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 any way.

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
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.
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.

**2.2 Primary logo formats**

- **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.

2.3 Primary logo clear space
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.

2.4 Primary logo violations

- Do not alter the colour or tint of the logo.
- Do not substitute or replace the wordmark with other fonts.
- Use the correct colours when the logo appears on background.
- 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.
- Do not add elements to the logo, this will change the logo.
- Never alter the configurations of the logo or the circle element.
- Do not change the proportions of the logo by stretching or squishing.
- Never alter the configurations of the logo or the circle element.

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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.

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

2.8 Secondary logo violations

- 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.
- Do not replace elements of the logo with text, regardless of perceived similarity or aesthetic appeal.
- Never rotate the ITU brand separately.
- Do not squash or stretch the logo. If scaling the logo, ensure the proportions always remain the same as the original.
The primary, or corporate, format is used in all formal representation of the Continental Confederation identity.
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.

When modifying these logos for your respective event, the only element that will need to be changed are the continent, category and the venue name.

3.1 Continental Championships & Cups - Event Titles: Portrait

Examples of Title Sponsor integration:

ITU Presenting Sponsor, Portrait version, on white background.

ITU African Cup
Mauritius triathlon
ITU European Cup
Split
ITU Presenting Sponsor
presented by
Suixian triathlon
ITU Asian Cup
Mauritius triathlon
ITU Premium Panamerican Cup
Portland triathlon

Portrait versions on white background.

Portrait versions on blue background.

presented by
presented by
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 “i”.

The text “ITU European Cup” should always align with the “t” in triathlon to the left, and extend until the beginning of the “n” to the right.

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

Length Restriction Example: “New Plymouth” reaches the length restriction first, so the height restriction is ignored.

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.

When modifying these logos for your respective event, the only element that will need to be changed are the continent, category and the venue name.

“ITU” and “Triathlon” always remain together.

Landscape version on blue background.

Split ITU Triathlon European Cup

Landscape version on white background.

Split ITU Triathlon European Cup

Title sponsor, Landscape version, on white background example:

LOC Vienna ITU Triathlon European Cup
The only element within the Landscape versions of Event Titles that needs modifying is the City Name.

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**

![Split ITU Triathlon European Cup (Blue background)](Split_P_onBlue.eps)

**White background**

![Split ITU Triathlon European Cup (White background)](Split_P_onWht.eps)

**Black background**

![Guanzhou ITU Triathlon Asian Championships (Black background)](Split_Land_onBlk.eps)

**Orange background**

![Suixian ITU Triathlon Asian Cup (Orange background)](Suixian_Land_onOrng.eps)

**Mono**

![Split ITU Triathlon European Cup (Mono)](Split_Land_Mono.eps)

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**3.5 Continental Championships & Cups - Event Titles: Colour Formats**
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.
Continental Championships & Cups 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 logistic of the finish tape is the responsibility of the Continental Confederation.
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.

3.8 Continental Championships & Cups Gantry
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.

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**Front - Operations Areas**

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**Front - Sport and Public Areas**

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**Back**

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3.11 Continental Championships & Cups Accreditation
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.
3.13 Continental Championships & Cups Swim Start
3.14 Continental Championships & Cups Finish couture/Transition area
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.

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 4.5m 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 ½ inch PVC pipe
- 1 inch in and ¾ 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.
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.

4.4 Branding - Bike Rack Labels