



Brand Guidelines



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Photo credits: Getty Images

Introduction



World Para Swimming

World Para Swimming is the International Federation (IF) for the sport of Para swimming.

The sport is governed by the International Paralympic Committee (IPC) and co-ordinated by the World Para Swimming Sports Technical Committee.

Spelling of “Para”

The word “Para” is a trademark and therefore always capitalised, which is in line with capitalising “Paralympic” consistently as well.

“Para” is always followed by a space and no hyphen since trademarks are typically used as stand-alone elements. By dropping the hyphen, maximum distinction is achieved and the word stands out as something unique.

The sport name vs. the IF name

The sport name is “Para swimming” and the IF name “World Para Swimming”. Please note that “Swimming” is capitalised as part of the brand name in “World Para Swimming” while it has to be spelled lowercase as part of the sport name: Para swimming.

The World Para Swimming core wordmark

The World Para Swimming core wordmark is part of the World Para Swimming logo but can also be used as a stand-alone element. Whenever it is used as a stand-alone element, a visual representation of the sport is recommended so that people who are unfamiliar with the sport get an idea of what Para swimming is.

For horizontal applications, for example on banners in the stadium, the core wordmark can be used without additional visual representation of the sport.

The coloured version

The coloured version of the core wordmark is preferred and should be used wherever possible. It may only be used on a light background.

The monochrome version

Alternatively, the monochrome version of the wordmark can be used. Choose either white or black, depending on which version provides the better contrast against the given background.

Approvals

Written approval from the IPC is required to use the World Para Swimming core wordmark. Applications for approval must be made prior to the start of production or printing.



The coloured version



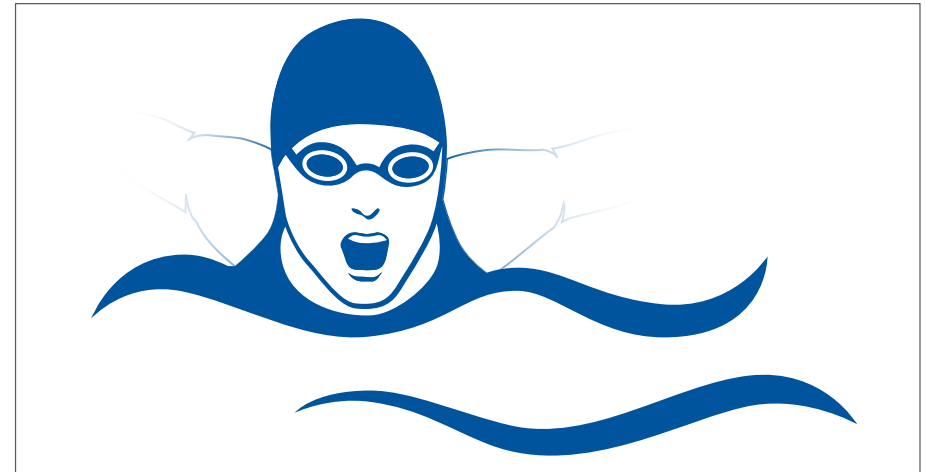
The monochrome version in white and black

The World Para Swimming pictogram

The World Para Swimming pictogram serves as a visual representation of the sport. The pictogram is an important part of the brand, but only with WPS permission may the pictogram be used.

Approvals

Written approval from the IPC is required to use the World Para Swimming pictogram. Applications for approval must be made prior to the start of production or printing.



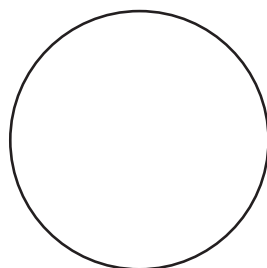
Pictogram

World Championships logo guidelines

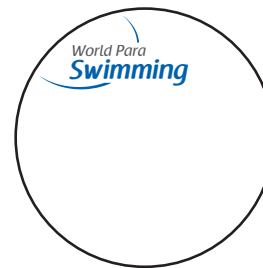


The template

World Para Swimming provides this template in vector format to the LOC so that the LOC can create the World Championships logo. An example is below:



Please use the "circle" as the basic shape - you can decide on a background colour or design elements in the background that represent the host country/host city



Please do not place any elements in the background in the top half of the circle, so that the World Para Swimming core wordmark can be easily recognised

Host City 20XX

Please place the host city name and year in the bottom half of the circle.



Please keep the World Para Swimming core wordmark in the suggested position within the circle - the colors can be changed

CHAMPIONSHIPS

Please place the word "Championships" below the World Para Swimming logo - it should be in the same color as "World Para"

Composite emblem



In addition to the official event emblem, the LOC can create a composite emblem for local usage.

Approvals

Written approval from the IPC is required for the World Championships logos. Applications for approval must be made prior to the start of production or printing.

Para Swimming World Series emblems

Para Swimming World Series is branded consistently. World Para Swimming provides the respective official event emblem to the LOC.

In addition to the official event emblem, the LOC can create a composite emblem for local usage. However, the IPC and World Para Swimming will only use the official event emblem as a stand-alone element.

