

# Brand Guidelines



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# Introduction



## World Para Nordic Skiing

World Para Nordic Skiing is the International Federation (IF) for the sport of Para Nordic skiing.

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

## The rebranding in 2017

In 2017, the IPC has rebranded the 10 sports it acts as the International Federation for. The 10 sports have adopted new names and identities. As part of the renaming and rebranding, "IPC Nordic Skiing" was renamed to "World Para Nordic Skiing".

Through the use of "Para" in the sport name, the sport is distinctive from the Olympic or able-bodied equivalent.

At the same time, it is ensured that the Agitos, the Paralympic symbol and the word "Paralympic" are only used in connection with the Paralympic Games.

## 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 Nordic skiing" and the IF name "World Para Nordic Skiing". Please note that "Skiing" is capitalised as part of the brand name in "World Para Nordic Skiing" while it has to be spelled lowercase as part of the sport name: Para Nordic skiing.

# The World Para Nordic Skiing logo

The World Para Nordic Skiing logo is the official emblem for World Para Nordic Skiing and should be used to represent World Para Nordic Skiing. For certain applications, the World Para Nordic Skiing core wordmark can be used instead. Please check the following page for further details.

## The coloured version

The coloured version of the World Para Nordic Skiing logo 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 World Para Nordic Skiing logo can be used. Choose either white or black, depending on which version provides the better contrast against the given background.

## Isolation area

Please keep an isolation area of 20 percent of the logo width and height around the logo when placed next to other elements.

## Minimum size

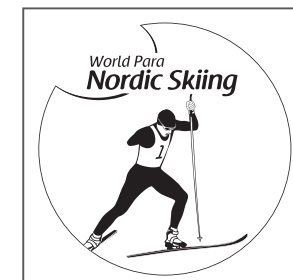
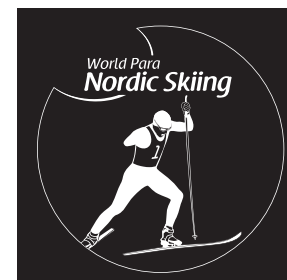
The logo should have a minimum height of 32mm/90px.

### Approvals

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



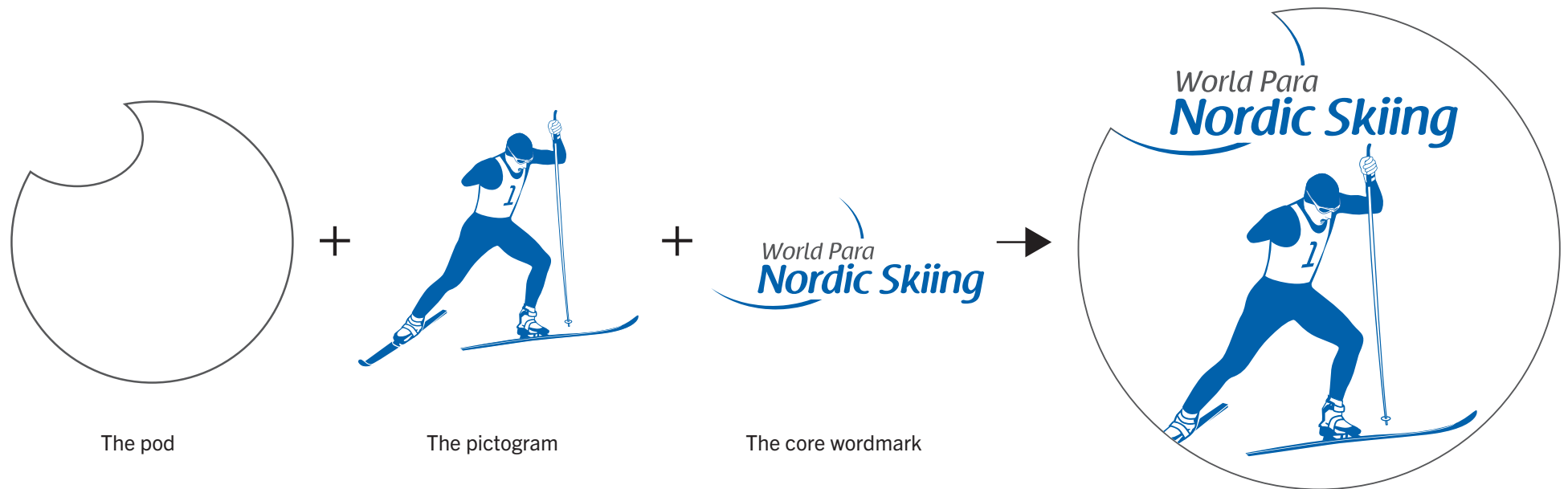
The coloured version



The monochrome version in white and black

# The World Para Nordic Skiing logo components

The World Para Nordic Skiing logo consists of three elements:  
The “pod” as the basic shape, the pictogram visually representing the sport and the “core wordmark”.



