world abilitysport

Brand Guidelines 2023

Contents

Welcome to World Abilitysport brand guidelines. Our guidelines provide information on how to use our logo, colours, typography and imagery to create stand out brand communications.

Together, we are working towards building a brand that is world class, recognised and respected globally, so it is important for us to maintain consistency and set the standard for our brand visual expression.

For more information or advice, please contact:

Charmaine Hooper
Chief Executive Officer
 ceo@worldabilitysport.org

Lucy Dominy
Communications Manager
lucy.dominy@worldabilitysport.org

At World Abilitysport, we exist to inspire the global growth of sport and recreation opportunities for persons with a physical impairment.

From grassroots sports to competitive levels, we're committed to the development of pathways for athletes with physical impairments to thrive.

Overview of our design components

We use these key design components to help us build meaningful and distinctive brand communications.

This next section details these components, and the principles of how to use them.

Logo

world
abilitysport

Colours

Photography

Typography

About us

Developing pathways for athletes with physical impairments to thrive.

Our logo

Ability symbol + wordmark

Our logo is made up of two key elements; our Ability symbol and the World Abilitysport wordmark.

Ability symbol   Wordmark

Master logo

Our master logo is a key component of our visual identity system. It is the core expression of who we are and what we do. The Ability symbol has been crafted to act as a figurative expression of our athletes and can also be interpreted as a 'w' and an 'a' (a reference to our name).

Balanced with our wordmark, the two work together to define one clear master logo that is distinctive and ownable.

Minimum clear space:

Minimum size:
*Not to scale

On screen 85x27px
In print 26x9mm

Master logo colour use

Our colour usage

Above shows our master logo in various colour combinations within our palette. Our Ability symbol should always try to remain orange for stronger stand out unless on a solid orange background, then we use the single white colour. The colour combinations include enough contrast between the graphic and background so that it is accessible for audiences with low vision or colour deficiencies. If you need more advice on our logo's colour accessibility, please contact the team.

When we cannot choose the background colour

When we need to place our logo on black (e.g. on digital dark mode), we use the orange and white version.

In other instances, where we cannot choose the colour of the background e.g. in partnership context, we use the single colour white versio. This avoids combinations that clash with our brand colours.

Where there is not enough contrast between our single colour white logo and the background, please use the single colour black logo.

Master logo colour use on image

Full colour
We always use our full colour logo when placing on a light background.

Orange + white
We use the orange + white logo on top of a dark image. Place the logo on the darkest area of the image for stronger contrast.

White
Use the white version when there are clashing colours or patterns/textures. Always try to place the logo in a clear space so that it remains legible.

Do not...

squash or stretch our logo.

recreate our logo. Only use the master artworks provided.

crop into our logo.

add drop shadow.

reposition our Ability symbol.

change the scale of each element.

alter the colour e.g. swap the colours around or add any additional colour.

put the logo on top of a busy image. The logo must be in a clear space so that it is legible

Ability symbol

Our symbol embodies the movement and tenacity of our athletes – agility and tension are in constant dialogue with each other in the contrasting curves and angular forms. In turn, it embodies the lengths we go to support, develop and promote them.

