



NIAGARA
2021
CANADA
GAMES

IDENTITY GUIDE



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EVANGELISM

GET EVERYONE IN THE POOL

Consider the diverse and individualized experiences of the 2021 CSG's audiences, and the wants and needs of each of Niagara's municipalities. Include individuals of all abilities, genders, and ethnocultural backgrounds at all touchpoints.

INCLUSION

LIVE AND BREATHE FOR THE LEGACY

Use authentic positivity and enthusiasm to communicate the big picture value and potential of the 2021 CSG in order to attract and leverage support from all audiences and help ensure an improved Niagara for future generations.

HOSPITALITY

HOST WITH THE MOST

Leverage the location and amenities that Niagara has to offer, and welcome event participants with an exemplified Canadian warmth and enthusiasm to create lifelong visitors and ambassadors from tourists and locals alike.



CATALYST

- 01** *An agent or thing that precipitates an event or change.*
- 02** *A person whose talk, enthusiasm, or energy causes others to be more friendly, enthusiastic, or energetic.*

It is important to note that although the word ‘catalyst’ might not be used publicly, it should underly the ongoing messaging and brand activities of the 2021 CSG, both before and after the Games.

For example:

“The 2021 Canada Summer Games will mark a new era in Niagara, when we will become greater than the sum of our parts.”

“The 2021 Canada Summer Games created a platform for young athletes like never before.”

“Since the 2021 Canada Summer Games, Niagara has developed both the confidence and infrastructure to host world-class events.”



BRAND NARRATIVE | ENGLISH

At the peak of Niagara's boldest summer yet, more than 5,000 young athletes and their coaches will gather to compete for the podium in Canada's largest multi-sport event. On its road to glory, this shining generation of hopefuls will leave its mark on our community and on the country – transforming, inspiring, and unifying us all through the power of sport.

As ambassadors of Niagara's unrivaled warmth and compassion, thousands of volunteers will play host to the nation. The Niagara 2021 Canada Summer Games will celebrate the wonder of sport alongside arts and culture. The Games will honour our indigenous communities, and showcase a remarkable heritage of hard work and innovation in one of the world's most awe-inspiring destinations.

With world-renowned hospitality, the people of Niagara will welcome visitors from across the country. Spirited events, spectacular entertainment, and the theatre of elite competition will spark new energy in the region as our streets, skies, and waterways shimmer with ceremony and celebration that is befitting of Canada's best young athletes.

From August 6th to 21st, 2021, Niagara will surge stronger than ever on the national stage. The Games will give rise to a new legacy of ambition, confidence, and compassion that will inspire generations to come.



La saison estivale 2021 s'annonce des plus prometteuses dans la région de Niagara. Au plus fort de l'été, plus de 5 000 jeunes athlètes et entraîneurs se livreront une chaude lutte pour atteindre le podium lors du plus important événement multisport du Canada. En route vers la gloire, cette génération brillante d'espoir laissera sa marque sur notre communauté et sur le pays grâce au pouvoir transformateur, inspirateur et rassembleur du sport.

En tant qu'ambassadeurs de la bienveillance et de l'hospitalité inégalée de la région de Niagara, des milliers de bénévoles seront les hôtes de la nation. Les jeux d'été du Canada Niagara 2021 célébreront les merveilles du sport aux côtés des arts et de la culture. Les Jeux rendront hommage à nos communautés autochtones et mettront en valeur un héritage remarquable de travail acharné et d'innovation dans l'une des destinations les plus impressionnantes au monde.

La renommée mondiale de l'hospitalité de la région n'est plus à faire et la population de Niagara accueillera chaleureusement des visiteurs de partout au pays. Des événements animés, des divertissements spectaculaires et le théâtre de compétitions d'élites susciteront une nouvelle énergie dans la région alors que nos rues, nos ciels et nos voies navigables scintilleront de cérémonies et de célébrations dignes des meilleurs jeunes athlètes canadiens.

Du 6 au 21 août 2021, la présence de la région de Niagara sera plus forte que jamais sur la scène nationale. Les Jeux créeront un nouvel héritage d'ambition, de confiance et de compassion qui inspirera les générations à venir.



