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.

Following these guidelines will ensure that all the communications we create reflect and reinforce our identity. It will allow us to stand out in a crowded market and reach a whole new audience.

Contents

Strategy 03
Vision 04
Mission 05
Platform 06
Positioning 07
Personality 08
Tone of voice 09
Image 10
Offer 11
Behaviour & Beliefs 12
Essence 13
Manifesto 14
Identity 15
Rationale 16
Logo versions 17
Usage 18
Standalone Logomark 19
Essence 20
Usage 21
Balance words 22
Colour 23
Primary 24
Secondary 25
Typography 26
Primary 27
Secondary 28
Graphic elements 29
Globe 30
Globe usage 31
Apex elements 32
Patterns 33
Patterns usage 34
Photography 35
Action 36
Community 37
Brand 38
Usage 39
Example templates 40
Document covers 41
Content 42
Features and back cover 43
Sub-brands 44
Events - Championships 45
Events - Multisport 46
World Championships 47
Events - Cup 48
Brand extensions 49
Endorsed events 50
Partners and suppliers 51
Bringing it all together 51
Queries and approvals 60
Strategy

We have consulted with triathletes, partners, participants and the wider multi-sport movement like never before. Together their voices have helped us develop a brand that authentically represents the ambition for triathlon and creates a clear vision of success.
Our Vision

This statement lies at the core of our brand - it sets out how we will help shape the future of our sport and the world.

Expanding human potential

Through innovative multi-sport experiences, we are creating stronger connections between sports, individuals and communities, to make people fitter, healthier and stronger in mind, body and soul. Join our global family.
Our Mission

We exist to nurture an accessible and inclusive global multi-sport movement while driving the sport of triathlon to greater success.

**We will achieve this by:**

- Setting and sharing extraordinary standards of excellence for elite sport
- Empowering a healthy, dynamic age-group competition
- Inspiring wider grassroots participation and providing clear pathways into our sport
- Appealing to sports fans everywhere through exciting action, compelling content and fun experiences
Platform

These essential messages explain what we do, how we operate and why we exist.

Positioning - who we are
Personality - the way we act
Tone of voice - the way we talk
Image - the way we look
Offer - what we do
Behaviour - how we do it
Core beliefs - how we judge ourselves
Essence - our promise to others
Manifesto - bringing it all together
Positioning

How we describe who we are and what we do in one simple sentence.

When creating marketing communications we use the following statement to position World Triathlon in the eyes of our audience.

Officially

World Triathlon is the global governing body leading the sport of triathlon and uniting the multi-sport movement for the benefit of all.

In short

Leading the sport of triathlon and uniting the global multi-sport movement.
Personality

How we act and react in every interaction with participants, partners and fans will shape the way World Triathlon is seen just as much as any formal communication or identity.

We act with a curious, youthful optimism, are driven by brave ambitions and share an extraordinary sense of fun!
**Tone of voice**

To ensure we are communicating to the right people in the right way, it is essential that our tone of voice is clear, consistent and confident.

These guidelines outline the important elements of our verbal identity and how to use them effectively to produce creative communications that speak in our brand voice.

**CELEBRATORY**

Our sport is joyous and a celebration of what it means to be human, of the enduring spirit of our athletes and their courage and ambition. We celebrate them collectively and individually as they are our greatest inspiration.

**PASSIONATE**

Our passion comes from a fierce determination to challenge ourselves to do more and achieve more, from a desire to be part of something bigger than ourselves and from the raw thrill of sporting competition. These passionate emotions spur us on.

**THOUGHTFUL**

We think carefully about our place and purpose in the world and are mindful of both the negative and positive impacts that we may have on ourselves, each other and the wider community. We try to always be thoughtful in our responses.

**PERSONAL**

Relationships are what makes our sport both possible and powerful. We work hard to make each and every person feel a valued member of our global family through positive and proactive communications.

**HUMBLE**

We strive to succeed without arrogance. We always recognise the contribution of others in our own success and remain down-to-earth and modest. As leaders in the sport, both as athletes and as sports administrators, we recognise that we have a responsibility to be role models for the next generation and to foster a supportive community.

