



FEBRUARY 25 – MARCH 1

2026

Local Style Guide



bcwintergames.ca



Official Logo



Our Logo

The logo is to be used as the main over-arching identity for the Trail-Rossland 2026 BC Winter Games. The logo must maintain adequate contrast and visibility in all applications. Avoid using the logo on a photograph that would conflict or clash with the colour or legibility. Our logo is available in colour, black, greyscale or reverse (white) versions as seen below.

Colour



Greyscale



Reverse on BC Winter Games blue background



White



Black



Reverse on BC Winter Games purple background



When using the name for the Games please make sure it is always written in this way: **Trail-Rossland 2026 BC Winter Games**

Official Logo



For strength of brand identity, please follow the minimum space requirements shown here so that the logo is represented consistently and clearly. The minimum clear space around the logo is equal to the width of the "BC" in the name



Minimum Size for all logo versions is 1 inch.

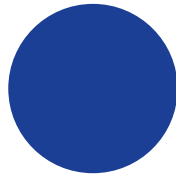
The logo must be enlarged proportionately. (not stretched or distorted horizontally or vertically)

Colour Palette

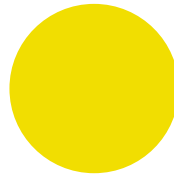
Our Primary Logo



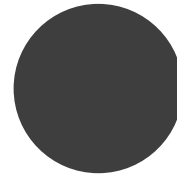
Red:
CMYK 0.95.100.0
RGB 238.49.36
HEX EE3124
Pantone 485



Blue:
CMYK 100.88.0.5
RGB 28.63.148
HEX 1C3F94
Pantone 072

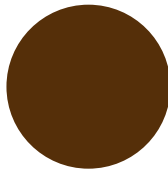


Yellow:
CMYK 0.2.100.7
RGB 244.220.0
HEX F4DC00
Pantone 605

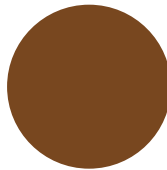


Black grey:
CMYK 0.0.0.90
RGB 65.64.66
HEX 414042

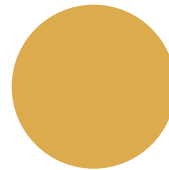
Complimentary Colours



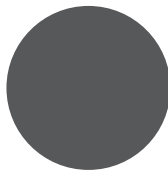
Dark bronze:
CMYK 0.43.88.66
RGB 86.49.10
HEX 56310A



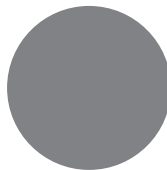
Medium Bronze:
CMYK 40.70.100.33
RGB 120.73.31
HEX 78491f



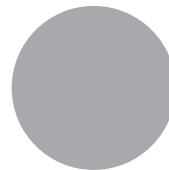
Gold:
CMYK 14.33.81.0
RGB 221.171.79
HEX DCAA4E



Dark silver:
CMYK 0.0.0.80
RGB 88.89.91
HEX 58585B



Medium silver:
CMYK 0.0.0.60
RGB 128.130.133
HEX 808284



Light silver:
CMYK 0.0.0.40
RGB 167.169.172
HEX A7A9AB

Fonts

Headline: **Myriad Pro Bold**

Body copy: **Myriad Pro Reg**

Alternate fonts if Myriad
is not available:

Helvetica or **Tahoma Reg**

Body copy:

The suggested size is between 9.5pt and 11pt

Subheadings:

12pt and 18pt

Titles or headings:

24pt and up

(all copy should be in either dark blue or black)

When using the name for the Games please
make sure it is always written in this way

Trail-Rossland 2026 BC Winter Games



Trail-Rossland 2026 BC Winter Games

Tagline

Black

***From metals to medals,
Forging community in sport***

White

***From metals to medals,
Forging community in sport***

Tagline is Myriad Pro Semibold Italic, with no tracking.
With 20 point type, leading is 24 point.

Tagline statement

“From metals to medals, Forging community in sport” reflects Trail and Rossland’s journey from mining towns to thriving winter-sport communities. It celebrates how the same spirit of hard work that once forged metal now forges connection, pride, and achievement through sport.

The tagline statement can be used if needed. It represents the meaning behind the official tagline.

The tagline must be enlarged proportionately – not stretched or distorted horizontally or vertically.

Official tagline hashtag

#frommetaltomedals

The tagline can be used in black, 90% black, 80% black or white. When combined with the logo, it must be within the minimum space requirements of the logo as shown below.



***From metals to medals,
Forging community in sport***

The tagline must never be used alone. It must always have the official Trail-Rossland 2026 BC Winter Games logo on the document or promotional material with it.

***From metals to medals,
Forging community in sport***

(Minimum size requirement is 1.5 inches long or 9.5 pt type)

Logo Misuse

Usage

The official Trail-Rossland 2026 BC Winter Games logo and tagline should not be altered or changed in any way. Take care when importing these logos into your document ensuring that they have not being distorted (stretched, compressed or cropped). They should always be consistent and recognizable in every application.



