



# Logo Usage Guidelines

Please see the below guidelines and samples for use of the TELUS World Ski & Snowboard Festival logo.

**\*Please note that the TWSSF logo must ALWAYS appear on a solid background.**

## Process Colour Logos



**Usage guidelines:**  
white background

**File type:**  
Illustrator EPS

**File name:**  
TWSSF\_CMYK.eps



**Usage guidelines:**  
black background

**File type:**  
Illustrator EPS

**File name:**  
TWSSF\_CMYK\_Reverse.eps

## Reverse Logo



**Usage Guidelines:**  
coloured background

**File type:**  
Illustrator EPS

**File name:**  
TWSSF\_Reverse.eps

## Black Logo



**Usage Guidelines:**  
black only printing

**File type:**  
Illustrator EPS

**File name:**  
TWSSF\_Black.eps

## Small Logos - Use when logo is smaller than 1 inch in width



**Usage guidelines:**  
white / light background

**File type:**  
Illustrator EPS

**File name:**  
TWSSF\_Small.eps



**Usage guidelines:**  
black / dark background

**File type:**  
Illustrator EPS

**File name:**  
TWSSF\_Reverse\_Small.eps

If you have any additional questions, please contact  
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