We see the big picture, and feel every emotion.
We present ourselves with bold, dynamic and unifying balance.

Our sport balances many elements. We often highlight these different aspects within our copy.

We go into more detail on how to use these balance elements in our communications on page 22.
We deliver the products and services our sport needs

- We provide strong governance of our sport
- We create a community and unite a global movement that is active, accessible and huge fun!
- We facilitate exciting events that showcase the sport, the athletes and their hosts
- We support and promote athletes that inspire us all
**Behaviour**

The core cultural values which shape how we approach every activity, communication and event.

**We encourage innovation**

**We admire and reward effort**

**We are firm but fair**

**We adapt to the terrain**

**We are united by challenge**

**Beliefs**

The standards by which we measure ourselves and the success of our sport.

**Principled: safe, fair, equal, honest**

**Anyone can take part**  
(Age, gender, ability, race are no barrier)

**All are treated the same**  
(Amateur and elite race the same course at the same event)

**And are given a fair opportunity**  
(Well-governed, clear rules and tough on doping)

**Everyone gets the same reward**  
(Equal prize money for men and women)
Essence

Derived from our brand platform, this single, concise expression is used across communications to engage with our audiences and highlight the properties that make the sport of triathlon unique.

For more information on how to use our essence within designs see page 21.
Manifesto

Born of innovation and united by challenge, we are extraordinary.

Driven by brave ambition, we share a curious, youthful optimism and delight in the craziest idea of fun!

With equality, inclusion and accessibility at our heart, we bring together elite triathletes with first timers as part of a global family that thrives on competition, community and challenge.

Through innovative multi-sport experiences, we are creating stronger connections between sports, individuals and communities to make people fitter, healthier and stronger.

From swim, bike, run, to mind, body and soul we are expanding human potential and caring for the earth, air and water that support our way of life.

We are unlike any other sport, yet everyone has the opportunity to be a part of our movement, because together, we can be more extraordinary.

**Join our global family and be your extraordinary.**
Our logo is the face by which we are recognised the world over. As our most valuable brand asset, it is important that we treat it with the care and respect it deserves.
A. To create our logomark we started by bringing our three core disciplines together and marking out the apex of their movement.

B. This logomark contains 9 points. These are our 9 points of balance:
- Swim, bike, run
- Mind, body, soul
- Earth, air, water

C. All together creating a bold new identity and a globe like shape to symbolise the world wide multi-sport movement, formed from dynamic movements of the human body.
**Logo versions**

The logo consists of our logomark, combined with the ‘World Triathlon’ logotype.

The logomark and logotype should appear together in nearly all instances. However, there are special circumstances when the logomark can be used on its own. For more information, go to page 19. Never use the logomark without the logotype before seeking prior permission from the Marketing team.

Our logo usually appears either in Transition Blue or Cloud White.

Our primary preferred version of our logo is aligned horizontally, but a stacked version is available for use in narrow spaces or more formal settings.
Usage

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 the width of the bottom right apex within the logomark (shown in the diagram as the distance ‘X’).

To preserve legibility, the primary horizontal logo should never be shown smaller than 20mm wide, while the stacked version should be shown at a minimum of 10mm.

For more impact and standout across the majority of communications it is recommended that the horizontal logo is used at a minimum width of 35mm or above, with the stacked version at 20mm width or above.
Standalone Logomark

For social media profile pictures the logomark can be used on its own, in place of the full logo.

This is the only instance when you do not need prior permission to use the logomark without the logotype.
Our essence ‘be your extraordinary’ is more than a tagline, it is the core thought at the heart of our brand. It should appear at least once on all communications. Please use the following pages to help you find the best way to bring our essence to life in your communications.
Usage

To bring the essence to life and create maximum impact, the brand campaign line should always be shown:

• Set in Ubuntu Medium
• Tracking set to -50
• In the same colour as the logotype
• Positioned relative to our logo using one of the relationships shown below.
• On the same background colour or image as the logo.

Relationship 1
• Over two lines
• Aligned as appropriate
• Leading set to the same as the point size.

