HOW TO USE THESE GUIDELINES

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.

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

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January 2018 Edition
PRODUCTION RESPONSIBILITY OF BRANDING ITEMS

The table shows per type of events, the various branding items to be produced and the responsibility for production.

The artwork of items produced by the LOC must be submitted to ITU for approval.

<table>
<thead>
<tr>
<th>ITEMS</th>
<th>WTS</th>
<th>WC</th>
<th>Multisport World Champ.</th>
<th>World Paratriathlon Series</th>
<th>Paratriathlon World Cup</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gantry</td>
<td>LOC *</td>
<td>LOC *</td>
<td>LOC *</td>
<td></td>
<td>LOC *</td>
</tr>
<tr>
<td>Finish Tape</td>
<td>LOC *</td>
<td>LOC *</td>
<td>LOC *</td>
<td></td>
<td>LOC *</td>
</tr>
<tr>
<td>Podium Backdrop</td>
<td>LOC *</td>
<td>LOC *</td>
<td>LOC *</td>
<td></td>
<td>LOC *</td>
</tr>
<tr>
<td>Interview Backdrop</td>
<td>LOC *</td>
<td>LOC *</td>
<td>LOC *</td>
<td></td>
<td>n/a</td>
</tr>
<tr>
<td>Accreditations</td>
<td>LOC *</td>
<td>LOC *</td>
<td>LOC *</td>
<td></td>
<td>LOC *</td>
</tr>
<tr>
<td>Directional Signage</td>
<td>LOC *</td>
<td>LOC *</td>
<td>LOC *</td>
<td></td>
<td>LOC *</td>
</tr>
<tr>
<td>Field of Play Signage</td>
<td>LOC *</td>
<td>LOC *</td>
<td>LOC *</td>
<td></td>
<td>LOC *</td>
</tr>
<tr>
<td>Bike Racks and Labels</td>
<td>LOC *</td>
<td>LOC *</td>
<td>LOC *</td>
<td></td>
<td>LOC *</td>
</tr>
<tr>
<td>Triathlon Arch</td>
<td>ITU</td>
<td>ITU</td>
<td>ITU if supplied</td>
<td>ITU if supplied</td>
<td>n/a</td>
</tr>
<tr>
<td>Global Partner Arch</td>
<td>ITU</td>
<td>ITU</td>
<td>ITU</td>
<td></td>
<td>n/a</td>
</tr>
<tr>
<td>Global Partner Branding (Scrims+Arch)</td>
<td>ITU</td>
<td>ITU</td>
<td>ITU</td>
<td></td>
<td>n/a</td>
</tr>
<tr>
<td>ITU Scrims</td>
<td>ITU</td>
<td>ITU</td>
<td>ITU</td>
<td></td>
<td>ITU</td>
</tr>
<tr>
<td>ITU Triathlon Live Scrims</td>
<td>ITU</td>
<td>ITU</td>
<td>ITU</td>
<td></td>
<td>ITU</td>
</tr>
<tr>
<td>ITU Vertical Flags</td>
<td>ITU</td>
<td>ITU</td>
<td>ITU</td>
<td></td>
<td>ITU</td>
</tr>
<tr>
<td>ITU Medal Ceremony Flag</td>
<td>ITU</td>
<td>ITU</td>
<td>ITU</td>
<td></td>
<td>ITU</td>
</tr>
<tr>
<td>Elite + U23/Junior/Para Bike &amp; Helmet Stickers if applicable</td>
<td>ITU</td>
<td>ITU</td>
<td>ITU</td>
<td>ITU</td>
<td>ITU</td>
</tr>
<tr>
<td>Elite + U23/Junior/Para Body Decals if applicable</td>
<td>ITU</td>
<td>ITU</td>
<td>ITU</td>
<td>ITU</td>
<td>ITU</td>
</tr>
<tr>
<td>Elite + U23/Junior/Para Swim Caps if applicable</td>
<td>ITU</td>
<td>ITU</td>
<td>ITU</td>
<td>LOC</td>
<td>LOC</td>
</tr>
<tr>
<td>Bib number</td>
<td>LOC (AG only)</td>
<td>n/a</td>
<td>ITU (cross + ld triathlon only)</td>
<td>ITU</td>
<td></td>
</tr>
<tr>
<td>Bib mountain bike plate</td>
<td>n/a</td>
<td>n/a</td>
<td>ITU</td>
<td>n/a</td>
<td>n/a</td>
</tr>
<tr>
<td>Elite + U23/Junior/Para Medals if applicable</td>
<td>ITU</td>
<td>ITU</td>
<td>ITU (+AG)</td>
<td>ITU</td>
<td></td>
</tr>
</tbody>
</table>

* artwork to be submitted to ITU for approval
ITU BRANDING GUIDELINES
MULTISPORT WORLD CHAMPIONSHIPS & WORLD SERIES

BASICS

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1.1. COLOURS

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

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.

