World Para Swimming

Brand Guidelines

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Introduction

World Para Swimming

World Para Swimming is the International Federation (IF) for the sport of Para swimming.
The sport is governed be the International Paralympic Committee (IPC) and co-ordinated by the World Para Swimming 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 identitites. As part of the renaming and rebranding, "IPC Swimming" was renamed to "World Para Swimming".
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 therfore always capitalised, which is in line with capitalising "Paralympic" consistently as well.
"Para" is always follwed 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 logo

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

The coloured version
The coloured version of the World Para Swimming 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 Swimming 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.
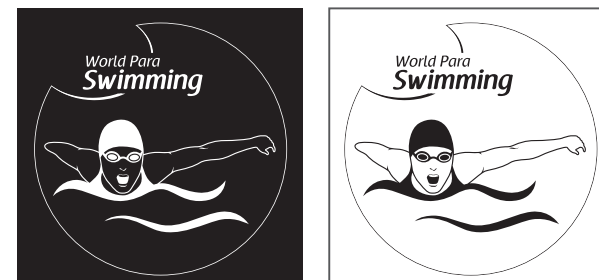
Minimum size
The logo should have a minimum height of 32mm/90px.

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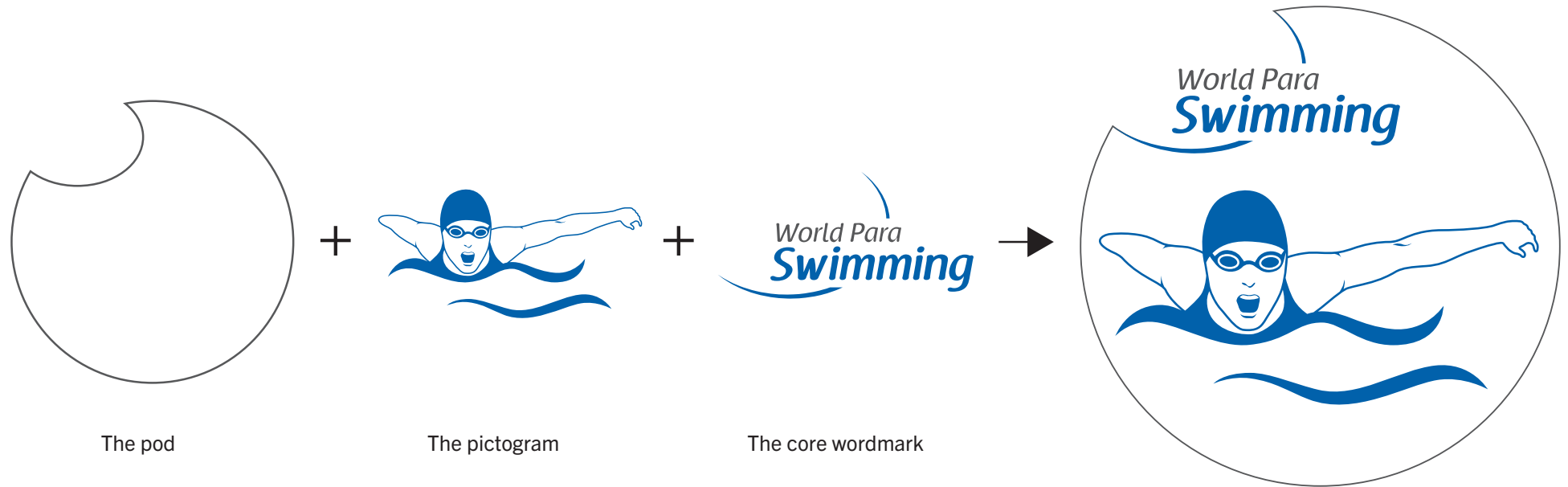

The coloured version

The monochrome version in white and black

The World Para Swimming logo components

The World Para Swimming logo consists of three elements:
The "pod" as the basic shape, the pictogram visually representing the sport and the "core wordmark".

The pod   The pictogram   The core wordmark

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 because it gives people who are unfamiliar with Para swimming an idea of what the sport is.

Pictogram inside the pod

The pictograms inside the pods can be used as a design element. The usage is specifially recommended for small applications.