Relationship 2
• Over one line
• Set to the exact width of the logo
• Positioned underneath the logo
• Leaving a distance equal to the height of the essence between the essence and the logo as shown below.

Relationship 3
• Over two lines
• Aligned as range left
• Placed either side of the logo allowing more than the clear space guidelines horizontally
• Character height and leading set to align with the baselines of the logotype as shown below.

H = the height of the essence
Balance words

Our essence can be supported by use of our balance words. These are three sets of words (Disciplines, Growth and Environment) which represent the 9 points of dynamic balance inherent within our movement. When using the balance words please follow these principles:

- Set in Ubuntu Bold
- Set in capitals
- Set with a tracking of 250
- Set with a leading equal the character point size x 1.3
- Never mix up the sets i.e. we would never say SWIM, BODY, WATER
- Never change the order of the words
- Use the single line version of the essence either above or below the words.
- Align the centre of the balance words, the essence and the logo if that is in use.
- Used together with the logo.
Our colours have been carefully chosen to engage and represent the world of triathlon, appealing to new audiences and resonating with long-time participants. To achieve this, it is important that they are used both carefully and accurately.
Our primary colour palette

Transition Blue
R34 G80 B227
C100 M70 Y0 K0
Pantone 2728C
#2250e3

Lawn Green
R103 G211 B99
C62 M0 Y71 K0
Pantone 2256C
#66d463

Sky Blue
R82 G173 B245
C63 M21 Y0 K0
Pantone 284C
#52adf5
Our secondary colour palette

Our secondary palette brings flexibility through tone inspired by the environments in which we compete. The three primary colours are included here for reference.

Use these colours to support a communication look and feel.

<table>
<thead>
<tr>
<th>Earth</th>
<th>Air</th>
<th>Water</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Lawn Green</strong>&lt;br&gt; R103 G211 B99&lt;br&gt; C62 M0 Y71 K0&lt;br&gt; Pantone 2256C&lt;br&gt; #66d463</td>
<td><strong>Dew Green</strong>&lt;br&gt; R127 G238 B178&lt;br&gt; C41 M0 Y34 K0&lt;br&gt; Pantone 353C&lt;br&gt; #7feeb2</td>
<td><strong>Leaf Green</strong>&lt;br&gt; R114 G188 B29&lt;br&gt; C68 M0 Y100 K0&lt;br&gt; Pantone 369C&lt;br&gt; #75b62a</td>
</tr>
<tr>
<td><strong>Sky Blue</strong>&lt;br&gt; R82 G173 B245&lt;br&gt; C63 M21 Y0 K0&lt;br&gt; Pantone 284C&lt;br&gt; #52adf5</td>
<td><strong>Mist Grey</strong>&lt;br&gt; R204 G209 B215&lt;br&gt; C8 M5 Y7 K16&lt;br&gt; Pantone Cool Gray 3C&lt;br&gt; #ccd1d6</td>
<td><strong>Cloud White</strong>&lt;br&gt; R255 G255 B255&lt;br&gt; C0 M0 Y0 K0&lt;br&gt; Pantone 11-0601 TCX&lt;br&gt; #FFFFFF</td>
</tr>
<tr>
<td><strong>Transition Blue</strong>&lt;br&gt; R34 G80 B227&lt;br&gt; C100 M70 Y0 K0&lt;br&gt; Pantone 2728C&lt;br&gt; #2250e3</td>
<td><strong>Ocean Blue</strong>&lt;br&gt; R49 G39 B130&lt;br&gt; C100 M95 Y0 K3&lt;br&gt; Pantone Blue 072C&lt;br&gt; #302682</td>
<td><strong>Deep Navy</strong>&lt;br&gt; R40 G30 B50&lt;br&gt; C100 M78 Y0 K66&lt;br&gt; Pantone 2768C&lt;br&gt; #281e32</td>
</tr>
</tbody>
</table>
As our message has evolved, so has the way we present it. Used correctly, our new fonts add youthful energy and passion to what we say.
Ubuntu is a Zulu word meaning a quality that includes the essential human virtues: compassion and humanity.

