



The primary event logo is built from Futura Book, a geometric sans-serif typeface. The additional design elements depict a printed orienteering course, which emphasizes the quality of the orienteering of a championship event. The four distinct points of the course represent the four races of the championships: sprint, middle, long & relay. The color red has obvious ties to the course printing on a map, and also symbolizes the passion of competition, and the union between the primary competing nations: the United States & Canada. The logo is intended to be paired additional with text set in the Futura Book, with examples shown elsewhere. Additional text is colored in blue, representing the river near the event center, and the combination with the red provides greater emphasis on the colors of both the host country (USA) and club (DVOA).