Minimum clear space:
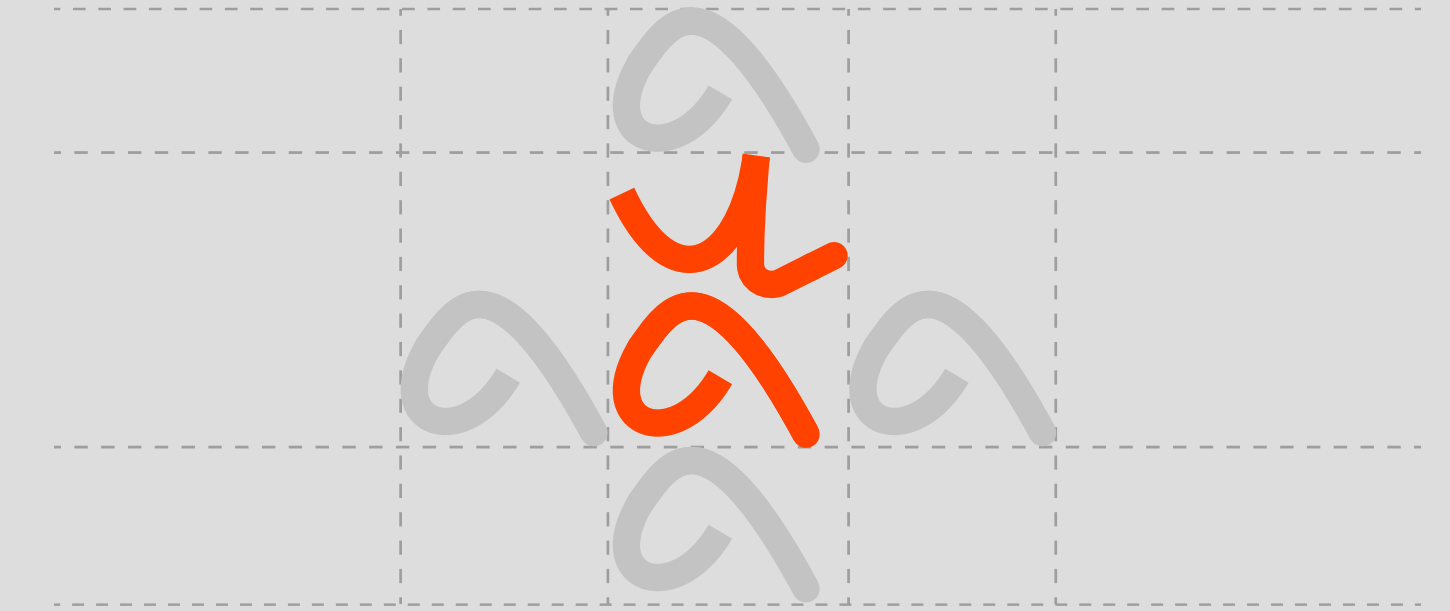
Minimum size:
*Not to scale

On screen 40x40px
In print 9x9mm

Ability symbol usage

There are some instances where we want and need to use the Ability symbol in isolation.

It is only used where the wordmark is clearly present unless the application format doesn't allow, in which case the World Abilitysport name should be present (e.g. as the title of the social channel).

