WORLD GYMNASTICS

# BRAND GUIDELINES

VERSION 1.0S

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01

# Introduction

The new World Gymnastics brand is built to unite every form of gymnastics from every corner of the globe under one shared identity. Created by the disciplines themselves, it celebrates the unique styles, traditions, and artistry that make each branch of gymnastics extraordinary. This is a brand that embraces both the precision of performance and the joy of participation - bringing together athletes, fans, and communities in a spirit of openness and inclusivity.

Our mission is to make gymnastics feel more accessible, more down-to-earth, and more connected than ever before. Whether you're an elite competitor, a casual participant, or simply an admirer of the sport, the World Gymnastics brand is your invitation to be part of a truly global movement.

This document provides an overview of the World Gymnastics brand and clear guidance on how to use its elements correctly. By following these guidelines, we ensure the brand remains consistent, recognisable, and impactful across all applications, wherever it appears around the world.



02

# Brand Framework & Characteristics

The World Gymnastics icon is designed to be a universally recognised symbol of the sport, instantly understood across cultures and languages. Formed from five segments representing the continents, its circular shape conveys a truly global presence and nods to the globe in the original FIG logo.

To protect its clarity and impact, the icon must always be applied exactly as specified in these guidelines. Correct usage guarantees maximum visibility, brand recognition, and a consistent presence wherever gymnastics is celebrated.



The flowing lines reflect the clean, precise movement of athletes, subtly forming both a ‘W’ and a ‘G’. At its peak, an athlete mid-backflip - a move shared across disciplines - stands as the heart of the icon, symbolising unity, motion, and the joy of the sport.

## A GLOBAL ICON

The icon is constructed as a perfect circle on a global structure

## ATHLETE FLOW

The structure of the icon is based on the idea of a trailing movement following an athlete

## ‘W’

A key element of the icon structure shaped like a letter ‘W’ (World)

## THE APPARATUS

The fluid motion of the athletes mirrored here adds depth and movement to the logo



## ATHLETE

At the heart of the icon, the figure of a athlete performing a backflip represents all of gymnastics. The backflip is found commonly across most disciplines

## ‘G’

A subtle letter ‘G’ (Gymnastics) built into the structure by the athlete figure

## THE SURFACE

The base of the icon leading up to the athlete figure represents the wide variety of surfaces used across all disciplines

Our logo is the cornerstone of the World Gymnastics brand. It is the most immediate and recognisable expression of who we are, representing the unity of all gymnastics disciplines in one mark.

Consistent and correct use of the logo ensures that our brand is instantly identifiable, whether it appears on a world stage or a local poster. Treat the logo with care - never alter, distort, or re-create it.

Always follow the specifications in this guide for size, placement, and colour use. Every time the logo appears, it should be clear, confident, and unmistakably World Gymnastics.



The **stacked logo** is the primary and preferred expression of the World Gymnastics brand. It offers the clearest representation of the identity and should be used wherever possible to ensure maximum recognition and consistency across all applications.




LIGHT BACKGROUND




DARK BACKGROUND

The **horizontal** and **super horizontal** logos are secondary formats and should be used only where the primary stacked logo does not utilise the available space efficiently, such as in wide or extended layouts.




HORIZONTAL




SUPER HORIZONTAL

In situations where the full-colour logo may lose clarity - such as over photography, textured surfaces, or complex backgrounds - use the mono version instead.

These versions feature a simplified, single-colour icon that retains the integrity of the design even at smaller sizes.

By using the mono logo in the right contexts, we protect the brand’s legibility and recognition across all applications.



The **primary mono logo** is designed to ensure consistency and maximum legibility across all applications. It should be used whenever the full-colour logo does not provide sufficient contrast, such as over imagery or coloured backgrounds, to maintain clarity and brand recognition.

The mono logos are available in **navy** and **white** to ensure maximum contrast and visibility on any application.




MONO POSITIVE




MONO NEGATIVE

The **horizontal** and **super horizontal mono logos** ensure maximum visibility and clarity in applications where the full-colour versions are not suitable. These logos should be used only when the stacked mono logo does not utilise the available space efficiently, helping maintain brand consistency.




