

Brand guidelines

World Triathlon Para Cup



Introduction

These guidelines are here to introduce you to our brand and its identity elements, showcasing best practice for creating engaging communications, spaces and experiences.

Our brand brings together everything World Triathlon stands for and influences everything we do.

Follow these guidelines to ensure that all communications reflect and reinforce our identity. This will allow us to stand out in a crowded market and reach a whole new audience.

For more information or advice about using our brand identity, please contact the Marketing team at World Triathlon:

T: + 34 91 542 1855

E: marketing@triathlon.org

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Production responsibility of branding items

***The artwork of items produced by the LOC must be submitted to World Triathlon for approval. When sending files please include and keep version numbers on all items.**

Items	Responsibility
Finish tape	LOC*
Finish gantry / finish arch	LOC*
Awards ceremony backdrop	LOC*
Press backdrop	LOC*
Accreditation	LOC*
Signage	LOC*
Swim start pontoon	LOC*
Pre-transition area	LOC*
Finish area	LOC*
Age-group medals	LOC*
Handlers kit	LOC*
Bike rack and athlete ID plate	LOC*
Swim caps	LOC*

Items	Responsibility
Scrim	World Triathlon
World Triathlon scrim, flags & arches	World Triathlon
World Triathlon Global Partner scrim, flags & arches	World Triathlon
Medal ceremony flags	World Triathlon
Stickers and body decals	World Triathlon
Bib number	World Triathlon
Elite medals	World Triathlon

World Triathlon Masterbrand and Event Logo

Summary of the masterbrand elements

Elements cascade down
from the World Triathlon
masterbrand to inform
the Para Cups.

They are:

- The master colour palette.
- The master typefaces.
- The World Triathlon Globe.

Transition
Blue

Sky
Blue

Dew
Green

Ubuntu Bold
Ubuntu Medium
Ubuntu Light



Colour from the masterbrand

We use three colours from the masterbrand, Transition Blue, Dew Green and Sky Blue.

All logo templates are available as RGB, CMYK and Pantone file formats.

Please note - our primary colour palette is optimised for use as RGB. The CMYK values shown here have been carefully chosen to best represent our colour palette within the scope of the CMYK colour range.

The collateral shown in these guidelines are shown in RGB - please use CMYK when creating printed items.

Transition Blue

R34 G80 B227
C100 M70 Y0 K0
Pantone 2728C
#2250e3

Dew Green

R127 G238 B178
C41 M0 Y34 K0
Pantone 353C
#7feeb2

Sky Blue

R82 G173 B245
C63 M21 Y0 K0
Pantone 284C
#52adf5

Typeface from the masterbrand

The event logos use our primary typeface, Ubuntu.

It should also be used in all event communications.

Ubuntu is an Adobe font available to all designers using professional software at fonts.adobe.com/fonts/ubuntu

When Ubuntu isn't available, such as within Microsoft software, we default to the system font Arial.

**Ubuntu
Bold**

Used for headlines and titles.
Tracking should be set to '-10'

**Ubuntu
Medium**

Used for headlines and titles.
Tracking should be set to '-10'

**Ubuntu
Regular**

Used for variety i.e. bullet points,
pull out quotes and annotation.
Tracking should be set to '-10'

**Ubuntu
Light**

Used for body copy.
Tracking should be set to '-10'

Globe from the masterbrand

Our Globe is a powerful graphic
element that represents the
Triathlon movement.



We use this version in our
Para Cup event logos - it uses
Transition Blue from our
palette.



We have this alternate
version - it uses flat colour
from our palette.



We have a 3D version that can
be used to enhance the look of
our wider communications around
an event.

It must never be used in event
logo lockups - shown later in
this document.

Using the 3D Globe

Only ever show the 3D Globe in a cropped form, it should never be visible as a whole.

As the Globe represents the Triathlon movement we only ever use one Globe at a time, demonstrating that we are one united community.

Additionally the Globe can be cropped, scaled or rotated.

It can also be positioned:

- In front of background colours or gradients.
- In front of elements or imagery.
- Behind elements or imagery.
- To bleed across a fold, such as continuing across a front and back cover.



Cropped

To bleed off at least one edge of the page or screen



Scaled

The size should be increased until the overall shape is no longer clear



Rotated

To create the most dynamic composition within the page or screen



Colours

Backgrounds can be any of our brand colours or even a combination in gradient form



Positioned in front

of objects such as text or imagery



Or positioned behind

objects such as text or imagery

Event Logos

Para Cup event logo

The Event logo is the mark by which the individual Events of the series are recognized.

It consists of the:

- World Triathlon logomark
- 'World Triathlon Para Cup' wordmark
- Host City (shown in either Sky Blue or Dew Green)
- Year
- Vertical dividers.

As a LOC, you have the option to present a Title Partner in text or logo format, and an option to show your City in logo form - must be approved by World Triathlon.

The event logos can be used in colour or in white for use on Transition Blue and images.



The event logo must:

- Always show the Host City and Year in text.
- Show the Host City text in Sky Blue on white or in Dew Green on Transition Blue or image.
- Show the text and vertical dividers either in Transition Blue, or in white when used on a Transition Blue or image.

The event logo may:

- Include a Title Partner name (in CAPITALS) or logo.
- Include a Local Partner logo.

The event logo may not:

- Show a Title Partner logo and a Local Partner logo in the same version used.