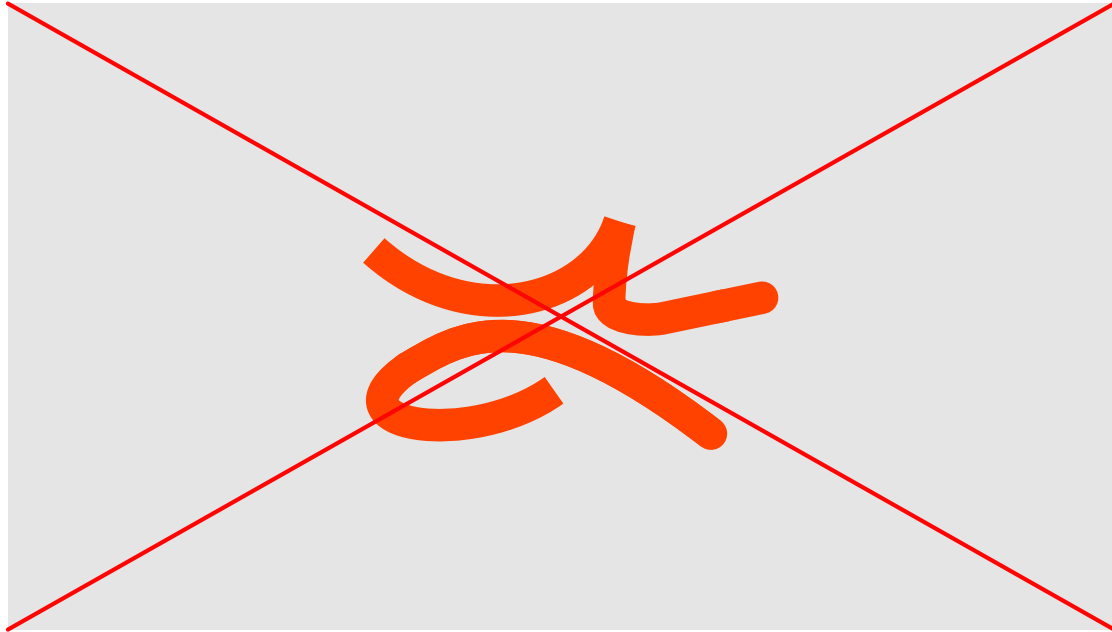**Digital examples:**
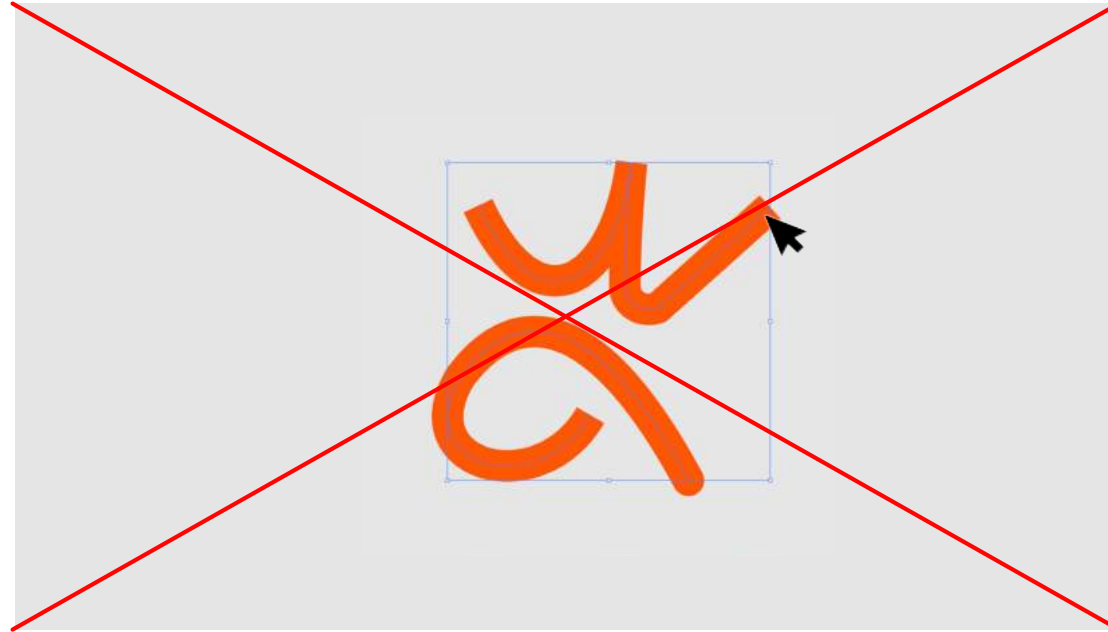Social media profile pictures
Favicon
