

INTERNATIONAL TRIATHLON UNION

BRANDING GUIDELINES | 2011

MULTISPORT WORLD
CHAMPIONSHIPS &
WORLD SERIES EVENTS



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ITU Branding Guidelines 2011

This guide establishes the standards for the consistent, accurate application of the ITU logo, its brand and its supporting elements in all media, including online, broadcast, interactive and print.

The logos and their elements must be reproduced only in the formats displayed in these standards. Under no circumstances may the logos be modified in anyway.

Please observe the principles established in these standards. This will ensure all material remains true to the spirit of the ITU design and brand identity.

Please use the attached colour swatches as a guide and ensure that final product matches the colour swatch.

For questions or concerns about the usage of the elements in these standards, approval of artwork or additional branded items not included in this guide, please contact: branding@triathlon.org

If possible always reproduce the logo using the Pantone colour-matching system. For information, visit www.pantone.com.

When reproducing the ITU logos, only the approved colours may be used. Please choose the appropriate colour based on where the logo will be used. When printing, the type of paper may affect the colour outcome of the logo. Communication with suppliers is important to ensure that the colour information for the ITU logo is accurate.

The following standards are for illustrative purposes only and the printed colour samples should not be used for colour matching. Please use the perforated swatch sheet, which is attached at the end of the document, to ensure correct colour matching.

Where possible all branded material should be printed on environmentally accredited paper stock. This can vary from stock from a sustainable forest to stock with a level of recyclable content that qualifies for an environmental accreditation.

MAIN COLOUR



Pantone 2955C
ITU Blue
(Coated papers)

CMYK conversion
(four-colour process)
C: 100%
M: 45%
Y: 0%
K: 37%

RGB conversion
R: 17%
G: 46%
B: 104%

Websafe conversion
#003366

HIGHLIGHT COLOUR



Pantone 144C
ITU Orange
(Coated papers)

CMYK conversion
(four-colour process)
C: 0%
M: 49%
Y: 100%
K: 0%

RGB conversion
R: 255%
G: 102%
B: 0%

Websafe conversion
#FF6600

When printing on coated paper, use the Pantone coated version of the logo.

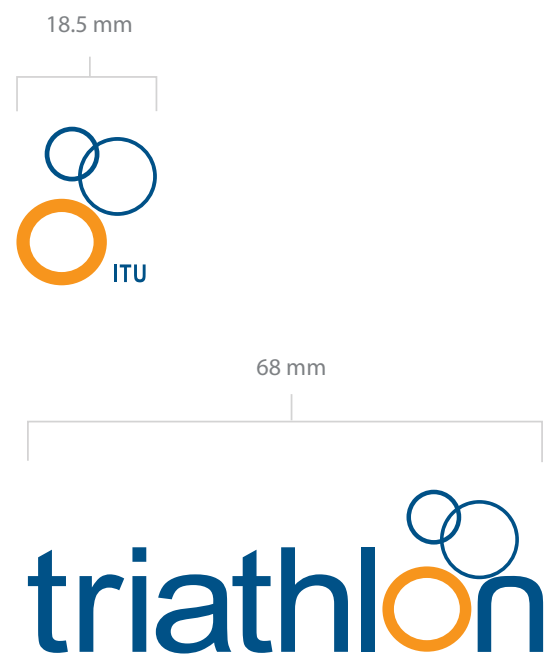
When printing the logo in four colour process publications, use the CMYK specified colour.

The RGB specified colours should be used for broadcast, interactive and online media.

The Websafe conversion should only be used for online and web media.

The logos need to be of a sufficient size to reproduce accurately. The minimum size for all print applications is 18.5 mm wide for all variations of the ITU corporate logo. For the primary logo, the minimum size is 68 mm wide (as opposed to ITU corporate logo).

If the logo appears too small, it will lose its overall identity.



The ITU corporate typeface is Myriad (also found as Myriad Pro). It should be used in a consistent manner to maintain the ITU identity.

The ITU corporate typeface adds a stronger identity to the brand when used to complement the logo in other printed pieces, such as brochures and posters.

Myriad Pro, 9pt.

Regular: abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

Regular Italic: abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

Semibold Regular; 9pt: abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

Semibold Italic; 9pt: abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

INTERNATIONAL TRIATHLON UNION

LOGOS



The primary, or corporate, format is used in all formal representation of the ITU identity. When possible, ITU's blue must be used as the primary colour of the image or document that the ITU logo sits on. Hence the blue background.

If you are unclear about when to use the corporate logo, please contact ITU.

Refer to page 1.2 for colours.

The background colour should be a full flood of colour and should never act as a container for the logo.



ITU_logo_onBlue.eps



Depending on the medium used, choose the right logo colour breakdown. This will keep the colours consistent for all media types.

Refer to page 1.2 for colours.

When colour reproduction is not possible, the black-and white version must be used.

The background should always be a full flood of colour and should never act as a container for the logo.

