Brand guidelines

World Triathlon Championship Series
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
# Production responsibility of branding items

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

<table>
<thead>
<tr>
<th>Items</th>
<th>Responsibility</th>
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</thead>
<tbody>
<tr>
<td>Gantry</td>
<td>LOC*</td>
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<tr>
<td>Finish Tape</td>
<td>LOC*</td>
</tr>
<tr>
<td>Podium Backdrop</td>
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<td>Athlete ID Plate</td>
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<td>Age-group Swim Cap</td>
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<tr>
<td>Age-group Body Decals &amp; Stickers</td>
<td>LOC*</td>
</tr>
<tr>
<td>Age-group Medals</td>
<td>LOC*</td>
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<tr>
<td>Elite Medals</td>
<td>World Triathlon</td>
</tr>
<tr>
<td>Age-group Medals *in Finals only</td>
<td>World Triathlon</td>
</tr>
<tr>
<td>Bib Number</td>
<td>LOC*</td>
</tr>
<tr>
<td>(Age-group only)</td>
<td>World Triathlon</td>
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<td>Triathlon Arch</td>
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<td>Global Partner Arch</td>
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<td>Global Partner Branding (Scrims+Arch)</td>
<td>World Triathlon</td>
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<td>World Triathlon Triathlon Live Scrims</td>
<td>World Triathlon</td>
</tr>
</tbody>
</table>

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<tr>
<th>Items</th>
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</tr>
</thead>
<tbody>
<tr>
<td>World Triathlon Vertical Flags</td>
<td>World Triathlon</td>
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<tr>
<td>World Triathlon Medal Ceremony Flag</td>
<td>World Triathlon</td>
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<tr>
<td>Elite Athletes Bike &amp; Helmet Stickers</td>
<td>World Triathlon</td>
</tr>
<tr>
<td>Elite Body Decals</td>
<td>World Triathlon</td>
</tr>
<tr>
<td>Elite Swim Caps</td>
<td>World Triathlon</td>
</tr>
<tr>
<td>Elite Medals</td>
<td>Age-group in final World Champion Medalists - World Triathlon</td>
</tr>
<tr>
<td>TriathlonLIVE Flags &amp; Scrims</td>
<td>World Triathlon</td>
</tr>
<tr>
<td>Elite / U23 / Junior / Para Medals</td>
<td>World Triathlon</td>
</tr>
</tbody>
</table>
World Triathlon Masterbrand
Summary of the masterbrand elements

Elements cascade down from the World Triathlon masterbrand to inform the Championships.

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
# Typefaces 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](http://fonts.adobe.com/fonts/ubuntu).

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

<table>
<thead>
<tr>
<th>Typeface</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ubuntu Bold</td>
<td>Used for headlines and titles. Tracking should be set to ‘-10’</td>
</tr>
<tr>
<td>Ubuntu Medium</td>
<td>Used for headlines and titles. Tracking should be set to ‘-10’</td>
</tr>
<tr>
<td>Ubuntu Regular</td>
<td>Used for variety i.e. bullet points, pull out quotes and annotation. Tracking should be set to ‘-10’</td>
</tr>
<tr>
<td>Ubuntu Light</td>
<td>Used for body copy. Tracking should be set to ‘-10’</td>
</tr>
</tbody>
</table>
Globe from the masterbrand

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

We use this version in our event logos - 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

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

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

Positioned in front of objects such as text or imagery

Rotated
To create the most dynamic composition within the page or screen

Or positioned behind objects such as text or imagery
Event Logos
Championship Series 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 Championship Series’ 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 1 local partner 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.
Championship Series event logo with Race Format

There's a further version of each event logo that includes the Race Format in text. For example Olympic/Standard vs Sprint distance.

The City moves down to the same line as the year, and the year inherits the City text styling.
Championship Series event logo with Race Format

These versions show the Championship Series event logo with Sprint & Relay in place.
Championship Finals event logo

There’s a separate version of the event logo for the Championship Finals, again all with the same rules for City, Year and Title Partner.

