The governments of all jurisdictions providing core funding to the AWGIC are permitted to use the official logo for non-commercial purposes.

Sponsors

Corporate and other non-governmental sponsors of the AWGIC are permitted to use the official logo in packaging, promotions, advertising and communications as outlined in their contracts or other agreements with the AWGIC or a Host Society.

Bid Committees & Host Societies

The Arctic Winter Games Official Logo shall be the sole logo of the Games. Bid committees and host societies are required to use the Arctic Winter Games Official Logo, subject to the guidelines described in this document and the AWG Symbol Policy. A Bid Committee or Host Society may choose to add the location and year of the Games to the Arctic Winter Games Logo. Written approval must be obtained from the Arctic Winter Games International Committee for any additions to the Logo including name of city/province or year.

The bid committee or host society may authorize use of the Arctic Winter Games Official Logo by third parties of its own choosing, subject to contracts or other agreements and this Manual. These third parties may include the bid committee's or host society's funding partners, sponsors, licensees, merchandise retailers and others. Host societies may also authorize the use of the Arctic Winter Games Official Logo by way of a licensing agreement with Artists subject to the approval of AWGIC. A sample license agreement is attached to these guidelines.

Others

Sport and cultural organizations at the territorial, provincial, state and national level may request permission to use the Arctic Winter Games Official Logo for non-commercial applications, including letterhead, uniforms and advertising. Approval will generally be granted or denied based on the organization's involvement in, and relevance to, the Arctic Winter Games.

Artists or Artisans, by license with a host society, under the terms of the attached License Agreement. Should a Host Society charge a fee to an artist for use the Official Logo, such fee must first be approved in writing by the Arctic Winter Games International Committee.

THE APPROVAL PROCESS

This manual clearly explains how the Arctic Winter Games Official Logo should be used. When this manual is followed correctly, and used in conjunction with appropriate digital files, Authorized Users should be able to proceed immediately with applications. However, those who proceed to production (e.g. the printing of marketing materials) without the explicit approval of the AWGIC risk the loss of expenses should the design not conform to the standards set out in this manual. If in doubt—ask.

Consultation

Any questions regarding the contents of this Manual and proposed applications should be directed to the AWGIC by e-mail to info@arcticwintergames.org . The AWGIC will be available to provide consultation, clarification and advice prior to submission.

Submission

Proposed applications, (PDF or JPEG, should be submitted to the AWGIC by email to info@arcticwintergames.org for evaluation.

Evaluation

The AWGIC will evaluate proposed applications on an as-needed basis. Every effort will be made to complete evaluations within five (5) working days from receipt of submissions. Authorized Users are strongly encouraged to factor this minimum evaluation period into production timelines.

Notification

The Arctic Winter Games International Committee will provide written notification of all approved applications. When approval is withheld, the AWGIC will provide specific reasons.



logo without logotype



logo with logo type

THE OFFICIAL LOGO

The Arctic Winter Games Official Logo contains four basic elements:

1. Three interlocking rings which symbolize athletic competition, cultural exhibition and social interaction among Circumpolar peoples;
2. An underlying ribbon which represents the Northern Lights or aurora borealis;
3. A black background which represents the night sky; and,
4. An all-encompassing white circle which symbolizes the circumpolar world.

Wherever possible, the official logo should be reproduced in full-colour. In order to reproduce the logo properly, the following colours must be used:

Purple: Pantone Purple the CMYK formula for this colour is: 40/90/0/0

Blue: PMS 300 The CMYK formula for this colour is: 100/45/0/0

Green: Pantone Green the CMYK formula for this colour is: 100/0/60/0

The pantone numbers are as follows.

Blue words/rings PMS 282.

Background blue of middle band PMS 295.

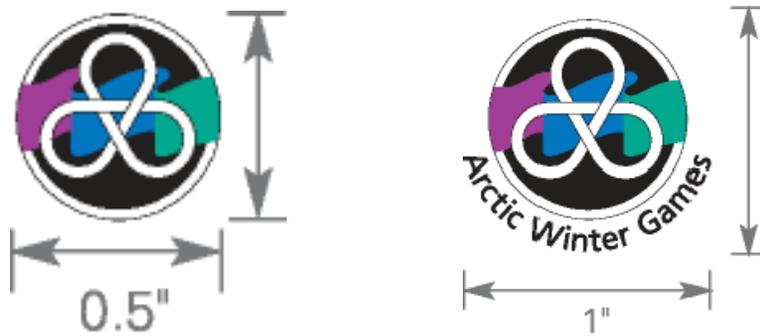
Pink on left side is PMS 245.