Version with
Title Partner
in text



TITLE PARTNER
**World Triathlon
Para Cup**
CITY
2022

Version with
Title Partner
in logo form
included



**World Triathlon
Para Cup**
CITY
2022

Partner Logo

Version with
Title Partner
in text and
Local Partner
logo included



TITLE PARTNER
**World Triathlon
Para Cup**
CITY
2022

Partner Logo

Minimum size and exclusion zone

A minimum area of clear space around the logo is required across all communications.

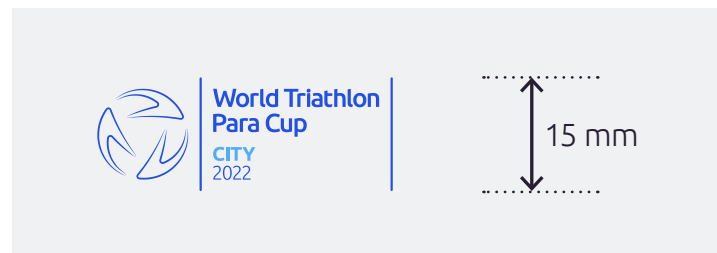
The clearance area is relative to the size of the logo. It is always equal to half the height of the vertical divider lines within the logomark (shown in the diagram as the distance 'X').

To preserve legibility, the primary horizontal logo should never be shown smaller than 15mm high.

Exclusion zone



Minimum size



Working with Title Partner and Local Partner logos

When featuring Title Partner or Local Partner logos in the event logo lockups, we've created a zone which shows the maximum height or width any Partner logo should appear.

To be approved by World Triathlon.

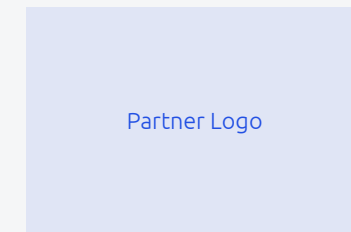


World Triathlon
Para Cup
CITY
2022

.....
Globe diameter

Further guidance

- Use the best orientation of a Partner logo i.e. portrait or landscape to best fit the space.
- Go by eye - the logo may not need to fill the height or width of the zone to look balanced against the rest of the lockup.
- Bear in mind Partner logos may have their own exclusion zones that might need to be applied.



.....
Globe diameter

.....
Globe diameter x 1.5

.....
Position the Partner logo away from the vertical divider with a value of 12.5% of the width of the globe

Event logo with year removed

In certain circumstances, and only with the explicit permission of the Marketing team at World Triathlon, a version of the event logo without the year can be used.

This is for a more sustainable logo to be used across certain items.

Each instance will be considered on a case-by-case basis dependent on Title Partner and Local Partner requirements.



TITLE PARTNER
**World Triathlon
Para Cup**
CITY



**World Triathlon
Para Cup**
CITY

Mono versions and when to use them

Mono versions (either all black or all white) of any of the Cup logos are permitted but only when it's not possible to use the colour version - and only with explicit permission of the Marketing team at World Triathlon.



Using the event logos on colour or image

Only use the primary colour example on white or a very light colour.

Only use the reverse version on Transition Blue.

When using the logo on top of an image in wider communications, always ensure all the elements are clearly legible - and only with explicit permission of the Marketing team at World Triathlon.

Acceptable

Acceptable
- on a white background



Acceptable
- on a light background



Acceptable
- on a light image keeping all elements legible



Acceptable
- on Transition Blue



Acceptable
- on a dark image keep all elements legible



Not Acceptable

Not Acceptable
- not all elements are legible



Not Acceptable
- not all elements are legible



Unacceptable use of the event logo

Never change the layout, colours, fonts or separate the elements of the logo.

<p>Don't rearrange the elements</p>		
<p>Don't stretch or distort the logo</p>		
<p>Don't recolour the elements</p>		
<p>Don't use any other fonts</p>		
<p>Don't break the rules of Partner logo size</p>		

The Field of Play

Finish tape

Producer: LOC.

Material: PVC.

Dimension: Height 300 mm.
Width 6000 mm.

Note: that the design of the finish tape is printed on both sides.

