



THE WORLD GAMES 2021

# BRAND GUIDE

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**THE  
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## The Mark

At the heart of Birmingham lies something extraordinary: an ever-present energy that is destined to create greatness. Having been described as energetic, magnetic and even magic, at its core, Birmingham is a city that knows when to raise its hand. And now is that time.

This mark represents the best of who Birmingham is – an international city that’s ready to host the world. In addition to illustrating the world uniting in Birmingham with the world inside a lowercase “b”, this mark also symbolizes these things:

### VICTORY

a hand holding up the number “1”

### CONTINUITY

the cycle of continuous improvement

### UNITY

the world coming together

### PASSION

the love of sport and competitive drive

## The Logo

The logo is a critical part of the brand identity. Therefore, every effort must be taken to ensure that the logo is treated in a consistent and methodical way, as outlined in the guide. The World Games 2021 logo is available for use in a number of configurations. The following are acceptable applications of The World Games 2021 logo. See the color section for more information regarding The World Games 2021's approved colors and applications.

### PRIMARY LOGO

The primary logo is the combination of the logo mark and the logo type and should be used primarily in this lockup unless its also combined with the tagline as seen on the following page. The logo mark may only be used as art without the logo type when The World Game 2021 full logo is also clearly visible elsewhere in the art.



# The World Games

## 2021 BIRMINGHAM, USA

## LOGO WITH TAGLINE

The logo with the tagline is available in both a stacked and horizontal orientation. Either orientation may be used depending on what's best for the layout. Read more about the tagline in the language and messaging section.



**The World Games**

2021 BIRMINGHAM, USA

*The World is Coming.*



**The World Games**

2021 BIRMINGHAM, USA

*The World is Coming.*

## CLEAR SPACE

To ensure legibility and preserve the integrity of the logo, always maintain, at minimum, the prescribed amount of clear space on all sides of the logo. This clear space protects the logo from distracting and competing visual elements, such as other logos, copy, illustrations or photography.

The prescribed clear space is equal to the height of the ascender on the “b” in logo mark.

SCALABLE  
DISTANCE





## COLOR USAGE

The logo should appear in full color with the gradients whenever possible.

It may be used only on solid white, solid black, or the assigned navy blue background, which is identified in the color section of this document.

The white logo is to be used whenever the primary logo cannot be applied (i.e. on backgrounds with color, texture or when the background is a picture.)

The solid black or gray version may be used only when the primary logo or white is not applicable.

The logo must be readable at all times.



## IMPROPER USE OF THE LOGO

The World Games 2021 logo is available for use in a number of configurations. The following are unacceptable applications of The World Games 2021 logo.

When resizing the logo, take care to keep the horizontal and vertical proportions the same. Never distort the logo by stretching or compressing it to make it

shorter or narrower. Do not substitute fonts. Do not use the text without the logo or change the architecture of the logo.



The logo should be used only in the approved colors. See the color section for more information regarding The World Games 2021 colors. Do not substitute with

colors other than the approved colors. Do not apply the the logo in various colors or invert the logo. Do not apply the logo to a background without enough contrast.



## IWGA + TWG 2021

The IWGA and TWG2021 lockups are available for use in a number of configurations and colors including full color, white and black. Any use of the IWGA and TWG2021 lockup – including, without limitation, the reproduction, distribution, display or transmission – requires a specific authorization.

Every effort must be taken to ensure that the logo is treated in a consistent and methodical way. Reference pages 10 and 11 to avoid improper use of the lockups. The following are acceptable applications.





## THE 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.

Any use of the IWGA logo – including, without limitation, the reproduction, distribution, display or transmission – requires a specific authorization issued by the IWGA. Please submit all requests to the following email: [office@theworldgames.org](mailto:office@theworldgames.org).