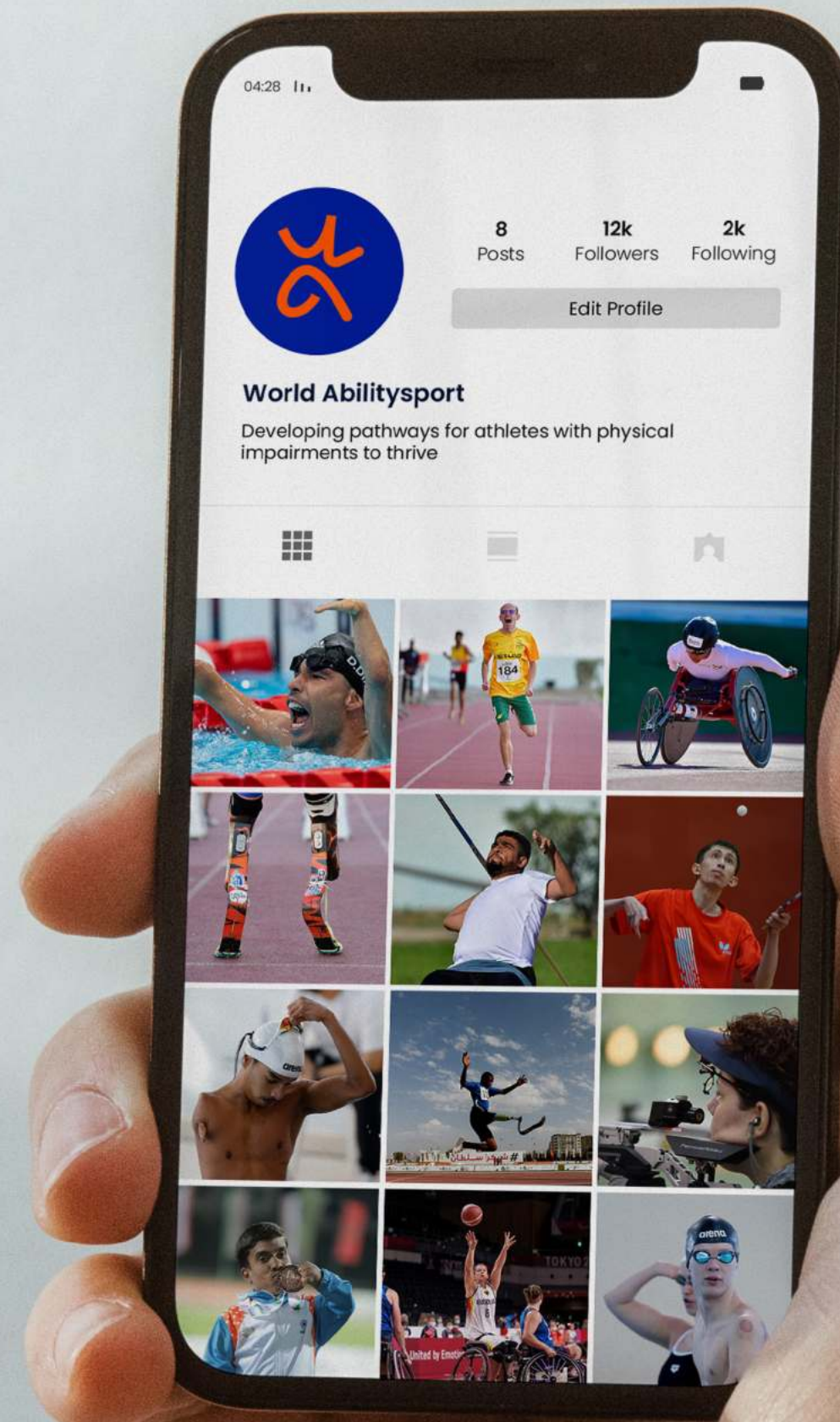
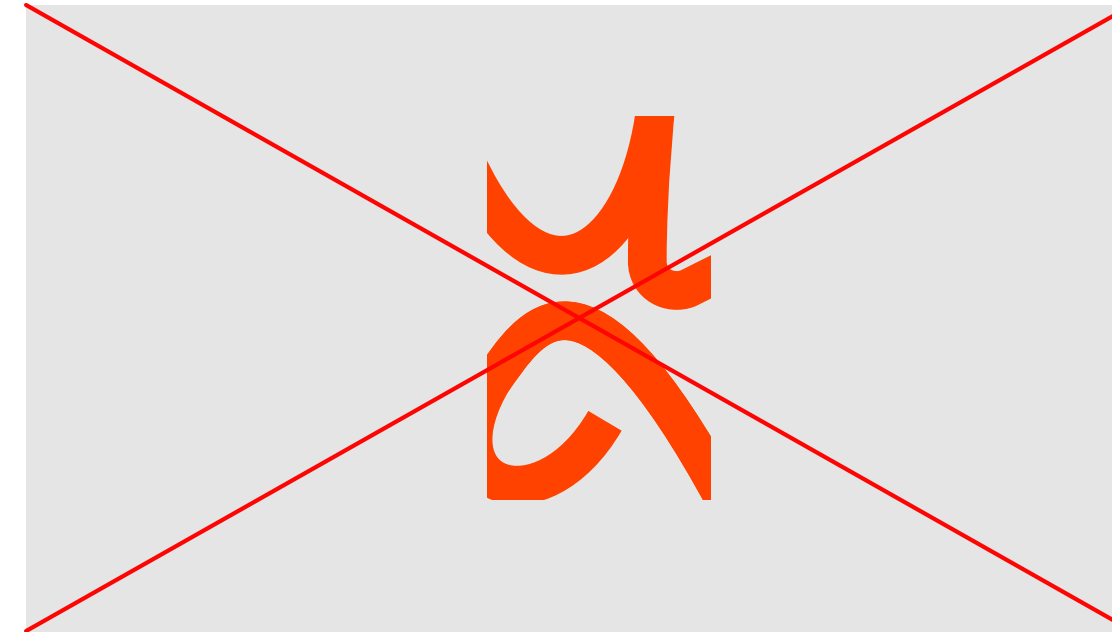**Print examples:**
Textiles
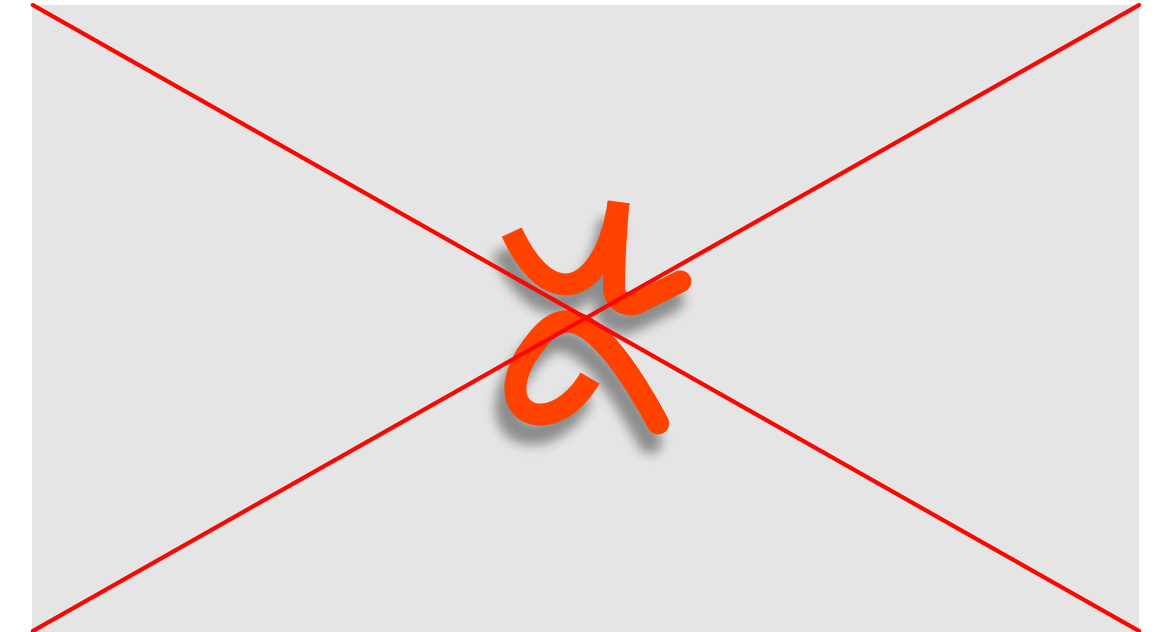Medals