EXAMPLE WITH EVENT LOGO



EXAMPLE WITH PARTNER LOGO



EXAMPLE WITH LOC PARTNERS



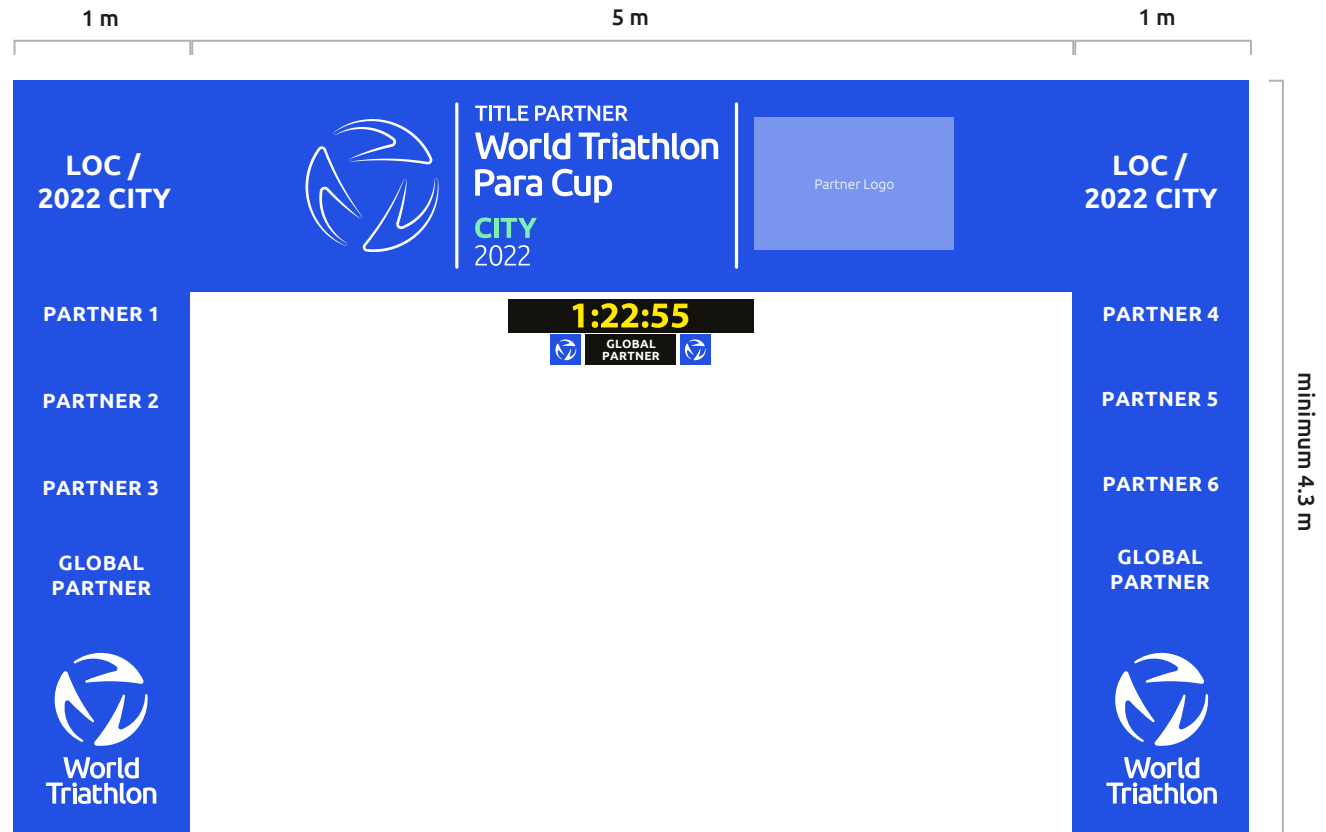
Finish gantry / finish arch

Producer: LOC.

Material: Hard board.

Dimension: Minimum height 4300 mm. Minimum height under the clock 2750 mm. Minimum width in total 7000 mm. Minimum width between the pillars 5000 mm. Pillar 1000 mm by 1000 mm, top 1000 mm by 1200 mm. Minimum thickness of the hard boards 4 mm.

The LOC will receive the artwork from World Triathlon without LOC logos. The LOC must then place the logos of the Local Partners into the provided spaces and finalize the artwork for production.



Interview backdrop

Producer: LOC.

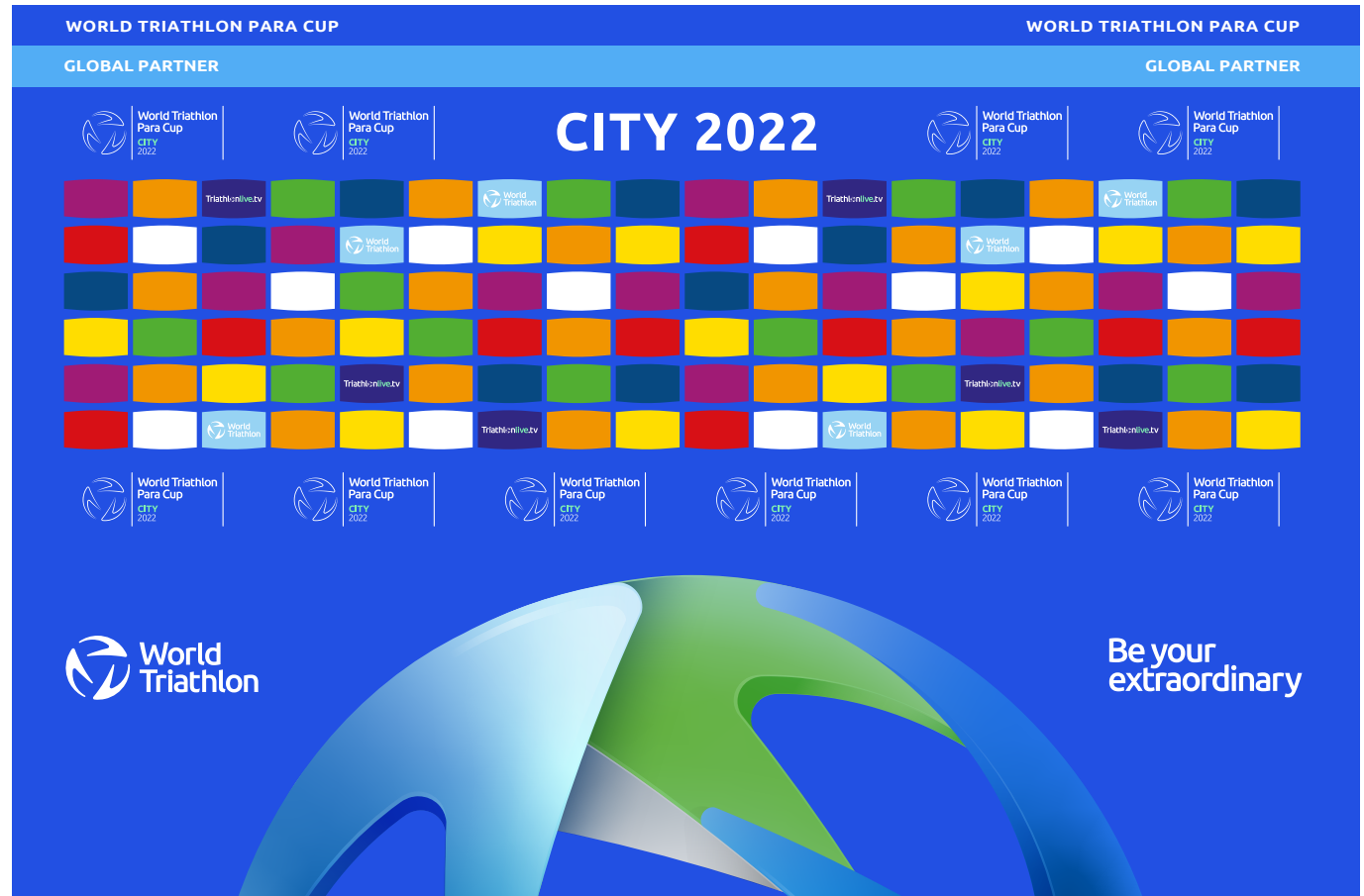
Material: Hard board.