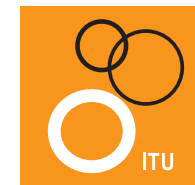
If there is an instance where it is felt to be more appropriate to use a supporting colour as a background colour, this should be by approval from ITU. See page 1.1.

Blue background



ITU_3CircleLOGO_onBlue.eps

Orange background



ITU_3CircleLOGO_onOrng.eps

Black background



ITU_3CircleLOGO_onBlk.eps

White background



ITU_3CircleLOGO_onWht.eps

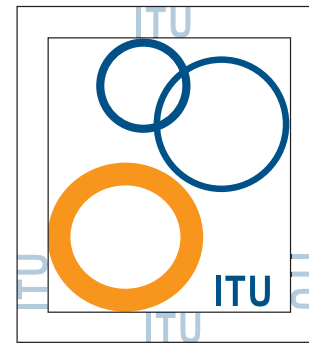
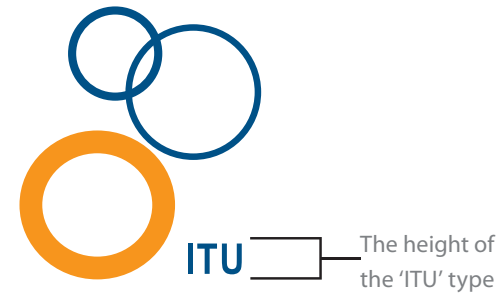
Mono



ITU_3CircleLOGO_mono.eps

The simple and consistent application of the ITU primary logo is of the utmost importance.

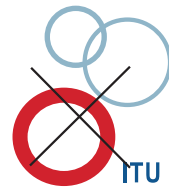
There must be an area left around the ITU primary logo so that it remains clear of any graphic, pictorial or illustrative elements. The clear space around the logo is equal to the height of the 'ITU' type in the logo.



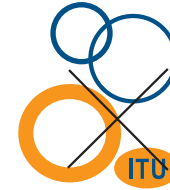
Do not alter the ITU primary logo in any way, as this will detract from the brand identity.

Application of the ITU 3-circle graphic must adhere to the same format and standards as for the use of the ITU primary logo.

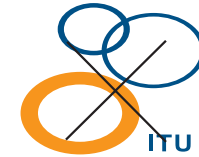
If you are unclear about how to use the ITU 3-circle graphic, please contact ITU.



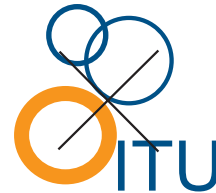
Do not alter the colour or tint of the logo.



Do not add elements to the logo, this will change the logo.



Do not change the proportions of the logo by stretching or squishing.



Do not substitute or replace the wordmark with other fonts.



Never alter the configurations of the logo or the circle elements.



Never remove an element from the logo.



Never rotate the 3-circle graphic element.



Use the correct colours when the logo appears on background.



Never alter the configurations of the logo or the circle element.

The ITU secondary logo comprises:

- The 'triathlon' wordmark
- The ITU 3-circle graphic
- The ITU background

The ITU secondary logo was developed for use in branding situations such as on-site branding, event titles and promotional materials. The font used in this logo has been altered from its original format for the specific use of ITU. The standard Arial font in combination with the triathlon rings can never be used as a substitute for the ITU primary logo.

Triathlon with an upper-case 'T' should be used when written as text, for example on top of a gantry; triathlon with a lower-case 't' should be used in all other circumstances. See page 3.3 for an example of Triathlon with an upper-case 'T'.



The primary version of the logo should be used for branding purposes. Refer to page 1.2 for colours.

The blue background should be a full flood of colour and should never act as a container for the logo.

Depending on the layout used, choose the correct logo colour breakdown. This will keep the colours consistent for all media types.

The background should always be a full flood of colour and should never act as a container for the logo.

If there is an instance where it is felt to be more appropriate to use a supporting colour as a background, this must be approved by ITU. See page 1.1.

Refer to page 1.2 for colours.

Blue background



Triathlon_logo_onBlue.eps

Orange background



Triathlon_logo_onOrng.eps

Black background



Triathlon_logo_onBlk.eps

White background



Triathlon_logo_onWht.eps

Mono

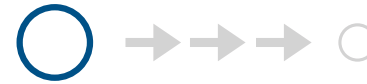


Triathlon_logo_mono.eps

As with the ITU primary logo, the simple and consistent application of the ITU secondary logo is important to the integrity of the brand.

There must be an area left around the secondary logo so that it remains clear of any graphic, pictorial or illustrative elements. The clear space around the logo is equal to half the size the smallest of the ITU rings.

Size of smallest ITU ring Scaled by 50%



Do not alter the ITU secondary logo in any way, as this will detract from the brand identity.



Do not alter the colour or tint of the logo.



Do not add elements to the logo.



Do not remove any elements from the logo.



Never rotate the ITU brand separately.



Do not squish or stretch the logo. If scaling the logo, ensure the proportions always remain the same as the original.



Never alter the spacing between the logo elements.



Do not replace elements of the logo with text, regardless of perceived similarity or aesthetic appeal.

