BRAND NARRATIVE
WHAT THE IPC EXISTS TO DO

VISION
FUTURE WE WANT FOR EVERYONE
AN INCLUSIVE WORLD THROUGH PARA SPORT.

MISSION
HOW WE'RE GOING TO GET THERE
TO LEAD THE PARALYMPIC MOVEMENT, OVERSEE THE DELIVERY OF THE PARALYMPIC GAMES AND SUPPORT MEMBERS TO ENABLE PARA ATHLETES TO ACHIEVE SPORTING EXCELLENCE.
In the future we will focus much more on the transformational impact of the Paralympic Movement and driving the human rights agenda. Through our brand we aim to change attitudes and create more opportunities for persons with disabilities, as well as improve mobility and accessibility.
We want people to sit up and take notice of our work. We challenge how people think and act towards disability. We don’t do anything by half, the impact of our work is meaningful and transformational.

We celebrate diversity and champion positive change.

In pursuit of inclusion and excellence, we always aim to initiate progress. We always look to how we can make a difference.

We are always grounded in reality and the authentic stories of our athletes and community. We communicate with honesty, integrity and transparency.
IDENTITY ASSETS
The main identifier of the Paralympic Movement is our Paralympic symbol.

The Paralympic symbol has been revised in 2019 to strengthen its appearance and future-proof it as we continue to grow as a Movement.

The form has been redrawn so that each of the three individual elements are exactly the same. The spacing and geometry has also been refined so that the three Agitos are now rotating around a shared central point.

The colours have been updated to match the vibrant Paralympic values. In the interests of sustainability and reducing ink when printing, we have adopted the red, blue and green used by the International Olympic Committee in the Olympic Rings.

Please take care to use the correct Paralympic symbol.
The Paralympic symbol is the heart of our identity, symbolising the Paralympic values of courage, determination, inspiration and equality. It is given pride of place on all International Paralympic Committee (IPC) materials.
**PARALYMPIC SYMBOL USE**

**CLEAR SPACE**

Always keep the clear space free of any other design elements

**ALIGNMENT**

The Paralympic symbol should be centred vertically or horizontally wherever possible

To ensure the Paralympic symbol is always prominent there is an isolation area around it. The isolation area is ¼ of the height of the symbol around each edge. No other element should encroach on this area.
The Paralympic symbol is the heart of the Paralympic Movement. The utmost care should be taken to ensure that it is always presented consistently.
The primary lock-up is our core brand emblem. It is the emblem given to third parties. It may be used in either full colour or in white.
Multiple lock-up relationships have been created to ensure that the IPC brand can be expressed as clearly as possible in all situations.

STACKED LEFT
To be used if the lock-up is left aligned on a tall, narrow format.

STACKED CENTRE
To be used when the lock-up is centred on materials.

SINGLE LINE
To be used on long, thin applications (e.g. a stadium hoarding).
Our core colours are red, blue and green. Each colour has a dark version that can be used to create depth and emphasis within layouts.

**Note:** Colour pairings should not be mixed e.g. 'Paralympic blue' should not be paired with 'Paralympic dark red'.
COURAGE
DETERMINATION
INSPIRATION
EQUALITY

NEW HERO SUPER
Upper case
Letter spacing: 50/1000em (Optical)
Line heights: 100%
This is example body copy. It is intended to be read but have no meaning. As a simulation of actual copy, using ordinary words with normal letter frequencies, it cannot deceive eye or brain. Other languages or even gibberish to approximate text have the inherent disadvantage that they distract attention towards themselves.
For any enquiries or further information please write to:
brand@paralympic.org