



THE WORLD GAMES
2021 BIRMINGHAM
IDENTITY GUIDELINES



The World Games

2021 BIRMINGHAM, USA

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PRIMARY LOGO - GRADIENT



The World Games
2021 BIRMINGHAM, USA



The World Games
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PRIMARY LOGO - FLAT PMS COLOR



The World Games
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The World Games
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PRIMARY LOGO - REVERSED



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PMS 7687 C
C98 | M87 | Y18 | K5
R29 | G66 | B138
1D428A

PMS 109 C
C1 | M18 | Y100 | K0
R255 | G209 | B0
FFD100

PMS 1797 C
C7 | M96 | Y86 | K0
R203 | G51 | B59
CB333B

PMS 3258 C
C65 | M0 | Y34 | K0
R71 | G179 | B183
47C0B7

PMS 368 C
C56 | M0 | Y96 | K0
R126 | G193 | B70
7EC147

PMS 2925 C
C83 | M22 | Y0 | K0
R0 | G154 | B217
009AD9

C0 | M100 | Y45 | K3.14

C42 | M100 | Y0 | K0

C0 | M0 | Y96.47 | K0

C0 | M40 | Y100 | 0

C26 | M.39 | Y100 | K0

C76 | M16 | Y100 | 1.57

C65.88 | M0 | Y0 | K0

C81 | M30 | Y5 | K11



WVG

DIN Regular

Aa Bb Cc Dd Ee Ff Gg

Hh Ii Jj Kk Ll Mm Nn

Oo Pp Qq Rr Ss Tt Uu

Vv Ww Xx Yy Zz

Secondary Numbers – Prancer

1 2 3 4 5 6 7 8 9 0

Body – Apercu Light

Thousands of athletes from over 100 countries around the globe will converge upon our city for 10-days in July of 2021. TWG prognosticators expect close to 500,000 spectators, and close to a \$300 million economic impact on the Birmingham region. Big was fortunate to work closely with the World Games coalition to develop the brand for our city's winning bid over Lima, Peru and Ufa, Russia.