The primary, or corporate, format is used in all formal representation of the Multisport Event identity.



duathlon_wordmark_cmyk_rev.eps



Id_triathlon_wordmark_cmyk_rev.eps



Id_duathlon_wordmark_cmyk_rev.eps



winter_triathlon_wordmark_cmyk_rev.eps



aquathlon_wordmark_cmyk_rev.eps



cross_triathlon_wordmark_cmyk_rev.eps



cross_duathlon_wordmark_cmyk_rev.eps



team_triathlon_wordmark_cmyk_rev.eps



corporate_triathlon_wordmark_cmyk_rev.eps



duathlon_wordmark_cmyk.eps



Id_triathlon_wordmark_cmyk.eps



Id_duathlon_wordmark_cmyk.eps



winter_triathlon_wordmark_cmyk.eps



aquathlon_wordmark_cmyk.eps



cross_triathlon_wordmark_cmyk.eps



cross_duathlon_wordmark_cmyk.eps



team_triathlon_wordmark_cmyk.eps



corporate_triathlon_wordmark_cmyk.eps

INTERNATIONAL TRIATHLON UNION

MULTISPORT WORLD CHAMPIONSHIPS & WORLD SERIES EVENTS **BRANDING**



These samples are to help suppliers build accurate titles for event signage.

If the event has a title sponsor, please see examples of possible ways to incorporate their logo.

All title sponsor integration is subject to approval from ITU.

Portrait versions on white background.

Valberg
winter triathlon
ITU World Cup

Portrait versions on blue background.

Valberg
winter triathlon
ITU World Cup

ITU Presenting Sponsor, Portrait version, on white background.

Torhout
duathlon
ITU World Series Event

presented by ITU presenting sponsor
if applicable

Examples of Title Sponsor integration:

LOC Rimini
duathlon
ITU World Championships

presented by ITU presenting sponsor
if applicable

Almere
Id triathlon
ITU World Championships

presented by ITU presenting sponsor
if applicable

City Names in the Portrait version of Event Title graphics are restricted by one of two factors: **height OR length**.

Whichever restriction is reached first, height or length, determines the size of the text for the City Name.

The height restriction is equal to the size of the smaller ITU ring.

The length restriction extends from the end of the "t" in triathlon to the end of the "l".



Height Restriction Example:
"Torhout" text is scaled until it reaches the first restriction, in this case, height. The length restriction is then ignored.



Length Restriction Example:
"Corner Brook" reaches the length restriction first, so the height restriction is ignored.



The text "ITU World Championships" should always align with the "l" in Id triathlon to the left, and extend until the beginning of the "n" to the right.



There must be an area left around the event title logo so that it remains clear of any graphic, pictorial or illustrative elements. This clear space around the logo is equal to the size of the larger ITU circle.

These samples are to help suppliers build accurate titles for event signage.

If the event has a title sponsor, please see the example.

“ITU” and “duathlon” or “aquathlon”, etc. **always** remain together.

Landscape version on blue background.

Torhout **ITU** Duathlon World Series Event

Landscape version on white background.

Valberg **ITU** Winter Triathlon World Cup

Title sponsor, Landscape version, on white background example:

LOC Cancun **ITU** Aquathlon World Championships

Spacing Guide
text should right-align here

The City Name text should right-align with the provided guide to ensure that the correct spacing remains unchanged

There must be an area left around the event title logo so that it remains clear of any graphic, pictorial or illustrative elements. This clear space around the logo is equal to the size of the smaller ITU circle.



Depending on the medium used, choose the right logo colour breakdown. This will keep the colours consistent for all media types.

Refer to page 1.2 for colours.

When colour reproduction is not possible, the black-and white version must be used.

The background should always be a full flood of colour and should never act as a container for the logo.

If there is an instance where it is felt to be more appropriate to use a supporting colour as a background colour, this should be by approval from ITU. See page 1.1.

Blue background



Valberg_P_onBlue.eps

White background



Valberg_P_onWht.eps

Black background



Torhout_Land_onBlk.eps

Orange background



Torhout_Land_onOrng.eps

Mono



Valberg_Land_Mono.eps

All LOC event logos must incorporate the secondary logo.

All proposed LOC event logos must be sent through to ITU (see page 1.1) for approval before they are applied to any branding situation.

Secondary ITU logo



LOC event logo

Example 1:

'Edmonton Triathlon Festival 2007'

