



WORLD ATHLETICS WORLD RANKINGS COMPETITION LOGO

Guidelines for use by authorised non commercial organisations.

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Introduction

The World Athletics' mission is to grow the sport of athletics and make it relevant in people's lives and in the lives of their communities.

One of the ways we will do this will be to collaborate with non-commercial organisations who align with our vision and can support through local activations and events.

To help these non-commercial organisations demonstrate their connection to World Athletics, the World Rankings Competition logo has been created.

Use of The World Athletics World Ranking Competition mark will be granted under a licence or collaboration agreement.

All uses of the World Rankings Competition logo is subject to World Athletics' written approval.

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The Logo

The World Ranking Competition logo has been created for use by authorised non commercial organisations to demonstrate collaboration on a variety of communications materials.

The circular logo contains the trademarked World Athletics 'wave' shape and the wordmark with a distinctive orange and purple World Athletics gradient.

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Who The Logo Is For

The aim is for the World Rankings Competition logo to be used in global or national activations which are delivered in local communities.

The World Rankings Competition logo will be licensed to non-commercial organisations for projects which align to the overall World Athletics vision for a healthier, fitter world.

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How the logo should be used

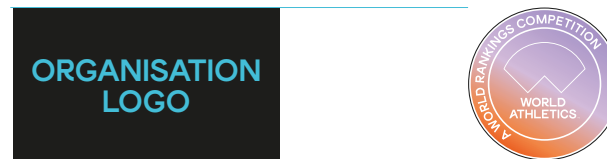
The World Rankings Competition logo is a 'stamp of recognition' to be used to support your communication materials. It is intended to demonstrate collaboration and should be used no larger than your logo. The title of your project or organisation must always lead.

The World Rankings Competition logo:

- Must not appear alongside any commercial brands and no association shall be created with any 3rd party that has not been licensed to use the Logo, irrespective of whether they are commercial or non-commercial.
- Shall not be used for the commercial advertising of any products or services.
- Shall further not be used in a way that could imply a commercial association of any entity, any brand and products and/or any services with World Athletics and World Athletics's events.

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Horizontal



Website



Vertical



Poster



Using The Logo With Other Partners

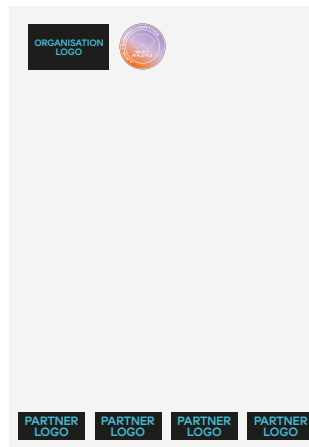
It is not permitted to use the World Athletics World Rankings Competition logo alongside any other commercial logos who have partnered with your programme, care must be taken to ensure no association can be made between the commercial partners of your organisation/project and/or products and services of your commercial partners and World Athletics.

With regards to any description or designation of your association with World Athletics, please coordinate the wording e.g. in a press release how to indicate such collaboration with World Athletics. A designation for the World Rankings Competition logo is not permitted.

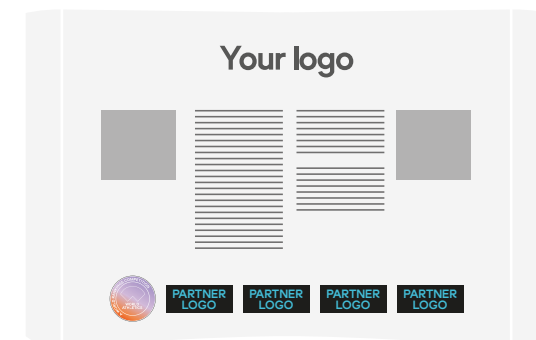
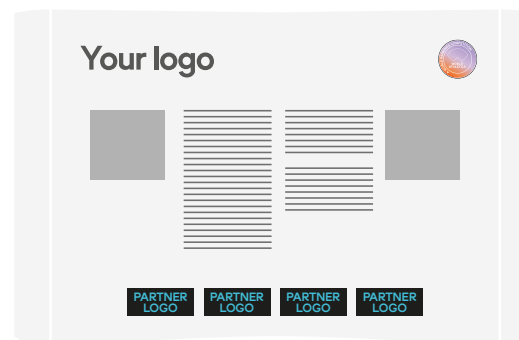
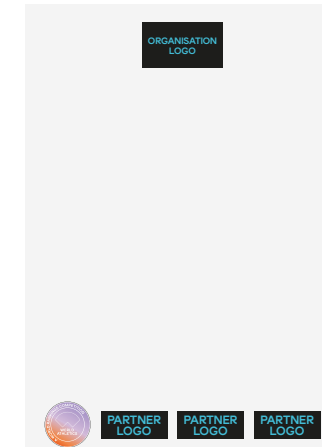
If there are commercial organisations who have partnered your programme, care must be taken to ensure no association can be made between the commercial organisation and World Athletics.

