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# 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.

World Wheelchair Rugby is not your typical Para sport. It's a high impact, competitive, contact sport that's not for the faint of heart.

---

**Brand Vision**

To become a world leader in Para sport.

---

**Brand Values**

Passion, inclusion, athlete focus, respect, integrity, support.

---

**Core Belief**

Our sport is inspiring because of its intense athleticism, not because it features disability.

---

**Brand Personality**

Determined, competitive, entertaining.

---

**We're a governing body. But we are athletes ourselves. We speak with knowledge and passion. We use the correct terminology for the sport itself as well as the athletes living with disabilities.**

### **Voice 1: Governing Body**

This is the governing body portion of our voice. It is accurate and informative.

We want to make sure we present WWR as a professional organization so that people instantly recognize it as the authority in sport.

- We are informative
- We use the correct terminology
- We are approachable
- We are enthusiastic

Use this voice for: updates, announcements, scores and standings

### **Voice 2: Here to Win**

This is the passionate portion of our voice. It reflects the sentiment that wheelchair rugby is not for the faint of heart and that we play to win.

We want to demonstrate that this sport isn't inspirational because it features people living with disabilities, it's inspirational because of its intense athleticism.

- We are bold
- We are matter of fact
- We aren't afraid to play up the full contact aspect of the sport

Use this voice for brand-focused messaging.

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**The term 'Murderball' has been removed from our messaging.**

We realize that wheelchair rugby may still be referred to as 'Murderball' in the mainstream media as well as social media (i.e. hashtags). As we are a professional governing body, we will respond as such. We'll explain as needed that even though we are proud of our heritage, the term no longer reflects who we are as a globally-renowned Para sport.

In general, it is helpful to remember that disability is a characteristic or a situation of life but does not replace life itself. Life very often proves to be stronger than any kind of disability.

---

**When speaking, interviewing or socializing with a person or an athlete with a disability, here are a few general rules to remember:**

- Always identify the person first and then the disability. Sometimes it may not be necessary or relevant to the article to mention the disability, so don't feel obliged to do so. When it is relevant, just mention what the disability is and then move on.
- Act naturally and don't monitor every word and action. Don't be embarrassed if you use common expressions like "see you later" (to a person with a visual impairment) or "I'd better run along" (to someone who uses a wheelchair).
- Avoid using emotional wording like "tragic", "afflicted", "victim", or "confined to a wheelchair". Emphasize the ability and not the limitation, ie, by saying that someone "uses a wheelchair" rather than "is confined" or "is wheelchair-bound".
- Avoid portraying people with a disability who succeed as "extraordinary" or "superhuman". For example, overstating the achievements of athletes with a disability inadvertently suggests the original expectations were not high.
- Portray the person as he/she/they is in real life. For example, a person with a disability might be an athlete but he/she/they may also be a parent, a civil engineer, a doctor, a business manager or a journalist.
- People do not want to be recipients of charity or pity. Remember that a person with a disability isn't necessarily chronically sick or unhealthy.
- When talking with a person who has a disability, speak directly to that person rather than a companion or interpreter.
- Always ask a person with a disability if he/she/they would like assistance before rushing in. Your help may not be needed. However, it is quite all right to offer help. If your assistance is needed then listen or ask for instructions.
- Don't forget that people with a disability may need your patience and sufficient time to act independently. Give the person extra time to speak if they are using a communication aid or have a learning disability.
- Ask persons with a disability to repeat themselves if you do not understand them.
- Respect the person's personal space and remember that a wheelchair is part of a person's personal space.

# Reporting on Persons with a Disability

## Appropriate Words and Phrases

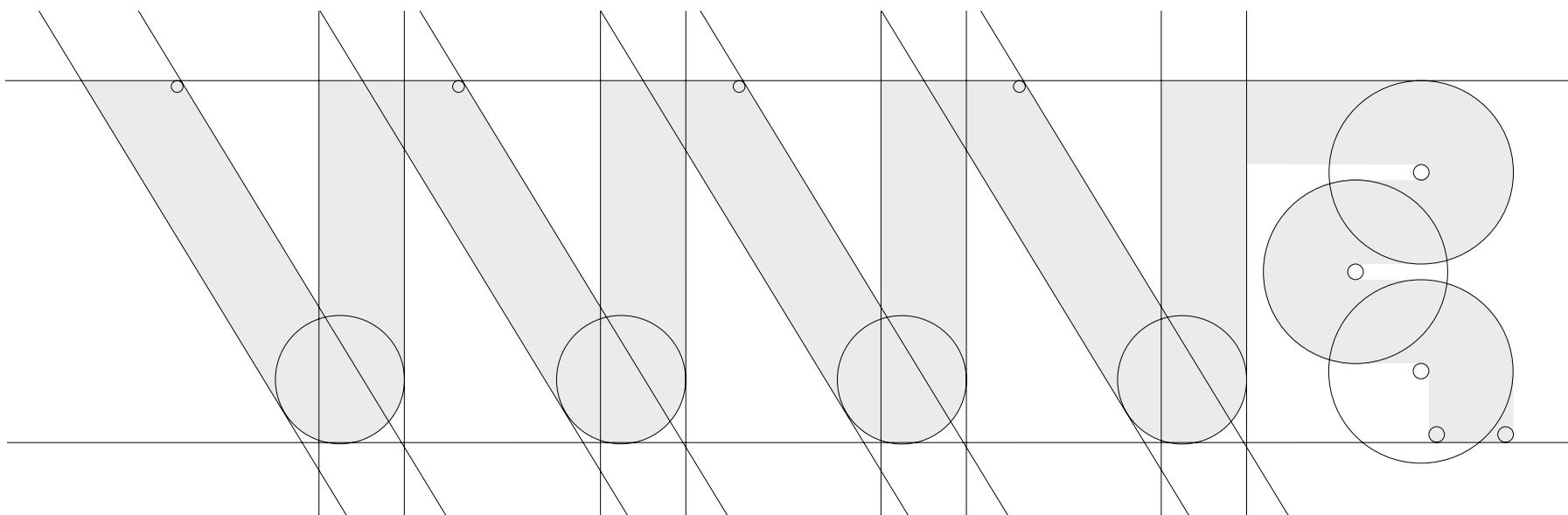
Avoid	Use
Disabled athlete/person Handicapped athlete/person Athlete/person with disabilities	Athlete/person with a disability or Paralympian Place the athlete or person first rather than referring to his or her disability.
The handicapped or The physically handicapped	People with a physical disability
Normal athletes	Able bodied athletes
A paraplegic, paraplegics	A person with paraplegia
A quadriplegic, quadriplegics, quad, tetraplegic or tetraplegia	A person with quadriplegia
The blind	Persons with a visual impairment or blindness
A retard/the retarded	A person with an intellectual disability
Spastic	A person with cerebral palsy
Afflicted with – Most people with a disability don't see themselves as afflicted	Say the person has... (the disability)
Confined to a wheelchair – A wheelchair provides mobility and is not confining	Say uses a wheelchair

Avoid	Use
Abnormal, subnormal, defective, deformed – These are negative terms which imply failure to reach personal perfection	Specify the disability
Cripple or crippled – These words convey a negative image of a twisted ugly body	Able bodied athletes
Disease (when used as equal to disability) – Many disabilities, such as cerebral palsy and spinal injuries, are not caused by any illness or disease	Say disability
Stumps – This has the connotations that the person's limbs were cut off like a tree	Say amputation
Suffers from, sufferer – People with a disability do not necessarily suffer	Say is/has... (the disability)
Victim – People with a disability are not necessarily victims and usually prefer not to be perceived as such	Say is/has... (the disability)
Disabled/other Olympics	Paralympics
Normal Paralympics	Olympics

# 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



# Licensing Logo Spacing & Sizing

Follow the guidance on this page when using the licensing logo.

The Licensed by 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 2.25 inches or 165px 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 1.85 inch or 135px in width.

Minimum spacing



Small-use minimum spacing



Minimum sizing



Small-use minimum sizing



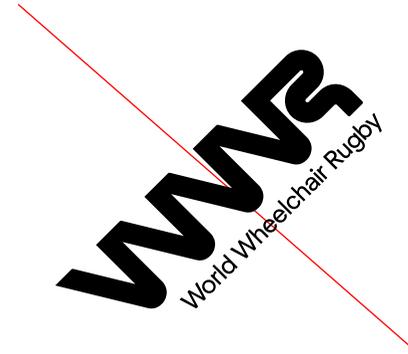
The uses illustrated here should be avoided when using the World Wheelchair Rugby logo. Failure to adhere to these guidelines will result in inconsistencies and create confusion within the brand.



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.