As we look to expand human potential these are core values we will need to build upon.

The agile, flexible nature of this font communicates the dynamic nature of our sport well, while the respect and craft that has gone into creating it demonstrates our authority as a governing body.

Ubuntu is an Adobe font available to all designers using professional software at fonts.adobe.com/fonts/ubuntu.

**Primary**

- **Ubuntu Bold**: Used for headlines and titles. Tracking should be set to ‘-10’
- **Ubuntu Medium**: Used for headlines and titles. Tracking should be set to ‘-10’
- **Ubuntu Regular**: Used for variety i.e. bullet points, pull out quotes and annotation. Tracking should be set to ‘-10’
- **Ubuntu Light**: Used for body copy. Tracking should be set to ‘-10’
Secondary

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

This clean, contemporary font complements Ubuntu and our wider brand.
We support our identity through a range of graphic elements and marks. These enable us to flex our style depending on the audience we are engaging. Please follow these guidelines carefully to maintain a consistent core to our brand while embracing the variety on offer.
**Globe**

Our Globe brings a three dimensional depth to our brand. Formed from 9 Apex elements to unify our 9 points of dynamic balance it represents triathlon as a united global community.

Each element interacts with the others to support the growth of the sport, create connections between communities, and form a continually evolving sporting movement.
Globe usage

We only ever show the 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
- 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
Apex elements

The Apex elements that make up our master logomark can be used individually across our communications.

An outline version using lines of different weights emphasises the dynamic movement of our sport (this version is also available in the same lock up as the primary logomark).

This is best used either as an abstract graphic mark or interacting with photography.

A solid version is also available and can either be used as a standalone graphic element for use within compositions, or as a holding device for imagery.

Multiple solid or outline apexes can be combined to create compositions. This treatment is particularly effective at creating compositions to hold other content.
Our Apex elements represent the movement of triathletes as they take part in our sport.

To highlight triathlon as a mass participation event we have used these movements to create patterns that show the dynamic movement of participants in a race.

Please only use the original files available from the Marketing team. Do not try to recreate these patterns.

For full guidance on using these patterns please see page 34.

Further patterns can also be created if needed.
Patterns usage

**Our patterns MUST:**
- Bleed off at least two edges of your screen or page.

**Our patterns CAN:**
- Hide individual Apex elements to create angled edges to the pattern, as long as you remove whole swimmers, riders or runners.
- Use different backgrounds behind the pattern, including colours, gradients and imagery.
- Use more than one pattern in combination to represent different events such as duathlon and aquathon.
- Be used in any colour from our palette.

**Our patterns MUST NOT:**
- Be reduced down to an individual swimmer, rider or runner - they must remain patterns.
Good photography plays a fundamental role in bringing our brand to life and is pivotal to our new brand identity.
Action

When we use photography of athletes outside of news reporting, we take care to make sure we use shots with interesting composition, and importantly are not staged. Always use the most recent photography whenever possible to best present current athletes and keep content fresh.

**Bright** - to demonstrate our positive impact.

**Clear** - to represent our clear vision for a stronger, healthier community.

**Emotional** - natural, real emotion shows the power of sport to affect our lives.
Community

We also use photography to showcase the wider impact triathlon has... from community building to developing the next generation of athletes.

**Truthful** - these images must accurately represent the wider triathlon movement - real people, real lives and real experiences.

**Positive** - we are a community making a positive impact on each other and the world around us.

**Diverse** - we must represent all members of our community.
Brand

For our brand photography we focus on representing the experience of triathlon through the emotion and energy that makes it so compelling for so many.

Abstract - we don’t try to show the whole experience at once, this isn’t news photography. We highlight one particular moment or movement that tells its own story.

Dramatic - triathlon is full of dynamic balance; highs and lows; effort and reward; awesome landscapes and tiny details.

Powerful - what we do matters. We are part of something bigger than ourselves, as such our imagery should feel important.
Photography usage

There are four main ways we use our photography:

**Full bleed** - where an image is used to fill the entire page or screen.

**Entwined** - where an apex or collection of apex elements (either solid or outline) interact with the content of a photograph.