Green on right side is PMS 3272

In most applications, the official logo also incorporates the logotype “Arctic Winter Games” in the preferred format shown. The logotype should appear in black.

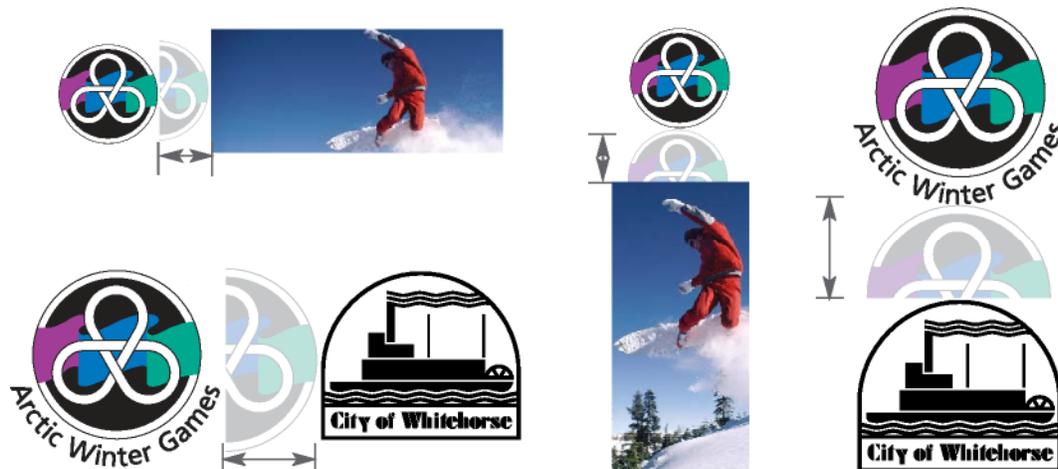
Minimum and Recommended Sizes

The minimum size for the official logo without logotype to be reproduced clearly is 0.5” x 0.5”. When the logo is reproduced with logotype, the 0.5” x 0.5” size standard still applies to the graphical component. The recommended size for the logo to be reproduced is at least 1” x 1”.



Free Space Standards

As illustrated, the minimum distance permitted between the official logo, with or without logotype, and all surrounding graphic and/or typographic elements is one-half the width of the logo (including logotype, where applicable). Exceptions may apply for the positioning of certain commonly used tags.



Positioning of Tags

Authorized Users may wish to use one of the following tags in conjunction with the official logo, including the logotype in the preferred format:

- International Committee
- Funding Partner
- Sponsor
- Supporter
- 2004, 2006 etc.
- Team Alberta etc.

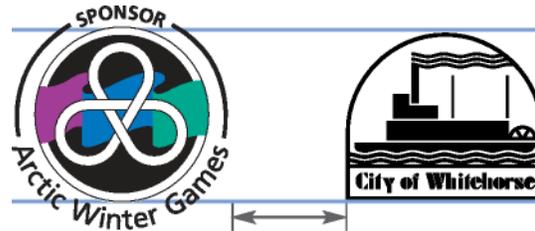
As illustrated, the tag should appear in a centered array around the top of the logo in uppercase, Frutiger 65. The type should be black and should not exceed the total width of the official logo.



Positioning of Other Logos

The diagram illustrates the manner in which the official logo should appear in relation to any other logo, such as a corporate or government logo. When the official logo is used in conjunction with another logo, it should include the appropriate designation (as set out in agreements).

Where possible, the official logo with added text should appear in a 1:1 ratio with other logos.



Exceptions to Colour Reproduction

Where necessary or desirable, the official logo may be reproduced in a monochrome version in which the underlying ribbon is 50% black. The logotype should appear in black.

For applications involving embroidery, silkscreen and vinyl signage, the monochrome version of the official logo will actually require a three-colour treatment composed of black, grey and white.



monochrome reproduction

Backgrounds Other Than White

In the event that the official logo, including logotype and any other text elements, appears on a dark colour substrate such that the logotype and text are no longer legible, then a reversed treatment of the logotype and text to white is required, as illustrated. When placing a reversed logo on a photograph, the logo should be positioned on a solid colour field to ensure legibility.