As this is a single event, there are no versions that include Race Format.
Para Series event logo

There’s a separate version of the event logo for the Para Series, again all with the same rules for City, Year and Title Partner.

As this is a single event, there are no versions that include Race Format.
Para Championships event logo

There's a separate version of the event logo for the Para Championships, again all with the same rules for City, Year and Title Partner.

As this is a single event, there are no versions that include Race Format.
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.
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.

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.
Championship Series logo

World Triathlon uses an over-arching logo for the Championship Series, without any City or Year, shown here for reference, but not directly used by LOCs.

with Title Partner in text

with Title Partner logo
Event logos in portrait orientation

In exceptional circumstances, and only with the explicit permission of the Marketing team at World Triathlon, portrait versions of the event logo can be created and used in those communications that explicitly require it, not in or around the field of play.

Each instance will be considered on a case-by-case basis dependent on Title Partner and Local Partner requirements.
Mono versions and when to use them

Mono versions (either all black or all white) of any of the Championship 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 keeping 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.

<table>
<thead>
<tr>
<th>Rule</th>
<th>Example 1</th>
<th>Example 2</th>
<th>Example 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Don't rearrange the elements</td>
<td><img src="#" alt="Logo" /></td>
<td><img src="#" alt="Logo" /></td>
<td><img src="#" alt="Logo" /></td>
</tr>
<tr>
<td>Don't stretch or distort the logo</td>
<td><img src="#" alt="Logo" /></td>
<td><img src="#" alt="Logo" /></td>
<td><img src="#" alt="Logo" /></td>
</tr>
<tr>
<td>Don't recolour the elements</td>
<td><img src="#" alt="Logo" /></td>
<td><img src="#" alt="Logo" /></td>
<td><img src="#" alt="Logo" /></td>
</tr>
<tr>
<td>Don't use any other fonts</td>
<td><img src="#" alt="Logo" /></td>
<td><img src="#" alt="Logo" /></td>
<td><img src="#" alt="Logo" /></td>
</tr>
<tr>
<td>Don't break the rules of Partner logo size</td>
<td><img src="#" alt="Logo" /></td>
<td><img src="#" alt="Logo" /></td>
<td><img src="#" alt="Logo" /></td>
</tr>
</tbody>
</table>
Layout and Imagery
Layout of communications

We keep our Championship Series communications consistent wherever possible.

In our header bar, our event logo appears at the left, the Triathlonlive logo appears on the right.

The 'box element' appears near the bottom of the communication and holds all the event and Series specific information.

A simple grid system for portrait communications helps keep the layout consistent.

*Please refer to the EOM for specific communication requirements.

Header bar

Used with a white or Transition Blue background, or placed directly on an image if legible.

Contains the event logo and the Triathlonlive promo

The box element

Contains event specific information, Calls to Action, as well as the Partner box and the Series box.
The Header bar

We use space at the top of our communications to hold the event logo.

Using full width of the communication provides flexibility to hold the logo, which may include a Partner logo.

The Triathlonlive logo and supporting text sits to the right of the header bar.
The Header bar

On standard UK A4 and standard N. American (8 1/2” x 11”) communications, the Header bar is 42mm deep.

Scale up and down from there on different communications as needed, but ensure the event logo is clearly legible in size in all instances.

The margin size is explained fully on page 32 - a simple grid system.

Line the Triathlonlive elements up vertically centered with the event logo.
The box element

On our Championship Series communications, the box element plays an important role:

- **The content box** - carries a headline, the event details, dates and call-to-action such as website or social links.
- **The Partner box** - carries the logos of the title, main Partners and any Global Partners.
- **The Series box** - showcases all the hosts in the series.