Do not...

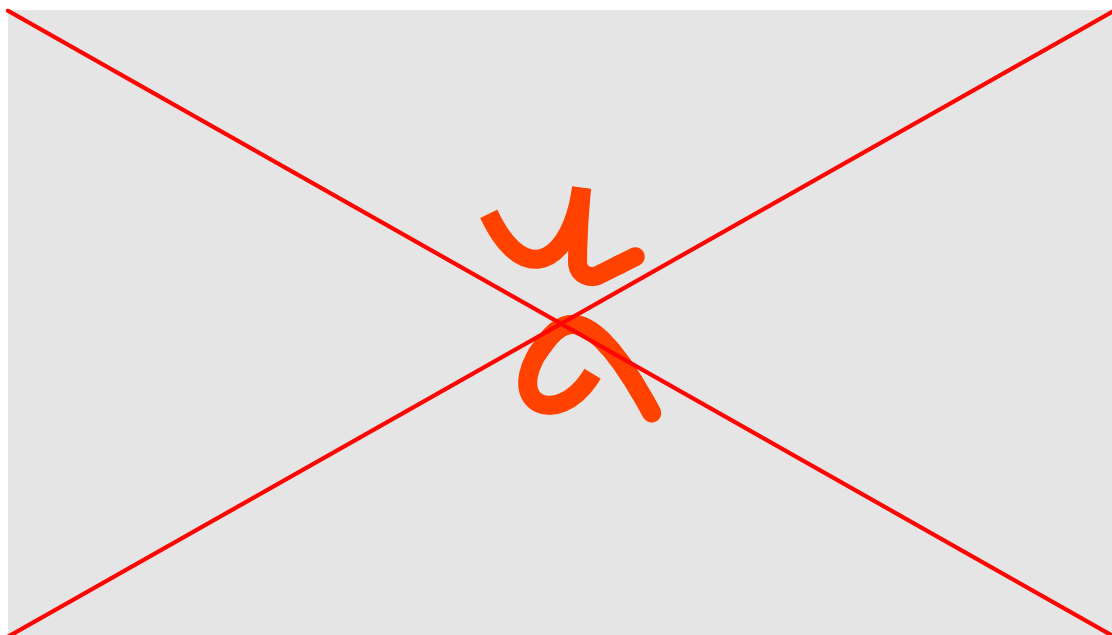squash or stretch our Ability Symbol.