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.
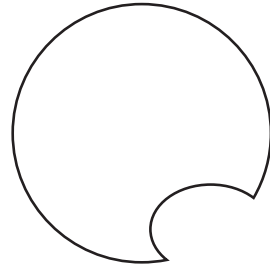

Pictogram

Pictogram inside the pod

World Championships logo guidelines

CHAMPIONSHIPS

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:

World Para Swimming
Allianz **CHAMPIONSHIPS**
LONDON 2019

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 Swimming 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 Swimming 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
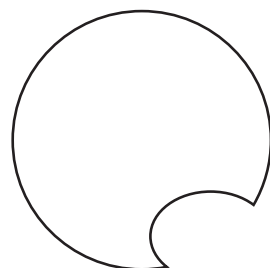
CHAMPIONSHIPS

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

Regional Championships logo guidelines

The template
World Para Swimming provides this template in vector format to the LOC so that the LOC can create the Regional 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 Swimming core wordmark can be easily recognised

Please place the host city name and year in the cut-out part of the pod

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

Please use one of the three World Para Swimming pictograms to represent the sport visually. The pictogram has to be placed inside the pod. The colors can be changed

Please place the [Region] together with "Championships" e.g. "European Championships" inside the pod

World Para Swimming World Series emblems

The World Para Swimming World Series is branded consistently. World Para Swimming provides the respective official event emblem as well as the World Series 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 Swimming will only use the official event emblem as a stand-alone element.

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

World Series logo

Official event emblem

Composite emblem

World Series composite logo guidelines

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 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.

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.

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 Swimming colours

Primary colours

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

World Para Swimming BLUE	World Para Swimming DARK BLUE	World Para Swimming GREY

CMYK: 0 98 75 22
Pantone: 1805 C
RGB: 170 39 47

CMYK: 0 100 100 80
Pantone: 4975 C
RGB: 80 8 0

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

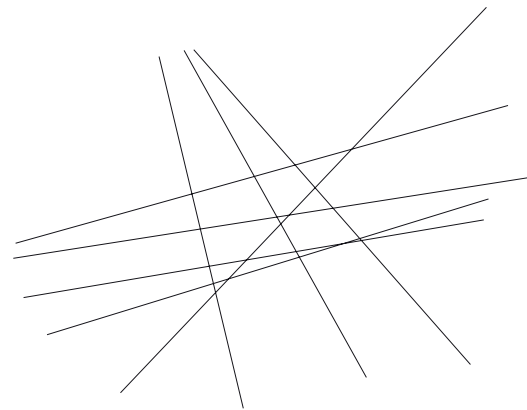### Shades of World Para Swimming GREY

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 in its original colours

The grid layout

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:

Do not place the coloured version on a dark background

Do not crop

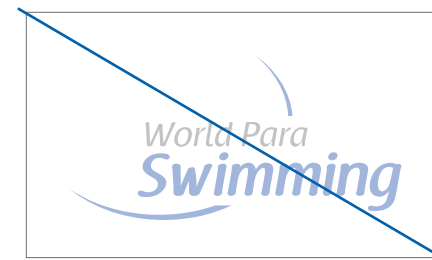Do not change the colours

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 Swimming logo must always be used in its original format and must not be altered in any way so that the brand can be recognised.
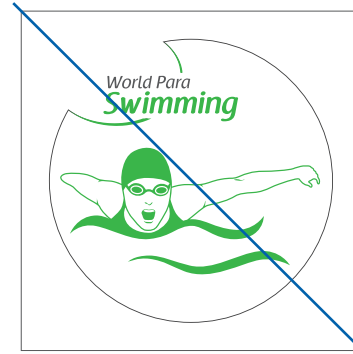
The following are examples of how **NOT** to use the World Para Swimming logo:

Do not place the coloured version on a dark background
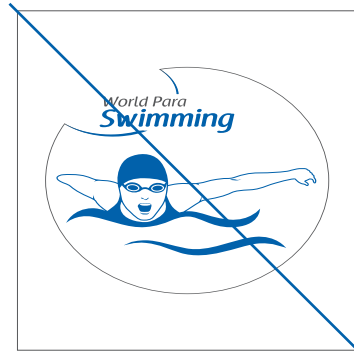

Do not crop

Do not change the colours
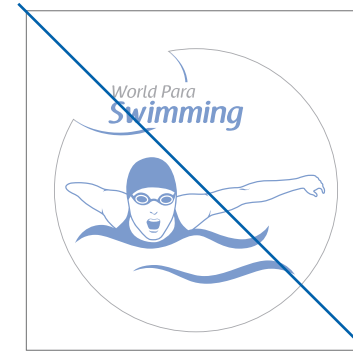

Do not use a drop shadow

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

For all Powerpoint presentations and email correspondence Calibri is used instead

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.

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.

Trade Gothic Next LT Pro Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Lorem ipsum is a pseudo-Latin text used in web design, typography, layout, and printing in 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 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.

Contact details

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

Annika Zeyen
World Para Sports Brand Manager

Adenauerallee 212-214
53113 Bonn, Germany

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www.WorldParaSwimming.org

Photo credits: Getty Images