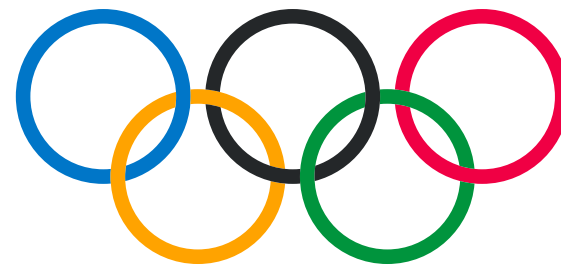
All three logos are available for download on [www.theworldgames.org](http://www.theworldgames.org)

## Use of the Olympic Designation

To indicate support of the IOC, the Birmingham Organizing Committee has permission to use the following Olympic designation:

1. Only printed and digital material produced by the BOC and specifically related to the event may carry the Olympic designation.
2. The Olympic designation must be reproduced independently from the logo of the event. The Olympic designation may not be incorporated into the logo of the event or any other of the event's references or marks, or combined with the logo of the event, references or marks to form a composite logo.
3. It is important that the Olympic designation is faithfully and accurately reproduced. The Olympic designation must appear in proportionate size to other elements on the page and must not be emphasized over other visual or textual elements. The Olympic designation may not be used by commercial partners of the BOC.
4. No association between the IOC and any non-Olympic commercial partners can be created. Therefore, the Olympic designation must be clearly separated from any non-Olympic commercial partners references, either textual or visual.
5. The Olympic designation must never be distorted or altered in any way.

## Organisation recognised by the



## INTERNATIONAL OLYMPIC COMMITTEE

**All uses and applications of the Olympic Designation require approval in advance. Please submit all requests to the following email: [brandapproval@olympic.org](mailto:brandapproval@olympic.org) as all uses of the rings need to be approved.**

## Partner Lockups

The World Games 2021 partner lockups are available for each of the official partners of The Games. The lockups may be used in a number of configurations and colors including full color, white and black.

**Partner lockups may only be developed by The World Games 2021.**

Every effort must be taken to ensure that the logo is treated in a consistent and methodical way. Reference pages 10 and 11 to avoid improper use of the lockups. The following are acceptable applications.

### STACKED VERTICAL

The stacked vertical configuration is the primary partner lockup and should be used unless the layout would cause conflict with clear space or readability.



## The World Games 2021

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FOUNDATION PARTNER

**PARTNER LOGO**



STACKED HORIZONTAL

# PARTNER LOGO



HORIZONTAL



**COLOR**

## Color

The following colors are the official colors of The World Games 2021, and are for use in marketing materials. These colors were selected to convey the brand's energetic and diverse nature.

### PRIMARY COLORS

These colors are primarily used in type, but may also be used as color for background.

Please use the Pantone PMS colors as your target for color matching. In applications where printing/painting with spot colors is possible, use the Pantone PMS colors. When preparing artwork for print applications and the use of spot color ink is not possible, use the CMYK equivalent. For digital applications, use the RGB or HEX equivalent.



## PRIMARY GRADIENTS

Gradients should have a smooth transition from a light color to dark color. The transition should move horizontally or at a 45% angle. There should be no gray tones, banding or distinct breaks in color.



## SECONDARY GRADIENTS

These gradients are only to be used for event signage and collateral materials for their assigned sport category. See the following page for usage.



## ASSIGNED GRADIENTS FOR SPORTS CATEGORIES

These sports will be accompanied by their selected colors for event signage and directional purposes.



EXAMPLES OF IMPROPER USE  
OF COLOR AND GRADIENTS



CONTAINS BANDING



INCORRECT  
TRANSITION



NOT AN APPROVED  
COLOR



INCORRECT USE OF  
COLORS

**TYPOGRAPHY**



## Typography

Consistency in font use and application is important part of maintaining the integrity of The World Games 2021's visual identity.

**Aa**

URW Din Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1 2 3 4 5 6 7 8 9 10**

## DISPLAY

URW Din Bold and Regular are used as display and headers type in collateral and marketing materials.

**Aa**

URW Din Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1 2 3 4 5 6 7 8 9 10

### BODY COPY

Apercu Light is used for body copy in collateral and marketing materials.

Aa

### Apercu Light

ABCCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1 2 3 4 5 6 7 8 9 10


### DISPLAY NUMBERS

Mexcellent should be used when numbers are used as art and display type in collateral and marketing materials. Mexcellent should not be used in body copy or as headers without numbers.

00

### Mexcellent

12345678910



**JULY 15-25, 2021**  
BIRMINGHAM, USA

**THE  
WORLD  
GAMES  
ARE  
COMING...  
ARE YOU  
READY?**

## ABOUT THE WORLD GAMES 2021

The World Games 2021 Birmingham will be an extraordinary Olympic style sports experience where elite athletes from all over the world compete for gold in 33 unique, multidisciplinary sports.