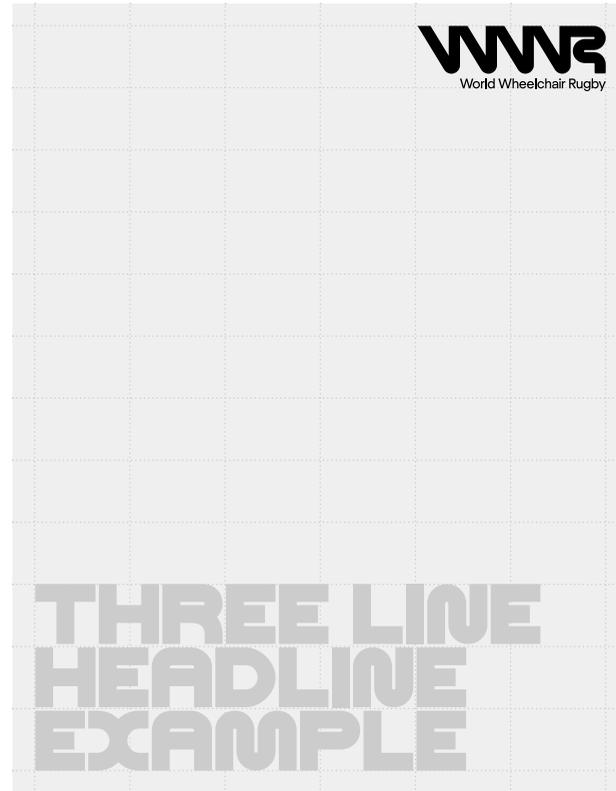
Don't set the logo over busy photography, or backgrounds similar in tone.

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.

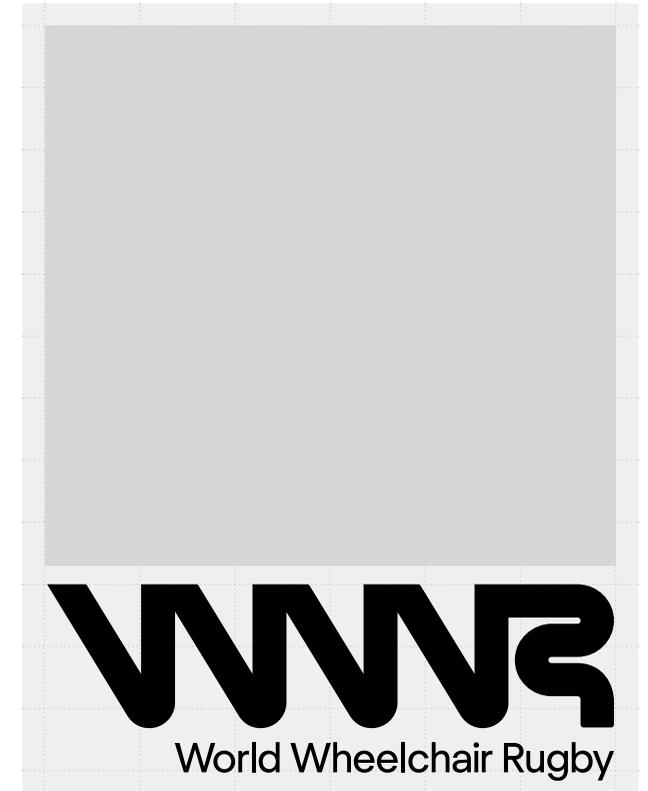
Bottom left



Bottom right



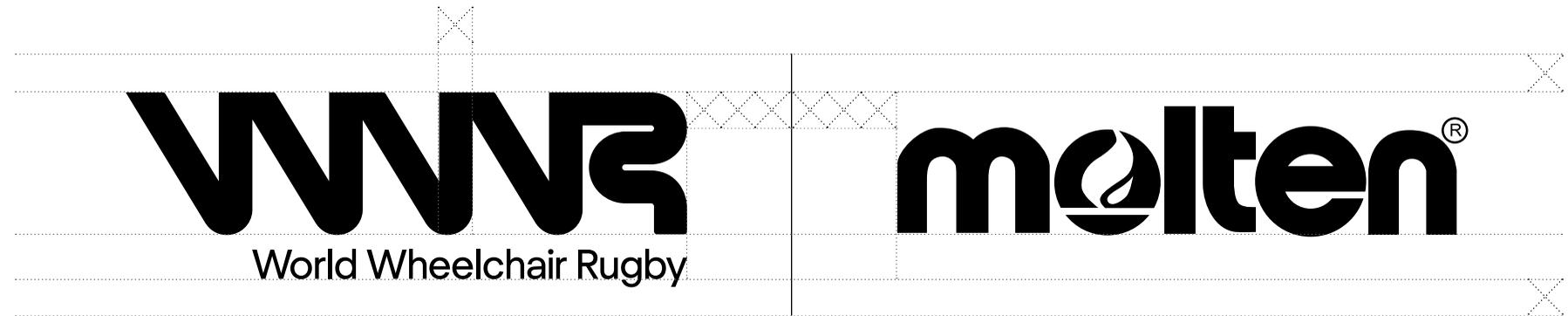
Full width



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



The official World Wheelchair Rugby Academy logo. Devised 3 July 2025.

World Wheelchair Rugby has three primary brand colours: electric red, black and light grey. These colours work well together and can be used interchangeably.

The secondary brand colour 'digital accessible grey' should only be used in digital applications when the primary colours do not meet accessibility requirements.

When applying a brand colour to the background ensure it fills the frame.

## Primary colours

### Electric Red

Pantone Warm Red C  
Pantone Warm Red U  
C0 M75 Y79 K0  
R255 G64 B53  
HEX FF4035

### Black

Pantone Black  
C0 M0 Y0 K100  
R0 G0 B0  
HEX 000000

### Light Grey

Pantone Cool Gray 2 C  
Pantone Cool Gray 2 U  
C14 M12 Y11 K0  
R239 G239 B239  
HEX efefef

## Secondary colour

### Digital Accessible Grey

R118 G118 B118  
HEX 767676

Colour should be used flexibly to create variation and visual interest across applications.

When applying colour to official WWR documents, use the following colour coding for the document covers.

### Technical and Competition

#### Document Covers:

Electric red background  
Black or light grey text

### Classification and Office/General

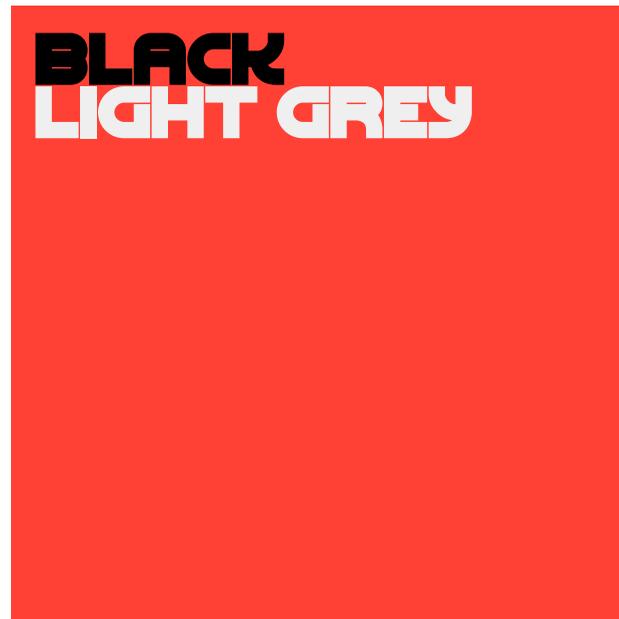
#### Document Covers:

Black background  
Electric red or light grey text

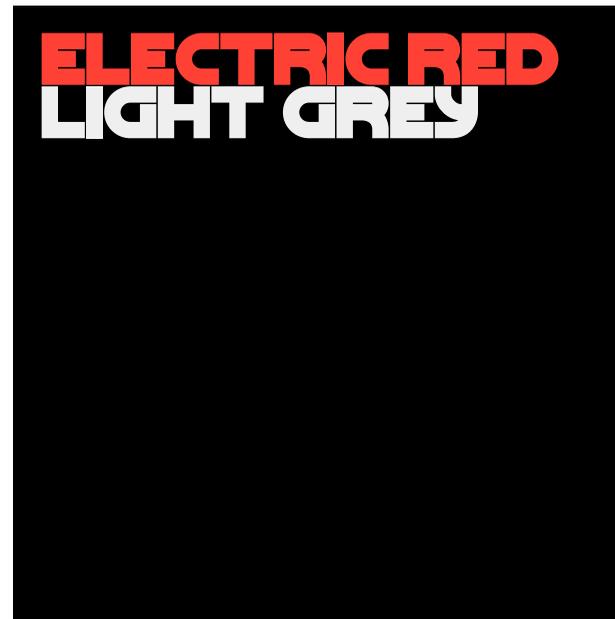
### Development and Medical/Anti-Doping

Light grey background  
Black or electric red text

#### Document covers colour combinations



Document covers:  
– Technical  
– Competition



Document covers:  
– Classification  
– Office/General usage



Document covers:  
– Development  
– Medical/Anti-Doping

World Wheelchair Rugby uses two brand typefaces:

**Primary Typeface – Night**

This is the brand signature typeface, full of character and personality. It should always be set in uppercase and used for headlines on marketing and promotional materials.

**Secondary Typeface – Regola Pro**

Regola Pro has contemporary geometric characteristics that compliment the logo and primary typeface. It should always be set in sentence case and used for intro, body copy and small print.