Dimension: Minimum height 2200 mm. Minimum width 3000 mm. Minimum thickness 4 mm.

The LOC will receive the artwork from the Series Management without LOC logos. The LOC must then place the logos of the Local Partners into the provided spaces and finalize the artwork for production. Background colour of the Partner container must be WHITE/BLUE on both sides.

Key:

- Title Partner
- Global Partner
- Partner 2
- Partner 3
- Partner 4
- Partner 5
- Partner 6



Awards ceremony backdrop

Producer: LOC.

Material: Hard board.

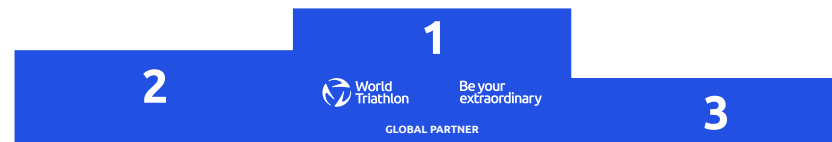
Dimension: Minimum height 4000 mm. Minimum width 4500 mm. Minimum thickness 4 mm.

The LOC will receive the artwork from World Triathlon without LOC logos. The LOC must then place the logos of the Local Partners into the provided spaces and finalize the artwork for production.



Key:

- Title Partner
- Global Partner
- Partner 2
- Partner 3
- Partner 4
- Partner 5
- Partner 6



Press backdrop

Producer: LOC.

Material: Hard board.

Dimension: Minimum height 2500 mm. Minimum width 4500 mm. Minimum thickness 4 mm.

The LOC will receive the artwork from World Triathlon without LOC logos. The LOC must then place the logos of the Local Partners into the provided spaces and finalize the artwork for production.

Key:

- Title Partner
- Global Partner
- Partner 2
- Partner 3
- Partner 4
- Partner 5
- Partner 6



Accreditation

Producer: LOC.

Dimension: 120 x 80mm approx.

The LOC is responsible for producing all event credentials.

Production of this item is the responsibility of the LOC.

Artwork sign-off must be sought from World Triathlon prior to production.



The accreditation zones should be planned based on the following:

Sky Blue - World Triathlon family/
Sport delegation

Lawn Green - LOC

Cloud White - Other

1 - Coaches' Area

2 - Athletes' Area

3 - Photographers

4 - Press Area

5 - Broadcasters' Area

6 - VIP Area

7 - Medical Area

8 - Field of Play

9 - LOC Working Area

10 - World Triathlon Working Area

F - Finish Area

Signage

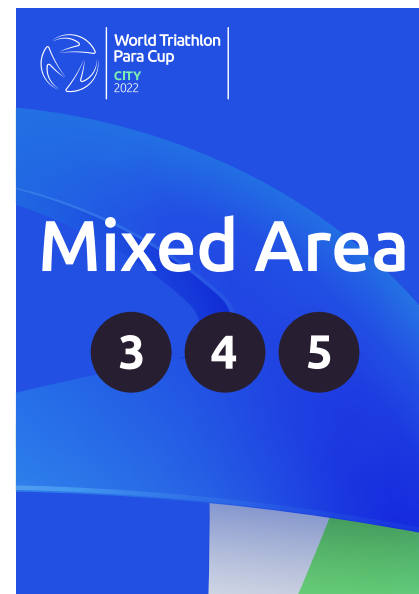
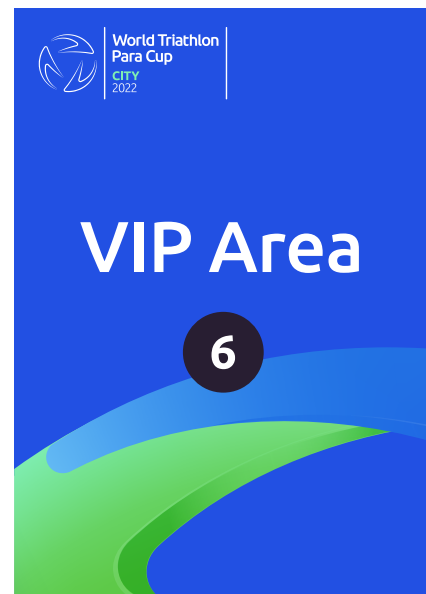
Producer: LOC.

