

**Brand guidelines**

# National Federations



# Introduction

These guidelines are here to introduce you to our brand and its identity elements, showcasing best practice for creating your National Federation brand.

For more information or advice about using our brand identity, please contact the Marketing team at World Triathlon:

T: + 34 91 542 1855  
E: [marketing@triathlon.org](mailto:marketing@triathlon.org)

# Contents

|                                    |           |                                     |           |
|------------------------------------|-----------|-------------------------------------|-----------|
| <b>Introduction</b>                | <b>02</b> | <b>National Federation Logos</b>    | <b>09</b> |
|                                    |           | Our rules                           | 10        |
| <b>World Triathlon Masterbrand</b> | <b>03</b> | Good examples                       | 12        |
| Summary                            | 04        | Unacceptable use                    | 13        |
| Colour                             | 05        | Minimum size and exclusion zone     | 14        |
| Typeface                           | 07        | Mono versions                       | 15        |
| Globe                              | 08        | Using the logos                     | 16        |
|                                    |           | Examples without use of WT elements | 17        |
|                                    |           | <b>Queries and approvals</b>        | <b>18</b> |

# World Triathlon Masterbrand

## Summary of the masterbrand elements

Elements can cascade down from the World Triathlon masterbrand to inform the National Federations.

They are:

- The master colour palette.
- The master typefaces.
- The World Triathlon Globe.

**Transition  
Blue**

**Sky  
Blue**

**Dew  
Green**

**Ubuntu Bold**  
**Ubuntu Medium**  
Ubuntu Light



## Colour from the masterbrand

We use three colours from the masterbrand, Transition Blue, Dew Green and Sky Blue.

All logo templates are available as RGB, CMYK and Pantone file formats.

Please note - our primary colour palette is optimised for use as RGB. The CMYK values shown here have been carefully chosen to best represent our colour palette within the scope of the CMYK colour range.

### Transition Blue

R34 G80 B227  
C100 M70 Y0 K0  
Pantone 2728C  
#2250e3

### Dew Green

R127 G238 B178  
C41 M0 Y34 K0  
Pantone 353C  
#7feeb2

### Sky Blue

R82 G173 B245  
C63 M21 Y0 K0  
Pantone 284C  
#52adf5

## Secondary colour palette from the masterbrand

A secondary palette brings flexibility through tone inspired by the environments in which we compete. The three primary colours are included here for reference.

### Earth

#### Dew Green

R127 G238 B178  
C41 M0 Y34 K0  
Pantone 353C  
#7feeb2

#### Lawn Green

R103 G211 B99  
C62 M0 Y71 K0  
Pantone 2256C  
#66d463

#### Leaf Green

R114 G188 B29  
C68 M0 Y100 K0  
Pantone 369C  
#75b62a

### Air

#### Sky Blue

R82 G173 B245  
C63 M21 Y0 K0  
Pantone 284C  
#52adf5

#### Mist Grey

R204 G209 B215  
C8 M5 Y7 K16  
Pantone Cool Gray 3C  
#ccd1d6

#### Cloud White

R255 G255 B255  
C0 M0 Y0 K0  
Pantone 11-0601 TCX  
#FFFFFF

### Water

#### Transition Blue

R34 G80 B227  
C100 M70 Y0 K0  
Pantone 2728C  
#2250e3

#### Ocean Blue

R49 G39 B130  
C100 M95 Y0 K3  
Pantone Blue 072C  
#302682

#### Deep Navy

R40 G30 B50  
C100 M78 Y0 K66  
Pantone 2768C  
#281e32

## Typeface from the masterbrand

The event logos use our primary typeface, Ubuntu.

Ubuntu is an Adobe font available to all designers using professional software at [fonts.adobe.com/fonts/ubuntu](https://fonts.adobe.com/fonts/ubuntu)

When Ubuntu isn't available, such as within Microsoft software, we default to the system font Arial.

# Ubuntu Bold

Used for headlines and titles.  
Tracking should be set to '-10'

# Ubuntu Medium

Used for headlines and titles.  
Tracking should be set to '-10'

# Ubuntu Regular

Used for variety i.e. bullet points,  
pull out quotes and annotation.  
Tracking should be set to '-10'

# Ubuntu Light

Used for body copy.  
Tracking should be set to '-10'

## Globe from the masterbrand

Our Globe is a powerful graphic element that represents the Triathlon movement.





# National Federation Logos

## Our rules - you can

National Federations have the flexibility to create their own brand logo.

If National Federations choose to use our globe we have created these 'you can' rules to follow.

If the globe is used the final National Federation branding should be approved by World Triathlon.

You can use either the globe as a separate logo element OR in your wordmark but NOT both

triathlon  country

- You can integrate the globe into your wordmark - either in triathlon or your name
- It can be the same size or bigger than the letter it replaces

country  
triathlon



It can be used as a separate logo element



It can be recoloured to match your national colours



You can add graphics to and around the globe as long as they don't damage the integrity of the globe

## Our rules - you cannot

Here are some further 'you cannot' rules to follow when creating your own National Federations logo when using any of the World Triathlon masterbrand elements.

