

Emblem Design Standards Reference

(In accordance with the relevant requirements of the *Logo Development Guidelines for World Athletics Series*, please refer to the following design standards.)

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The World Athletics Series (WAS) events are the amongst the most prestigious athletics events on the planet. It is where the world's best athletes compete in iconic places, to inspire on and off the track, field and road.

World Athletics have created an identity system that creates a consistency across the events that shows fans around the world that this is a premium event and combines with creative flair of the LOC. This guideline is designed to help you as the LOC create your own unique mark for the event.

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**WORLD
ATHLETICS™**



WORLD ATHLETICS
HALF MARATHON
CHAMPIONSHIPS
GDYNIA 2020



WORLD ATHLETICS
U20 CHAMPIONSHIPS
NAIROBI 21



WORLD ATHLETICS
RACE WALKING TEAM
CHAMPIONSHIPS
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WORLD ATHLETICS
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To improve the connection between World Athletics and our events, our Wave shape becomes core to the identities of our events.

Each event within the World Athletics Series allows the host to express the feel of the city within the identity for the event.

A custom emblem lock-up is created using our Wave shape with a unique infill, the title of the event, the host city and date and the Trade Mark symbol.

The construction of the lock-up is formulaic, however the host can create the custom infill and choose a typeface that also reflects the city.

The unique typeface and infill form the basis of the visual language for the event. The core World Athletics graphic patterns and font should not be used. The Emblem should compliment the WAS colour palette.



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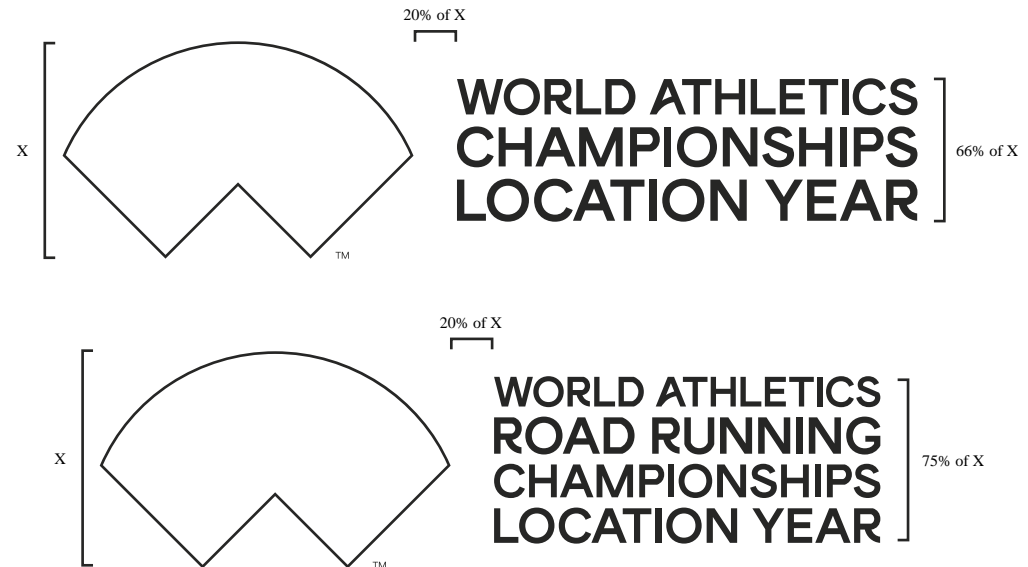
When creating a emblem lockup for an event World Athletics sits on the top line and is set in a custom version of our typeface. The event type uses World Athletics Headline at the same width and the city and date use a unique typeface. Note for Relays, the word Relays is used at the same height as World Athletics.

The location and year always sit on one line. The size of this type is decided by matching the width of the words above.

Once the type is set up, with all lines matching in width (except for Relays) then the height of the word mark must be set. This is done by sizing the word mark to 66% of the height of the wave, or 75% if more than 3 lines of text are used in the word mark.

The distance between the word mark and the wave is 20% of the height of the wave. The word mark must be centred on the wave.

This is shown below.



Your emblems should be saved in both vector (.ai or .eps) and as a PNG file with transparency. There will need to be full colour, dark background and mono black and mono white versions of your emblem.

These emblems should be available in CMYK, RGB and spot colour (if needed) files too.

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Your event emblem needs to reflect the culture and design of the host city or country.