recreate our logo. Use the master artworks provided.
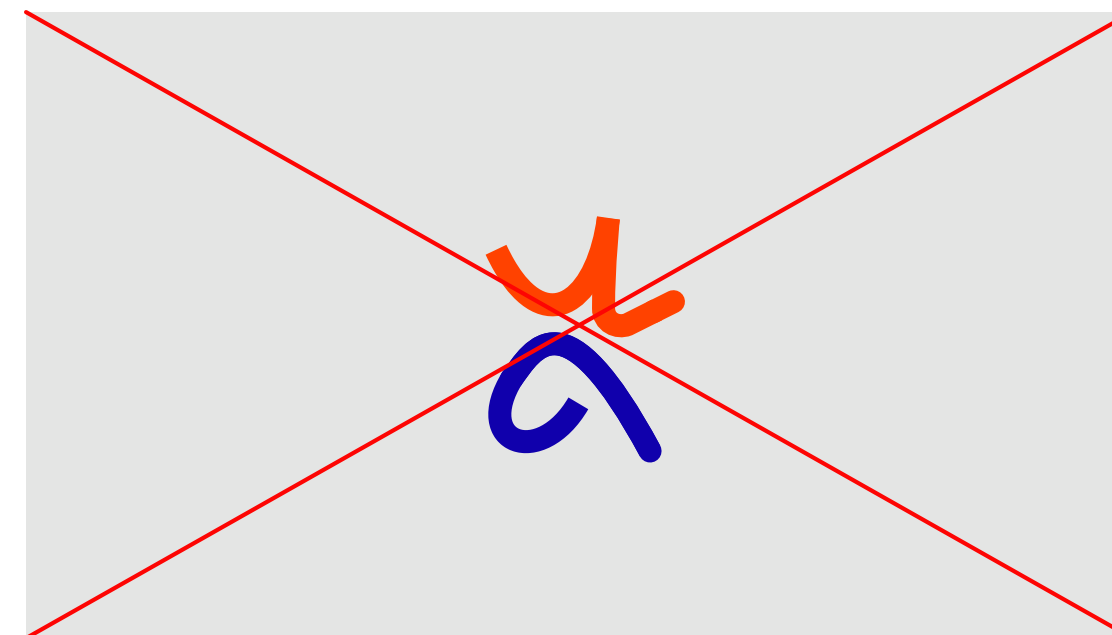

crop into our logo.

add drop shadow.

reposition or separate the stroke elements.

scale up or down the two stroke elements.

alter the colour e.g. swap the colours around or add any additional colour.

draw any additonal elements onto the figure and use as a logo.

Our typography

Our typography

Our primary font is Euclid Circular A. It is a geometric sans serif font with subtle features that reflects our brand personality, its circular nature reflects World Abilitysport's openness and inclusivity whilst being highly functional and modern.

Primary font

Heading font:
Euclid Circular A Bold

Body copy font:
Euclid Circular A Regular

Euclid Circular A should be used for all print and digital experiences and communications. We use the bold weight for headings and regular for body copy.

About us

Developing pathways for athletes with physical impairments to thrive.

Substitute font

Heading font:
Century Gothic Bold

Body copy font:
Century Gothic Regular

When we are unable to use our primary font, for example when we are sharing a live document where users do not have the license to use the font, we use Century Gothic (a system font) as a subsitute.

About us

Developing pathways for athletes with physical impairments to thrive.

Our colours

Our colours

Our primary colour palette is a complementary mix of blue, orange and white. Our colours have been carefully selected to help people recognise and engage with World Abilitysport.

Additional functional and navigational colours may be required, these should be selected to complement the primary palette. Any additional colours will need to be approved by the brand team.

CMYK: 100, 90, 15, 0
RGB: 5, 20, 165
HEX: 0514a5

CMYK: 0, 70, 90, 0
RGB: 255, 85, 0
HEX: ff5500

CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
HEX: ff5500

Primary colours
Our primary colours are blue, orange and white. Blue symbolises the energy and tenacity of our athletes, and orange represents the warmth and heart of our communities.

