



Logo & Brand Identity Guidelines

28.07.2021



Any use of the Logo – including, without limitation, the reproduction, distribution, display or transmission – is subject to a specific authorisation issued by the IWGA.

The present guidelines may be reviewed by the IWGA at any time, at its sole discretion. Should an organisation fail to respect these guidelines, the IWGA reserves the right to require the organisation to stop using The World Games designation/logo immediately.

All intellectual property rights of the Logo, including copyright and trademark rights, are owned by the International World Games Association (IWGA), an association under Swiss law made up of independent International Sports Federations.

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THE WORLD GAMES DESIGNATION AND LOGO

Any and all uses of The World Games designation and logo should be guided by the following principles:

1. **The World Games designation/logo may not be used for any commercial purposes.** In particular, they must not appear in any way that may create an association between the Organisation's sponsors and The World Games designation/logo. For example, the organisation's sponsors cannot appear on the same page as The World Games designation.
2. **The World Games designation/logo must be reproduced independently from the organisation's logo.** The World Games designation/logo may not be incorporated into the logo of the organisation or any references or marks, nor combined with the logo or other references or marks of the organisation to form a composite logo. The designation must be clearly separated from any commercial partners' references, either textual or visual.
3. **The World Games designation/logo must appear in proportionate size to other elements on a page and must not be emphasised over other textual or visual elements.** The World Games designation/logo must never be distorted or altered in any way.
4. **The organisation must not do, cause or permit anything which could cause detriment to the reputation of the IWGA and The World Games.** This includes offensive and immoral behaviour as well as offences against the rights of individuals or any political, religious, racial or minority group.

USE OF THE WORLD GAMES LOGO

1. It should be emphasized that IWGA Member Federations and participating federations are strongly encouraged to **use The World Games logo in all communication about the Games, and in branding at their events**. The World Games flag may be flown at the events as long as no association with any commercial partners is created.
2. Official IWGA Partners, upcoming Host Cities and National Sports Organisations are encouraged **to use the logo in their communications**, including websites, as long as no association with any (other) commercial partners is created.
3. The IWGA logo should be on the IWGA Member's official website with a link to the official website of The World Games, **www.theworldgames.org**. This logo can be one of the following:
 - a) **The clean IWGA logo**
 - b) **The IWGA logo with the text "A member of"**
 - c) **The combined clean logo of IWGA & TWG2022**
 - d) **The combined logo with the text "On the programme of"**
4. The logo shall be referenced in a list of logos of other non-commercial entities. However, no association in any circumstances shall be created with IF's sponsors' logos or any other non-IWGA commercial partners. The logos must be separated either textual or visual.
5. The World Games logo can be used in IWGA Members' official publications except on the cover of the publication. The context must be non-commercial. This logo can be one of the following: the IWGA logo with the text "A member of", the clean IWGA logo, or the combined logo IWGA & TWG2022 with the text "On the programme of".

a) The clean IWGA Logo



Primary full tone color

This is the primary logo to use, except for limited exceptions.

It may be used only on solid white or solid black background.



Solid white

The white logo is to use , on solid black, whenever the primary logo is not applicable, or if the background is a picture.

The logo must however be clearly readable. Otherwise it may not be applied over an image.



Solid black

The solid black version is only to use, when the primary logo on white is not applicable.

b) The IWGA logo with the text “A member of”



USE OF THE COMBINED LOGO

1. The combined logo of the IWGA and TWG2022 can be displayed if the sport is part of the sports programme of **TWG2022**.
2. In the context of the upcoming Games, the following additional entities are entitled to use the combined clean logo throughout the upcoming edition of The World Games:

- a) **National Sport Organisations (NSO/NOC)**
- b) **Official IWGA partners**
- c) **Rights Holding Broadcasters**

3. **Official partners and sponsors** of The World Games 2022 Organising Committee are requested to use the official logo of the event only.

In that case, please contact **michaela.bromelow@twg2022.com**

c) The combined clean logo of IWGA & TWG2022



d) The combined logo with the text “On the programme of”





OTHER LOGO APPLICATIONS

Any other application or usage of the logo other than described in this document is subject to a specific authorisation issued by the IWGA.

Please contact

office@iwga.sport

Road to BHM Banner
Example: 250 x 80 cm



To receive the electronic file ready for print, a request must be made to the IWGA office indicating the dimensions (length x height in cm) and justification for use.

Please contact

office@iwga.sport



Road to BHM Banner for LED screens

Example: 2240 x 128 px



These are examples that can be adapted according to your IF's needs and combined together with the IF message.

To receive the electronic files, a request must be made to the IWGA office indicating the dimensions (in pixels) and justification for use.

Please contact

office@iwga.sport



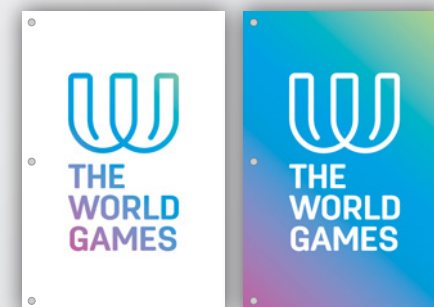
IWGA Flag 1

Example: 120 x 180 cm

To receive the electronic file ready for print, a request must be made to the IWGA office indicating the dimensions (length x height) and justification for use.

Please contact

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IWGA Flag 2

Example: 120 x 80 cm or 180 x 120 cm



To receive the electronic file ready for print, a request must be made to the IWGA office indicating the dimensions (length x height) and justification for use.

Please contact

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Internal Logo

For IWGA use only.





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See you soon in Birmingham!

If you need further assistance, please don't hesitate to contact us:

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office@iwga.sport

www.theworldgames.org

archive.theworldgames.org

facebook.com/iwga.theworldgames

twitter.com/theWorldGames

[#twg2022](https://twitter.com/theWorldGames)





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