**Cut out** - where an athlete is cut out and then interacts with other elements, usually either an apex or our globe.

**Window** - where an apex is used to create a window through to an image.
Example templates

Taking a closer look at how some of our templates work and the principles behind them.
Document covers

**Title**
Ubuntu Bold
Point size = 62pt
Leading = 64pt

**Logo**
Fixed size and position

**Background**
Various cover and globe options.
Changeable to a full bleed photograph if used by a professional designer

**Positioning**
Three column grid
Titles always start in column 1

---

Sustainability for Event Organisers

Version 10, September 2020
Approved by the World Triathlon Executive Board

Beat the heat
Print publication template

Development Agreement
Asian Triathlon Confederation (ASTC)

2020 Agreement
Approved by the World Triathlon Executive Board
We are responsible for a wide range of events and competitions, each with its own needs and audience, but all part of the World Triathlon family. Here, we look at how we maintain a consistent look and feel without compromising each event’s individuality.
Events - Championships

We use a consistent approach to our Championships event sub brands, creating a unified powerful ecosystem able to stand out against competing events.

Master templates
Always start from an original template. Do not attempt to change positioning and colours or add any extra elements without clearance from the World Triathlon Marketing team.

Guidelines
We have separate guidelines for the Championships event sub brands - this is available via the World Triathlon Marketing team.
Events - Multisport World Championships

We use a consistent approach to our Multisport World Championships event sub brand, creating a unified powerful ecosystem able to stand out against competing events.

Master template
Always start from an original template. Do not attempt to change positioning and colours or add any extra elements without clearance from the World Triathlon Marketing team.

Guidelines
We have separate guidelines for the Multisport World Championships event sub brand - this is available via the World Triathlon Marketing team.
Events - Cup

We use a consistent approach to our Cup event sub brands, creating a unified powerful ecosystem able to stand out against competing events.

Master templates
Always start from an original template. Do not attempt to change positioning and colours or add any extra elements without clearance from the World Triathlon Marketing team.

Guidelines
We have separate guidelines for the Cup event sub brands - this is available via the World Triathlon Marketing team.
Brand extensions

When creating brand extensions for programmes, campaigns and activity which sit within the World Triathlon family we may use the apex elements to replace the ‘o’ within triathlon or an alternative ‘o’ if we are not using the triathlon as a word within the identity.
Endorsed events

Independent events that follow World Triathlon regulations are required to display the endorsed mark. In doing so they should ensure the mark is visible and proportional.

Visible
While World Triathlon is a secondary brand at these events it should still be clearly visible on entering an event, on arriving at a website, on any communication or document related to an endorsed event.

Proportional
Option A: Where the relationship between the organisation is clear and there is little competing information the World Triathlon Endorsed mark may be smaller.

Option B: Where the relationship between the organisation is less clear and there is competing information the World Triathlon Endorsed mark must be in a prominent position and of similar scale to the Event organiser’s logo.

When using the World Triathlon Endorsed mark please adhere to clear space and minimum size guides from page 18.
Partners and suppliers

Our official commercial partners can use either the Partner or Supplier mark according to the level of their relationship with World Triathlon.

They may not use any secondary brand marks such as the apex elements, patterns or globe.

They must use the mark either as a standalone mark or as a composite with their own logo.

They must adhere to clear space and minimum size guides from page 18.

Stand alone
Stand alone usage should follow the visible and proportional guides from page 48.

Composite
For Composite usage we insert a dividing line between the World Triathlon partner mark and the partner logo.

The distance between each logo and the divider is equal to the width of the ‘lo’ in Triathlon (as shown left).

The Partner logo should lie within the safe logo area as marked on the template and shown left.
Event flags
Website

Leading the sport of triathlon and uniting the multisport movement.

Discover how you can get involved today >

LATEST RESULTS
Stay up to date with all the news

Getting started? We have lots of ways to help you find the event that’s right for you.
Posters

- Swim
- Bike
- Run

- Earth
- Air
- Water

- Mind
- Body
- Soul

Be your extraordinary
Stationery
Business cards
Trisuit
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