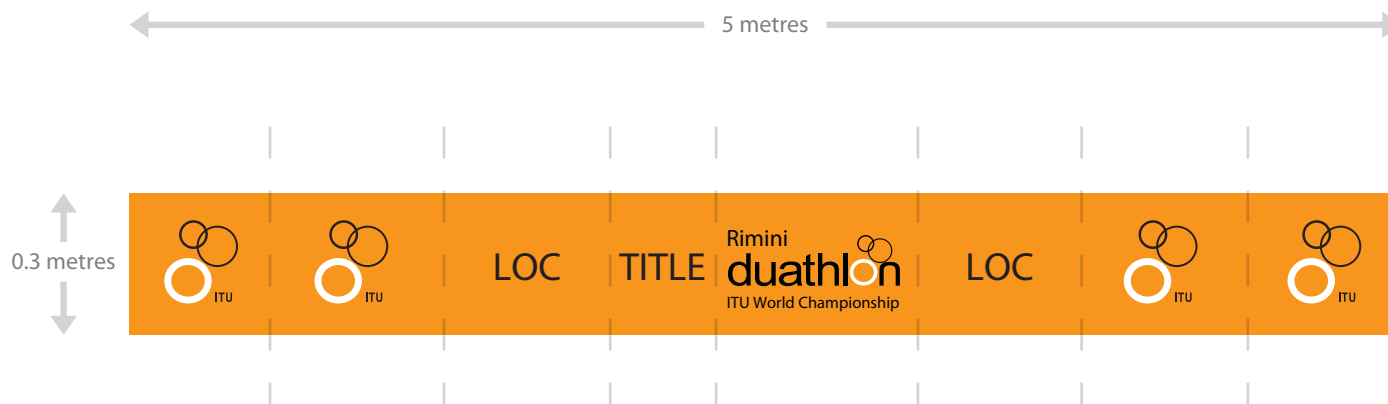


Multisport World Championships & World Series Events Finishing Tape must always be ITU orange (see section 1.2 for colours).

Finishing Tape has been sectioned off with exact areas. With the exception of the ITU space, in order to preserve the appearance and readability of the Finishing Tape, these areas must stay as assigned.

When producing any 'look' materials, a spot test must be done to ensure that the ITU colours are represented correctly. This can be done by matching to the attached swatch sheet.

Production of this item is the responsibility of the ITU.



The reverse of the gantry is exactly the same as the front.

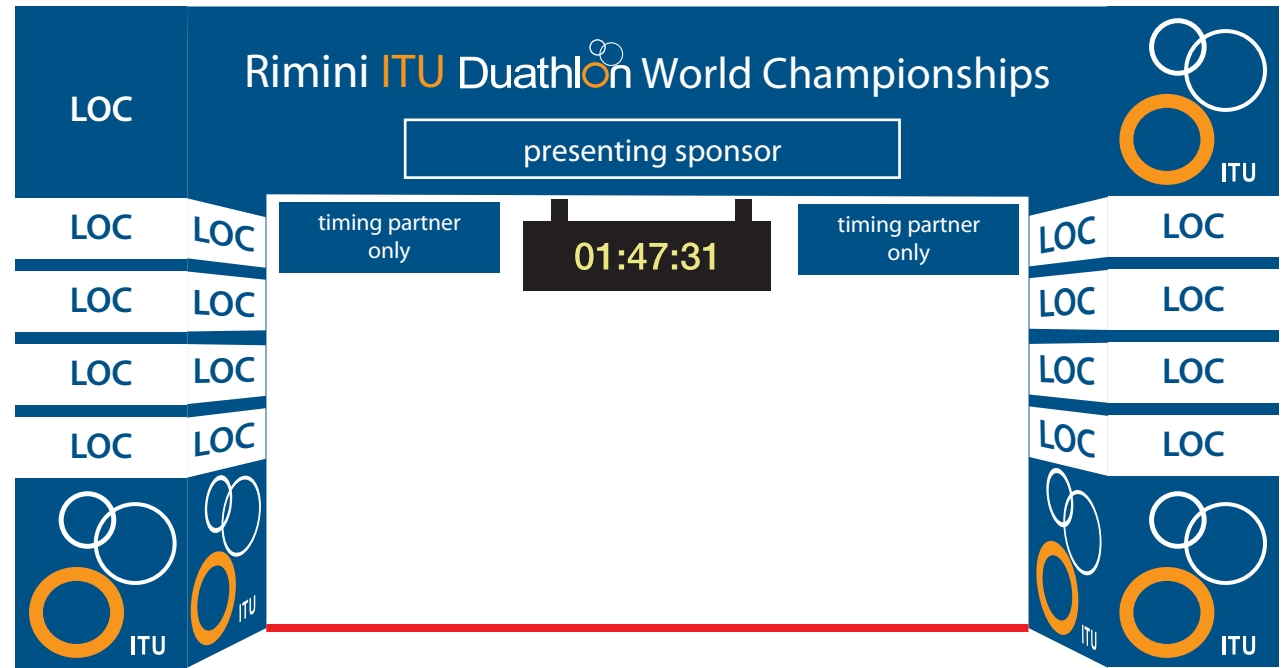
For guidance on the dimensions of the gantry, please refer to the EOM.

All LOC logos must sit on a white background in the allocated spaces on the verticals of the gantry.

If present in the event title, any presenting sponsor text must always be in white font on a blue background.

Production of this item is the responsibility of the LOC. Artwork sign-off must be sought from ITU (see page 1.1) prior to production.

The timing partner spaces production is at the discretion of the LOC with consultation from ITU.



It is important to ensure that the podium backdrop is large enough to cover the entire width of the podium plus one metre on either side. The podium backdrop must always incorporate 20 squares.