ENGLISH

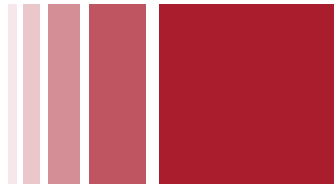
**ONCE,
AND FOR ALL.**

FRENCH

**UNE FOIS,
POUR TOUS.**



BRAND COLOURS



TRUE HEART
PANTONE: 187 C
RGB: 166 25 46
CYMK: 7 100 82 26
HEX: A6192E



SUNKISSED
PANTONE: 7409 C
RGB: 240 179 35
CYMK: 0 31 100 0
HEX: F0B323



WHITECAP
PANTONE: WHITE
RGB: 255 255 255
CYMK: 0 0 0 0
HEX: FFFFFFFF



CAPROCK
PANTONE: COOL GRAY 1
RGB: 217 217 214
CYMK: 4 2 4 8
HEX: D9D9D6

UNDERCURRENT
PANTONE: 295 C
RGB: 0 40 85
CYMK: 100 84 36 39
HEX: 002856



RAPID RUN
PANTONE: 647 C
RGB: 35 97 146
CYMK: 96 54 5 27
HEX: 236192



COOL RUSH
PANTONE: 639 C
RGB: 0 149 200
CYMK: 99 1 5 5
HEX: 0095C8

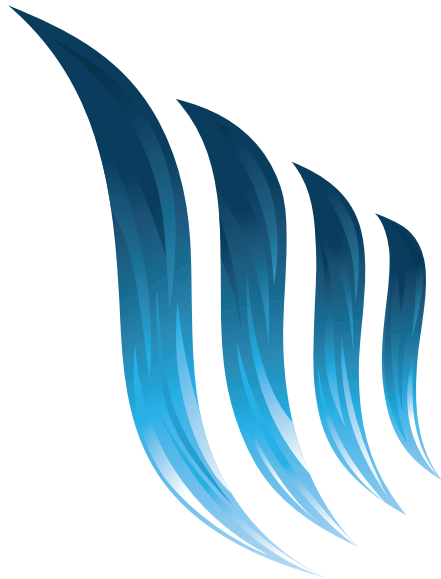


FRESH MIST
PANTONE: 3125 C
RGB: 0 174 199
CYMK: 84 0 18 0
HEX: 00AEC7





PRIMARY LOGO



NIAGARA
2021

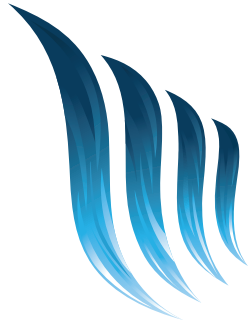


The logo is a nod to the world renowned and iconic Niagara Falls, divided into four rushing streams representing the directional points that unite the entire Niagara region (North, South, East, and West) and bringing everyone together.

The logo displays authenticity, pride, and charisma, while clearly showcasing itself as the catalyst for change through motion defined in the gradient fills representing Niagara's thundering waters. The flow of the falls boldly highlights the movement of sport and the playful spirit of the games.



PRIMARY LOGO COLOUR VARIATIONS



NIAGARA
2021



The primary logo, which includes a detailed gradient, should only be used on a white or very light background. This allows the logo to stand out and display its gradients clearly without conflict.



NIAGARA
2021



This is the solid version of the primary logo. It can be used in one of the brand colours on lighter backgrounds in 1 colour reproductions.



NIAGARA
2021



This is the solid white version of the primary logo. It should be used on brand colour backgrounds.



NIAGARA
2021



This is the solid gradient version of the main logo. This should be used on light backgrounds that reduce the vibrancy of the primary logo gradient and should be used in place of the primary logo when printed in small formats where the primary gradient may not be legible.



NIAGARA
2021



This is the solid black version of the primary logo. It should be used on light backgrounds during 1 colour reproductions.



NIAGARA
2021

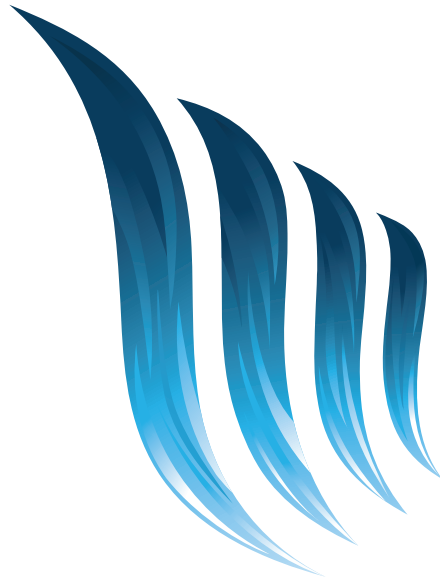


This is the solid white version of the primary logo. It should be used on brand colour backgrounds.



