

NPCs participating in the Madeira 2020 World
Para Swimming European Open Championships

Bonn, 22 March 2021

Swim Caps Branding Guidelines for Madeira 2020 World Para Swimming European Open Championships

Dear NPC Representatives,

Kindly see below, branding guidelines for swimming caps for the Madeira 2020 World Para Swimming European Open Championships. Caps that do not meet the guidelines below will not be approved.

One (1) manufacturer's logo of a maximum of 20 cm² on the front

The left and right sides of the cap can be branded with one of the following 3 options (you may use the same or different options on both sides);

- a. The World Para Swimming logo of the size of 20 cm²
or
- b. One of the following
 - The country code (not exceeding the size of 32 cm²) and athlete's name (not exceeding the size of 20 cm²) or;
 - The flag (not exceeding the size of 32 cm²) and athlete's name (not exceeding the size of 20 cm²) or;
 - The flag and country code (not exceeding the size of 32 cm²) and the athlete's name (not exceeding the size of 20 cm²) or;
 - Flag only (not exceeding the size of 32 cm²), or;
 - Country code only (not exceeding the size of 32 cm²) or;
 - Athlete name only (not exceeding the size of 20 cm²)or
- c. Blank

If option b. is being used on one side only, it must be on the left side of the cap

Clarification:

- The 'right or left side' is determined when the swimmer is wearing the cap.





The World Para Swimming logo can be found attached in eps format. Please adhere to the following colour combinations:

Color of the swimming cap	Please use the World Para Swimming coloured logo
White	
Color of the swimming cap	Please use the World Para Swimming white logo
Black	
Dark grey	
Dark green	
Red	
Brown	
Dark pink	
Violet	
Color of the swimming cap	Please use the World Para Swimming black logo
Light grey or silver	
Gold	
Yellow	
Orange	
Light pink	
Light green	

The size of the World Para Swimming logo should be of a size of 20 cm². Please refer to the attached wordmark usage document to further information on the application.

The measurements on the caps will be checked as usual at the Call Room. Officials will also be available for cap checks during the training days, prior to the competition. Should you have any doubt please contact us at your convenience at Info@WorldParaSwimming.org.

Thank you for your co-operation.
WPS Team