<table>
<thead>
<tr>
<th>MAIN COLOUR</th>
<th>HIGHLIGHT COLOUR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pantone 2955C</td>
<td>ITU Blue (Coated papers)</td>
</tr>
<tr>
<td>Pantone 144C</td>
<td>ITU Orange (Coated papers)</td>
</tr>
</tbody>
</table>

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

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

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

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

Websafe conversion
- #003366

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

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).
BASICS

1.3. TYPEFACE

Corporate typeface is the Eurostile which is displayed on the right hand side.

FONT STYLE USAGE

BOLD CONDENSED:
- headlines, subheadlines, active typography.
- style is to be used in majuscule only.
- slightly enhance letter spacing.
- enlarge font size approx. 10% to use same optical size if mixed with body copy in same size.

CONDENSED:
- subheadlines, tables, in mix with bold condensed.
- for efficient body copy usage (e.g., tables, narrow columns).
- style is to be used in majuscule only.
- slightly enhanced letter spacing.
- bold condensed style has to dominate condensed style.

MEDIUM: body copy, marginalia, captions.

DEMI: text decoration in body text.

REGULAR FONT SIZE USAGE

Marginalia: 4–7 Point
Body copy: 8–11 Point
Headlines 12–100 Point

EXCEPTIONS

- For event title, the typeface used is Eurostile Medium.
- For office communication e.g. letters and fax Arial may be used alternatively.

EUROSTILE BOLD CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789,.;:-–—!"’“®™©®@# ± +*

EUROSTILE CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789,.;:-–—!"’“®™©®@# ± +*

EUROSTILE MEDIUM

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789,.;:-–—!"’“®™©®@# ± +*

EUROSTILE DEMI

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789,.;:-–—!"’“®™©®@# ± +*

EXAMPLE

HEADLINE BOLD CONDENSED

SUBHEADLINE CONDENSED

Body text medium Mincienti dentian deliquiam, sitinvenim ipsandia doles as mint eaque parupta tibus, a nimuscia cus nonsend anduciae dignis repe omni odo dero sequia dolorro dolest fugat. Apelectet aut aliquis rae volecto tatiand animusamet, sequod molupta tusdandaet. Occae num harum facerai debis vole nemque vent et, non por alit quam quisit laces aspitatem et, volorehent ipsae nestenisquia sit odis re volliqui ut laut vollori tionestibus nos restor emporte voles con culluptati non non non parunde di ommo-luptaqu core.

Demi text decoration
LOGOS

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2.3. ITU Corporate logo clear space 11
2.4. ITU Corporate logo violations 12
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2.8. Primary logo violations 16
2.9. Primary format logo (Multisport) 17
LOGOS

2.1. ITU CORPORATE LOGO

The corporate logo format is used in all formal representation of the ITU identity. When possible, ITU’s blue, and/or ITU’s orange ring must be used as the default logo 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 1.1 for colours.

The background colour should always be a full flood of colour.
LOGOS

2.2. ITU CORPORATE LOGO FORMAT

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

Refer to page 1.1 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.

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.

Files available: see triathlon.org
LOGOS

2.3. ITU CORPORATE LOGO CLEAR SPACE

The simple and consistent application of the ITU corporate 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.
LOGOS

2.4. ITU CORPORATE LOGO VIOLATIONS

Do not alter the ITU corporate 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 corporate 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 worldmark 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.

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

Use the correct colours when the logo appears on background.
LOGOS

2.5. PRIMARY LOGO

The ITU Primary logo comprises:

- The ‘triathlon’ wordmark
- The ITU 3-circle graphic
- The ITU background

The ITU Primary 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.
LOGOS

2.6. PRIMARY LOGO FORMAT

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.

Refer to page 1.1 for colours.

Files available: see triathlon.org
LOGOS

2.7. PRIMARY LOGO CLEAR SPACE

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

There must be an area left around the Primary 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.
2.8. PRIMARY LOGO VIOLATIONS

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

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 squish or stretch the logo. If scaling the logo, ensure the proportions always remain the same as the original.