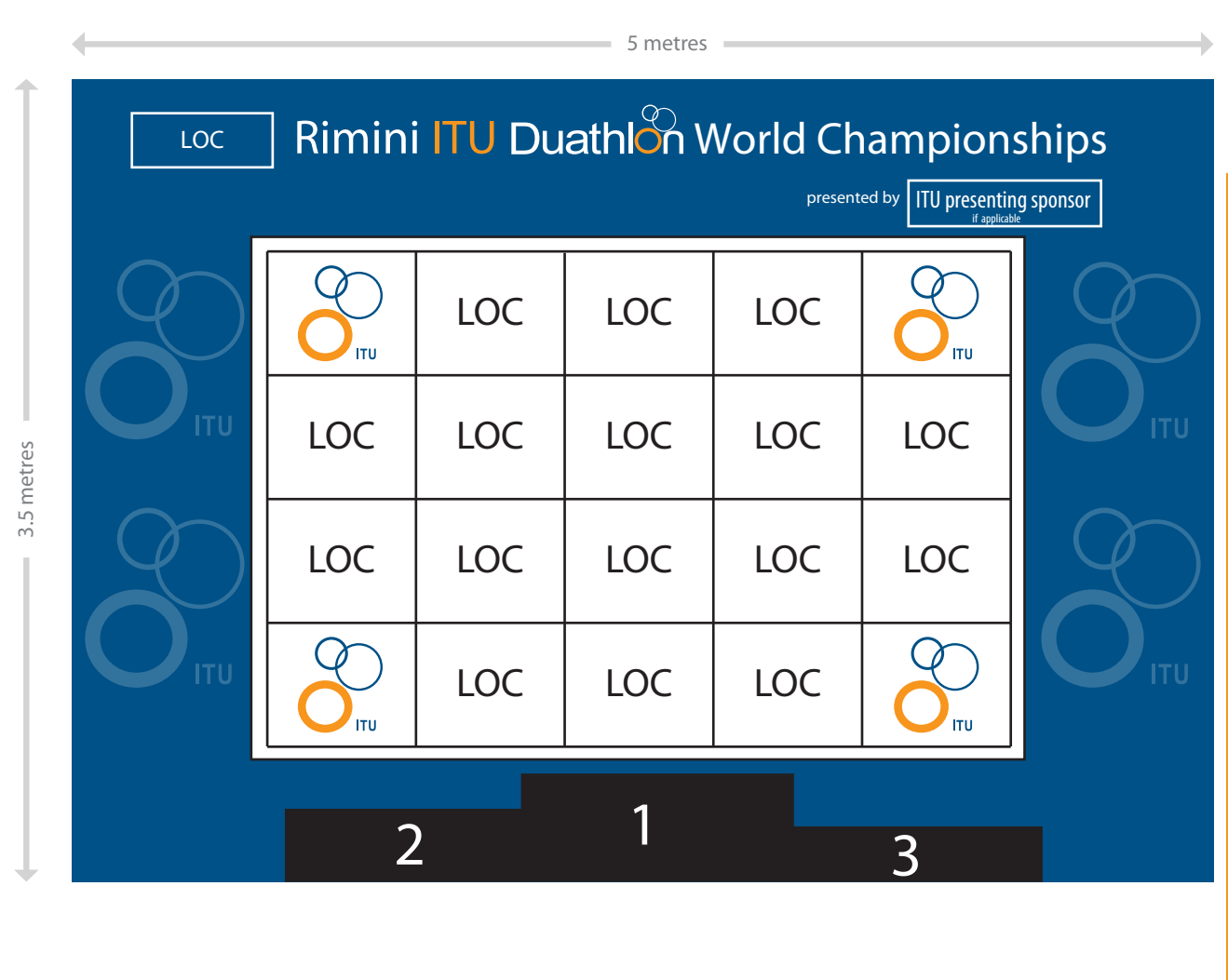
When producing any 'look' materials, a spot test must be done to ensure that the ITU colours are represented correctly. This can be done by matching to the attached swatch sheet.

All logos are to appear on a white background.

The podium backdrop must always sit on a blue background.

Production of this item is the responsibility of the LOC.