PRIMARY LOGO ORIENTATION

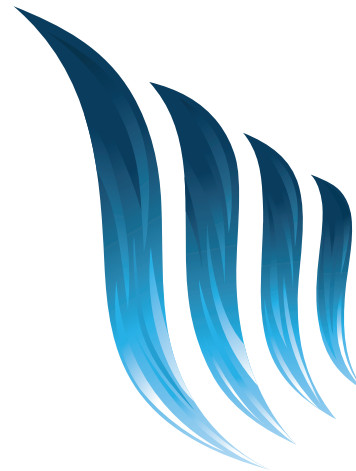
STACKED



NIAGARA
2021



HORIZONTAL



NIAGARA
2021





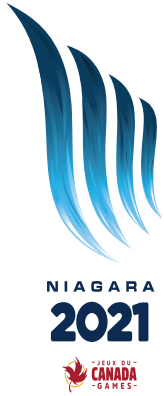
PRIMARY LOGO CLEAR SPACE

The clear space around the logo should always be the height of the 2021 from the wordmark so the logo is given room to breathe.





PRIMARY LOGO MISUSE



Never stretch or squish the logo.



Never rotate the logo or change its position.



Never use drop shadows, bevels, or other effects



Never reproduce as an outline.



Do not encase the logo in a border or shape element.



Never flip the logo's orientation.



Never change the logo's colours.



Never alter the gradients of the logo or change the colours.



Never alter the spacing or the position of the logo and its contents.



Never allow poor reproduction of the logo.



PRIMARY LOGO MINIMUM SIZES

The primary logo is designed in a 2:1 ratio. Due to the relationship between the elements in the lock-up, at smaller sizes it may be required to remove some components to retain legibility. Below .75" it is suggested to remove the CG portion of the lockup. Below 0.5" it is suggested to use the Solid version of the logo as the gradients may not reproduce well.



2:1 RATIO



1" WIDE



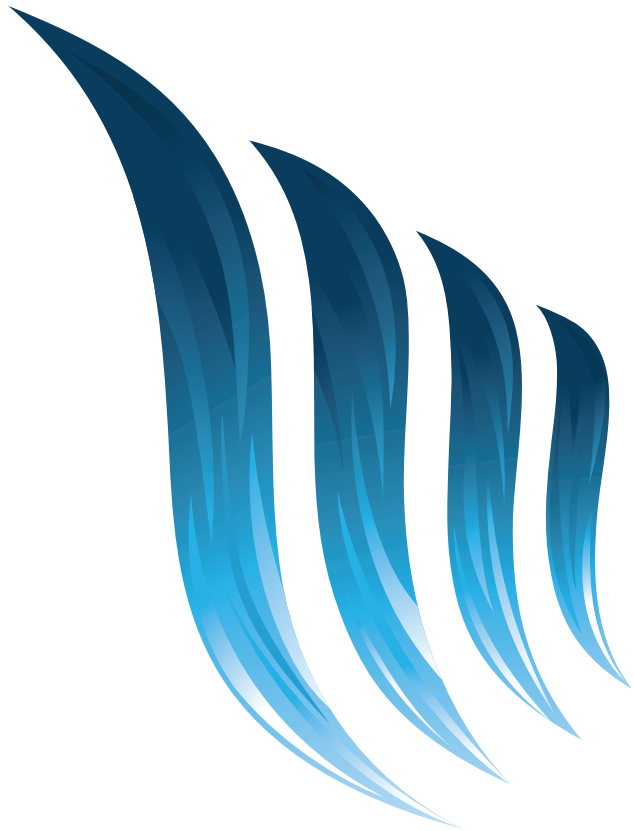
< 0.75" WIDE



< 0.5" WIDE



BRAND SYMBOL

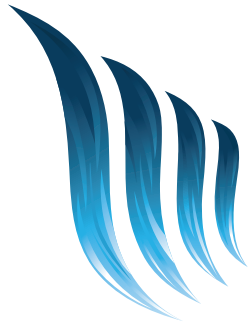


The logo mark is unique and clean on it's own. It should only appear in the gradient as shown and solid in the color palette given.

This should never be strayed from.



BRAND SYMBOL COLOUR VARIATIONS



The primary symbol, which includes a detailed gradient, should only be used on a white or very light background. This allows the logo to stand out and display its gradients clearly without conflict.



This is the solid version of the symbol. It can be used in one of the brand colours on lighter backgrounds in 1 colour reproductions.



This is the solid white version of the symbol. It should be used on darker colour backgrounds.