**Content box**

*Used with a white or Transition Blue background*  
Include a generous optical margin

Typical content used within the content box could include:
- A headline or campaign messaging in Ubuntu Medium, the font size size be at least 50% bigger than the introduction text below.
- Introduction text or bullet points.
- Event dates.
- Call to action - sign up here etc.
- Social media links.

**Partner box**

*Always used with a white background*

**Series box**

*Always used with a Transition Blue background*
The Partner box

The width of the Partner box will be dictated by the overall box element. This Partner box should always have a white background. Partner logos can be shown in colour or mono grey.

The Partner logos have to be listed in the following order:
- Title Partners
- Main Partners
- World Triathlon Global Partners.*

*Note: World Triathlon reserves the space for up to three Global Partners. These spaces will return to the LOC if not used by World Triathlon.
The Series box

The Series box acts as an optical closing of the whole box element and showcases the Series as a truly global event.

- List the Host Cities, and highlight your City in Ubuntu Bold.
- Reduce the opacity of the other cities by 50%.
- It’s permitted to show the list over two lines, but size the text accordingly to fill lines at all times.
- The width will be dictated by the overall box element.

Example use on two lines

World Triathlon Championship Series
Abu Dhabi | Bermuda | Yokohama | Leeds | Hamburg | Edmonton | Montreal | Chengdu

Example use on one line

World Triathlon Championship Series  Abu Dhabi | Bermuda | Yokohama | Leeds | Hamburg | Edmonton | Montreal | Chengdu
Sizing and positioning the box element

The box element can be positioned and sized in many different ways to keep communications engaging and flexible, particularly when overlaying elements on top of imagery.

It can sit on the edge of the page, or use a margin to sit within.

Its width will be informed by the messaging required within and the chosen image sitting behind it.
A simple grid system

A simple grid system that helps to define sizes and spaces.

On portrait documents a six column grid system should be used.

On landscape documents a nine column grid system should be used.

To create the grid - start with the brand apex, the margin should be 40% size of the brand apex.

See diagram on this page - these demonstrate the grid on A4 size.
A simple grid system - examples

Here are examples of how the grid works when positioning the box elements.

The box elements should always line up to the grid.

On occasions elements can sit within half size of the brand apex within the grid.
Layout background options

Will use a full bleed image for maximum visual impact of the sport in action.

The other permitted layout is to use a coloured background, that uses the 3D Globe from the masterbrand for more impactful text only layouts.
Style of imagery

Good photography plays a fundamental role in bringing our brand to life and is pivotal to our communications.

At our Championship Series events, we celebrate our athletes in - and showcase the host city through - the imagery.

Always use the most recent photography whenever possible to best present current athletes and keep content fresh.

Choose compositions carefully, to show the best of the action, in the context of the city, and that allow integration with the box element.

Refer to the World Triathlon brand guidelines for further clarity.
Usage - adverts and posters

Here are examples of adverts and posters.
Usage - editorial

Here are examples of editorial covers and inside spreads.

The inside examples show how the simple grid works within a brochure/programme spread.
Usage - tables

- Tables can be formatted as text or in a special design.
- Avoid dividing columns with white lines, try to use clear space between contents.
- Use alternating colours for lines in 10% and 20% of Transition Blue.
- Use a header in 100% Transition Blue as a strong optical element and for captions.
- Minimum text size is 6.5 pt.
Usage - maps

The general design of maps can be decided locally and individually, except for the colour range and typography.

- Use the colour range and its intermediary values laid out in this manual.
- Preferably use event colours to illustrate maps. If more colours are needed, select colours that are not event or Series colours.
- Use bold font for headlines and the medium font for general lettering.

