



The World Games

2021 BIRMINGHAM, USA

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PRIMARY LOGO - FLAT PMS COLOR





PRIMARY LOGO - REVERSED





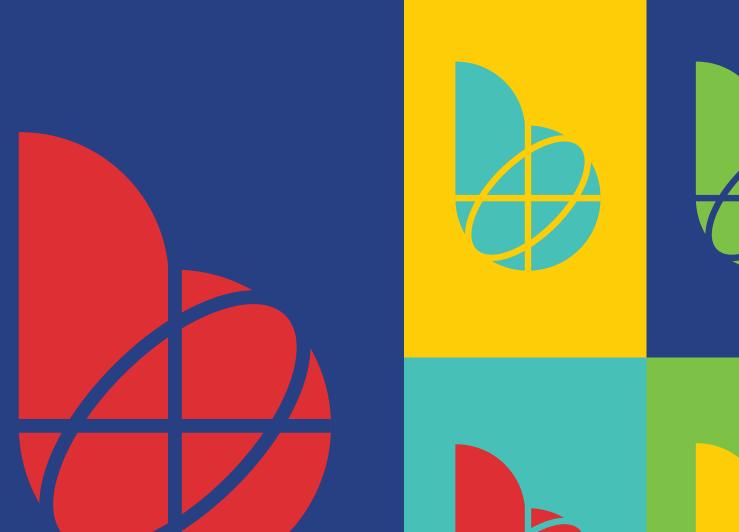
PMS 7687 C C98 | M87 | Y18 | K5 R29 | G66 | B138 1D428A

PMS 109 C C1 | M18 | Y100 | K0 R255 | G209 | B0 FFD100 PMS 1797 C C7 | M96 | Y86 | K0 R203 | G51 | B59 CB333B

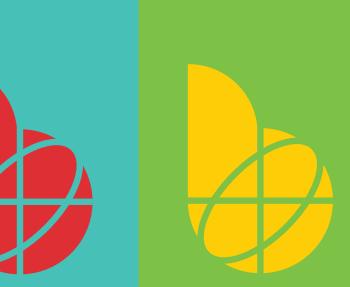
PMS 368 C C56 | M0 | Y96 | K0 R126 | G193 | B70 7EC147 PMS 2925 C C83 | M22 | Y0 | K0 R0 | G154 | B217 009AD9

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

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









AaBbCcDdEeFfGg HhliJjKkLlMmNn OoPpQqRrSsTtUu

VvWwXxYyZz

Secondary Numbers - Prancer

1234567890

DIN Regular

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.