This is the solid gradient version of the main logo. This should be used on light backgrounds that reduce the vibrancy of the primary logo gradient and should be used in place of the primary logo when printed in small formats where the primary gradient may not be legible.



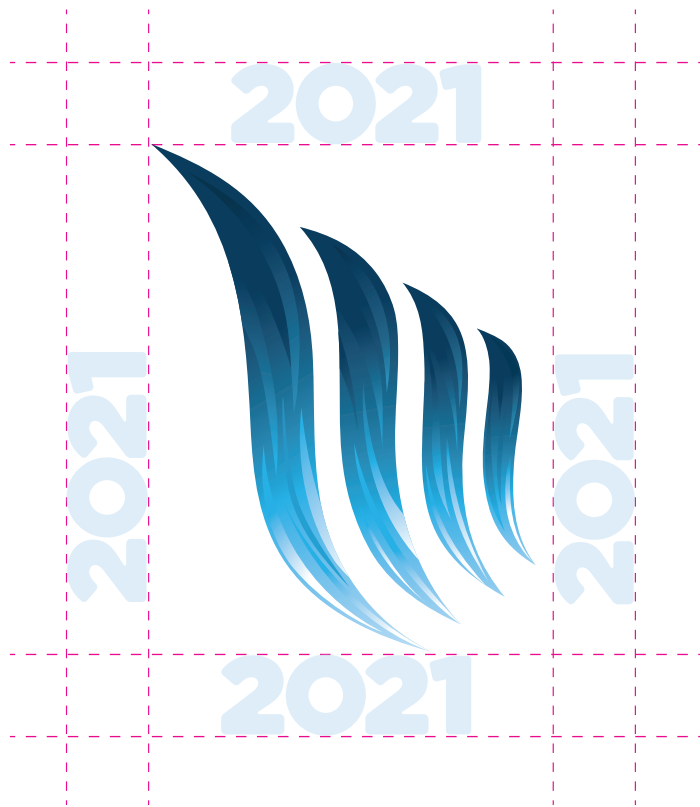
This is the solid black version of the symbol. It should be used on light backgrounds during 1 colour reproductions.



This is the solid white version of the symbol. It should be used on darker colour backgrounds.



BRAND SYMBOL CLEAR SPACE



The clear space around the brand symbol should always be the height of the 2021 from the wordmark relative to the size of the symbol so it is given room to breathe.



AMSI PRO

Fun. Athletic. Energetic. Versatile. Performant.

Amsi Pro is the primary font family for the brand. It comes in 3 widths - Regular, Narrow and Condensed. Each can be used as required but only in the weights specified in this guide.

Ultra weight should always be used in uppercase for headings, headlines, taglines, slogans and display text. Light weight can be used for lead copy, ad copy or to contrast the weight of Narrow Ultra in headlines etc.



BRAND TYPOGRAPHY - PRIMARY FONT FAMILY

AMSIPRO

Ultra / Ultra Italic

A *a*

Ultra

ABCDEF
abcd1234

abcdefghijklmnopqrstuvxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@#\$%^&*()

Ultra Italic

ABCDEF
abcd1234

abcdefghijklmnopqrstuvxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@#\$%^&*()



BRAND TYPOGRAPHY - PRIMARY FONT FAMILY

AMSIPRO

Light / Light Italic

Aa

Light

ABCDEF
abcd1234

abcdefghijklmnopqrstuvxyz

ABCDEFGHIJKLMNPOQRSTUVWXYZ

1234567890!@#\$%^&*()

Light Italic

ABCDEF
abcd1234

abcdefghijklmnopqrstuvxyz

ABCDEFGHIJKLMNPOQRSTUVWXYZ

1234567890!@#\$%^&()*



BRAND TYPOGRAPHY - PRIMARY FONT FAMILY

AMSIPRO

Narrow Ultra / Narrow Ultra Italic

A *a*

Narrow Ultra

ABCDEF
abcd1234

abcdefghijklmnopqrstuvxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@#\$%^&*()

Narrow Ultra Italic

ABCDEF
abcd1234

abcdefghijklmnopqrstuvxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@#\$%^&*()



BRAND TYPOGRAPHY - PRIMARY FONT FAMILY

AMSIPRO

Narrow Light / Narrow Light Italic

Aa

Narrow Light

ABCDEF
abcd1234

abcdefghijklmnopqrstuvxyz

ABCDEFGHIJKLMNPOQRSTUVWXYZ

1234567890!@#\$%^&*()