Note: In corporate communications, such as internal documents and stationery, Regola Pro can also be used for headline copy.

Primary typeface – Night

**A B C D E F G H I J K L M N O P Q**  
**R S T U V W X Y Z**  
**1 2 3 4 5 6 7 8 9 0 ! ? # \$ £ & @**

Secondary typeface – Regola Pro

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
 a b c d e f g h i j k l m n o p q r s t u v w x y z  
 1 2 3 4 5 6 7 8 9 0 ! ? # \$ ¢ £ & @

The primary typeface for World Wheelchair Rugby is Night from Type Department (type-department.com).

Night Display is a minimalist font that is used to create a modern and fresh energy. The round letterforms and sweeping lines tie back to the distinct characteristics of the logo.

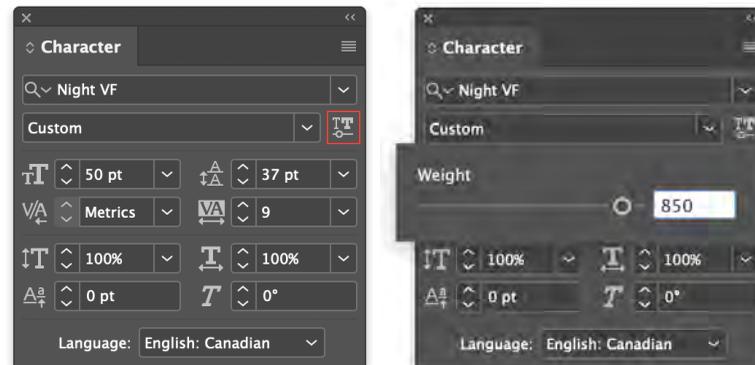
### Settings

The type setting guidance has been carefully defined to ensure the tracking and leading is equal to the typographic counters. It's important to follow the type setting guidance on [page 22](#) to ensure type is always legible and displayed in its best light.

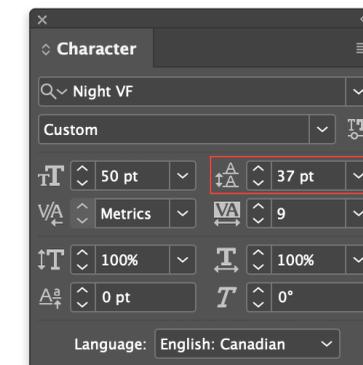
Ensure Night is always set in uppercase and used for headlines only. Aim for headline copy to run across a maximum of three lines.



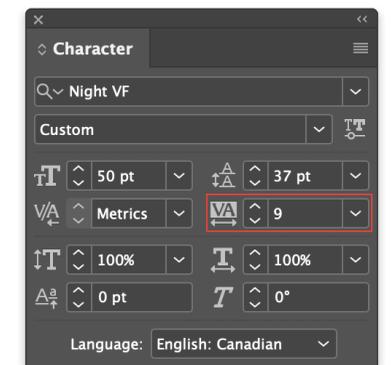
Type size



Leading



Tracking



**A LARGE  
THREE LINE  
HEADLINE**

Large headlines  
100pt/133px and above  
Night Variable Custom 900  
Leading 72%  
+10 Tracking

**A MEDIUM  
THREE LINE  
HEADLINE**

Medium headlines  
Between 99pt/132px and 30pt/39px  
Night Variable Custom 850  
Leading 74%  
+9 Tracking

**A SMALL  
THREE LINE  
HEADLINE**

Small headlines  
29pt/39px and below  
Night Variable Custom 800  
Leading 76%  
+16 Tracking

The secondary typeface for World Wheelchair Rugby is Regola Pro from Think Work Observe (t-wo.it) and comes in a range of weights for print and web.

This typeface should always be set in sentence case and used primarily for intro, body copy and small print.

Regola Pro has contemporary geometric characteristics that compliment the headline typeface 'Night'.

**Settings**

The book weight is used for headlines, body copy, small copy and photograph credits. The bold weight is used for subheads and highlighted copy. Regular and Medium are not currently used within the brand.

Note: In corporate communications, such as internal documents, Regola Pro can also be used for headline copy.

It's important to follow the type setting guidance on [page 24](#) to ensure type is always legible and displayed in its best light.

Regola Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890!/?#\$¢£&@

Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890!/?#\$¢£¥€%&@©®

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890!/?#\$¢£¥€%&@©®*

Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890!/?#\$¢£¥€%&@©®**

***ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890!/?#\$¢£¥€%&@©®***

**Headline**  
Night Variable Custom 850  
55pt over 40.7pt  
+9 Tracking  
Uppercase

Note: Aim for headline copy to run  
across a maximum of three lines.

**THIS IS AN  
EXAMPLE OF  
A HEADLINE**

**Intro/Subheading**  
Regola Pro Book  
21 pt over 22 pt  
-25 tracking  
Sentence case

This is an example of  
a two-line intro copy

**Body / CTA / Subheading**  
Regola Pro Book or Bold  
9.5pt over 12pt,  
-10 tracking  
Sentence case

Body, lorem ipsum menet aut et utem re, estis acerum ipsa que  
corehendis magna pratis niet remporem facius et que imagnumus  
nam veligni mus trupta dendae. Piduntius nus quatium, optae  
omnimpor maharum quatus aut nonse nihitis eicitaquam venit.

**This is an example of a CTA  
or subheading**

**Small**  
Regola Pro Book or Bold  
7.5pt over 9.5pt,  
-5 tracking  
Sentence case

Small, andaectem es eum, quat aut post anis dolupti assit,  
inis into ipsunt abor atiate cupatiani cum, quam fuga.  
Nam ea doloria conseribust est, odicia con cus aut cusam,  
sin nit laceserrum, sunt voluptat asitaqu atibusandae nim.

**This is an example of highlighted  
text within the small type style.**

The unique characteristics of Night and Regola are imperative to World Wheelchair Rugby's look and feel, and should be used whenever possible. The chart illustrated here shows when to use the substitute font Arial.

Website

**NIGHT** Regola

---

Advertising

**NIGHT** Regola

---

Marketing materials

**NIGHT** Regola

---

Internal applications (static graphics)

**NIGHT** Regola

---

Internal applications (live type)

Arial

---

Stationery

**NIGHT** Regola

---

Stationery (body copy only)

Arial

---

PowerPoint presentations (public)

**NIGHT** Regola

---

PowerPoint presentations (internal)

Arial

---

Employee e-mail and signature

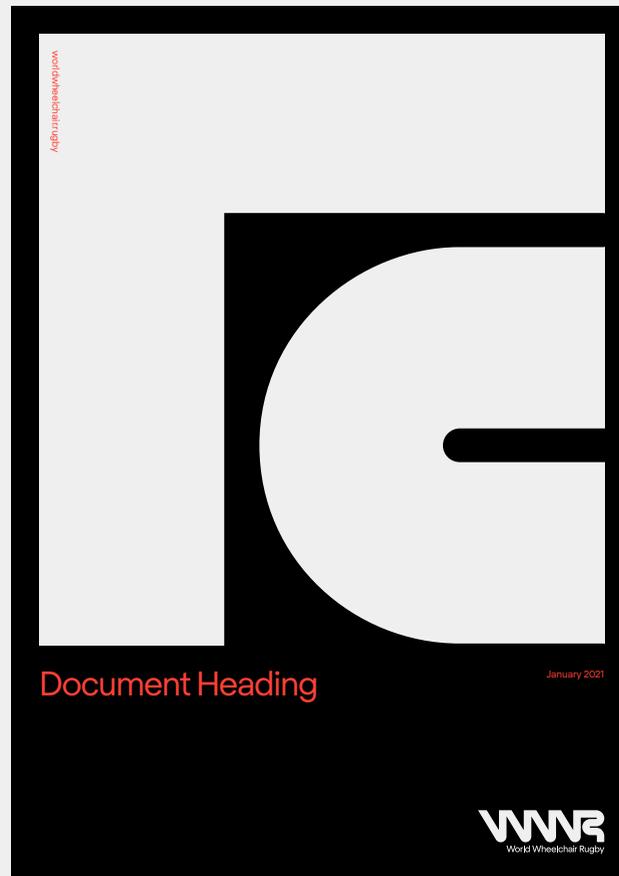
Arial

Use the guidance on this page when applying colour to typography. Always ensure type is set in a brand colour that provides sufficient contrast with the background.

