



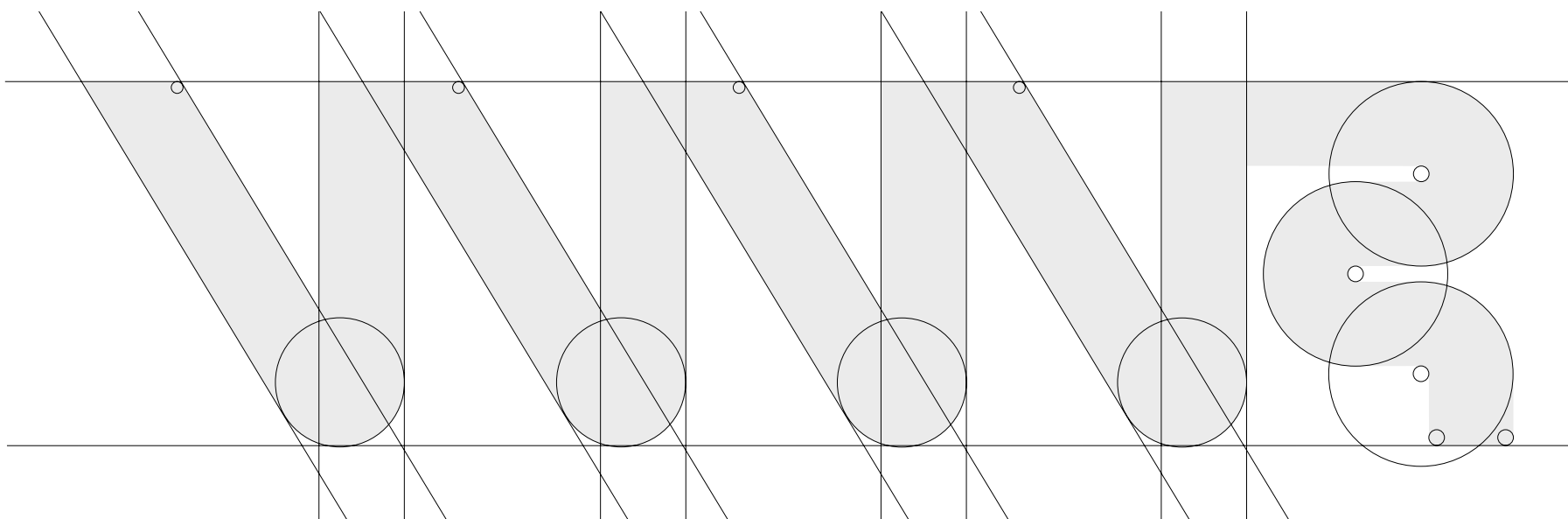
# Introduction

This document is designed to help guide you in all applications of the World Wheelchair Rugby brand. It is a set of guidelines and rules that if applied correctly, will help maintain the integrity and consistency of all World Wheelchair Rugby communications.

# Visual Toolkit

By following these simple yet important guidelines closely, the World Wheelchair Rugby brand identity will always be presented in the best light.





The main identity for World Wheelchair Rugby is illustrated here. The bespoke letterforms draw inspiration from the players interacting and navigating across the court. It expresses speed, power, movement and action.

The logo and its defined relationships must never be altered or modified in any way.



The World Wheelchair Rugby logo looks best when surrounded by a safe zone to protect its integrity. The clear space is determined by the thickness of the vertical lines.

The logo can be reduced, but shouldn't be less than 2 inches or 150px in width. If the logo is reduced beyond the minimum size, it will lose legibility and won't print or display clearly.

The small-use logo accounts for more open spacing and should only be used at 2 inches in width or smaller. The small-use logotype should never appear less than 1.5 inch or 120px in width .

Minimum spacing



Small-use minimum spacing



Minimum sizing



Small-use minimum sizing



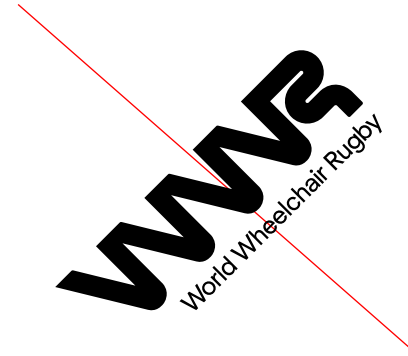
The uses illustrated here should be avoided when using the World Wheelchair Rugby logo. Failure to adhere to these guidelines will result in inconsistencies and create confusion within the brand.



Don't set the logo in any colour other than the brand colours as outlined in this document.



Don't change the relationship between elements or create new lockups.



Don't rotate or flip the logo.



Don't adjust the dimensions disproportionately, or stretch the logo.



Don't place graphic elements too close or on top of the logo.



Don't invert or mask logo elements with photography.



Don't add any transparency or effects to the logo. It must be set at 100% opacity in brand colours.



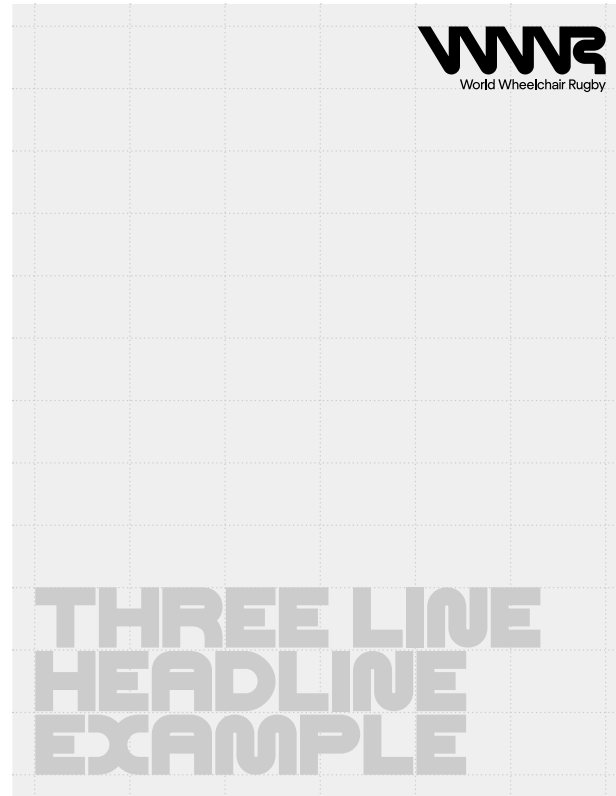
Don't set the logo over busy photography, or backgrounds similar in tone.