Do not rotate or skew



Do not stretch or condense



Do not change colours



Do not place directly on a photo or busy background



Do not scale or move element individually



Never use a drop shadow

Provincial Partners



As guests on these lands, we acknowledge and respect that we live, work and play on the traditional, ancestral and unceded territory of many Indigenous people.

Provincial Partner - logo placement

Provincial Partner logos are included on all print material in a primary location. If the publication/document is in full colour, the Provincial Partner logos are to be in appropriate Pantone colours. If the document is printed in black and white (grayscale) the logos can be in black and white or grayscale.

The Provincial Partner logos are to be used in a straight line as shown above. They are provided for use as one logo block graphic with an Indigenous land acknowledgment under the logos.

Friends of the Games - logo placement

- The overriding principle is that Friends of the Games recognition and exposure must not be more prominent or in any way lessen the recognition and exposure given to the Provincial Partners.
- Friends of the Games logos or reference to Friends of the Games (maximum of two), can be included in each publication. Friends of the Games logos, or reference to Friends of the Games, must appear in a different and less prominent location than the Provincial Partner logos. All public documents including Friends of the Games logos and/or printed references must be reviewed by the Friends of the Games Directorate and BC Games staff prior to being printed.
- Friends of the Games logos, or reference to Friends of the Games, cannot be larger than any individual Provincial Partner logo.



Month 00, 2020

To Jane Doe,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et justo odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Sincerely,
John Doe



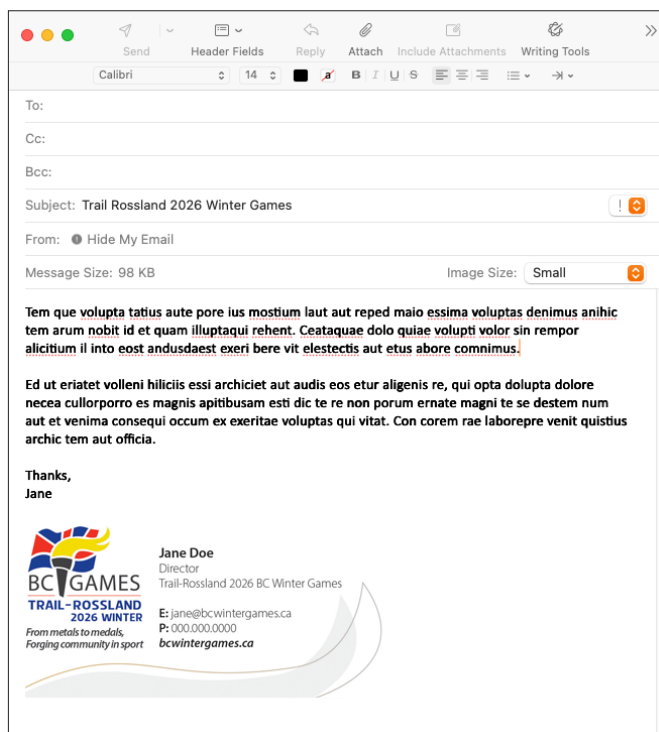
Letterhead

Dimensions: 8.5" x 11"