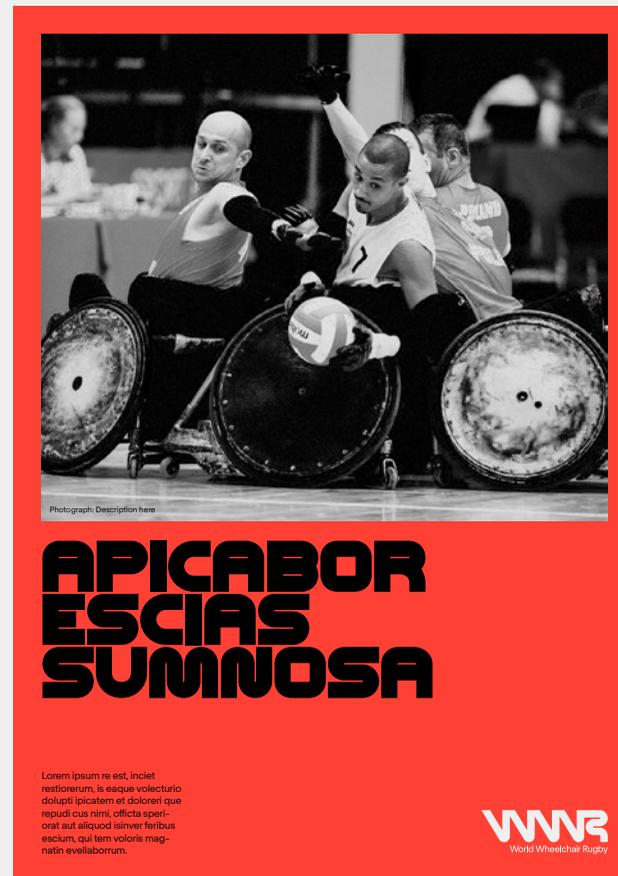
For communications that are copy heavy, primarily use black type on a white or light grey background to ensure maximum legibility. Use a single contrasting colour for headings, subheadings and pull-out copy to draw attention to this information.

Do not apply more than two colours to typography on one page.

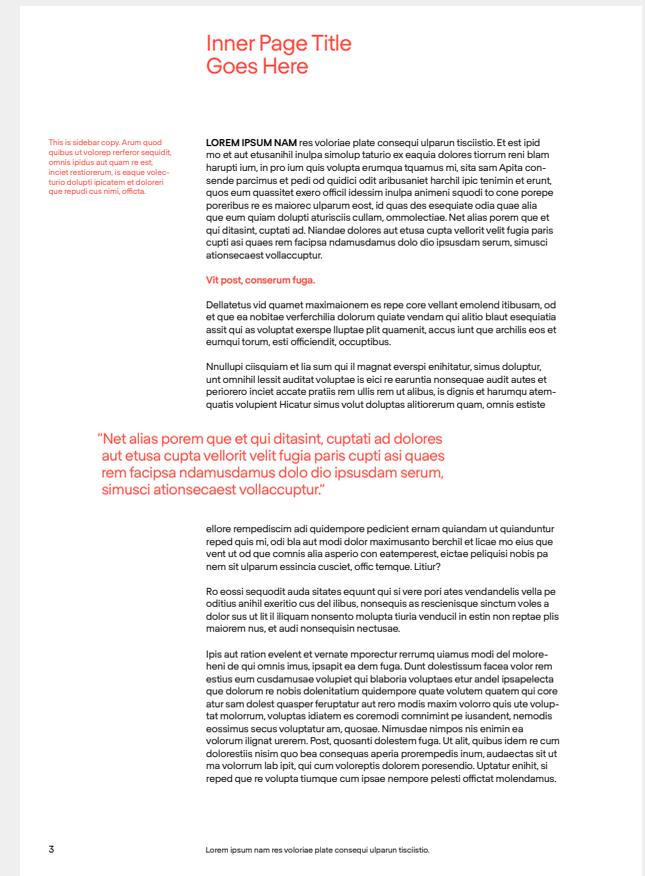
When applying colour to official WWR document covers, please follow the colour guidance on [page 19](#).



Background: Black  
Type: Electric Red or Light Grey



Background: Electric Red  
Type: Black or Light Grey



Copy heavy  
Background: White or Light Grey  
Type: Black or Electric Red

Where possible, always prioritise black and white photography to enhance the emotion and drama of the image.

External communications such as posters and billboards should always feature black and white photography.

Internal communications or applications with multiple pages should use black and white photography for feature imagery, and colour photography can appear throughout internal pages.

All images should be authentic, so never put an image of an able-bodied person in a wheelchair. Exceptions to this rule may occur when showing the Invictus Games, VIP events, promotional opportunities or development activities involving schools or family members.

Black and white



Colour



Use the following guidance to ensure imagery captures the brand characteristics:

Brand imagery should feel authentic and feature the intense athleticism and excitement of the game.

Capture in the moment, mid-action, shots that convey the energy and skill of the sport.

Feature tough, fearless facial expressions that communicate the determination and intensity of the players.

Always ensure the wheelchair is visible and never crop out the disability.

A single image should include all of the above photography characteristics. If multiple images are displayed on one page, the characteristics can be visible across the set of images.

### Stock Imagery

For unique, ownable imagery always aim to commission a photographer. If stock imagery is needed, ensure it's authentic and follows the brand photography requirements.

Images used for reference only.  
Image credit: Getty Images & ESPN

Mid-action



Intense facial expressions



Use a fast shutter speed to capture the motion and a dynamic viewpoint to accentuate the movement and angles of the players.

In instances when there is a busy background, experiment with depth of field and open the aperture to focus on the subject.

Shoot in colour, as images can be edited afterwards. For image editing guidance please see the following page.



## Black and white

To enhance the emotion and drama of the image, convert it to black and white. This technique allows the viewer to focus on the subject, scene and textures in the image without being distracted by the colours.

In Photoshop, select Window > Adjustments, then click the Black & White icon. Drag the sliders left to darken and right to lighten the tones.

## Levels

If further image editing is required, select Window > Adjustments, then click the Levels icon. The levels tool enables you to adjust the brightness, contrast and tonal range of the image. This will help to adapt the shadows, midtones and highlights in the scene to make it more compelling.

## Noise

To reduce imperfections in stock or shot photography, add a subtle grain effect. This treatment will also create cohesiveness across compositions. Select Filter > Noise > Add Noise. Ensure this effect is set to 'Monochromatic' and is subtle enough to not distract from the subject.

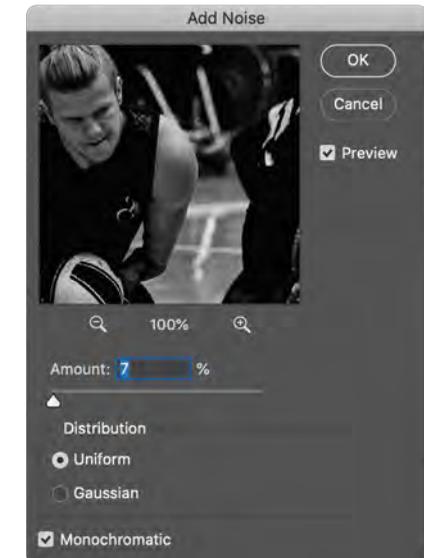
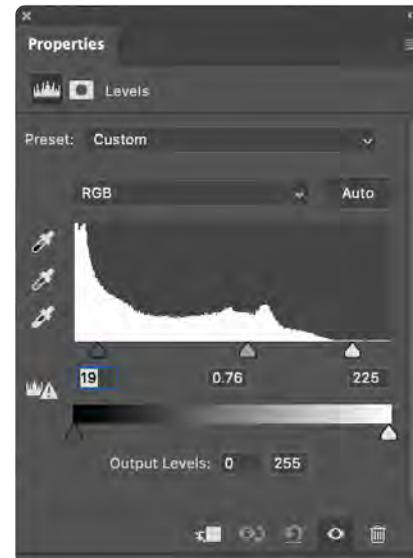
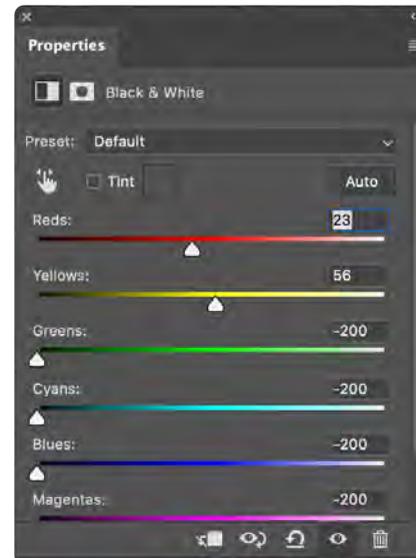
Black and white



Levels



Noise

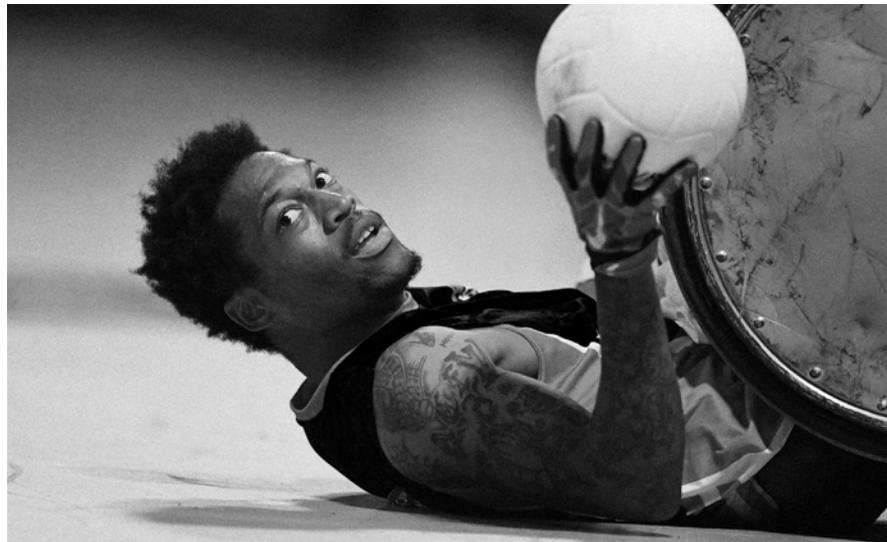


Wheelchair rugby games and events often have busy backgrounds that create visual distractions.