When creating collateral it is important to use a layout grid to arrange all components.

The World Wheelchair Rugby logo looks best when aligned to the right edge of the page. We recommend positioning this logo in the top or bottom right corner.

When featuring the logo at a large scale, it should fill the format width from the left to right edge and sit within the defined margins.

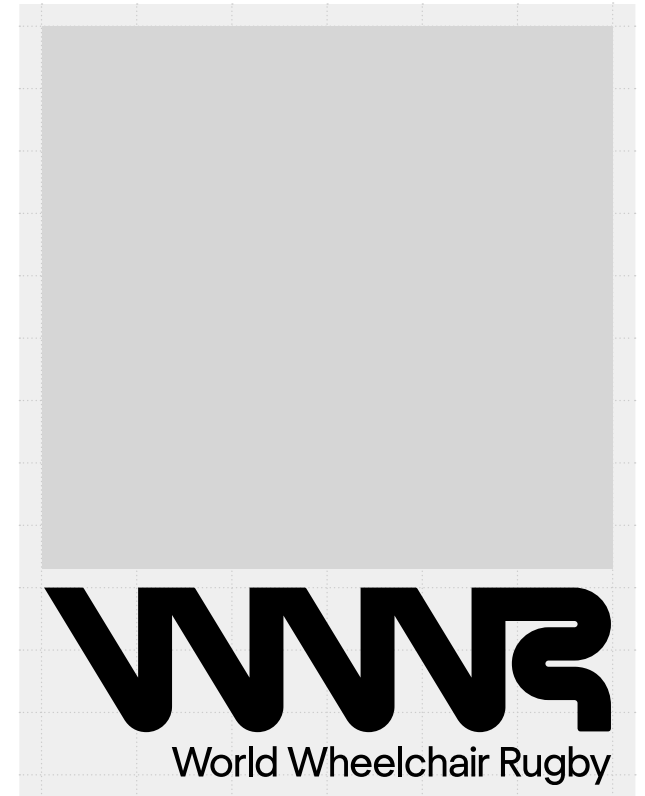
Bottom left



Bottom right



Full width

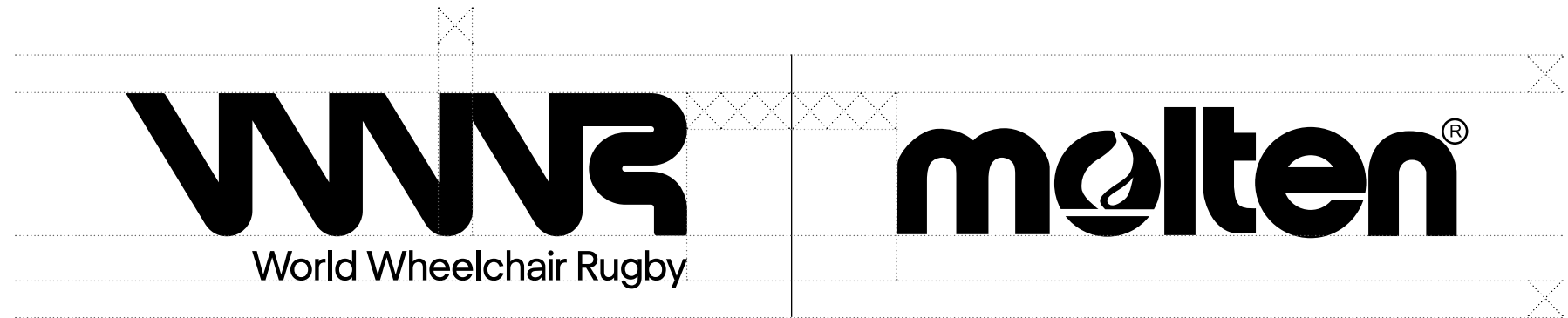




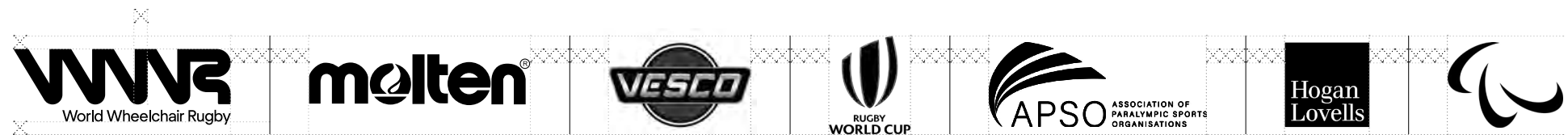
In situations where World Wheelchair Rugby appears locked-up with other logos, this page and the following page should be closely referenced for sizing and proportions in relation to each other and the separator.

It's advised to display both brands as one colour to ensure a balance between the logos is maintained.

Lock-up spacing  
Brands with equal prominence



Lock-up spacing  
Brands with equal prominence



Lock-up spacing  
Brands with secondary prominence