Dimension: 420mm width minimum.

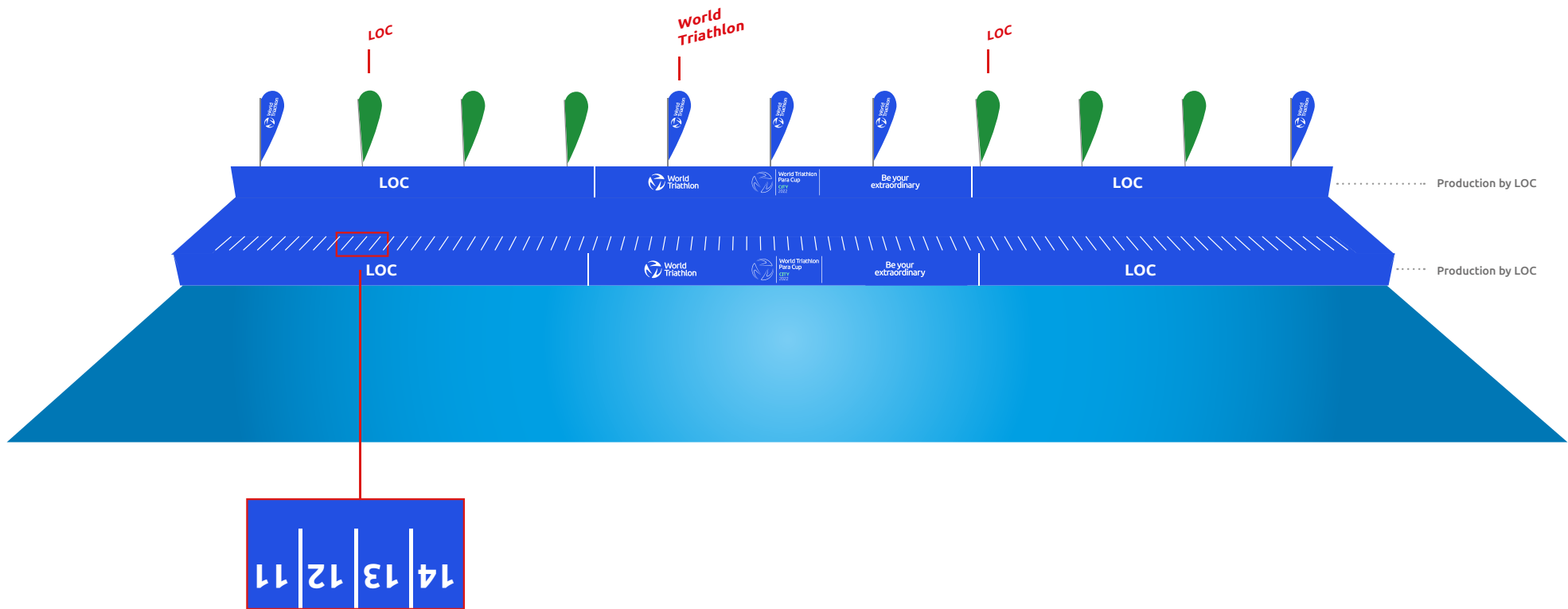
The LOC is responsible for producing all event credentials.

Production of this item is the responsibility of the LOC.

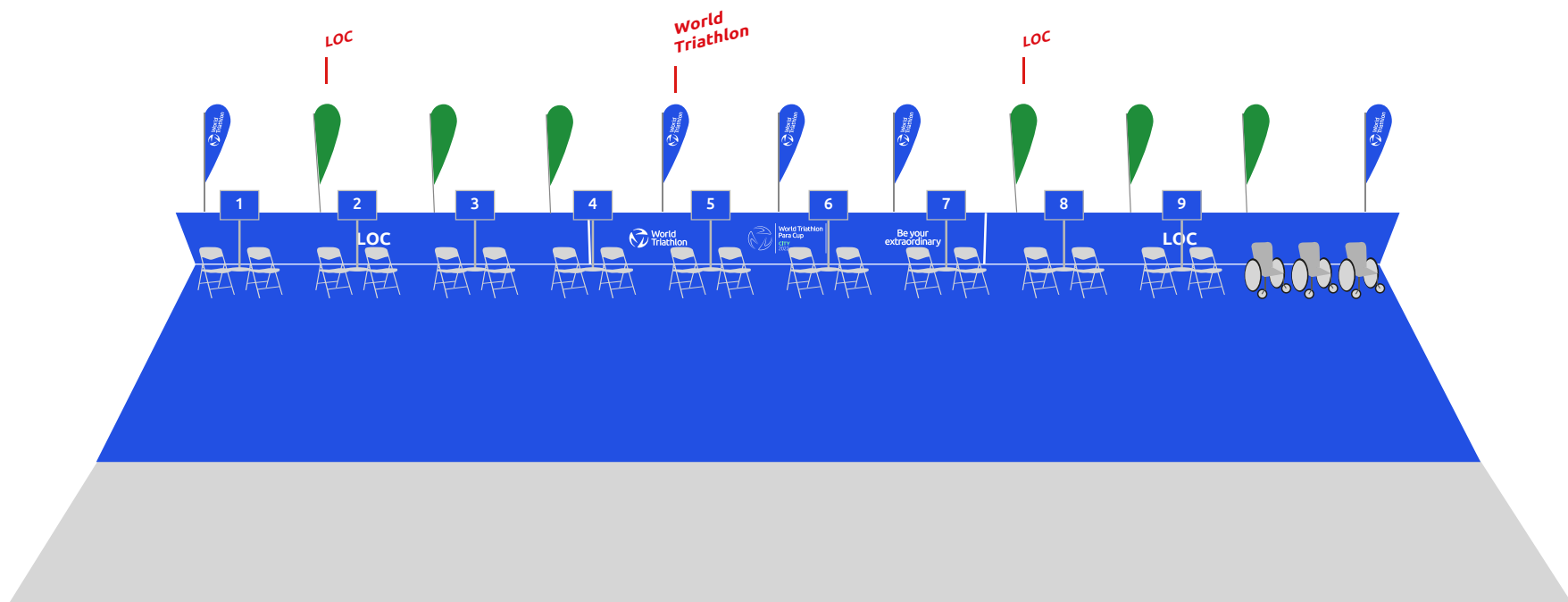
Artwork sign-off must be sought from World Triathlon prior to production.