Narrow Light Italic

ABCDEF
abcd1234

abcdefghijklmnopqrstuvxyz

ABCDEFGHIJKLMNPOQRSTUVWXYZ

1234567890!@#\$%^&()*



BRAND TYPOGRAPHY - PRIMARY FONT FAMILY

AMSIPRO

Condensed Light / Condensed Light Italic

Aa

Condensed Light

ABCDEF
abcd1234

abcdefghijklmnopqrstuvxyz

ABCDEFGHIJKLMNPOQRSTUVWXYZ

1234567890!@#\$%^&*()

Condensed Light Italic

ABCDEF
abcd1234

abcdefghijklmnopqrstuvxyz

ABCDEFGHIJKLMNPOQRSTUVWXYZ

1234567890!@#\$%^&()*



BRAND TYPOGRAPHY - PRIMARY FONT FAMILY

AMSIPRO

Condensed Ultra / Condensed Ultra Italic

A *a*

Condensed Ultra

ABCDEF
abcd1234

abcdefghijklmnopqrstuvxyz

ABCDEFGHIJKLMNPOQRSTUVWXYZ

1234567890!@#\$%^&*()

Condensed Ultra

ABCDEF
abcd1234

abcdefghijklmnopqrstuvxyz

ABCDEFGHIJKLMNPOQRSTUVWXYZ

1234567890!@#\$%^&*()



SOURCE SANS PRO

Source Sans Pro is the secondary font family for the brand. It is more versatile and less stylized than Amsi Pro Narrow. It should be used primarily for smaller body copy, ad copy, paragraph text etc and as the body font on the web. All weights can be used as required (Extra Light, Light, Regular, Semibold, Bold and Black)



SOURCE SANS PRO

Black / Black Italic

A *a*

Black

ABCDEF
abcd1234

abcdefghijklmnopqrstuvxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@#\$%^&*()

Black Italic

ABCDEF
abcd1234

abcdefghijklmnopqrstuvxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@#\$%^&*()



SOURCE SANS PRO

Regular / Regular Italic

A *a*

Regular

ABCDEF
abcd1234

abcdefghijklmnopqrstuvxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@#\$%^&*()

Regular Italic

ABCDEF
abcd1234

abcdefghijklmnopqrstuvxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@#\$%^&()*



SOURCE SANS PRO

Light / Light Italic

Aa

Light

ABCDEF
abcd1234

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNopQRSTUVWXYZ
1234567890!@#\$%^&*()

Light Italic

ABCDEF
abcd1234

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNopQRSTUVWXYZ
1234567890!@#\$%^&()*



THIS IS A MAIN TITLE

This is lead copy nunc imperdiet facilisis
consectetur proin hendrerit mattis mi
nec dignissim.

This is paragraph text. Lorem ipsum dolor sit amet, consectetur
adipiscing elit. Nullam ultrices condimentum nunc, eget
euismod arcu luctus vitae. Nunc imperdiet facilisis consectetur.
Proin hendrerit mattis mi nec dignissim. Cras sed luctus massa.

***This is a quote. consectetur quam
amul triciestellus at mollis elemen
accum san sceler isque.***

This is paragraph text. Lorem ipsum dolor sit amet, consectetur
adipiscing elit. Nullam ultrices condimentum nunc, eget
euismod arcu luctus vitae. Nunc imperdiet facilisis consectetur.
Proin hendrerit mattis mi nec dignissim. Cras sed luctus massa.

THIS IS A MAIN TITLE

This is paragraph text. Lorem ipsum dolor sit amet, consectetur
adipiscing elit. Nullam ultrices condimentum nunc, eget
euismod arcu luctus vitae. Nunc imperdiet facilisis consectetur.
Proin hendrerit mattis mi nec dignissim. Cras sed luctus massa.

HEADING

AmsiProCond-Black
50pt / 45pt

LEAD

AmsiPro-Light
18pt/24pt

PARAGRAPH BODY

SourceSansPro-Regular
12pt/18pt

QUOTE

AmsiProCond-Ultratall
20pt/21pt

PARAGRAPH BODY

SourceSansPro-Regular
12pt/18pt

SUBHEADING

AmsiProCond-Black
24pt / 22pt

PARAGRAPH BODY

SourceSansPro-Regular
12pt/18pt

This is a sample of the brand
typefaces in use. This is a guide
to how to use in in print. It uses a
variation from the AmsiPro font
and Source Sans Pro families.



ONCE, AND FOR ALL.