Do not add the elements to the logo.

Never alter the spacing between the logo elements.

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 to the rest of the visual elements.
LOGOS

2.9. PRIMARY FORMAT LOGO (MULTISPORT)

The corporate logo is used in primary format logo and all formal representation of the Multisport event logo identity.

**primary format logo (multisport)**

- `duathlon`
  - duathlon_wordmark_cmyk.eps
- `ld duathlon`
  - ldduathlon_wordmark_cmyk.eps
- `ld triathlon`
  - ldtriathlon_wordmark_cmyk.eps
- `winter triathlon`
  - winter_triathlon_wordmark_cmyk.eps
- `aquathlon`
  - aquathlon_wordmark_cmyk.eps
- `cross duathlon`
  - cross_duathlon_wordmark_cmyk.eps
- `cross triathlon`
  - cross_triathlon_wordmark_cmyk.eps
- `mixed relay triathlon`
  - mixedrelay_triathlon_wordmark_cmyk.eps
- `multisport`
  - multisport_wordmark_cmyk.eps

**reversed logo**

- `Duathlon_wordmark_cmyk_rev.eps`
- `ldduathlon_wordmark_cmyk_rev.eps`
- `ldtriathlon_wordmark_cmyk_rev.eps`
- `winter_triathlon_wordmark_cmyk_rev.eps`
- `aquathlon_wordmark_cmyk_rev.eps`
- `cross_duathlon_wordmark_cmyk_rev.eps`
- `cross_triathlon_wordmark_cmyk_rev.eps`
- `mixedrelay_triathlon_wordmark_cmyk_rev.eps`
- `multisport_wordmark_cmyk_rev.eps`
MULTISPORT BRANDING

3.1. Event titles: portrait
3.2. Event titles: portrait - guides
3.3. Event titles: landscape
3.4. Event titles: landscape - guides
3.5. Event titles: colour formats
3.6. Finish tape
3.7. Finish gantry
3.8. Podium backdrop
3.9. Media (press conference) backdrop
3.10. Accreditation
3.11. Directional signage
3.12. Field of Play (FOP) signage
3.13. Start area
3.14. Finish chute / transition area
MULTISPORT BRANDING

3.1. EVENT TITLES: PORTRAIT

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

When modifying these logos for your respective event, the only element that will need to be changed is the ‘Host City’ name and, if applicable, the ‘Title sponsor’.

The font to use is Eurostile Medium.

If the event has a ‘Title sponsor’, its name is placed instead of ITU. Please see examples.

Note that no other visual identity is allowed.

All ‘Title sponsor’ integration is subject to approval from ITU.
**MULTISPORT BRANDING**

### 3.2. EVENT TITLES: PORTRAIT - GUIDES

**Zone A**: container for either the acronym ‘ITU’ or the possible ‘Title Sponsor’ in the Portrait version of Event Title graphics. They 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 ‘Title Sponsor’. The height restriction is equal to the size of the smaller ITU ring.

There is no colour personalization of the ‘Title Sponsor’. It must be either blue/white (depending on the background) or orange.

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

**Zone B**: container for the ‘event format’ and the ‘Host City’ name. If there is a ‘Title Sponsor’, the acronym ‘ITU’ is dropped from the event title. The height restriction determines the size of the text for the ‘event format’/‘Host City’ name. The colour of the ‘Host City’ name is always the ITU orange. The height restriction equals to the size of the smaller ITU ring.

The space between ‘triathlon’ and zone B equals to 50% of the smallest ITU rings.

Height restriction example: “ITU” text is scaled until it reaches the first restriction, in this case, height. The length restriction is ignored.

Length restriction example: “event format” reaches the length restriction first, so the height restriction is ignored.

The text of the “event format” should always align with the “first letter” of the event type (in this case the “l” of ld triathlon) to the left, and extend until the end of the “o” to the right. The same font size is then applied to the “Host City”.

When the type of event organized is one word, i.e. aquathlon, duathlon, multisport, triathlon, the length restriction is extended to the end of the “n”.

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

3.3. EVENT TITLES: LANDSCAPE

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

When modifying these logos for your respective event, the only element that will need to be changed is the ‘Host City’ name and, if applicable, the ‘Title sponsor’.

The font to use is Eurostile Medium.

If the event has a ‘Title sponsor’, its name is placed instead of ITU. Please see how to incorporate.