Use the colours

- Ocean Blue should be used for swim course and the way out of the water.
- Yellow for bike course.
- Red for run course.
- All other colours should be taken from the World Triathlon colour palette and used together so they do not clash.
Usage - press kit

- Use the grid for the design on page 32.
- Either use images or 3D Globe background.
- Refer to layout rules on page 34.
Usage - invitation

- Use the grid for the design on page 32.
- Either use images or 3D Globe background.
- Refer to layout rules on page 34.
- The size is 100mm x 210mm.
Usage - stationery

Here are examples of a letterhead and business card.
Usage - accreditation

- Arrange elements like box element.
- Use striking typography.
- World Triathlon logo size optically for best integration in the top box.
- Refer to layout rules.
- Size approx. 120 x 80mm.

The LOC is responsible for producing all event credentials. Key World Triathlon staff, partners and guests will be provided with Global Series 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
Usage - signage

- Use the grid for the design on page 32.

- Either 2D or 3D Globe background.

- Refer to layout rules on page 34.

- Stack the design elements like the box element.

- Use striking clear typography.
Usage - social media

World Championships Hamburg 2021
Mixed Relay
Sunday 16 July
2.50pm UTC
Live worldwide at Triathlonlive.tv

16:38 Swim
57:23 Bike
31:23 Run
1:54:24 Overall
The Field of Play
The Field of Play

Finish area & transition area

Note: Please refer to your event agreement to see percent allocation for partners.
Swim start beach
Swim start pontoon
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 Partner Logo

Example with Event Logo

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

**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 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.

**Key:**
- Title Partner
- Global Partner
- Partner 2
- Partner 3
- Partner 4
- Partner 5
- Partner 6
Start zone

**Producer:** LOC.

**Material:** Hard board or LED screens.

**Dimension:** Minimum height 2100 mm. Minimum width 3600 mm for the middle board and 2700 mm for the boards on the side. Minimum thickness 4 mm.

The LOC will receive the artwork from the Series Management.
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 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.
Finish gantry / finish arch
Small sign board

**Producer frame construction:**
LOC.

**Producer board:** LOC.

**Material:** Hard board, four colour printing on both sides.

**Dimension:** 1172 x 572 mm.
Thickness 4–6 mm.
Age-group 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 the Series Management 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.
Stickers and body decals

Elite stickers and body decals

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

AG stickers and body decals

Age-group 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 the Series Management 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.
Kit bag / goodie bag

**Producer:** LOC.

**Material:** It is required that the kit bag/goodie bag are made of a recycled material so that the athletes can reuse the bags.

As pictured or in similar Series design.

**Note:** The colour of the Partner or the host city used in the event title logo can be an alternative to the World Triathlon blue colour.
Partner signage boards and banners

**Producer:** LOC.

**Material:** Hard boards for transition area and finish chute and boards/banners for on course and swim start/exit. For banners a recycled material is preferred due to its stiffness.

**Dimension:** Height 900 mm. Width 2500 mm. Minimum thickness of the boards 4 mm. The logo must be white and placed within the blue space marked in the picture.
Partner signage boards and banners

The logo has to be white on the Transition Blue background. White boxes or boxes in other colours as the logo background are not allowed.

World Triathlon logos will have the masterbrand primary colours applied.

ACCEPTABLE

UNACCEPTABLE
Athlete ID plates and bike rack

**Producer:** LOC.

**Material bike rack:** Metal with a heavy foot panel (for more detail, please view Event Organisers Manual).

**Athlete signboard:** Laminate print.

**Dimension signboard:**
- Minimum height 210 mm.
- Minimum width 297 mm.
Area / access signboards

**Producer:** LOC.

**Material:** Hard board. A heavy foot panel is needed (for more detail, please view “Event Organisers Manual”).

**Dimension:** Approx. height 1400 mm. Approx. width 400 mm. Minimum thickness 4 mm.
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 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.
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.
Roller banners

Producer: LOC.
Age-group medal example

FRONT:

BACK:

FRONT:

BACK:
At the World Triathlon Championship Series, the world’s fastest triathletes travel to iconic cities to compete head-to-head for a chance to be crowned World Champion.

Watch live on Triathlonlive.tv
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