HORIZONTAL MONO




SUPER HORIZONTAL MONO

This page highlights correct and incorrect usage of the mono logos to ensure the brand remains clear and consistent. Below are a few examples demonstrating how the logo should be applied to maintain legibility, contrast, and integrity, as well as common misuses that should be avoided.

✔

WORLD GYMNASTICS

USE CORRECT VERSION OF THE MONO LOGO DEPENDING ON THE BACKGROUND

✔




USE OVER IMAGERY WHERE THE FULL COLOUR LOGO WOULD LOSE IMPACT

✔

WORLD GYMNASTICS

USE OVER TEXTURAL, COLOURED OR COMPLEX BACKGROUNDS

✔

USE THE MONO LOGO FOR APPLICATIONS SUCH AS A VIDEO BUG OR WATERMARK

✖

WORLD GYMNASTICS

DO NOT APPLY THE NAVY VERSION ON A DARK BACKGROUND

✖

WORLD GYMNASTICS

DO NOT APPLY THE WHITE VERSION ON A LIGHT BACKGROUND

✖

WORLD GYMNASTICS

DO NOT MIX THE ELEMENTS OF THE LOGOS

✖

WORLD GYMNASTICS

DO NOT CHANGE THE COLOURS OF ANY OF THE MONO LOGOS

The **wordmark** is crafted from custom, bespoke letterforms that reflect the movement of athletes and the shapes of gymnastics apparatus. It combines upper and lower case letters, designed to subtly celebrate the diversity and inclusivity at the heart of World Gymnastics.

The World Gymnastics wordmark appears in all versions of the logo lockup, and may also be used as a standalone element in select applications, but only with prior approval from FIG.



As a standalone element, the wordmark is available in **stacked** and **horizontal formats**, and in **navy,** and **white,** providing flexibility while maintaining consistent brand presence.

WORLD
GYMNASTICS

STACKED WORDMARK

WORLD GYMNASTICS

HORIZONTAL WORDMARK

To ensure maximum clarity and impact, all World Gymnastics logos should be surrounded by a clear area free of text, graphics, or other visual elements. As a general rule, this safe zone is defined by the **width of the letter ‘W’** from the word ‘World’, as shown in the example below.

***Please note*** that the stacked version of the logo uses the width of the ‘W’ for the spacing to maintain visual balance and proportion. Always respect these spacing guidelines to protect the integrity, visibility, and recognisability of the brand.



The **horizontal** and **super horizontal logos** follow the same spacing rules as the primary stacked logo. A clear area must be maintained around the logo, defined by the **height of the letter ‘W’** from the word 'World', to ensure clarity, balance, and consistent brand recognition across all applications.

***Please note*** that the horizontal and super horizontal versions of the logo features a slight variation in the orientation of the ‘W’ by using the height as a guide when spacing to maintain visual balance and proportion.




HORIZONTAL




SUPER HORIZONTAL

To maintain clarity and legibility, all World Gymnastics logos have defined minimum sizes for replication. The full-colour logos must not be reproduced smaller than **65px** or **25mm** based on the **height or width of the icon.**

Based on the icon size
**65px** or **25mm**




Based on the icon size
**65px** or **25mm**




Based on the icon size
**45px** or **15mm**



To maintain clarity and legibility, all World Gymnastics logos have defined minimum sizes for replication. The mono logos must not be reproduced smaller than **65px** or **25mm** based on the **height or width of the icon.**

Based on the icon size
**65px** or **25mm**




Based on the icon size
**65px** or **25mm**




Based on the icon size
**45px** or **15mm**



For applications requiring even smaller sizes, specific **small instance logos** has been created. This version features simplified, clearer elements designed to remain legible at reduced scales and is available only in mono. This version should not be used below **45px** or **10mm based on the icon size**.

Based on the icon size
**45px** or **10mm**




Based on the icon size
**45px** or **10mm**




Based on the icon size
**30px** or **8mm**



The World Gymnastics logo is designed to be flexible, appearing in **any of the four corners**, wherever it achieves the best visibility within a layout. As a general rule, the **top left** or **bottom right** corners create a natural flow that complements page content.

To add extra dynamism and energy to the brand, the logo may also be placed along the central vertical or horizontal axis, helping it feel more integrated and connected to the overall design. This approach treats the layout as **‘the floor’** and allowing the logo to move freely, whilst maintaining balance and visibility.