# The World Para Nordic Skiing core wordmark

The World Para Nordic Skiing core wordmark is part of the World Para Nordic Skiing 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 Nordic skiing 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 Nordic Skiing 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 Nordic Skiing pictograms

There are three different World Para Nordic Skiing pictograms that serve as a visual representation of the sport. The pictograms are an important part of the brand because they give people who are unfamiliar with Para Nordic skiing an idea of what the sport is.

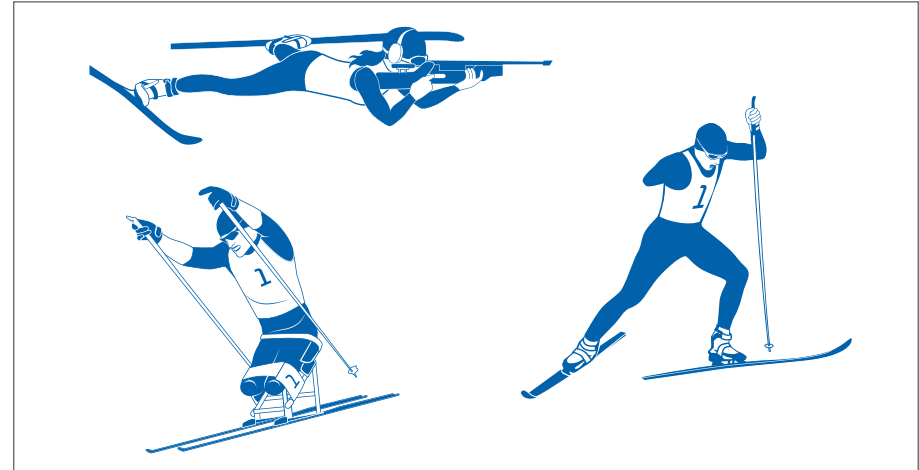
When it is beneficial to show the different disciplines and types of impairments, the core wordmark should be used along with the three pictograms instead of the World Para Nordic Skiing logo, which only shows one discipline and impairment type.

## Pictograms inside the pod

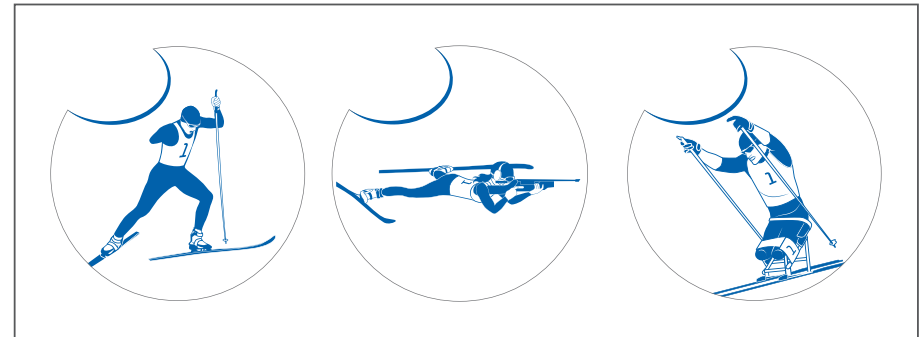
The pictograms inside the pods can be used as a design element combining the three different pictograms. They are specifically recommended for small applications.

### Approvals

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



Pictograms



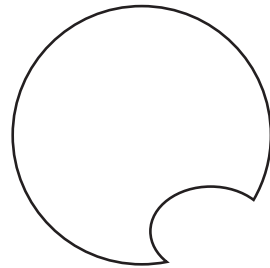
Pictograms inside the pod

# World Championships logo guidelines



## The template

World Para Nordic Skiing 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 “pod” 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 pod so that the World Para Nordic Skiing core wordmark can be easily recognised

## Host City 20XX

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



Please keep the World Para Nordic Skiing core wordmark in the suggested position within the pod - the colors can be changed



Please use the cut-out part on the bottom right to represent the sport visually - either through this pictogram or one specifically developed for the event. Please make sure that the athlete's impairment is clearly visible

## CHAMPIONSHIPS

Please place the word “Championships” below the World Para Nordic Skiing logo - it should be in the same color as “World Para”



# World Para Nordic Skiing World Cup emblems

The World Para Nordic Skiing World Cup is branded consistently. World Para Nordic Skiing provides the respective official event emblem as well as the World Cup logo 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 Nordic Skiing will only use the official event emblem as a stand-alone element.

Please check the following page for World Cup composite logo guidelines.



World Cup logo



Official event emblem



Composite emblem

# World Cup composite logo guidelines



## Official event emblem

This emblem can be used as a stand-alone element, it does not have to be combined with the local event emblem.