It is your choice about what to include inside the emblem wave. It can be a art, architecture, flora, fauna, etc. Please do not use an existing Trademark or copyrighted design for the infil.

When creating your infil, please consider how it will work both a large scale (eg a building wrap) and also small (eg a favicon or pin badge).

When adding in your location and year, and possibly a title parter, the remaining emblem (that is the stroke weight, Trade Mark symbol and World Athletics and event name) must not be altered in any way.

When making your emblem, the final mark much be placed within the 1pt stroke on the appropriate emblem template.

If changing the size of the emblem, strokes must be set to scale, to ensure they remain the correct size.

There should also be a dark background variant of your emblem, to ensure legibility on all backgrounds. On these, the stroke of the Wave, the Trade Mark symbol and the World Athletics and event name should be in white.

Do not separate the emblem on any applications prior to the event or use the location/year on it's own.



You should also create a styleguide with your emblem, including a secondary pattern that also reflects the culture and design of the host city or country. The pattern should be a simple graphic that can be repeated,

and works well with the World Athletics colours. This will be used to further customise the World Athletics brand to your event.

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There is also a stacked version of World Athletics Series Event emblems. This is for use when the landscape emblem will be inappropriate. The same rules are used in terms of sizing for the word mark in the stacked version, with the difference being it's location.

Here it is below the wave, with a distance from the wave of 20% of the height of the wave

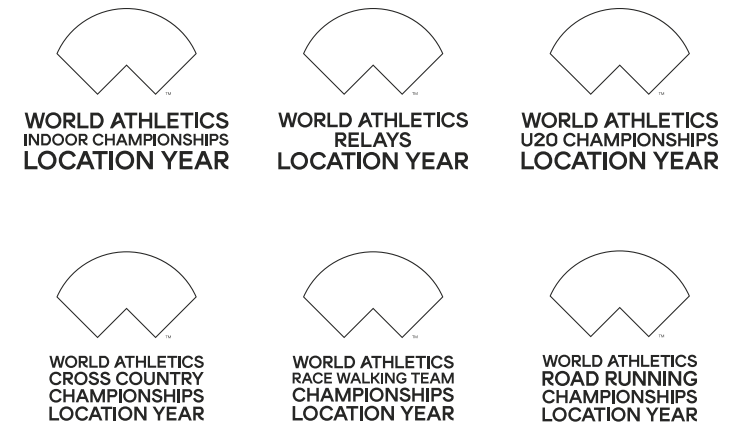
The location and year always sit on one line. The size of this type is decided by matching the width of the words above.



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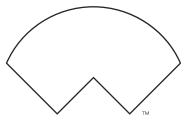
This is shown below.



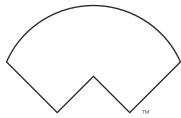
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Title partners can be added to:
World Athletics Relays
World Athletics U20 Championships
World Athletics Cross Country Championships
World Athletics Race Walking Team Championships
World Athletics Road Running Championships

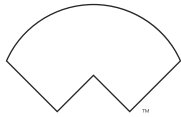
The title partner must be no longer than the ‘Location Year’ line and must be the same distance from ‘World Athletics’ as every other line beneath. The total height of the word mark must be 75% of the height of the Wave mark. The partner may wish to use their own house font/wordmark, subject to approval by World Athletics.



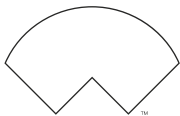
TITLE PARTNER
WORLD ATHLETICS
RELAYS
LOCATION YEAR



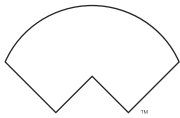
TITLE PARTNER
WORLD ATHLETICS
U20 CHAMPIONSHIPS
LOCATION YEAR



TITLE PARTNER
WORLD ATHLETICS
CROSS COUNTRY
CHAMPIONSHIPS
LOCATION YEAR



TITLE PARTNER
WORLD ATHLETICS
RACE WALKING TEAM
CHAMPIONSHIPS
LOCATION YEAR



TITLE PARTNER
WORLD ATHLETICS
ROAD RUNNING
CHAMPIONSHIPS
LOCATION YEAR

World Athletics has created a unique look and feel for the WAS events. Colourful, modern and designed to connect with fans all around the world. The Look and Feel comprises colours, graphics, typography and a local secondary pattern. The following pages give a summary of the look and feel. More detailed information can be found in the WAS Event Look Guidelines.