Swim start pontoon



Pre-transition area



Finish Area



General Branding Items

Scrim

Producer: World Triathlon.

Dimension: Most rolls are 30m. long.

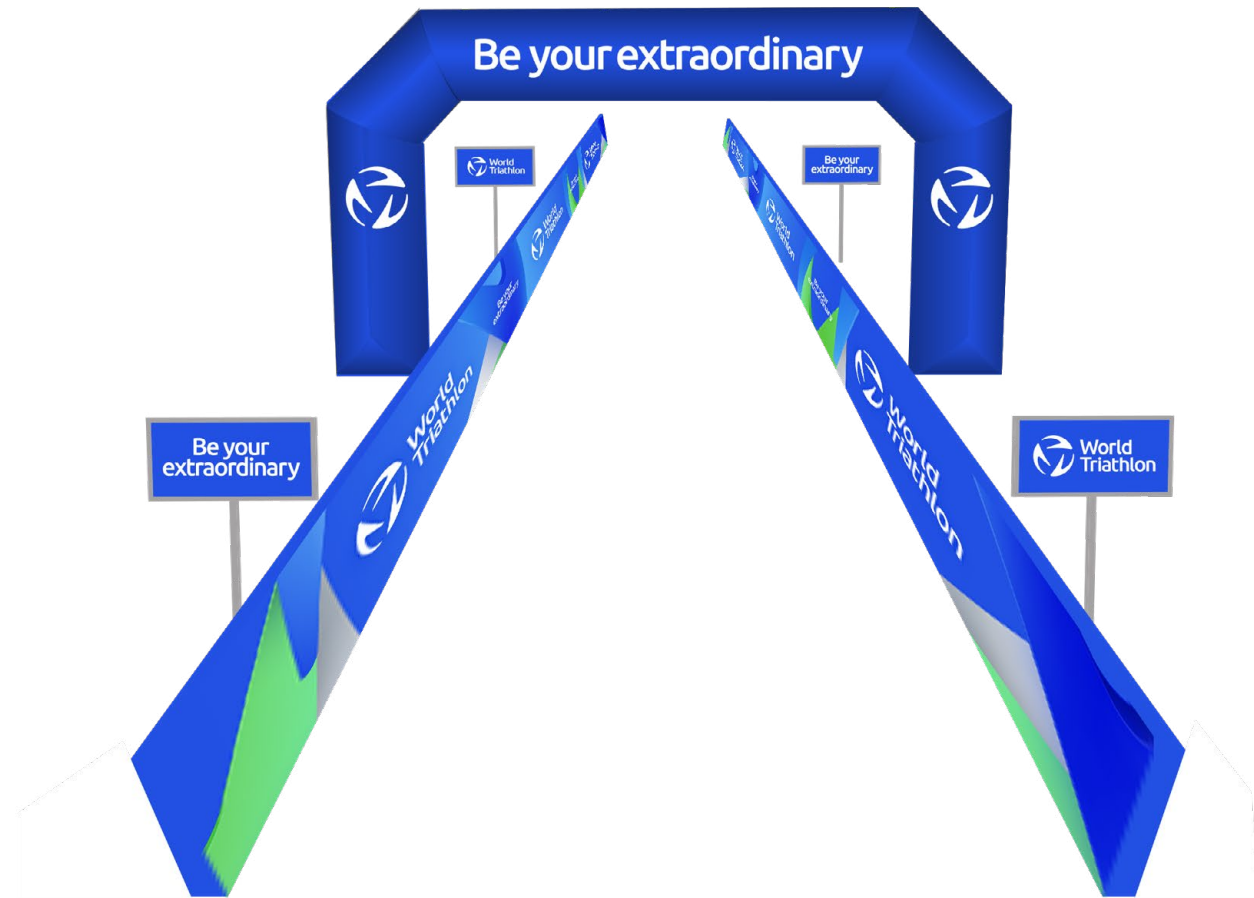
The World Triathlon fence scrim will be used at the race site and on the course in various strategic positions.



Course branding

The LOC accepts full responsibility for the setup and placement of all course branding material at no extra cost to World Triathlon or the Global Partner. All fencing and barricades needed for the setup of branding material of Global Partners and World Triathlon must be provided and put in place by the LOC at no extra cost. The amount of fencing/barricading needed for one (1) Global Partner is between 500m and 1000 m.

A branding plan must be created and sent to marketing@triathlon.org for approval.