## Size of the local event emblem:

A square area with the height being based on the height of the official event emblem

The LOC can fill this space with a local event emblem, for example with local elements representing the venue, host city or host country.

If there is no title sponsor for the World Cup Series, the LOC can place one sponsor logo in the local event emblem with the addition “presented by”.

The sponsor logo cannot be bigger than half of the local event emblem space.

## Local event emblem

The local event emblem can only be used as part of the composite emblem. It cannot be used as a stand-alone element.

# World Para Nordic Skiing colours

## Primary colours

World Para Nordic Skiing 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 Nordic Skiing BLUE



### Shades of World Para Nordic Skiing DARK BLUE



### Shades of World Para Nordic Skiing GREY



# The World Para Nordic Skiing grid

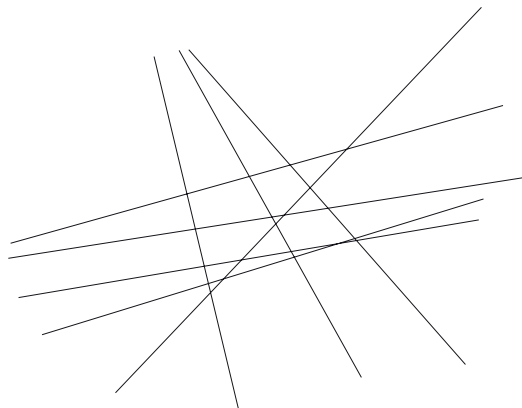
The grid is a design element that is used to create a consistent look and feel for all World Para Nordic Skiing publications and materials.

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 Nordic Skiing 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 Nordic Skiing 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 Nordic Skiing core wordmark:



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

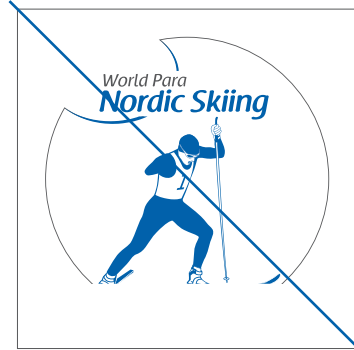
# Common misuses of the logo

The World Para Nordic Skiing logo must always be used in its original format and must not be altered in any way so that the brand can be recognised.

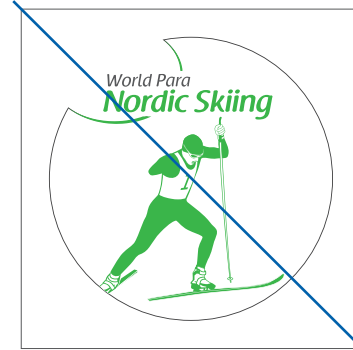
The following are examples of how **NOT** to use the World Para Nordic Skiing logo:



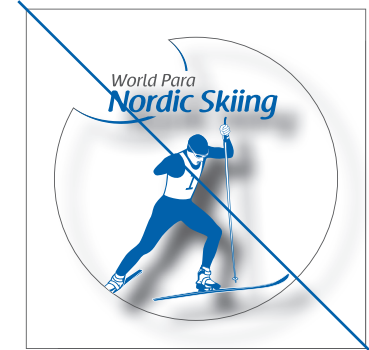
Do not place the coloured version on a dark background



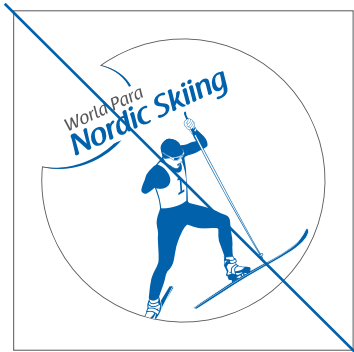
Do not crop



Do not change the colours



Do not use a drop shadow



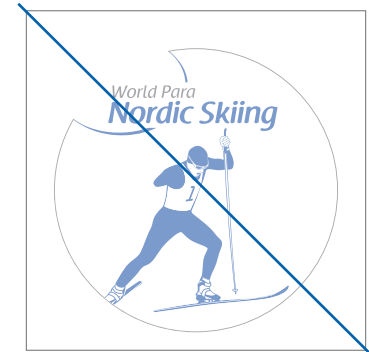
Do not rotate



Do not scale unproportionally



Do not place on a photo background



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

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.

## 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 Nordic skiing 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.





# Contact details

All usage requests and inquiries regarding the World Para Nordic Skiing brand should be directed to the World Para Sports Brand Manager:

## Annika Zeyen

World Para Sports Brand Manager

Adenauerallee 212-214  
53113 Bonn, Germany

Tel.: +49 228 2097-269

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[www.WorldParaNordicSkiing.org](http://www.WorldParaNordicSkiing.org)



Photo credits: Getty Images; ABE\_KENICHIRO