If any of the masterbrand elements are used the final National Federation branding should be approved by World Triathlon.

If you choose to use our typeface please follow these rules:

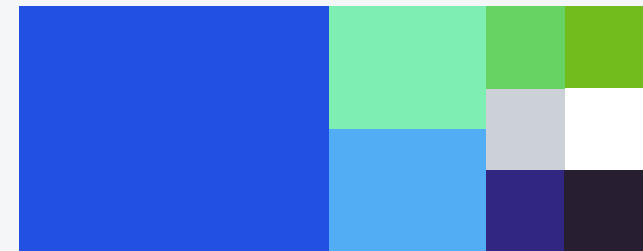
**Use a max  
of two  
weights at  
-10 tracking**

*Don't  
add effects  
to the  
typeface*

**Don't use  
another typeface  
if our typeface  
is being used**

**Don't  
stretch  
or distort  
the typeface**

If you choose to use our colours please follow this rule:



Always use Transition Blue as the primary colour. The 3 primary colours should not be used together as this is reserved for the WTCS logo

If you choose to use our globe please follow these rules:



Don't stretch  
or distort  
the globe



Don't add  
effects to  
the globe



Don't break and  
rotate the elements  
of the globe



Don't redraw  
the globe

## Good examples

Here are some good examples of National Federations that follow the rules set out on the previous pages.



## Unacceptable use

For consistency with all World Triathlon logos and branding - once the National Federation logo has been created you must never change the layout, colours, fonts or separate the elements of the logo.

These are shown with Triathlon Zimbabwe as the example.

Don't rearrange the elements



Don't stretch or distort the logo



Don't recolour the elements



Don't use any other fonts



Don't add any effects



## Minimum size and exclusion zone

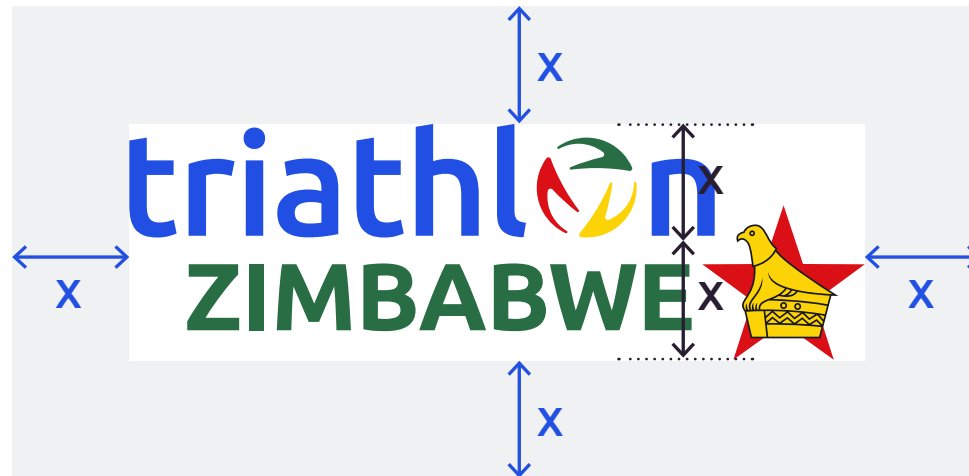
For consistency with all World Triathlon logos and branding - a minimum area of clear space around the logo is required across all communications.

The clearance area is relative to the size of the logo. It is always equal to half the height of the vertical divider lines within the logomark (shown in the diagram as the distance 'X').

To preserve legibility, the logo should never be shown smaller than 15mm high.

These are shown with Triathlon Zimbabwe as the example.

Exclusion zone



Minimum size



## Mono versions and when to use them

For consistency with all World Triathlon logos and branding - mono versions (either all black or all white) of the National Federation logos should be created and are permitted but only when it's not possible to use the colour version.

These are shown with Triathlon Zimbabwe as the example.



## Using the logos on a colour or image

For consistency with all World Triathlon logos and branding - only use the primary colour logo on white or a very light colour.

Use the white version on Transition Blue and dark colours.

When using the logo on top of an image in wider communications, always ensure all the elements are clearly legible.

These are shown with Triathlon Zimbabwe as the example.

### Acceptable

**Acceptable**  
- on a white background



**Acceptable**  
- on a light background



**Acceptable**  
- on a light image keeping all elements legible



**Acceptable**  
- on Transition Blue



**Acceptable**  
- on a dark image keep all elements legible



### Not Acceptable

**Not Acceptable**  
- not all elements are legible



**Not Acceptable**  
- not all elements are legible





## Examples without use of World Triathlon elements

National Federations have the flexibility to create their own brand logo.

Here are some examples of National Federations that have created their own logo and branding without the use of World Triathlon elements.



# Queries and approvals

For more information or advice about using  
our brand identity, please contact the  
Marketing team at World Triathlon:

T: + 34 91 542 1855

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