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

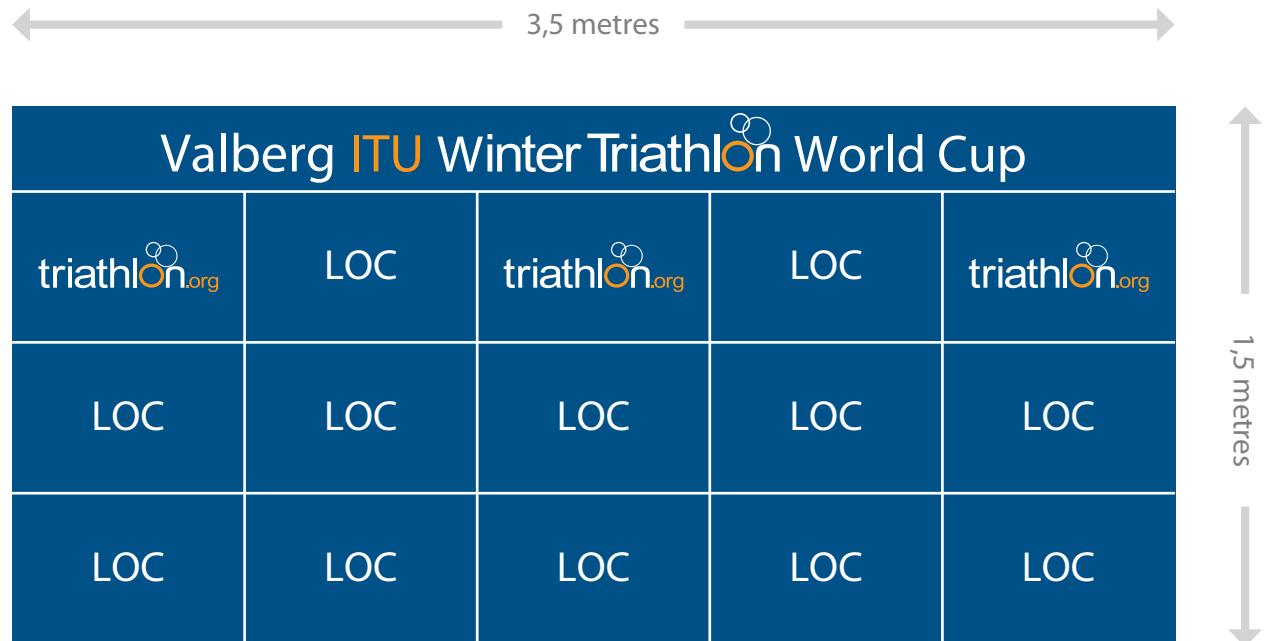


It is important to ensure that the media backdrop is made to the specified size requirements, 3,5m x 1,5m to ensure it covers a possible head table during a press conference and that it appears properly when videotaped or photographed.

When producing any 'look' materials, a spot test must be done to ensure that the ITU colours are represented correctly. This can be done by matching to the attached swatch sheet.

The media backdrop must always sit on a blue background.

Production of this item is the responsibility of the LOC. Artwork sign-off must be sought from ITU prior to production.



The ITU accreditation system is to be incorporated into all ITU events. Accreditation guidelines are available in the Event Organiser's Manual.

When producing any 'look' materials, a spot test must be done to ensure that the ITU colours are represented correctly. This can be done by matching to the attached swatch sheet.

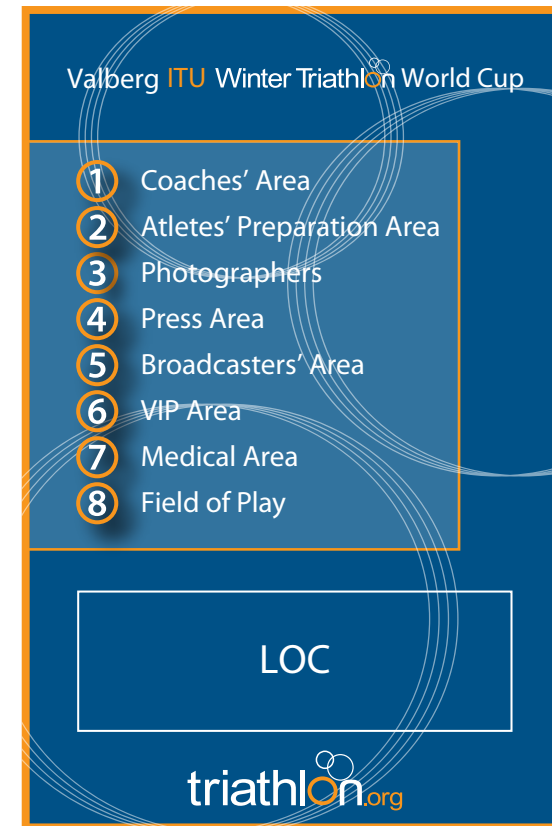
Production of this item is the responsibility of the LOC.