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✓ Keep logo with
Organisation logo



✗ Don't place logo with
partner logos



Colour

Always use the correct Pantone® colour references or the CMYK, RGB or web hex equivalents shown below. CMYK, RGB and web hex breakdowns are taken from Adobe Illustrator (Pantone® solid coated).

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PURPLE
RGB: 182/140/255
CMYK: 45/56/0/0
Pantone 2655
#B68CFF

ORANGE
RGB: 254/138/76
CMYK: 0/55/90/0
Pantone 164
#FE8A4C

CHARCOAL
RGB: 30/30/30
CMYK: 72/63/59/75
Pantone 426
#1E1E1E

WHITE
RGB: 255/255/255
CMYK: 0/0/0/0
#FFFFFF

Logo Rules

The following simple rules ensure the logo is reproduced correctly. Always:

- Use the correct logo for the process, ie. web/print etc
- Protect with the exclusion zone
- Reproduce the logo at, or larger than the minimum size

Examples of incorrect use are:

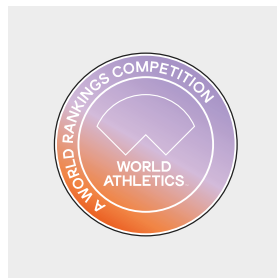
- Don't rotate the logo
- Don't modify the logo in any way
- Don't use the World Athletics core logo

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Logo dos



✓ Use the correct Logo



✓ Protect with the exclusion zone



✓ Must be shown on a clear and consistent background

Logo don'ts



✗ Don't rotate



✗ Don't modify in any way



✗ Don't use the World Athletics core logo

Minimum Size and Clear Space

For maximum impact, the logo should always be used prominently and legibly. To ensure the words are legible, the logo should not be used below a certain width; 72 pixels on screen or 15mm in print. These sizes are the absolute minimum.

The recommended logo sizes for common print formats are illustrated below.

The exclusion zone ensures that the logo is not compromised by other elements.

The exclusion zone is a distance equivalent to one and a half times the size of the logo (x in the figure below). This is the minimum clearance; whenever possible, leave more space around the logo than the exclusion zone.

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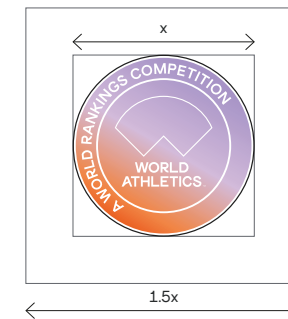
Web/screen



Print



Print



Applications

Prior to any use of the World Rankings Competition logo, please contact World Athletics or upload the item(s) to the respective approval platform.

The following are examples where you can use the World Rankings Competition logo, subject to written approval prior to the use and on a case by case basis.

Standard business applications

Below are examples of applications where the World Rankings Competition logo may be permitted

- i. Advertisements (online and offline)
- ii. Booklets
- iii. Educational material
- iv. Flyers and publicity leaflets
- v. Information boards
- vi. Invitations
- vii. Newsletters
- viii. Posters
- ix. Presentations
- x. Press releases
- xi. Stationery
- xii. Websites

Length of time the logo can be used.

A licensing agreement/letter issued by World Athletics will clarify all terms and conditions of the use of the logo.

World Athletics is free to withdraw the right to use the Logo at any time.

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Contact

All uses of the World Rankings Competition logo must be submitted to World Athletics for approval prior to use. Failure to do this may result in the withdrawal of the licence.



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