Flags

Material: It is preferable that a recycled material is used.

Note: The flags should be printed on both sides.

It is important to note that the banner must be supported horizontally and vertically to ensure maximum visibility.

The poles can be assembled on site and secured to fencing by quick ties.

World Triathlon will confirm the quantities of flags present at each event.

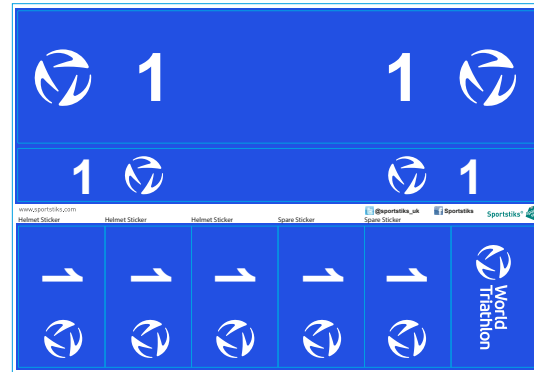
Production of these items is the responsibility of World Triathlon unless communicated otherwise.



Stickers and body decals

Elite stickers and body decals

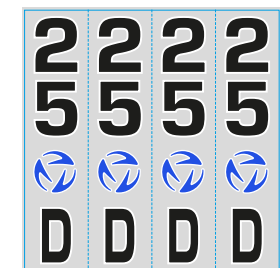
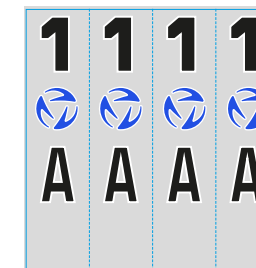
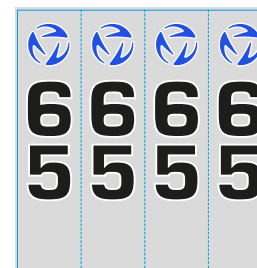
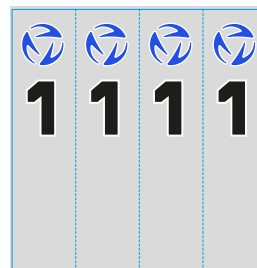
Producer: World Triathlon.
Production of these items is the responsibility of World Triathlon.



Age-group stickers and body decals

Producer: LOC.
See specifications in the Event Organiser Manual.

Artwork must be approved by World Triathlon prior to production.



Para swim caps

Producer: LOC.

Material: Silicone is preferred.

Cap colours: It is useful to have at least four different colours to separate the start waves.

The LOC will receive the artwork from World Triathlon without LOC logos. The LOC only needs to place the logo(s) of the Local Partner(s) into the assigned space(s) and finalize the artwork for production. The inclusion of the race number into the layout is preferred but not mandatory.



Bib number

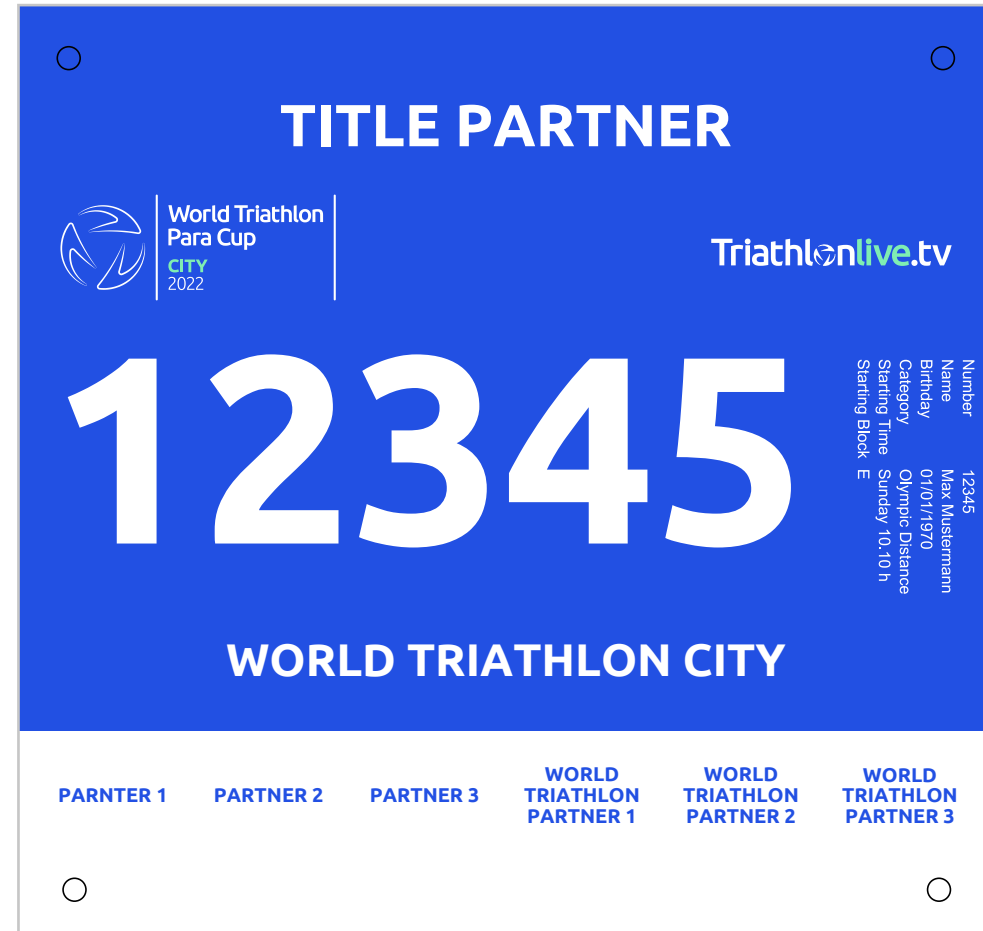
Producer: LOC.