Photograph wider shots and then crop in closer afterwards. Crop the imagery to reduce background noise and focus in on the main subject, action and facial expressions.

Avoid capturing shots that feature the back of athletes bodies and ensure at least one athletes face is in the frame.

Always ensure the wheelchair is visible and never crop out the disability.



All external communications should feature an image credit.

The image credit should be positioned in close proximity to the photograph. If this is not possible, position the image credit directly above the photograph in the top or bottom left corner, whichever location provides sufficient clear space and contrast.

The image credit should always feature the image rights holder and follow this naming convention example:

Photograph: Getty Images

In instances when a specific athlete is featured, the image credit should follow this naming convention example:

Photograph: Trevor Hirschfield/Getty Images



Photograph: Aaron Phipps/WWR

**Typography:**  
Regola Pro Book

**Size:**  
Image credit should be the smallest type element on the application and appear discreet yet legible.

**Colour:**  
Set type in a brand colour that provides sufficient contrast against the background.

**Positioning:**  
Position the image credit in the top or bottom left corner, whichever location provides sufficient clear space and contrast against the photograph.

If a corner of the photograph does not provide clear space to position text legibly, lighten or darken the image area in Photoshop.

The images displayed here follow the photography guidelines and capture our brand characteristics.

To view the image library please [click here.](#)

To view the video library please [click here.](#)

WWR\_Image\_1.jpg



WWR\_Image\_2.jpg



WWR\_Image\_3.jpg



WWR\_Image\_4.jpg



WWR\_Image\_5.jpg



WWR\_Image\_6.jpg



WWR\_Image\_7.jpg



WWR\_Image\_8.jpg



WWR\_Image\_9.jpg



WWR\_Image\_10.jpg



WWR\_Image\_11.jpg



WWR\_Image\_12.jpg



WWR\_Image\_13.jpg



WWR\_Image\_14.jpg



WWR\_Image\_15.jpg



WWR\_Image\_16.jpg



WWR\_Image\_17.jpg



WWR\_Image\_18.jpg



WWR\_Image\_19.jpg



WWR\_Image\_20.jpg



The images displayed here follow the photography guidelines and capture our brand characteristics.

To view the image library please [click here.](#)

To view the video library please [click here.](#)

WWR\_Image\_21.jpg



WWR\_Image\_22.jpg



WWR\_Image\_23.jpg



WWR\_Image\_24.jpg



WWR\_Image\_25.jpg



WWR\_Image\_26.jpg



WWR\_Image\_27.jpg



WWR\_Image\_28.jpg



WWR\_Image\_29.jpg



WWR\_Image\_30.jpg



WWR\_Image\_31.jpg



WWR\_Image\_32.jpg



WWR\_Image\_33.jpg



WWR\_Image\_34.jpg



WWR\_Image\_35.jpg



WWR\_Image\_36.jpg



WWR\_Image\_37.jpg



WWR\_Image\_38.jpg



WWR\_Image\_39.jpg



WWR\_Image\_40.jpg



The images displayed here follow the photography guidelines and capture our brand characteristics.

To view the image library please [click here.](#)

To view the video library please [click here.](#)

WWR\_Image\_41.jpg



WWR\_Image\_42.jpg



WWR\_Image\_43.jpg



WWR\_Image\_44.jpg



WWR\_Image\_45.jpg



Follow the guidance illustrated here to ensure all imagery captures the World Wheelchair Rugby brand characteristics.



Don't use images that are out of focus.



Don't crop out the wheelchair.



Don't crop out the disability.



Don't feature static shots that lack movement, energy and excitement.



Do ensure the subject is always in focus.



Do ensure the wheelchair is visible.



Do use authentic images of athletes and ensure the disability is visible as it's part of the players and the sport.

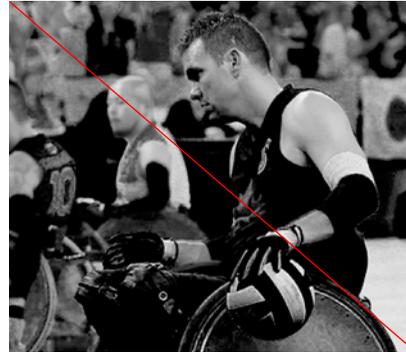


Do use mid-action shots that feature the intense athleticism and excitement of the game.

Follow the guidance illustrated here to ensure all imagery captures the World Wheelchair Rugby brand characteristics.



Don't use an image where the faces are obscured and no expression is visible.



Don't feature subdued facial expressions that lack emotion and intensity.



Don't use busy images that have no clear point of focus.



Don't use placid shots of the players that lack energetic body movements.



Do ensure at least one player's face is visible to capture the emotion of the sport.



Do use tough, fearless facial expressions that communicate the determination and intensity of the players.



Do have a clear point of focus that directs the viewer's eye to the subject.



Do use in-the-moment shots of the players that feature expressive body movements or skillful wheelchair angles.

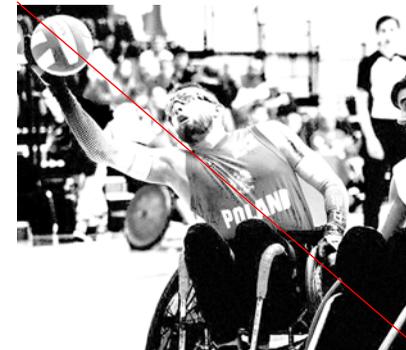
Follow the guidance illustrated here to ensure all imagery captures the World Wheelchair Rugby brand characteristics.



Don't use full colour photography for the primary image on external communications.



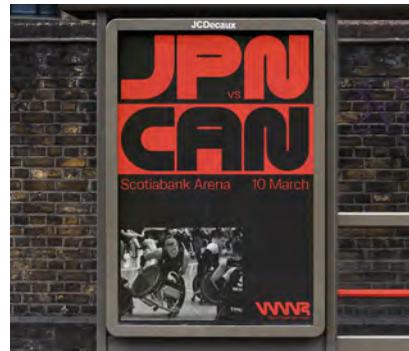
Don't increase the levels too much so that the image becomes too dark, gloomy and unidentifiable.



Don't decrease the levels too much so that the image becomes too bright with strong contrast.



Don't add too much grain effect/noise so that the texture detail overpowers the image.



Use black and white photography as the primary image on external communications.



Do follow the guidance on page 26 to adjust the brightness, contrast and tonal range of the image.



Do follow the guidance on page 30 to adjust the brightness, contrast and tonal range of the image.



Do use a subtle grain effect/noise that reduces visibility of any image imperfections.

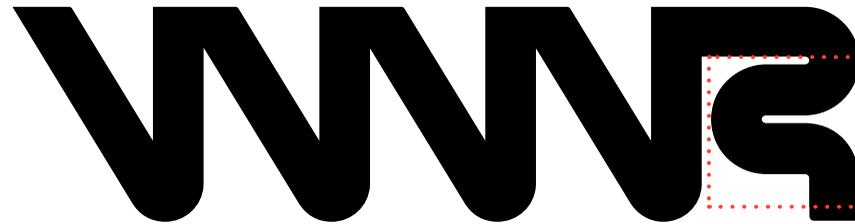
The bespoke World Wheelchair Rugby logo is created from dramatic shapes that portray movement on the court.

Crop into a section of the logo to create an engaging graphic pattern.

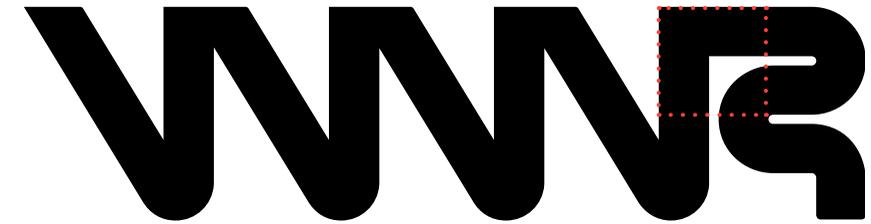
Always crop a section of the letter to create an abstract pattern, do not feature a full letter.

This pattern can be used to add visual interest to applications. Please see examples on the following page.