### BY THE NUMBERS

11 DAYS	600+ MEDALS
1,000+ CREDENTIALLED MEDIA	30 VENUES
33 SPORTS	3,600 TOP INTERNATIONAL ATHLETES
\$256 MILLION IN PROJECTED ECONOMIC IMPACT	100+ COUNTRIES

### SPORTS PROGRAM

Air Sports	Korfball
Archery	Lacrosse
Billiards	Lifesaving
Boules Sports	Muaythai
Bowling	Orienteering
Canoe / Kayak	Powerlifting
DanceSport	Racquetball
Duathlon	Roller Sports
Finn-swimming	Softball
Fistball	Sport Climbing
Floorball	Squash
Flying Disc	Sumo
Gymnastics	Tug of War
Handball	Water Ski and Wakeboard
Ju-Jitsu	Wheelchair Rugby
Karate	
Kickboxing	



### EVENT SITES

- Avondale Park
- Barber Motorsports Park
- Birmingham Crossplex
- Birmingham Jefferson Convention Complex
- Birmingham Southern College
- Boutwell Auditorium
- Legion Field
- Oak Mountain State Park
- Railroad Park
- Regions Field
- Sloss Furnaces
- Spare Time Trussville
- University of Alabama Birmingham

### HOST CITIES

1981	Santa Clara, CA, United States
1985	London, Great Britain
1989	Karlsruhe, Germany
1993	The Hague, Netherlands
1997	Lahti, Finland
2001	Akita, Japan
2005	Duisburg, Germany
2009	Kaohsiung, Chinese Taipei
2013	Cali, Colombia
2017	Wroclaw, Poland
2021	Birmingham, AL, United States

THE WORLD GAMES 2021      BIRMINGHAM, USA      theworldgames2021

APPROVED EXAMPLE

# PHOTOGRAPHY & GRAPHIC ELEMENTS

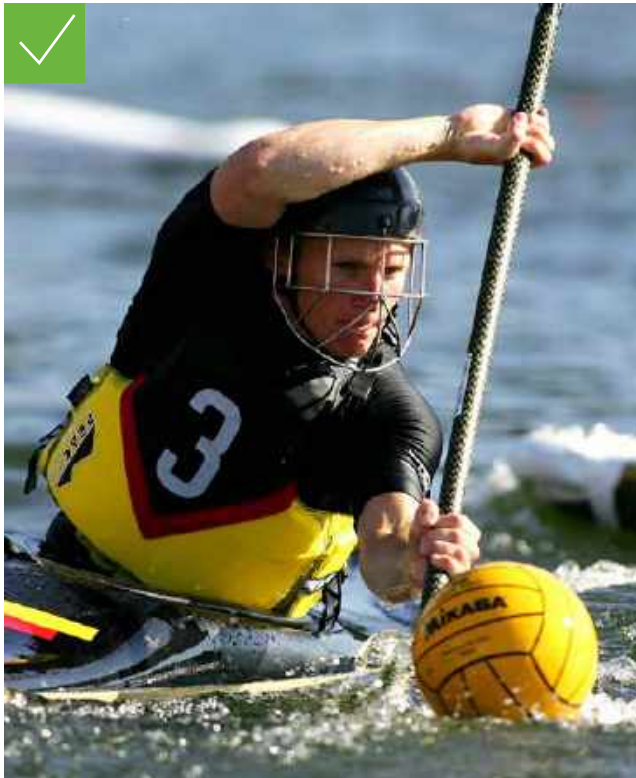
## Photography

Photos should capture drama and create excitement. Photos should be well focused on the athlete that is the focal point.





APPROVED PHOTO



APPROVED PHOTO



SPORTS NOT INCLUDED IN THE  
WORLD GAMES 2021



PHOTOS THAT COULD BE  
CONSIDERED EMBARRASSING



POORLY ANGLED SHOTS



BLURRY PHOTOS

## SILHOUETTED PHOTOGRAPHY

Silhouetted photos should be executed cleanly. Random spots left around the image are unacceptable. The photo should feel natural.