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Always use the correct Pantone® colour references or the CMYK, RGB or web hex equivalents shown below. CMYK, RGB and web hex breakdowns are taken from Adobe Illustrator (Pantone® solid coated).

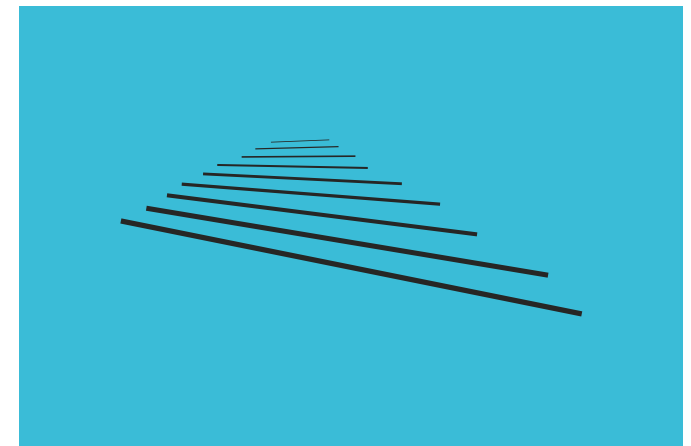
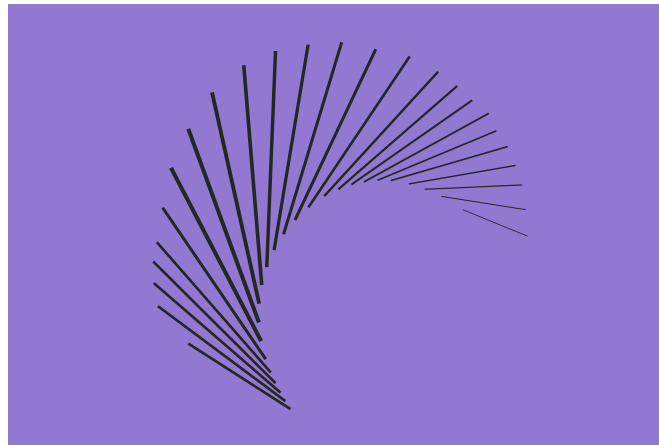
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<p>PURPLE</p> <p>RGB: 182/140/255</p> <p>CMYK: 45/56/0/0</p> <p>Pantone 2655</p> <p>#B68CFF</p>	<p>GREEN</p> <p>RGB: 173/243/117</p> <p>CMYK: 35/0/60/0</p> <p>Pantone 2283</p> <p>#ADF375</p>	<p>CHARCOAL</p> <p>RGB: 30/30/30</p> <p>CMYK: 72/63/59/75</p> <p>Pantone 426</p> <p>#1E1E1E</p>
<p>ORANGE</p> <p>RGB: 254/138/76</p> <p>CMYK: 0/55/90/0</p> <p>Pantone 164</p> <p>#FE8A4C</p>	<p>BLUE</p> <p>RGB: 105/213/224</p> <p>CMYK: 66/0/15/0</p> <p>Pantone 2226</p> <p>#69D5E0</p>	<p>WHITE</p> <p>RGB: 255/255/255</p> <p>CMYK: 0/0/0/0</p> <p>#FFFFFF</p>

Our expressive graphics reflect the four basic core movements for all athletics events: walk, run, jump and throw.

The patterns are bold and striking, being constructed purely from a series of graphic lines. Each has been designed to evoke a sense of depth through the use of multiple line widths and lengths.

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Typography, and how we apply it, is key to maintaining a consistent voice in all of our communications.

Our primary typeface is World Athletics, created exclusively for our use. It has been designed to reflect the geometric forms of our emblem. It is available in three weights: Headline, Bold and Regular.

World Athletics Headline

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890

World Athletics Headline should be used for titles and large text only. It is available in upper and lower case with extended latin characters and display numerals.

Supporting Weights

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

World Athletics Regular and Bold should be used for general body copy and smaller text, i.e as the main body text for brochures.

Only in the event of our brand fonts being unavailable should an alternative be used. In this case, default to Arial Bold and Regular. However, every effort must be made to use the primary fonts before defaulting to this.

(In case of any ambiguity, the Chinese version shall prevail.)