CMYK: 95, 85, 45, 60
RGB: 32, 33, 55
HEX: 202137

**CMYK:** 0, 0, 0, 100
RGB: 0, 0, 0
HEX: 000000

Secondary colours
Use the secondary palette to support the primary colours across your design - for text and other functional elements as required.

Colour accessibility

In some instances, such as on social media, text on coloured backgrounds may be required to create impact. Please follow the recomended colour-ways shown here as they have been tested to meet accessibility standards.

Primary colours

Pass **Pass**

Pass Fail

Pass

Fail

Pass Pass Pass Pass

Pass Pass Fail Pass
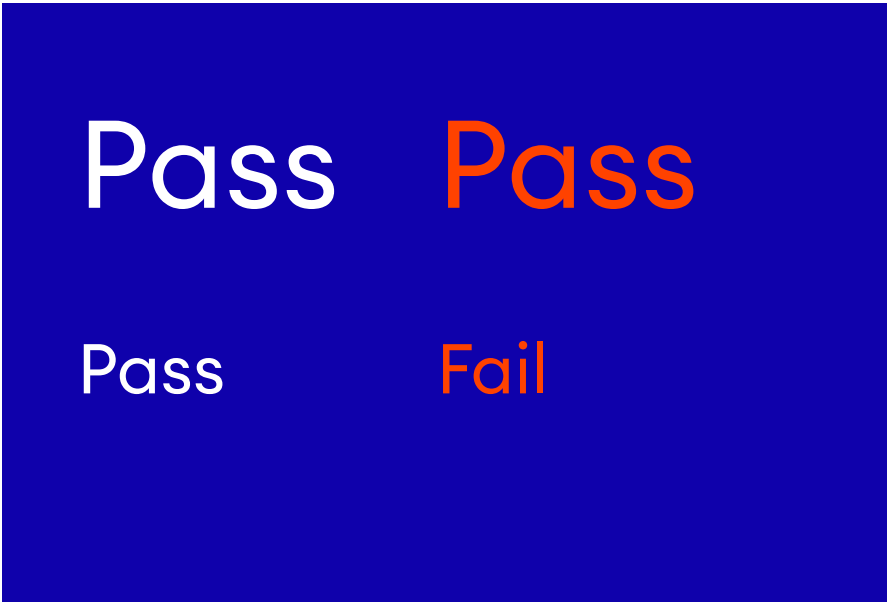
White text on the blue provides the strongest contrast. We strongly recommend to only use white for text on a blue colour background. Large orange text provides enough contrast to support colour accessbility, however it is not recomended we use this as a default.

Large white text is the only recomended type colour to be used on an orange background. Do not use any other colours on top of orange.
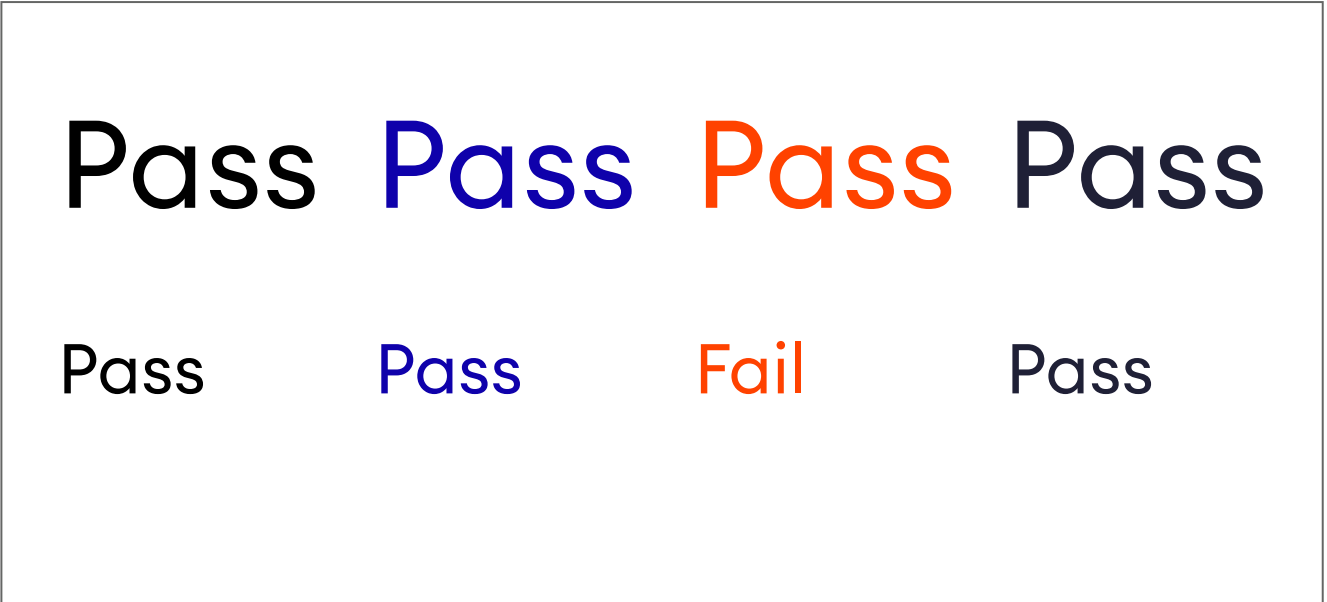
All colours for large text on a white background can be used. For long forms of text, use black or dark blue. We can use our brighter blue for headings, subheadings, short introductory paragraphs or to highlight key words/call to actions i.e. buttons on a digital platform. Only use orange for large headings as smaller sizes do not support accessibility.