Material: Waterproof material.

Dimensions: Maximum height 200 mm, maximum width 200 mm. Minimum height 150 mm, minimum width 150 mm.

Colours: If there are Sprint distance and Standard distance athletes on the course at the same time and they might mix on the bike/run course, it is useful to have at least two different background colours behind the race number in order to separate the groups.

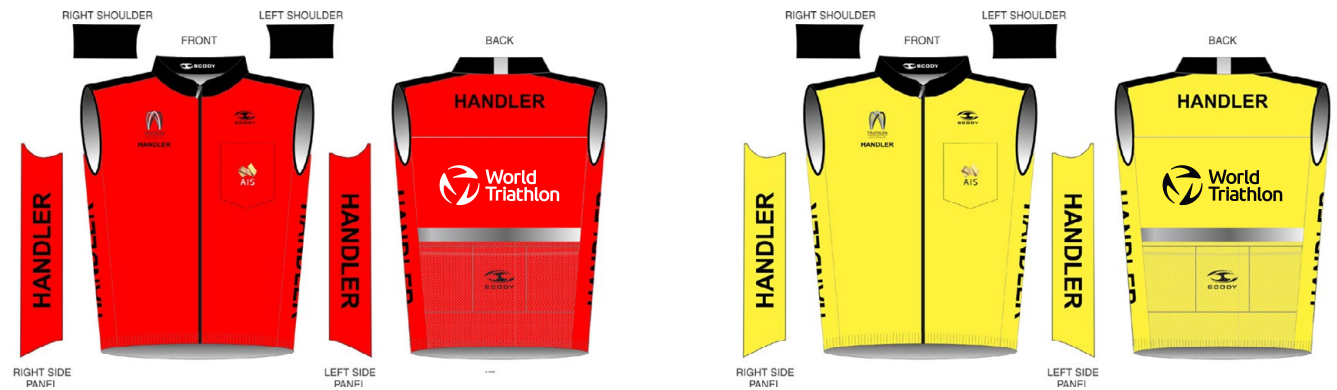
The LOC will receive the artwork from World Triathlon without LOC logos. The LOC only needs to place the logo(s) of the Local Partner(s) into the assigned space(s) and finalize the artwork for production.



Handlers kit

Both swim exit assistant and athlete's personal handlers must be clearly identifiable.

LOC should provide the swim exit assistant a red t-shirt or vest and a yellow t-shirt or vest to the personal handlers.



Bike rack stickers

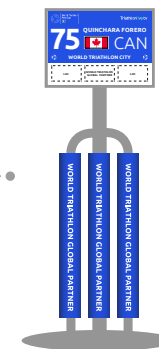
Producer: LOC.

Colour: Like the rest of the transition branding, logo/message should be white on Transition blue background.

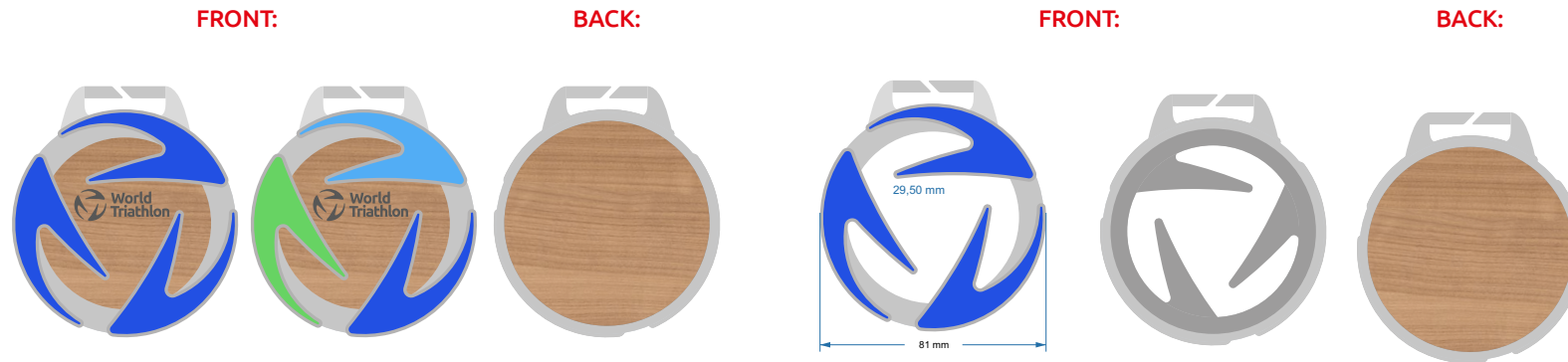
The size of the stickers is a function of the length and thickness of the foam protecting the stems of the bike racks.

It is recommended that two stickers are placed on each piece of foam.

World Triathlon reserves this space for World Triathlon Global Partners. These spaces will return to the LOC if not used by World Triathlon.



Age-group medal example



FRONT:



BACK:



Queries and approvals

For more information or advice about using our brand identity, please contact the Marketing team at World Triathlon:

T: + 34 91 542 1855

E: marketing@triathlon.org

www.triathlon.org