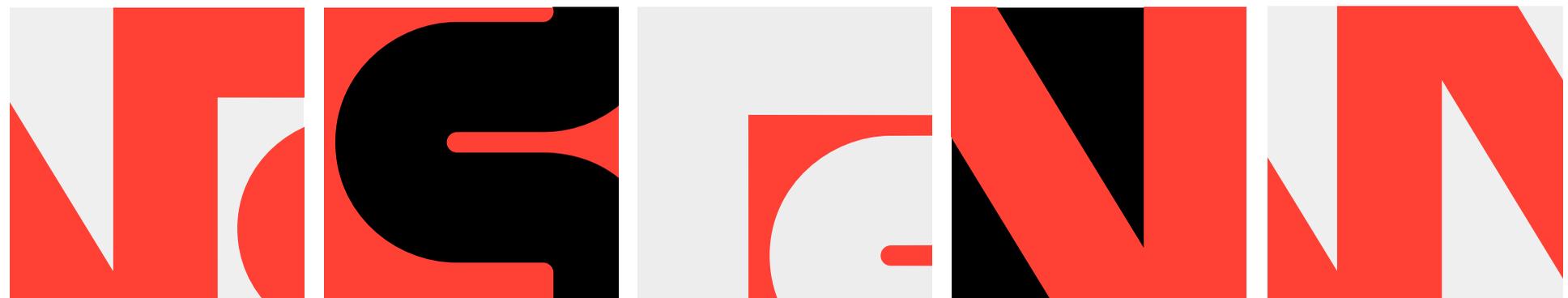
Large crop



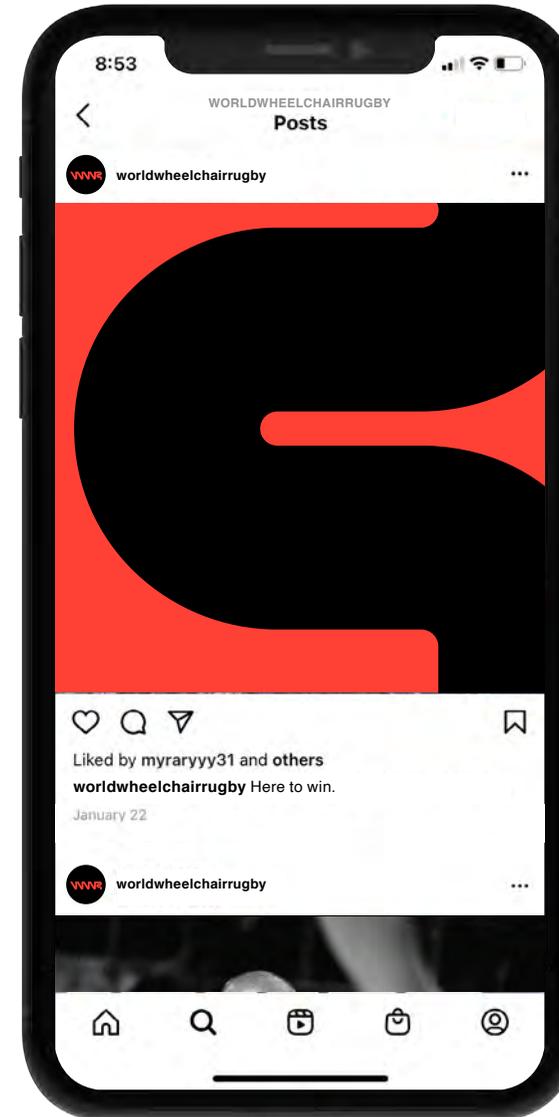
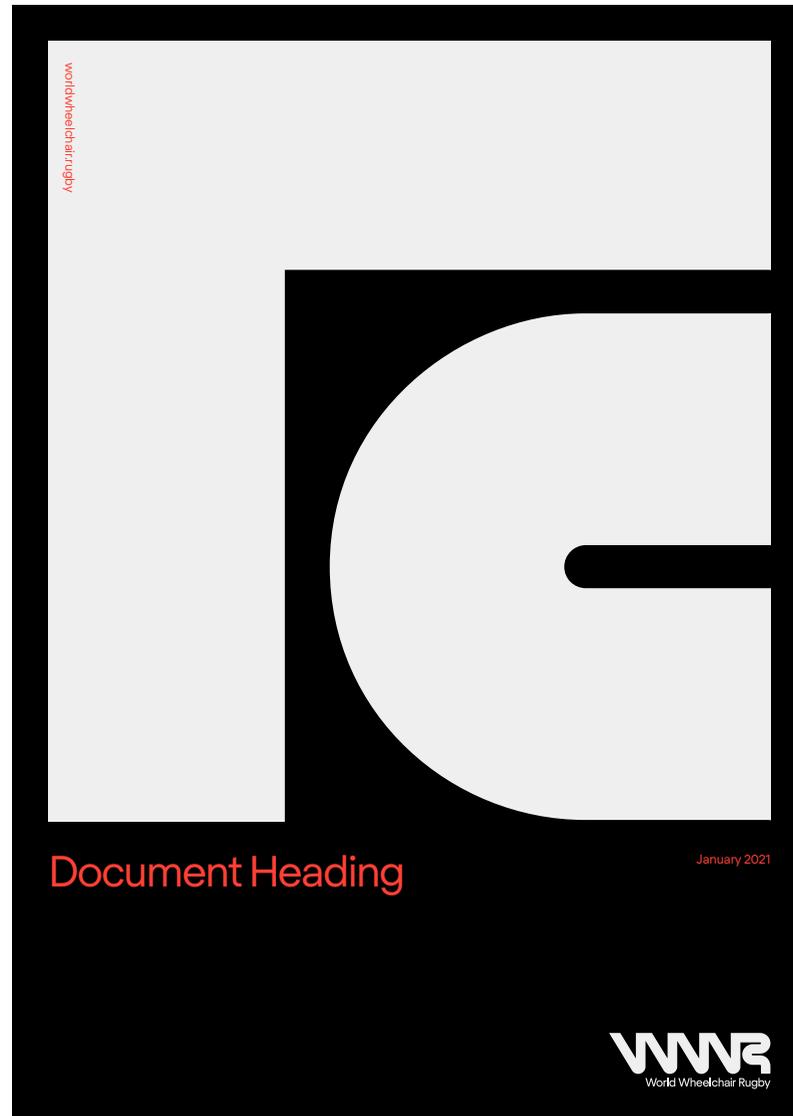
Small crop



Crop examples



Always ensure the graphic pattern is applied to a contrasting brand background colour. The pattern can be used full bleed or within the document margins like the examples opposite.



# Application Examples

In the following pages, you'll find useful information on how the World Wheelchair Rugby brand can be applied across a range of collateral. These guidelines should be taken into account when creating new brand materials.



**Headline**  
Night Variable Custom 850  
set in uppercase for headlines.

**LOREM IPSUM  
ESCIAS ABOR  
NOSA NON**

**Colour palette**  
Red, black and light grey  
used in a complimentary way.

**Intro copy**  
Regola Pro Book set in sentence  
case for intro copy.

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consequi ulparun tisciistio.

**Small copy**  
Regola Pro Book set in  
sentence case for small copy.

**Photography**  
Facial expression communicates  
the determination and intensity  
of the sport. Black and white  
treatment enhances the emotion.

