Brand guidelines

World Triathlon Cup
# 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

## Contents

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Introduction</td>
<td>02</td>
</tr>
<tr>
<td>Production responsibility of branding items</td>
<td>03</td>
</tr>
<tr>
<td>World Triathlon Masterbrand and Event Logo</td>
<td>04</td>
</tr>
<tr>
<td>Summary</td>
<td>05</td>
</tr>
<tr>
<td>Colour</td>
<td>06</td>
</tr>
<tr>
<td>Typeface</td>
<td>07</td>
</tr>
<tr>
<td>Globe</td>
<td>08</td>
</tr>
<tr>
<td>Using the 3D Globe</td>
<td>09</td>
</tr>
<tr>
<td>Event Logos</td>
<td>10</td>
</tr>
<tr>
<td>Cup Event logo</td>
<td>11</td>
</tr>
<tr>
<td>Minimum size and exclusion zone</td>
<td>13</td>
</tr>
<tr>
<td>Working with Title Partner and Local Partner logos</td>
<td>14</td>
</tr>
<tr>
<td>Mono versions</td>
<td>15</td>
</tr>
<tr>
<td>Using the event logos on colour or image</td>
<td>16</td>
</tr>
<tr>
<td>Unacceptable use</td>
<td>17</td>
</tr>
<tr>
<td>The Field of Play</td>
<td>18</td>
</tr>
<tr>
<td>Finish tape</td>
<td>19</td>
</tr>
<tr>
<td>Finish gantry / finish arch</td>
<td>20</td>
</tr>
<tr>
<td>Awards ceremony backdrop</td>
<td>21</td>
</tr>
<tr>
<td>Press backdrop</td>
<td>22</td>
</tr>
<tr>
<td>Accreditation</td>
<td>23</td>
</tr>
<tr>
<td>Signage</td>
<td>24</td>
</tr>
<tr>
<td>Swim start pontoon</td>
<td>25</td>
</tr>
<tr>
<td>Finish Area</td>
<td>26</td>
</tr>
<tr>
<td>General Branding Items</td>
<td>27</td>
</tr>
<tr>
<td>Scrim</td>
<td>28</td>
</tr>
<tr>
<td>Course branding</td>
<td>29</td>
</tr>
<tr>
<td>Flags</td>
<td>30</td>
</tr>
<tr>
<td>Stickers and body decals</td>
<td>31</td>
</tr>
<tr>
<td>Age-group swim caps</td>
<td>32</td>
</tr>
<tr>
<td>Bike rack stickers</td>
<td>33</td>
</tr>
<tr>
<td>Queries and approvals</td>
<td>35</td>
</tr>
</tbody>
</table>
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>
</tr>
</thead>
<tbody>
<tr>
<td>Finish tape</td>
<td>LOC*</td>
</tr>
<tr>
<td>Finish gantry / finish arch</td>
<td>LOC*</td>
</tr>
<tr>
<td>Awards ceremony backdrop</td>
<td>LOC*</td>
</tr>
<tr>
<td>Press backdrop</td>
<td>LOC*</td>
</tr>
<tr>
<td>Interview backdrop</td>
<td>LOC*</td>
</tr>
<tr>
<td>Accreditation</td>
<td>LOC*</td>
</tr>
<tr>
<td>Signage</td>
<td>LOC*</td>
</tr>
<tr>
<td>Swim start pontoon</td>
<td>LOC*</td>
</tr>
<tr>
<td>Finish area</td>
<td>LOC*</td>
</tr>
<tr>
<td>Athlete ID</td>
<td>LOC*</td>
</tr>
<tr>
<td>Age-group swim caps</td>
<td>LOC*</td>
</tr>
<tr>
<td>Bike rack stickers</td>
<td>LOC*</td>
</tr>
<tr>
<td>Scrim</td>
<td>World Triathlon</td>
</tr>
<tr>
<td>World Triathlon scrim, flags &amp; arches</td>
<td>World Triathlon</td>
</tr>
<tr>
<td>World Triathlon Global Partner scrim, flags &amp; arches</td>
<td>World Triathlon</td>
</tr>
<tr>
<td>World Triathlon medal ceremony flag</td>
<td>World Triathlon</td>
</tr>
<tr>
<td>Stickers and body decals</td>
<td>World Triathlon</td>
</tr>
<tr>
<td>Elite swim cap</td>
<td>World Triathlon</td>
</tr>
<tr>
<td>Elite medals</td>
<td>World Triathlon</td>
</tr>
</tbody>
</table>
World Triathlon Masterbrand and Event Logo
Summary of the masterbrand elements

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

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.

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**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
Typeface 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

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

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

We use this version in our Cup event logos - it uses Transition Blue from our palette.

We have this alternate version - 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

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

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

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

Positioned in front
of objects such as text or imagery

Or positioned behind
objects such as text or imagery
Event Logos
Cup 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 Cup’ 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 your City 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.
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.

Position the Partner logo away from the vertical divider with a value of 12.5% of the width of the globe.
Mono versions and when to use them

Mono versions (either all black or all white) of any of the Cup 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.
### Unacceptable use of the event logo

Never change the layout, colours, fonts or separate the elements of the logo.

<table>
<thead>
<tr>
<th>Unacceptable use of the event logo</th>
<th>World Triathlon Cup Logo 2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>Don't rearrange the elements</td>
<td><img src="image1" alt="World Triathlon Cup Logo" /></td>
</tr>
<tr>
<td>Don't stretch or distort the logo</td>
<td><img src="image2" alt="World Triathlon Cup Logo" /></td>
</tr>
<tr>
<td>Don't recolour the elements</td>
<td><img src="image3" alt="World Triathlon Cup Logo" /></td>
</tr>
<tr>
<td>Don't use any other fonts</td>
<td><img src="image4" alt="World Triathlon Cup Logo" /></td>
</tr>
<tr>
<td>Don't break the rules of Partner logo size</td>
<td><img src="image5" alt="Partner Logo" /></td>
</tr>
</tbody>
</table>
The Field of Play
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.

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**EXAMPLE WITH EVENT LOGO**

![Example with event logo]

**EXAMPLE WITH PARTNER LOGO**

![Example with partner logo]
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 World Triathlon without LOC logos. The LOC must then place the logos of the Local Partners into the provided spaces and finalize the artwork for production.
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 World Triathlon 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
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 World Triathlon 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
Accreditation

**Producer:** LOC.

**Dimension:** 120 x 80mm approx.

The LOC is responsible for producing all event 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
Signage

**Producer:** LOC.

**Dimension:** 420mm width minimum.

The LOC is responsible for producing all event credentials. Production of this item is the responsibility of the LOC. Artwork sign-off must be sought from World Triathlon prior to production.
Swim start pontoon
Finish area
General Branding Items
Scrim

**Producer:** World Triathlon.

**Dimension:** Most rolls are 30m. long.

The World Triathlon fence scrim will be used at the race site and on the course in various strategic positions.
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.**
Stickers and body decals

Elite stickers and body decals

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

Age-group stickers and body decals

Producer: LOC.

Artwork must be approved by World Triathlon prior to production.
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 World Triathlon 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.
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.
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