Format: Single sided

Signature bar

Available for each
Directorate



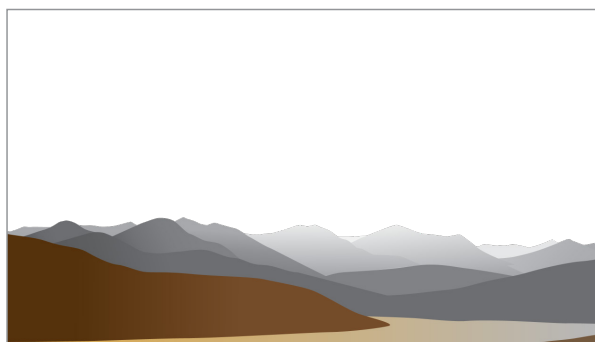
Powerpoint

Presentation pages available

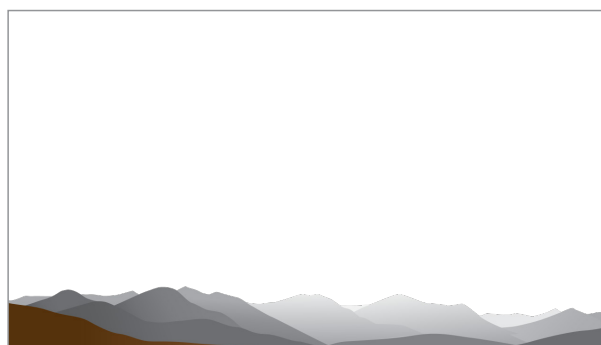
Cover page



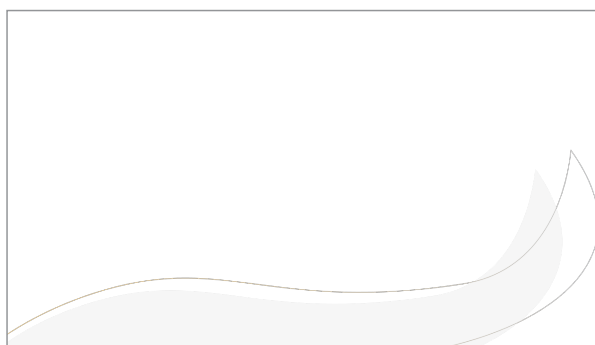
inside pages



Alternate blank 1



Alternate blank 2

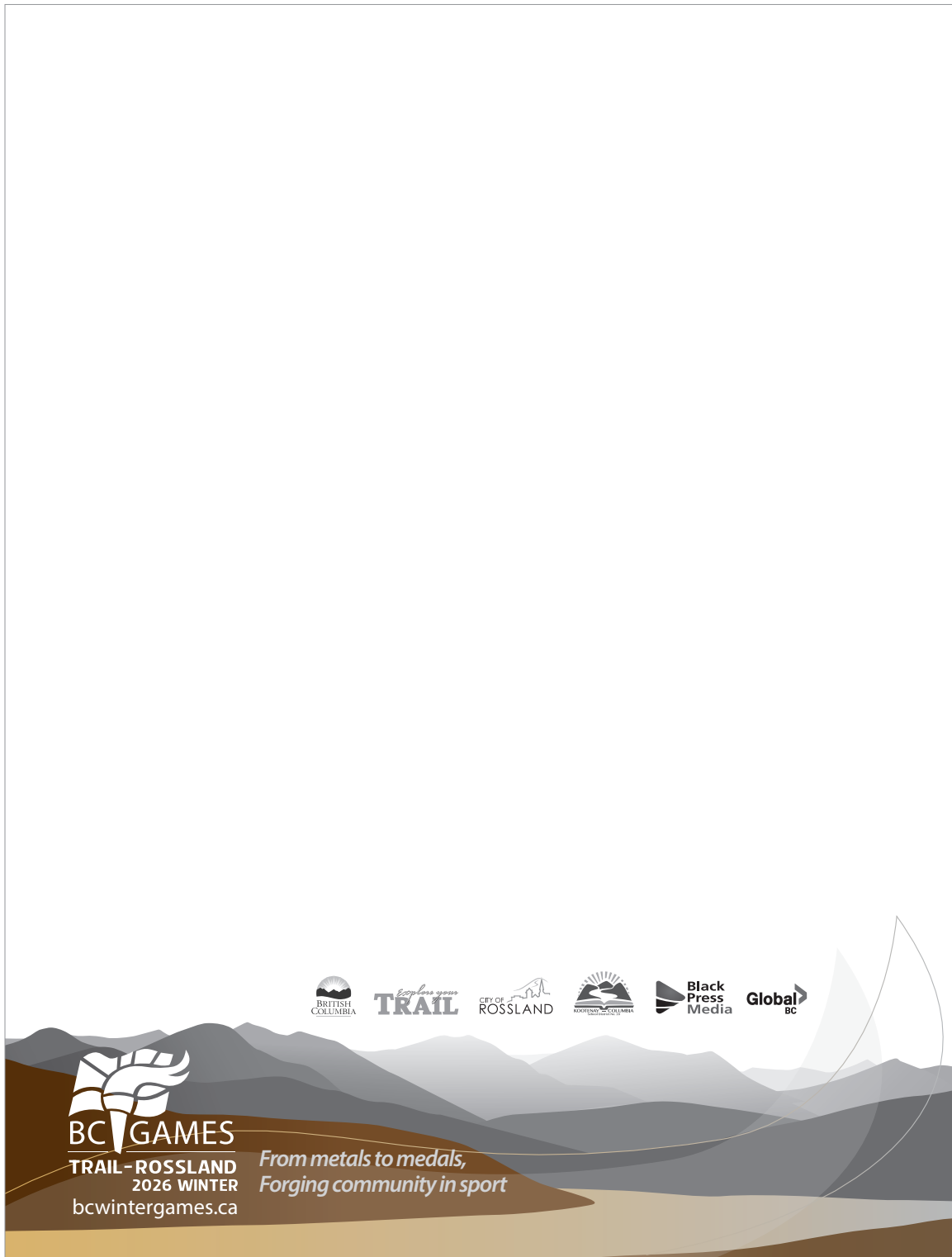


Partners page



These PowerPoint template is available for use by Directorates. It must always have a cover and include the Provincial Partners page. The inside pages can be used when needed but the ones with more graphics could be used as transitional pages as well.

Poster template



This is an example of our poster template on which you fill in the content.