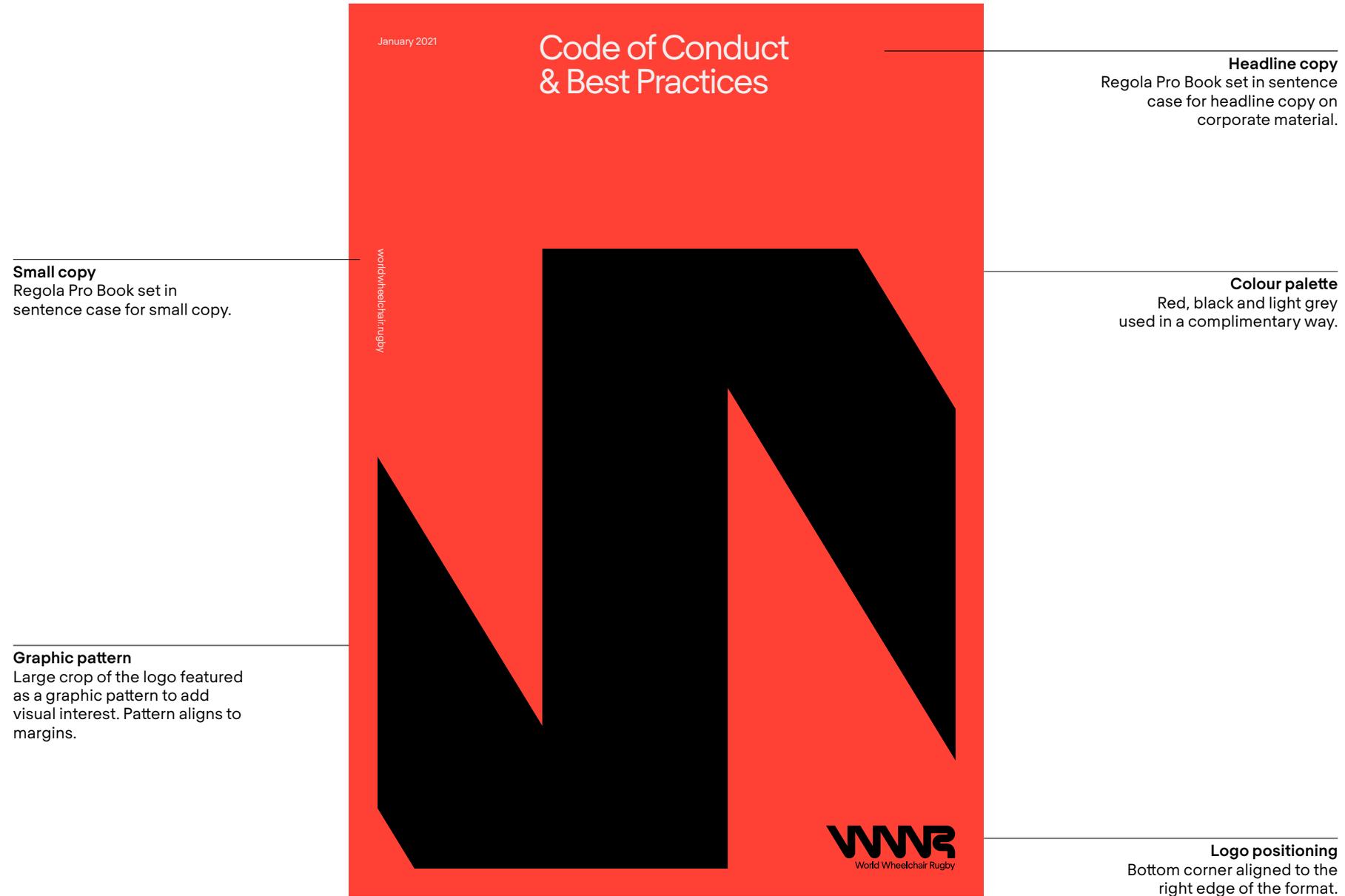


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qui tem valoris.

**Photo credit**  
Regola Pro Book set in sentence case.  
Athletes name and photograph owner  
positioned in left corner where clear  
space allows.



**Logo positioning**  
Bottom corner aligned to the  
right edge of the format.



**Small copy**  
Regola Pro Book set in sentence case for small copy.

**Graphic pattern**  
Large crop of the logo featured as a graphic pattern to add visual interest. Pattern aligns to margins.

January 2021  
**Code of Conduct  
& Best Practices**

**Headline copy**  
Regola Pro Book set in sentence case for headline copy on corporate material.

**Colour palette**  
Red, black and light grey used in a complimentary way.

**Logo positioning**  
Bottom corner aligned to the right edge of the format.

**WWR**  
World Wheelchair Rugby

Merchandise









worldwheelchair.rugby  
info@worldwheelchair.rugby  
+44 (0)114 257 3170

4 Park Square  
Newton Chambers Road  
Sheffield, England S35 2PH



Recipient address  
Cossette, 32 Atlantic Ave  
Toronto ON Canada M6K 1X8

April 01, 2021  
Dear John Smith

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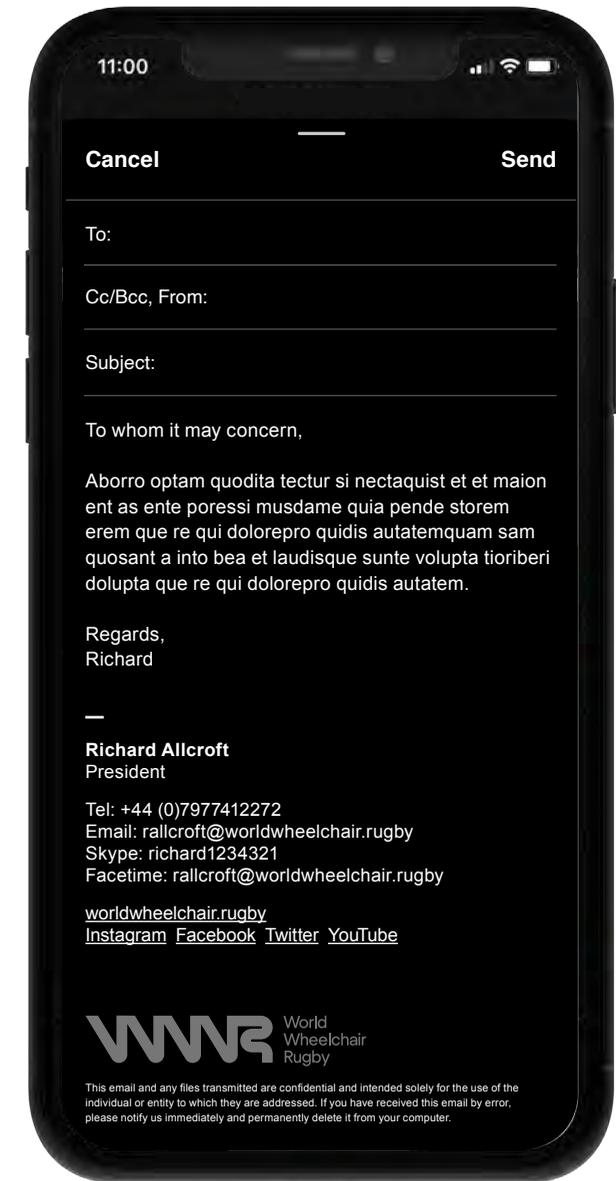
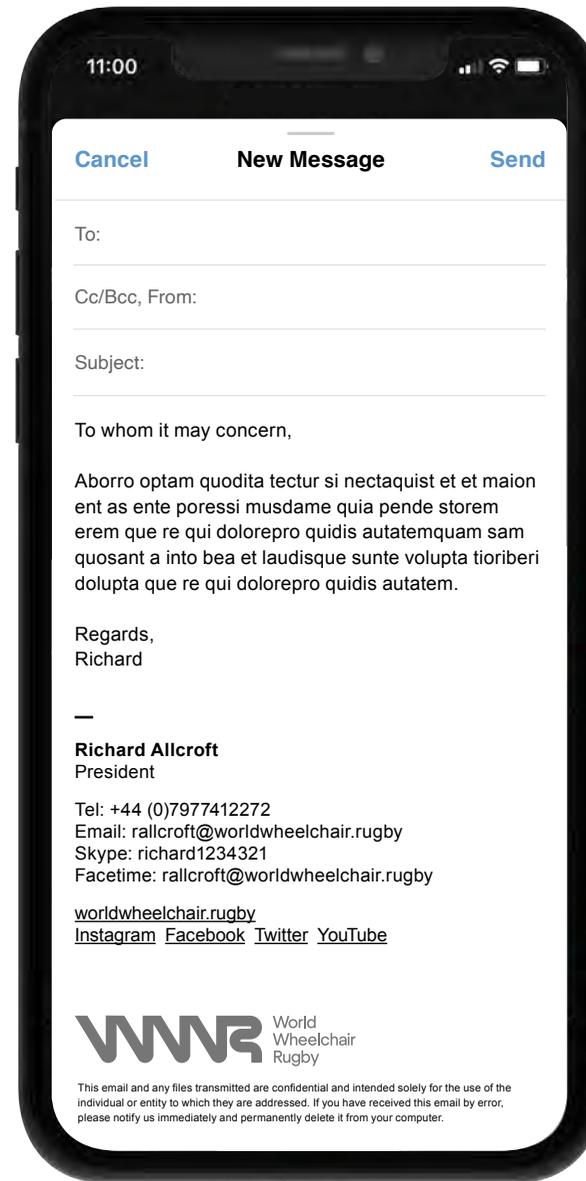
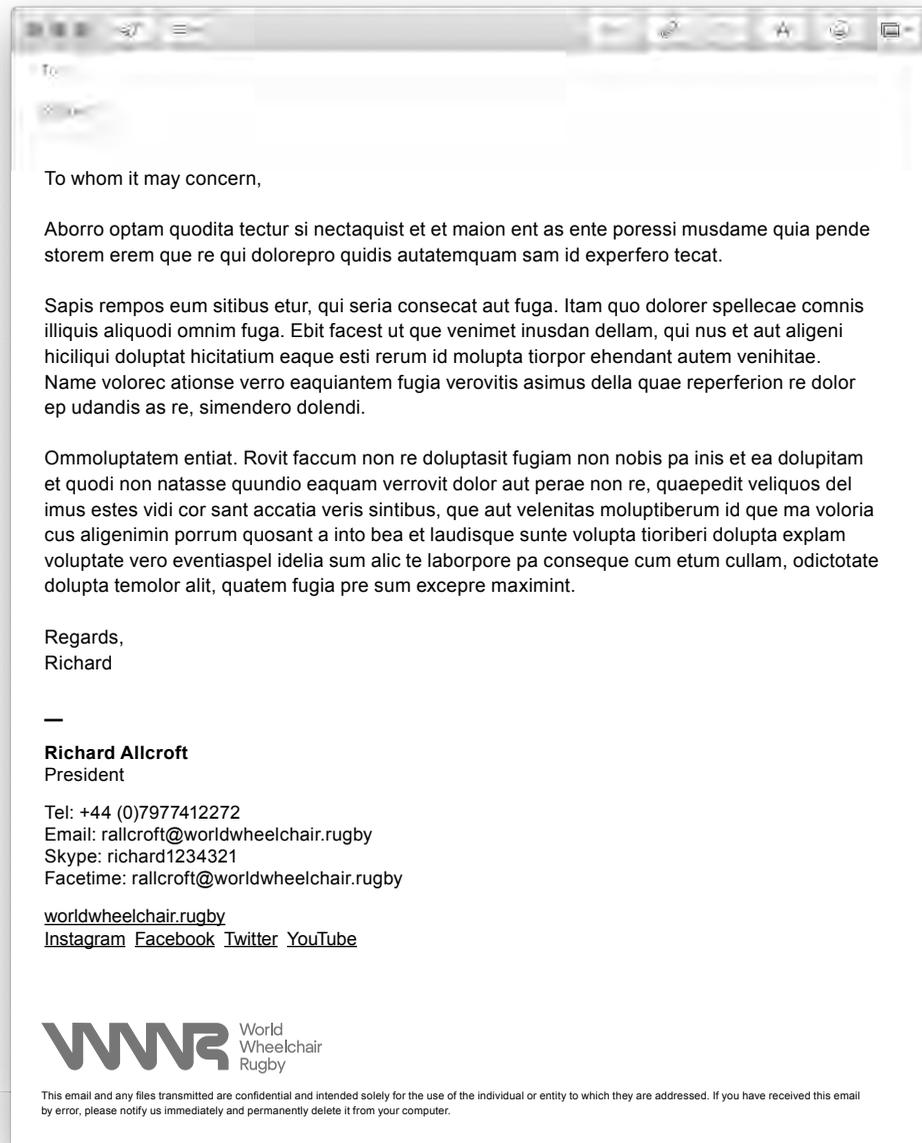
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Yours Sincerely