Exceptions to Logotype Format

For certain applications including letterhead and envelopes, the logotype “Arctic Winter Games” may be positioned in the following alternate formats. The text must still appear in black 10 pt. Frutiger 65 at minimum size. Standards for minimum size, free space and backgrounds other than white still apply.



Arctic Winter Games



Arctic
Winter
Games

BID COMMITTEE AND HOST SOCIETY APPLICATIONS

One of the best ways to strengthen the Arctic Winter Games brand is to ensure that the official logo is strongly associated with each and every set of games. For this reason, the Arctic Winter Games Official Logo shall be the sole logo of the Games. Bid Committees and Host Societies may, with the prior written approval of the Arctic Winter Games International Committee, choose to add the location and/or year of the Games to the logo.

CAMERA-READY ARTWORK

Digital Logos

The Arctic Winter Games Official Logo, in both full-colour and monochrome versions, is available from the Official Website of the Arctic Winter Games at www.arcticwintergames.org. Click the link to “Graphic Standards Manual” and “AWG Official Logo” to locate and download the appropriate files.

Digital Photos

The Arctic Winter Games website also contains an archive of digital images from previous games. These photos may be used with the permission of the Arctic Winter Games International Committee.

LICENSE AGREEMENT FOR LOGO USE

Between:

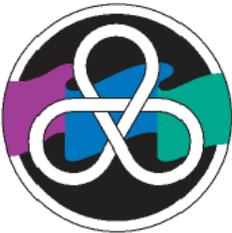
(insert year) Arctic Winter Games Host Society (“Host Society”)

_____ (Address)

And

_____ (“Artist”)

_____ (Address)



logo without logotype



(“Mark”)

In consideration of the mutual promises contained herein and for good and valuable consideration the parties agree as follows:

1. The Host Society and the Artist acknowledge that the Mark and the wording “Arctic Winter Games” is a registered trademark of the Arctic Winter Games International Committee.
2. The Host Society acknowledges that it is issuing this license with the express permission of the Arctic Winter Games International Committee.
3. The Host Society grants to the Artist a non-exclusive, non-transferable license to use the Mark in creating an image or object for sale (“Artwork”).
4. The License is limited to creative works of art that do not conflict with the Host Society’s merchandise/marketing plan.
5. Artists will not be permitted to create pins with the logo, nor will any artwork in the shape of an Ulu with the logo be allowed.
6. The Artist acknowledges receipt of a copy of the Arctic Winter Games Symbol Policy and the Arctic Winter Games Logo Graphic Standard Manual, and further acknowledges that all creative works will comply with the guidelines set out in the Arctic Winter Games Graphic Standard Manual.
7. The Artist will submit for approval to the Host Society a description and mock up of the Artwork and proposed retail pricing.
8. The Host Society will provide approval or denial on the project within 48 hours of the submission.
9. The Artist shall be responsible for all costs related to the creation, duplication and marketing of the Artwork.
10. The Artist shall pay to the Host Society a one-time license fee in the amount of \$insert amount, as approved by the Arctic Winter Games International Committee.
11. The Artist shall retain all proceeds from the sale of the Artwork.
12. The Host Society may from time to time review the Artist’s use of the Mark to ensure the use of the Mark is in accordance with the Trademark’s Act Canada and the terms of this License. The Host Society reserves the right to stop the sale of any Artwork that does not comply with the terms of this agreement.
13. The Artist must clearly identify to the public that the Mark is being used under license.
14. The Artist acknowledges that it does not acquire any rights of ownership in the Mark.
15. The Host Society acknowledges that it does not acquire any rights of ownership in the Artwork.

16. This License shall expire on April 30, _____. The Artist shall not offer for sale the Artwork after this date.
17. The benefit of this License Agreement shall be personal to the Artist who shall not, without the prior consent in writing of the Host Society, assign the same.
18. This License Agreement shall be governed by the laws of the Canada. If any of the provisions of this Agreement are invalid under any applicable statute or rule of law, they are deemed to be omitted from this Agreement.

Dated this ____ day of _____, 20 ____.

Artist

Witness

(insert year) Arctic Winter Games Society

Per: _____

Witness