Note that no other visual identity is allowed.

“ITU” and “duathlon”, “aquathlon”, “ld triathlon” always remain together.

All ‘Title Sponsor’ integration is subject to approval from ITU.

Landscape version on blue background

ITU duathlon World Series Event Torhout

ITU cross triathlon World Championships Penticton

Landscape version on white background

ITU winter triathlon World Cup Valberg

Title sponsor, landscape version, on white background example

TitleSponsor aquathlon World Championships Cancun
The elements within the landscape versions of Event Titles that needs modifying are the ‘event format’, the ‘Host City’ name and if applicable, the ‘Title Sponsor’.

The ‘Host City’ Name text should left-align with the provided guide to ensure that the correct spacing remains unchanged. Similarly any ‘Title Sponsor’ should right-align with the provided guide preceding ‘triathlon’.

The colour of the ‘Host City’ name is always the ITU orange. There is no colour personalization of the ‘Title Sponsor’. It must be either blue/white (depending on the background) or orange.

The font to use is Eurostile Medium.

If the event has a ‘Title sponsor’, its name is placed instead of ITU. Please see examples.

Note that no other visual identity is allowed.

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.
MULTISPORT BRANDING

3.5. EVENT TITLES: COLOUR FORMATS

Depending on the medium used, choose the right logo colour breakdown. This will keep the colours consistent for all media types. Refer to page 1.1 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.

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 approved by ITU.

Blue background

Blue background

White background

Black background

Mono
Multisport branding

3.6. Finish Tape

Multisport Finish tape must always be ITU blue. Refer to page 1.1 for colours.

Finish 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 Finish 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.

*Production of this item is the responsibility of the LOC.*

Artwork sign-off must be sought from ITU prior to production. The LOC is encouraged to use ITU’s production company and should contact the ITU Team Leader of their event if they would like to proceed with this option.
3.7. FINISH GANTRY

Gantry must be ITU blue. All sponsor logos must be one colour version in white in the allocated spaces on the verticals of the gantry. One space is secured for any potential ITU global partner. Note this space is given back to the LOC if not used.

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

The timing partner space and ground graphic production is at the discretion of the LOC with consultation from ITU.

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

Carpet stenciling has to be approved by ITU.

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

Production of this item is the responsibility of the LOC.

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

Note: feel free to add the “host city name” on top of arch would you like to profile it during aerial shot of the venue.
MULTISPORT BRANDING

3.8. PODIUM BACKDROP

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 50 squares. According to the ITU contract with Multisport LOC’s, the division of logos must sit at 80%-20%, with 80% percent of available logo space going to LOC’s and 20% to ITU.

When producing any ‘look’ materials, a spot test must be done to ensure that the ITU colours are represented correctly.

All logos are to appear on a white background.

Event title must appear three times at the top.

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.

Files available: AI scale 1:2
MULTISPORT BRANDING

3.9. MEDIA (PRESS CONFERENCE) BACKDROP

It is important to ensure that the media backdrop is made to the specified size requirements, minimum 2.5m high and minimum 4.5m wide to ensure it covers a possible head table during a press conference and that it appears properly when videotaped or photographed.

According to the ITU contract with Multisport LOC’s, the division of logos must sit at 80%-20%, with 80% percent of available logo space going to LOC’s and 20% to ITU.

When producing any ‘look’ materials, a spot test must be done to ensure that the ITU colours are represented correctly.

All logos are to appear on a white background.

Event title must appear three times at the top.

The media backdrop must always sit on a blue background.

The LOC will receive the artwork from the ITU without LOC logos. The LOC must then place the logos of the local sponsors into the provided spaces and finalize the artwork for production. Make sure to take into consideration the height of people sitting and standing when designing the artwork.

Production of this item is the responsibility of the LOC.

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

Files available: AI scale 1:2

Interview backdrop

The TV interview backdrop is as smaller version of the press conference one. The size recommended is 3m wide by 2.2m high. Please follow the same branding principles and consider the height of the athletes.
**MULTISPORT BRANDING**

### 3.10. ACCREDITATION

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.

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

For some categories, the card is replaced by single-use colored plastic wristbands.

LOC is responsible for the production of wristbands for the AG athletes, AG coaches, AG Team Medical, and AG Bike Mechanics. Different colors chosen in consultation with ITU must be used for each event.

ITU provides the one for Elite/U23/Juniors/Paratriathlon Coaches and Team Medical.