STACKED LOGO

The same logo positioning principles apply to the **horizontal** and **super horizontal logos**, allowing them to be placed flexibly within a layout to achieve the best visibility while maintaining balance and brand consistency.




LANDSCAPE LOGO

To protect the integrity and recognisability of the World Gymnastics brand, certain applications of the logo should always be avoided. The examples on this page illustrate common mistakes, including distortion, colour alterations, restructuring, and any other misuse.

These guidelines apply to all formats and variations of the logo - full-colour, mono, stacked, horizontal, super-horizontal, and small instance versions. Always follow the correct usage rules to ensure the logo remains clear, consistent, and impactful across all applications.




DO NOT STRETCH OR DISTORT THE LOGO IN ANY WAY




DO NOT ROTATE THE LOGO




DO NOT RESTRUCTURE OR RESIZE ANY OF THE ELEMENTS




DO NOT CHANGE THE FONT




DO NOT RECOLOUR THE LOGO




DO NOT CROP THE LOGO




DO NOT APPLY THE INCORRECT LOGO VERSION




DO NOT SEPARATE THE ELEMENTS




DO NOT USE THE ICON ALONE
OR REPLACE THE TEXT




DO NOT USE THE INCORRECT FORMAT OF THE LOGO
EG. SUPER HORIZONTAL ON A SQUARE LAYOUT




DO NOT ROTATE LOGOS TO FIT SPACES
WHERE OTHER FORMATS WORK WELL




DO NOT USE A MONO LOGO
UNSUITED FOR THE BACKGROUND




DO NOT REPEAT LOGOS




DO NOT RECOLOUR THE MONO LOGOS



DO NOT LAYER UP LOGOS
OR ADD SHADOWS




DO NOT USE THE FULL COLOUR LOGO
ON COLOURED BACKGROUNDS

# 03 Colour

# 03 Colour
## Primary Palette

The World Gymnastics brand is anchored by **navy** and **white,** providing a strong base for logos, imagery, and design. Accent colours add vibrancy and energy, used sparingly to create distinction. **Lime green** conveys energy, freshness, and vitality, paired with **mint blue,** creates a balanced, lively contrast that adds depth and harmony to the brand palette.

***Please note:*** Both the Lime and Mint accent colours must only be used with navy backgrounds and not with white backgrounds.

PRIMARY

### Navy

C **100**
M **100**
Y **40**
K **55**

R **30**
G **24**
B **58**

**#1E183A**
PMS **2119 C**

PRIMARY

### White

C **0**
M **0**
Y **0**
K **0**

R **255**
G **255**
B **255**

**#FFFFFF**

ACCENT

### Lime

C **46**
M **0**
Y **98**
K **0**

R **182**
G **224**
B **65**

**#B6E041**
PMS **2297 C**

ACCENT

### Mint

C **68**
M **0**
Y **21**
K **0**

R **56**
G **185**
B **204**

**#38B9CC**
PPMS **2198 C**

When working with this colour palette, ensure that all pairings achieve strong contrast while maintaining visual harmony. Examples of effective combinations are provided on this page. For text, always choose colours that stand out clearly against the background to guarantee legibility.

Adhering to these recommended pairings helps ensure that all assets remain accessible and inclusive for a wide audience. When applying colours to graphics, refer to the Brand World section for approved combinations and detailed usage guidance.












# 04 Typography

The World Gymnastics brand uses two variations of the Montserrat font: **Montserrat Alternatives** and **Montserrat**. Both are freely available from Google Fonts, reflecting the brand's ethos of being open and accessible to everyone.

Montserrat Alternatives is a playful, quirky take on the standard font, featuring a mix of upper and lower case letters and subtle adaptations of certain characters. This variation embodies the diversity, creativity, and down-to-earth nature of World Gymnastics.

For large display-style typography or headlines we use Montserrat Alternatives. Used in uppercase for display type and mixed case for headlines or general large copy.

Bold
Uppercase

**MONTSERRAT ALTERNATIVES**

# DISPLAY

Bold + Medium
Sentence case

**MONTSERRAT ALTERNATIVES**

## **Headlines** like this

For smaller sub-lines and body copy, we typically use Montserrat instead, as it offers increased legibility at smaller sizes while maintaining a clean and modern appearance.