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

Front - Sport and Public Areas



Back



Front - Operations Areas



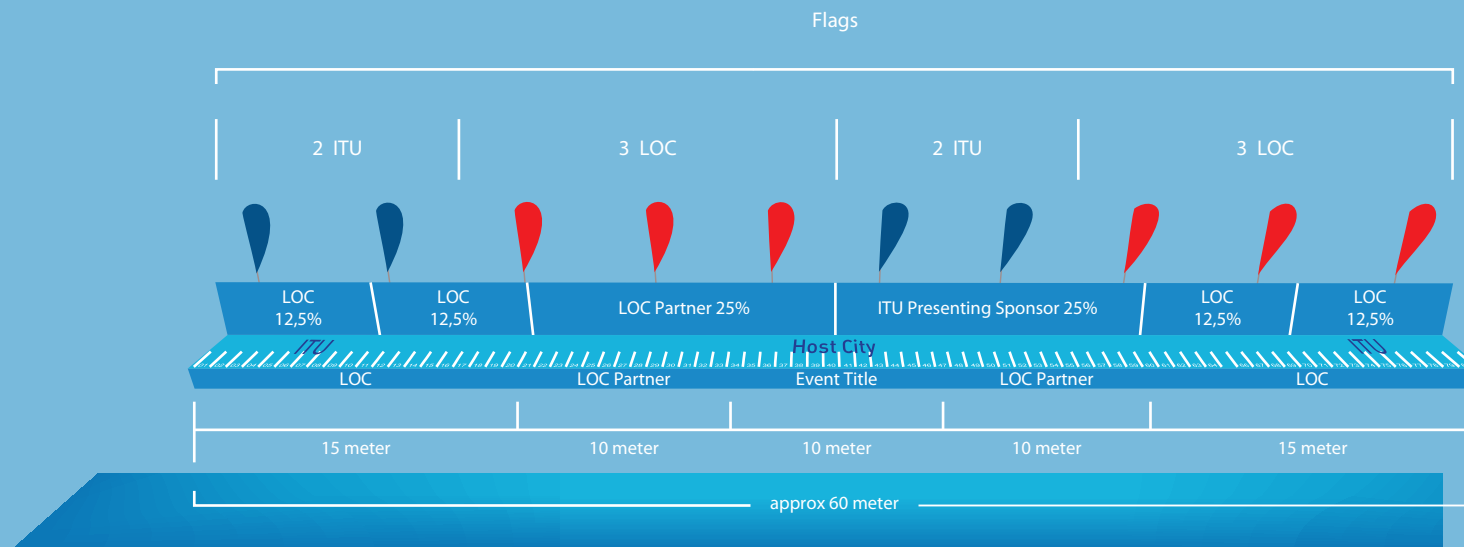
When producing any 'look' materials, a spot test must be done to ensure that the ITU colours are represented correctly. This can be done by matching to the attached swatch sheet.

If you are unable to produce these on a blue background, please use white backgrounds as a secondary option.