Secondary colours

Pass **Pass**

Pass Pass

Pass **Pass**

Pass Pass

We can use white and orange text on a dark blue background.
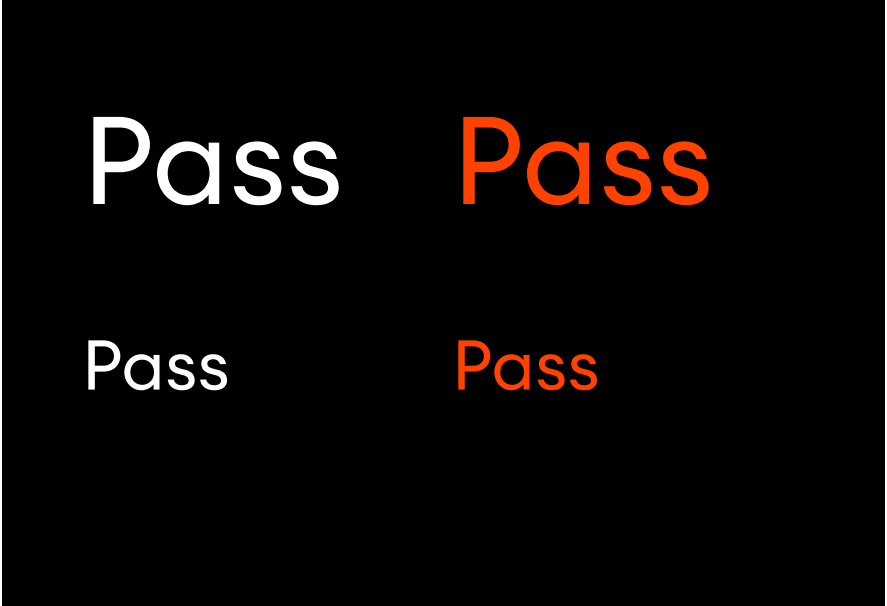
We can use white and orange text on a black background.

Our photography

Our photography

Our imagery should capture the heart and energy of our sports, athletes and communities.

Images should feel modern, optimistic and inspiring. World Abilitysport is diverse and inclusive therefore our imagery should truly reflect this.

To achieve a consistent approach to our imagery, we have outlined on the next page some considerations when choosing photographs to build pieces of brand communications.

Photo credit:
Sharjah 2019, Luc Percival.

Our photography

Key things to consider:

We should always use images that is a true representation of our organisation, people and events so our brand is perceived as authentic and credible.

Use photography that complements our colour palettes or blue, orange and white. Try to avoid using images that have a number of clashing colours.

Consider images that demonstrate the stretch, flex, agility and tenacity of the athletes as encapsulated by the symbol. We should always feel close enough to the action that we can appreciate this.

Photo credit:
Sharjah 2019, Luc Percival.

If you have any questions please contact:

info@worldabilitysport.org

world abilitysport