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

Files available:

<table>
<thead>
<tr>
<th>Front: ITU family/sport delegation (blue)</th>
<th>Front: ITU family/LOC (red)</th>
<th>Front: ITU family/Others (white)</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1.png" alt="Card Image" /></td>
<td><img src="image2.png" alt="Card Image" /></td>
<td><img src="image3.png" alt="Card Image" /></td>
</tr>
</tbody>
</table>

**Wristbands**

- One color per event

- One wristband for each category
3.11. DIRECTIONAL SIGNAGE

Signage for access restricted zones must include their respective numbers following the accreditation plan.

Make sure to use an ITU font.

When producing any ‘look’ materials, a spot test must be done to ensure that the ITU colours are represented correctly.

If you are unable to produce these on a blue background, please use white backgrounds 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.
When producing any ‘look’ materials, a spot test must be done to ensure that the ITU colours are represented correctly.

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

Production of this item is the responsibility of the LOC. Artwork files are provided.

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

Files available:
- AidStation_200M_cmyk.eps
- AidStation_cmyk.eps
- WheelStation_200M_cmyk.eps
- WheelStation_cmyk.eps
- Penaltybox_200M_cmyk.eps
- Penaltybox_cmyk.eps
- LitteringStart_cmyk.eps
- LitteringEnd_cmyk.eps
- TAto_1K_cmyk.eps
3.13. START AREA

SWIM START

Flags

1 ITU
LOC
3 ITU
LOC
1 ITU

approx. 60m

LOC 1/3
ITU 1/3
LOC 1/3

HOST CITY
Symmetric positioning of scrim fences and flags before the start line.

- Flags
- ITU flags
- LOC flags
3.14. FINISH CHUTE / TRANSITION AREA

- **FINISH CHUTE**
  - 2 ITU
  - LOC
  - 2 ITU
  - LOC
  - Flags
  - approx. 100m
  - LOC Partner 25%
  - LOC 12.5%
  - LOC 12.5%
  - ITU Global Partner 20%

- **TRANSITION AREA**
  - 15m
  - LOC Partner
  - ITU global partner
  - approx. 100m
  - LOC 15%
  - LOC 15%
  - ITU global partner
  - LOC 15%
  - LOC 15%
  - LOC 15%

- **HOST CITY**
  - 15m
  - 2017 HOST CITY
  - LOC 15%
  - LOC 15%
  - LOC Partner 25%
  - LOC 12.5%
  - LOC 12.5%
  - ITU Global Partner 20%
  - LOC 25%

- **GRAND STAND**
  - approx. 100m
  - LOC 15%
  - LOC 15%
  - LOC Partner 25%
  - LOC 12.5%
  - LOC 12.5%
  - ITU Global Partner 20%
  - LOC Partner
GENERAL BRANDING ITEMS

5.1. Scrim
5.2. ITU medal ceremony flag
5.3. Vertical banner
5.4. Athlete kit
5.5. Bike rack labels
5.6. MTB bike plate
GENERAL BRANDING ITEMS

5.1. SCRIM

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.

Note: Most rolls are 30m long.

Production of these items is the responsibility of ITU unless communicated otherwise.
5.2. ITU MEDAL CEREMONY FLAG

When producing any 'look' materials, a spot test must be done to ensure that the ITU colours are represented correctly.

Production of these items are the responsibility of ITU.
GENERAL BRANDING ITEMS

5.3. VERTICAL BANNER

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.

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

Production of these items is the responsibility of ITU unless communicated otherwise.
5.4. ATHLETE KIT

When producing any ‘look’ materials, a spot test must be done to ensure that the ITU colours are represented correctly.

Production of these items are the responsibility of ITU.

Helmet, bike bag stickers

Body decals

Swim caps

Bib number for cross and long distance triathlon
GENERAL BRANDING ITEMS

5.5. BIKE RACK LABELS

When producing any 'look' materials, a spot test must be done to ensure that the ITU colours are represented correctly.

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

The height of the athlete’s number should be no less than 1/3 of the size of the label.

Production of this item is the responsibility of the LOC.

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

Files available: 1d
A plate showing the athlete’s number must be placed on mountain bikes used in winter and cross triathlon.

When producing any ‘look’ materials, a spot test must be done to ensure that the ITU colours are represented correctly.

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

The height of the athlete’s number should be no less than 1/3 of the size of the label.

Production of this item is the responsibility of ITU.