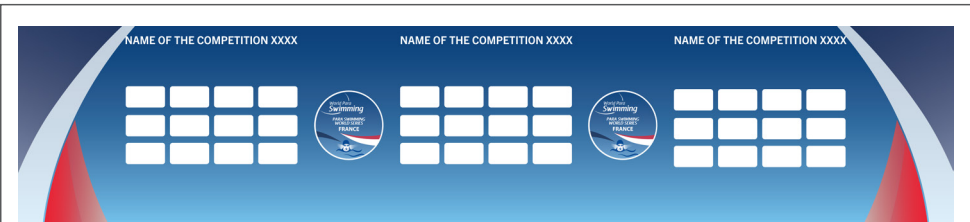
Additionally, the World Series comes with a separate Guideline Assets that the LOC can adapt to the event.



World Series logo



Official event emblem



France_Athletes entrance_pool backdrop



Italy_Athletes entrance_pool backdrop



Accreditation Card

Examples of World Series Assets

World Para Swimming colours

Primary colours

World Para Swimming is represented by three primary colours. These colours are defined as follows:



CMYK: 100 60 0 5
Pantone: 2945 C
RGB: 0 84 159



CMYK: 100 50 0 70
Pantone: 540 C
RGB: 0 44 80



CMYK: 0 0 0 80
Pantone: 412 C
RGB: 87 87 86

Secondary colours

Shades of the three primary colours:



Shades of World Para Swimming BLUE



Shades of World Para Swimming DARK BLUE



Shades of World Para Swimming GREY

The World Para Swimming grid

The grid is a design element that is used to create a consistent look and feel for all World Para Swimming publications and materials.

Please use the grid only in its original format using the original colours. You can crop the grid and use different parts of it. The crop can also be rotated and scaled.

In case that you wish to use the grid, please contact the World Para Sports Brand Manager. The grid can then be provided in vector format.

Approvals

Written approval from the IPC is required to use the World Para Swimming grid. Applications for approval must be made prior to the start of production or printing.



The grid layout



The grid in its original colours



Example application

Common misuses of the core wordmark

The World Para Swimming core wordmark must always be used in its original format and must not be altered in any way so that the brand can be recognised.

The following are examples of how **NOT** to use the World Para Swimming core wordmark when used as a stand-alone element:



Do not place the coloured version on a dark background



Do not crop



Do not change the colours



Do not use a drop shadow



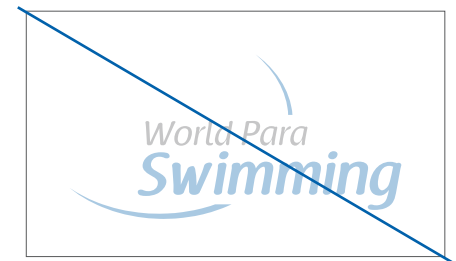
Do not rotate



Do not scale unproportionally



Do not remove the design element



Do not change the opacity

Typography

In order to have one look and feel, it is essential to define a common typography that is used for all communication material such as letterheads, presentations and promotional materials.

For printed material, the font Trade Gothic Next LT Pro is used

Trade Gothic Next LT Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Lorem ipsum is a pseudo-Latin text used in web design, typography, layout, and printing in place of English to emphasise design elements over content. It's also called placeholder (or filler) text. It's a convenient tool for mock-ups. It helps to outline the visual elements of a document or presentation, e.g. typography, font, or layout.

Trade Gothic Next LT Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Lorem ipsum is a pseudo-Latin text used in web design, typography, layout, and printing in place of English to emphasise design elements over content. It's also called placeholder (or filler) text. It's a convenient tool for mock-ups. It helps to outline the visual elements of a document or presentation, e.g. typography, font, or layout.

For all Powerpoint presentations and email correspondence Calibri is used instead

Calibri Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

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Calibri Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Lorem ipsum is a pseudo-Latin text used in web design, typography, layout, and printing in place of English to emphasise design elements over content. It's also called placeholder (or filler) text. It's a convenient tool for mock-ups. It helps to outline the visual elements of a document or presentation, e.g. typography, font, or layout.

Photos

Photos play an important part in all Para swimming communication material. Photos can tell a story and may have a higher impact than words alone. They carry emotions and help us to express how we want to be seen by others. The content of an image is taken in at a glance and there is no room for subtlety, so please ensure you use these guidelines when selecting photos, supporting our strong visual identity.

Key things to remember:

- In all photographs the athlete should be the central focus, not his or her impairment
- The athlete's impairment should not be concealed but demonstrated in a selfconfident and self-evident manner
- Genders, nationalities, sports and impairment types etc. should always be treated equally
- The photos we use are physical and triumphant, dynamic, and international.
- Photos must be relevant to the region in which they are used or seen, e.g. a poster for European Championships should show a European athlete.



Photo credits: Getty Images

Contact details

All usage requests and inquiries regarding the World Para Swimming brand should be directed to the World Para Sports Brand Co-ordinator:

Lika Molapo

World Para Sports Brand Co-ordinator

Dahlmannstraße 2
53113 Bonn, Germany

Tel.: +49 228 2097 028

Lika.Molapo@paralympic.org
www.WorldParaSwimming.org



Photo credits: Getty Images