Regular + Medium + Bold
Sentence case

**MONTSERRAT**

### Sub-lines like this

Body copy looks like this. El ipsunt essum quas verum ea coreicatus ligent ex eatur? Qui ommodip saectusandes **expe venim reicipsuntis** este doleseditia doluptat faccull itaquat enestiae porecupta et excepro.

**Ovidelique samus et offic tem** enienihillo tem andem aut quas natem ea que parum natur aut aut escit optatur, is int quam umquas ducipsam imin cor.

05

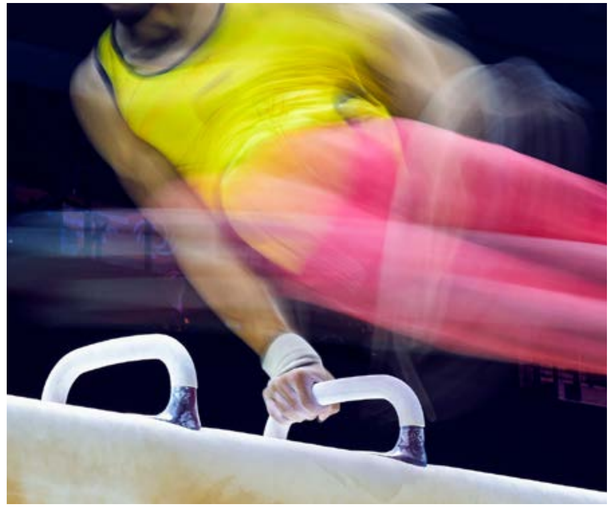
# Photography

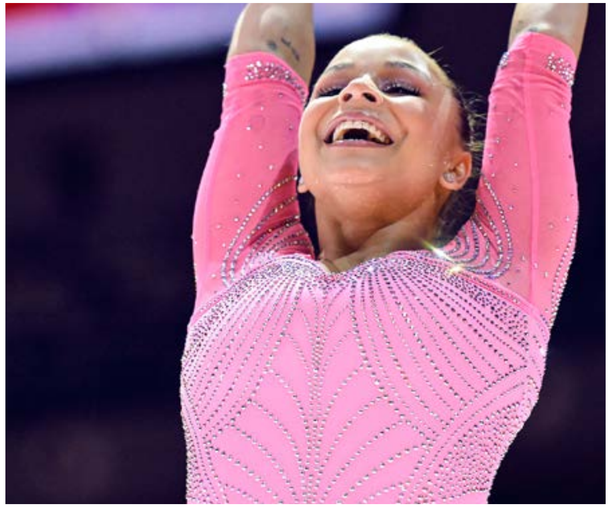
# 05 Photography
## Overview

Photography plays a vital role in bringing the **energy, emotion, and inclusivity** of World Gymnastics to life. Imagery should capture the **awe-inspiring moments** of the sport - athletes in motion, pushing limits, and demonstrating incredible control, strength, and artistry. A balance of **dynamic performance shots, athlete celebrations, and close-up details** helps to tell the full story of gymnastics. Imagery should **celebrate people of all ages, backgrounds, and abilities,** enjoying gymnastics in every form. Together, these images create a complete and authentic picture of World Gymnastics - **inspiring, human, and universal.**







To create a cohesive and recognisable look across all brand imagery, a **consistent treatment style should be applied.** This approach helps to enhance **clarity, contrast, and vibrancy,** ensuring every image feels distinctly part of the World Gymnastics brand. It's important to note that every photograph will differ depending on lighting, environment, and subject matter, so **no two images will require identical treatment.** The settings shown below should be used as a starting point, with adjustments made as needed to achieve the best possible balance and visual harmony for each image.