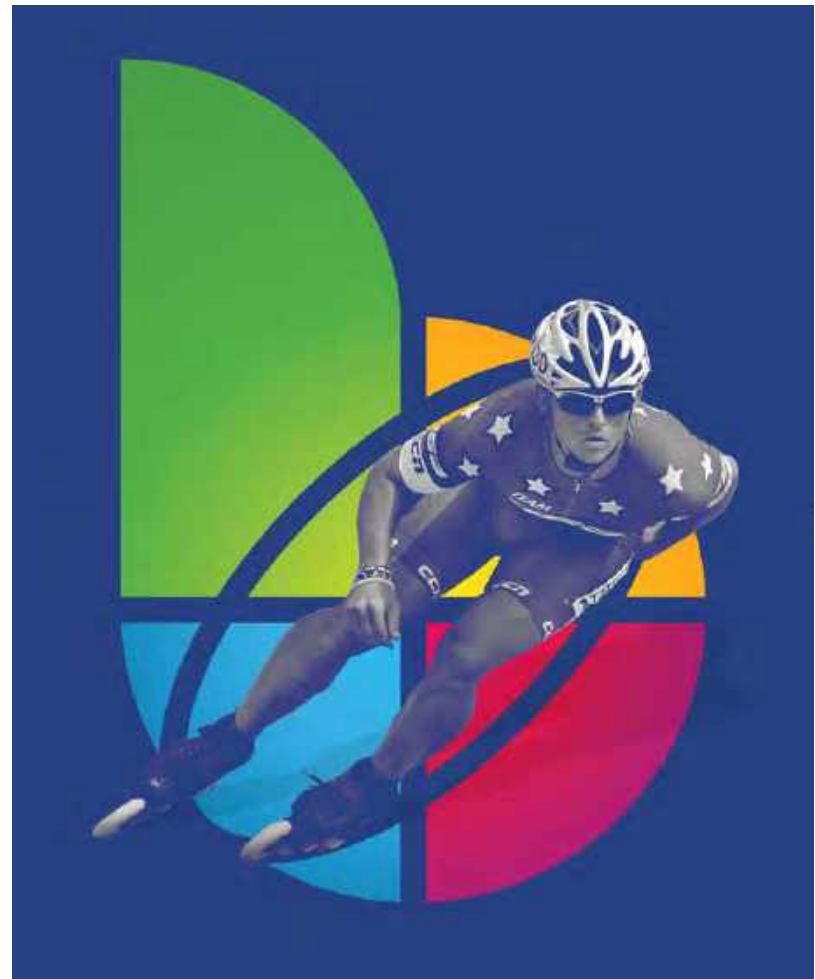






PHOTO IS CLEARLY CUT AND CLEAN



PHOTO IS NOT CLEARLY CUT OR CLEAN

# LANGUAGE & MESSAGING

## Language

Per the policy of the International World Games Association, the official language for each edition of The World Games is determined by the host city. As such, the official language of The World Games 2021 is English. Translators will be available onsite during The Games, and critical materials will be developed in five key languages (Spanish, Chinese, other languages).

## Messaging

### **An Extraordinary Sports Experience**

The World Games 2021 Birmingham will showcase 32 of the most unique, spectacular sports.

### **With Elite Athletes**

3,600 athletes representing the best-of-the-best of their sport, will compete for gold.

### **Who are Competing Globally & Uniting Locally**

This international multi-sport event will unite athletes and fans from more than 100 countries together in Birmingham.

## Approved Language

The World Games 2021 Birmingham will be an extraordinary Olympic-style sports experience where elite athletes from all over the world compete for gold in 32 unique, multi-disciplinary sports. Featuring 3,600 athletes from more than 100 countries, the international event will unite global fans with the Birmingham community in more than 20 unique venues around the greater metropolitan area. The World Games 2021 Birmingham, which marks the 40th anniversary of the event, will take place from 15-25 July 2021. The World Games was established by the International World Games Association, an organization recognized by the International Olympic Committee.

For more information visit [theworldgames2021.com](http://theworldgames2021.com) or find us on Facebook, Instagram or Twitter.

## Tagline

*The World is Coming.*

The official tagline of The World Games 2021 should be highlighted by utilizing the logo with the tagline (Page 7) whenever possible. The tagline can also be integrated by weaving the phrase into copy.

