

Logo Use Guidelines

Sport North

Trademark and Authorized Use

The Sport North Official Logo is the property of the Sport North Federation and is fully protected under copyright law. The Federation 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 guide and/or other agreements or contracts.

Any reproduction of the logo design for informational, promotional or commercial purpose must be approved in writing and in advance by the Federation. Authorization may be obtained by contacting the Marketing Coordinator at the Sport North office.

When authorization is obtained, the logo must be represented exactly using the designs and specified colours provided in the Logo Use Guidelines. No variation is permitted; any alteration of the symbol, name and type style, distortion of design, change of colour or unauthorized use for any reason, will be subject to appropriate legal action.

The Official Logo

The Sport North Federation logo has two symbolic northern figures joined by a single head to indicate the unity of the Territorial Sport Organizations within Sport North. The bottom figure is running with lifted arms, representing speed and strength. The top figure is balancing, representing co-ordination and agility. These are the four athletic qualities needed to participate in sport.

Logo Colours

The Sport North logo colour is blue (PMS 286) and white. The typical application of these colours is the blue logo and word marks against a white background (figure 1). When printing in black and white, the logo must appear as black line art (figure 2). The logo must never be decorated, embellished or shadowed. When using a dark background, the logo should appear in white (figure 3).



figure 1



figure 2



figure 3

Protection Space

The Sport North logo should always appear surrounded by a protection space. This space is kept free of distracting elements, such as type, graphics and photos, which can weaken the visual impact of the logo. When using the Sport North logo, a minimum distance of ½ the width of the logo shall be used to create room on the top and sides of the logo.