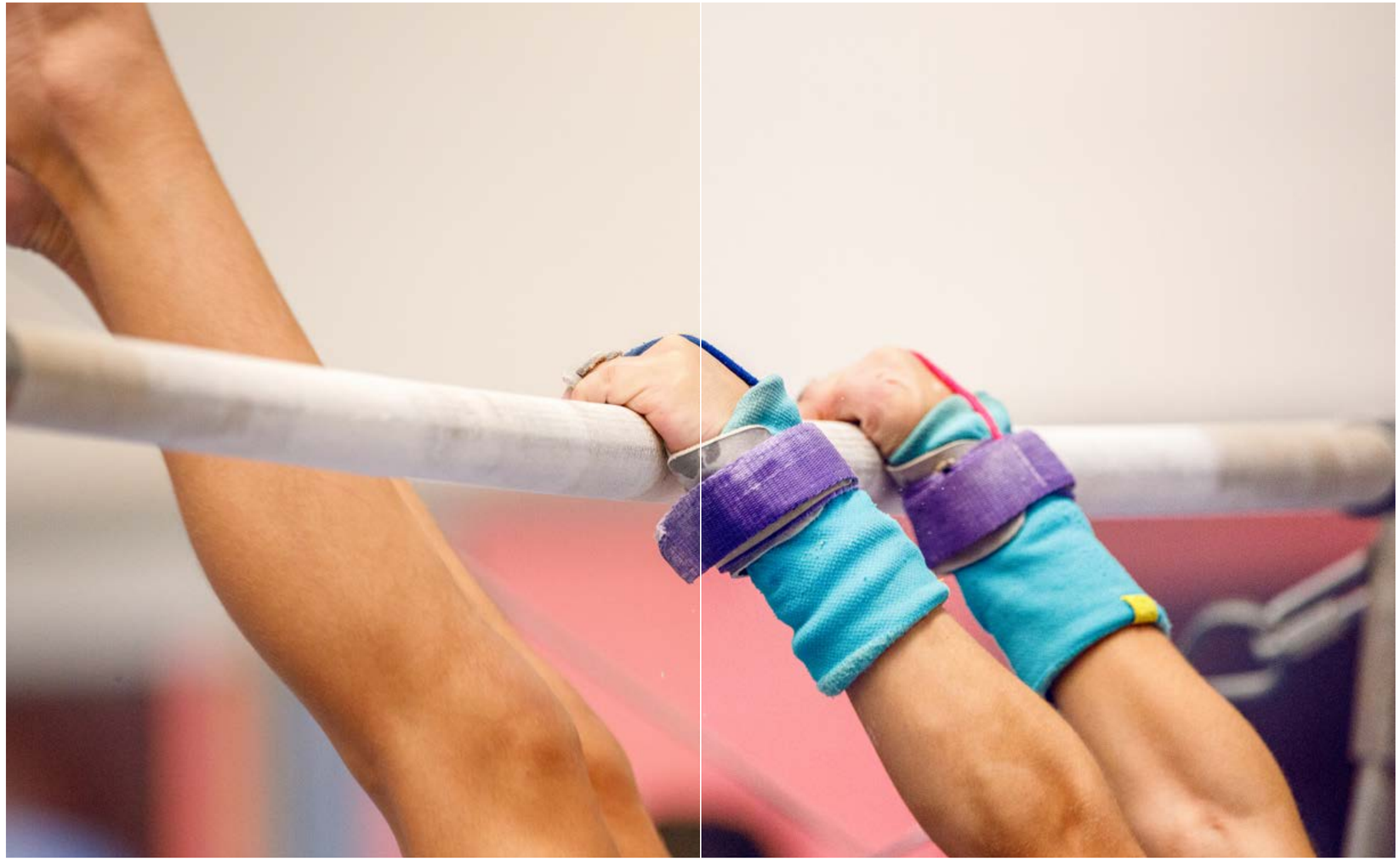
### Using a Camera raw filter:

- Increase contrast **+20**
- Adjust highlights/shadows and whites/blacks to further boost contrast
- Increase texture **+10** and clarity **+20**
- Increase vibrance and saturation slightly (around **+5-10**) to inject more colour

### Using adjustment layers:

- Use **selective colour** to boost blues particularly in the shadows. This can be done by increasing the blue and magenta within the blacks section
- Use a **colour balance** layer to increase the blue **+10**

UNTREATED TREATED



# BRAND TOOLKIT

Access to and approval for all official World Gymnastics brand elements outlined in this document is available upon request via

**marketing@worldgymnastics.sport**

WORLD GYMNASTICS

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