

HORIZONTAL LOGO / SAFETY AREA



The Year of Sport logo represents energy and determination with a torch icon that also has elements of waves and motion.

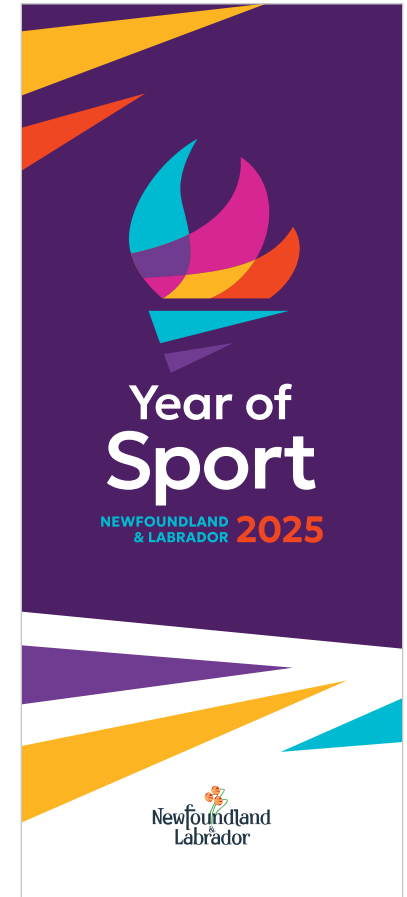
VERTICAL LOGO



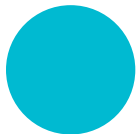
REVERSE LOGO



EXAMPLE BRAND APPLICATION



COLOUR PALETTE



C76 M0 Y18 K0
R0 G193 B212
#00c1d4
Pantone 3115



C100 M92 Y28 K15
R34 G50 B110
#22326e
Pantone 3581



C10 M94 Y0 K0
R214 G37 B152
#d62598
Pantone Pink



C0 M88 Y100 K0
R238 G70 B35
#ee4623
Pantone Bright Red



C64 M89 Y0 K6
R113 G61 B144
#713d90
Pantone 267



C67 M91 Y5 K39
R78 G34 B100
#4e2163
Pantone 7665



C0 M32 Y95 K0
R255 G184 B28
#ffb81c
Pantone 1235

MINIMUM SIZE

0.875"
min.
height



0.5"
min.
height



TYPOGRAPHY

We've got heart

2025 is a year to celebrate sport in our province.
Dedication. Community. Connection. Teamwork.

Heading & Body copy: Geologica Medium

TEXT HIGHLIGHT

TEAMWORK

Text: Geologica Bold