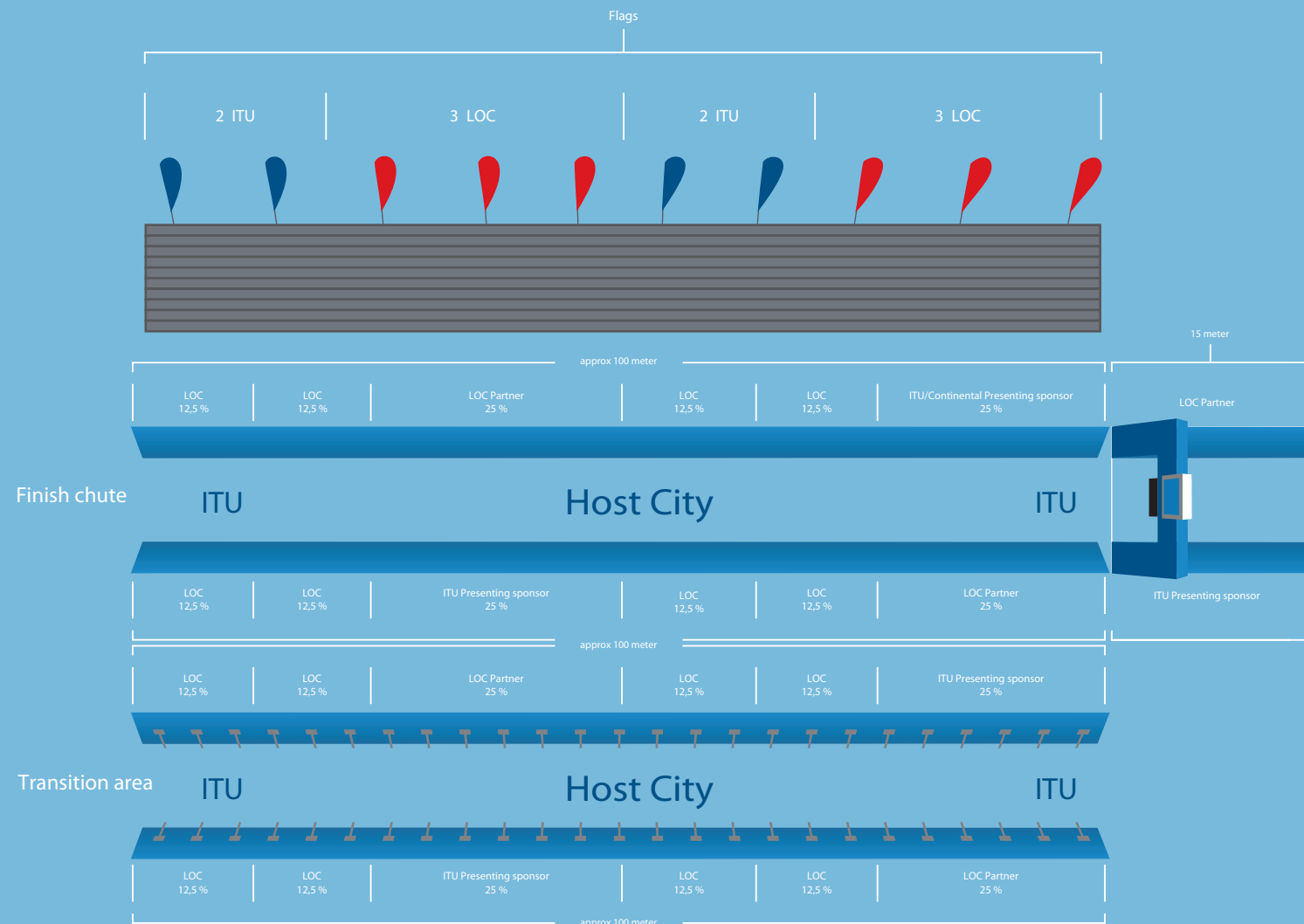
← 420 mm minimum →



Swim start



Finish chute/Transition area



INTERNATIONAL TRIATHLON UNION

BRANDING ITEMS

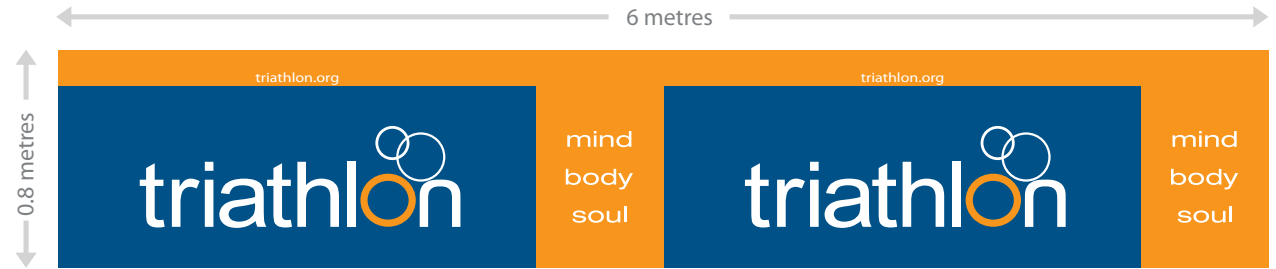


The ITU fence scrim will be used at the race site and on the course in various strategic positions

When producing any 'look' materials, a spot test must be done to ensure that the ITU colours are represented correctly. This can be done by matching to the attached swatch sheet.

Production of this item is the responsibility of the ITU.

FENCE SCRIM



The above scrim comes in 6-metre, 12-metre and 24-metre lengths.

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

The supporting flagpole must be 4m high with 0,75m extension on the top.

The LOC is responsible for providing flagpoles as per these specifications.

If the flagpole is made of PVC please use the following instructions:

- 2,5 meter length of 1 inch PVC pipe
- 1,5 meter length of 1 inch PVC pipe
- Coupling (to connect the two parts above)
- 0,75 meter lengths of " inch PVC pipe
- 1 inch in and " inch out elbow

For easy storage, you do not need to glue the elbow and couplings.

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

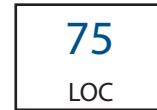
ITU will confirm the quantities of flags present at each event..



When producing any 'look' materials, a spot test must be done to ensure that the ITU colours are represented correctly. This can be done by matching to the attached swatch sheet.

Production of those items is the responsibility of the LOC, with the exception of the medals which are supplied by ITU.

Helmet label



Bike label



Swim caps



Medal ribbons



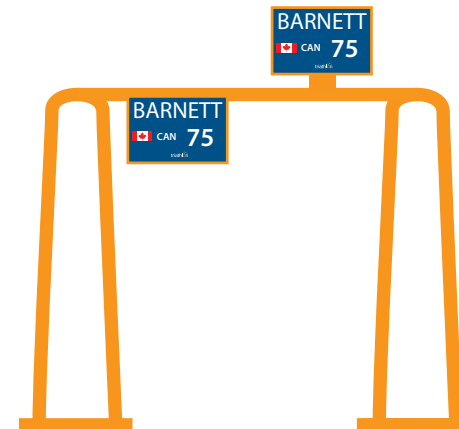
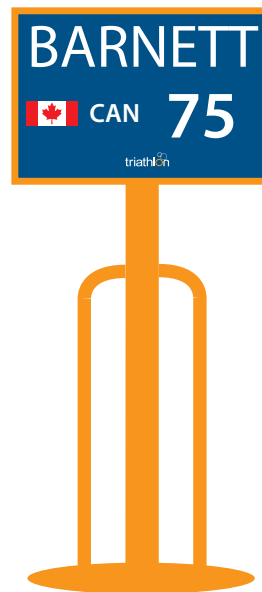
When producing any 'look' materials, a spot test must be done to ensure that the ITU colours are represented correctly. This can be done by matching to the attached swatch sheet.

If you are unable to produce these on a blue background, please use the white version as a secondary option.

Production of this Item Is the responsibility of the LOC.

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

Bike rack label



White version