## Voice

Informative, clever, inspirational and competitive are the defining traits of the voice, tone and persona of The World Games 2021 across its communications platform. The tone of messages and copy are tailored based on use.

## Terms and Usage

### THE WORLD GAMES 2021 BIRMINGHAM

- “The” should always be included and capitalized in ALL applications
- Always use “The World Games 2021” or “The World Games 2021 Birmingham” when referencing the event in Birmingham
- “The Games” (capital “The” and “Games”) may be used in second reference in writing, but never in graphic application
- The World Games 2021 is a single event, so should be accompanied by singular verbs (ex. “The World Games 2021 is an extraordinary event”)
- INCORRECT USES: the World Games, the 2021 World Games, The 2021 World Games, World Games 2021

**BOC**

Birmingham Organizing Committee

**IWGA:**

International World Games Association

**IFS:**

International Federations

**OPENING CEREMONY:**

Always singular, NEVER "Opening Ceremonies"

**CLOSING CEREMONY:**

Always singular, NEVER "Closing Ceremonies"

**THE WORLD GAMES 2021 EXPERIENCE****DELIVERED BY SHIPT:**

An interactive mobile exhibit sponsored by Shipt, which is used to promote The World Games 2021. Its name is not permitted to be shortened, and must include "delivered by Shipt" in all references.

**WORLD OF OPPORTUNITY:**

The supplier diversity initiative of The World Games 2021, World of Opportunity helps connect certified, diverse businesses in Birmingham compete for opportunities to provide goods and services for The World Games 2021.

**LIVE HEALTHY, PLAY GLOBAL:**

The education initiative of The World Games 2021, presented by Blue Cross and Blue Shield of Alabama. While Blue Cross and Blue Shield of Alabama is not included in the program's official name, it should always be referenced as the presenting sponsor in copy.

**SPONSOR CATEGORIES:**

Sponsors of The World Games 2021 are always to be referred to as partners, using the following categories:

- Foundation Partner
- Premiere Partner
- Patron
- Proud Host

**SPORTS**



## Program of Sports

The following 32 sports will be competed at The World Games 2021.

### ARTISTIC & DANCE SPORT

- DanceSport
- Gymnastics

### BALL SPORTS

- Canoe Polo
- Fistball
- Floorball
- Handball
- Korfball
- Lacrosse
- Raquetball
- Softball
- Squash

### MARTIAL ARTS

- Ju-Jitsu
- Karate
- Kickboxing
- Muaythai
- Sumo

### PRECISION SPORTS

- Archery
- Billiards
- Boules Sports
- Bowling

### STRENGTH SPORTS

- Powerlifting
- Tug of War

### TREND SPORTS

- Air Sports
- Finswimming
- Flying Disc
- Lifesaving
- Orienteering
- Roller Sports
- Sport Climbing
- Waterski & Wakeboard

### INVITATIONAL SPORTS

- Duathlon
- Lacrosse
- Wheelchair Rugby

These sports will be accompanied by their selected colors for event signage and directional purposes. See the color section for information on the assigned gradients for sports categories.

# ASSETS & DOWNLOADS

## Assets & Downloads

Visit [theworldgames2021.com/downloads](http://theworldgames2021.com/downloads) to download approved assets and marketing materials.

## THE LOGOS

## PHOTOGRAPHY

## VIDEO

## VIDEO END CARDS

## SPORT ICONS

## FONTS

**URW DIN is available for purchase and download at:**

<https://fonts.adobe.com/fonts/urw-din> **OR**  
<https://www.myfonts.com/fonts/urw/urw-din/>

**Apercu is available for purchase and download at:**

<https://www.colophon-foundry.org/typefaces/apercu/>

**Mexcellent is available for purchase and download at:**

<https://www.fonts.com/font/typodermic/mexcellent?QueryFont-Type=Web&src=GoogleWebFonts>

### ALTERNATIVE FONTS:

*If you are unable to access or purchase the prescribed fonts, below are free alternatives available for download.*

**URW DIN » Roboto Condensed**

<https://fonts.google.com/specimen/Roboto+Condensed>

**Apercu » Heebo**

<https://fonts.google.com/specimen/Heebo>