Name here



Presentation Title

Presented by First Last Name  
April 01, 2021



Presentation Title

Presented by First Last Name  
April 01, 2021



Presentation Title

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April 01, 2021



Presentation Title

Presented by First Last Name  
April 01, 2021



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April 01, 2021



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April 01, 2021



Image

Section Title

Photograph: Athlete name/Photographer owner

April 01, 2021



Image

Section Title

Photograph: Athlete name/Photographer owner

April 01, 2021



Image

Section Title

Photograph: Athlete name/Photographer owner

April 01, 2021



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Section Title

Photograph: Athlete name/Photographer owner

April 01, 2021



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Photograph: Athlete name/Photographer owner

WWR World Wrestler Rugby

April 01, 2021

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Photograph: Athlete name/Photographer owner

WWR World Wrestler Rugby

April 01, 2021

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WWR World Wrestler Rugby

April 01, 2021

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WWR World Wrestler Rugby

April 01, 2021

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WWR World Wrestler Rugby

April 01, 2021

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WWR World Wrestler Rugby

April 01, 2021

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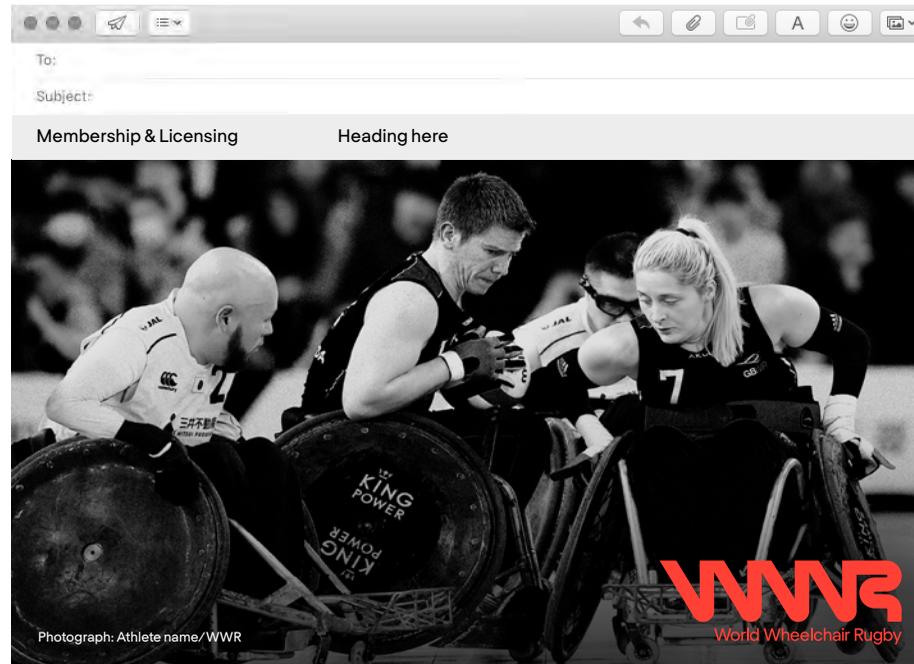
Image/Chart/Graph

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Photograph: Athlete name/Photographer owner

WWR World Wrestler Rugby

April 01, 2021



Dear WWR Member Nations,

The WWR President and the CEO are hosting a video conference all using [www.zoom.us](http://www.zoom.us) for all Member Nations on Monday 29 March 2021. Members can join for one of two calls at 9am or 9pm UK time.

A maximum of two participants can join the call. A third individual will be allowed if they are an interpreter. The call will take place in English. The video call details are included in the attachments.

The call will start 15 minutes before the scheduled time to allow individuals to join.

Please find attached the following documents:-

- Meeting agenda
- Briefing paper on proposed governance revisions which will be a principal agenda items for the general assembly.
- Meeting joining details

Many thanks  
 Steve Griffiths  
 CEO

[worldwheelchair.rugby](http://worldwheelchair.rugby)

[Twitter](#)  
[Instagram](#)

[Facebook](#)  
[YouTube](#)



To:  
Subject:  
March 2021 Newsletter Issue 16 Q1



Photograph: Athlete name / WWR

Greetings from the President lorem dolor est ipsum arumquibus as aut mincium lit laboribus quiant ro bea cone [worldwheelchair.rugby](http://worldwheelchair.rugby)

Subheading here  
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[worldwheelchair.rugby/aboutus](http://worldwheelchair.rugby/aboutus)

### WWR Classification Update

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Photograph: Athlete name / WWR

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### World Rankings

Rank	Points	Team	Rank	Points	Team
1	698	Australia	16	106.6	Finland
2	642	United States	17	102.6	Switzerland
3	636	Japan	18	78.8	Netherlands
4	457	Great Britain	19	71.2	Russia
5	409	Canada	20	60	Argentina
6	360	France	21	60	Thailand
7	348	Denmark	22	57	Chile
8	296	Sweden	23	54	Paraguay
9	265.4	Brazil	24	54	Malaysia
10	256.6	New Zealand	25	51	India
11	224	Germany	26	48	Austria
12	165	Colombia	27	38.4	Czech Republic
13	153.4	Poland	28	35.2	Israel
14	130	Korea	29	32	Italy
15	109.8	Ireland	30	28.8	Spain

Future tournaments lorem laut ex endit dolor, siestare doluptatibus ut omnimped quati lorem bla idemodit, sinci blaborunt quam illaboribus molupta tquiam [worldwheelchair.rugby/events](http://worldwheelchair.rugby/events)

2021 WWR European Championship  
Division B Warsaw Poland  
27 June – 25 July 2021

Tokyo 2020 Paralympic Games  
Tokyo Japan  
24 August – 5 September 2021

Special thanks to our sports partners



The World Wheelchair Rugby Federation is the governing body responsible for the sport of Wheelchair Rugby. First established in 1993, the purpose of the

WWR is to help develop, promote, and regulate the sport of Wheelchair Rugby on a global basis. Learn more at [worldwheelchair.rugby/aboutus](http://worldwheelchair.rugby/aboutus)

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## Board Director Responsible for Finance

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 [worldwheelchair.rugby](http://worldwheelchair.rugby)

Are you here to win? Wheelchair Rugby is a sport like no other. World-class athletes from over 40 countries compete in full contact action that leaves an impression on anyone who sees it.

World Wheelchair Rugby (WWR) is not just a governing body, it's a collection of passionate people that love the game and believe in the virtues of competition, grit and above all - sportsmanship. We are developing and putting in place strong governance with the goal of sharing the sport with as many people as possible. With strong and diverse leadership we will benefit athletes living with a disability as well as their families in addition to the amazing volunteer base that we rely on. That said, we aren't your average Para sport: Players and teams don't play this sport to inspire, they play to win. Do you?

### The role

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- To dem nus. To eaturis ma nempori busant eos magnimus, incitatur, sin re volo volorum ut aut fugita sequisi nveliate voluptur.
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- Ovidusa pelicat ureperumenis volonon commim nos enimusda con estiores denditis dernate nihilibus molenimos minvell estempore niscius aditat.

### The person

- Picia arcit explic te solora velloritat.
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For more information please contact the WWR CEO, Steve Griffiths at [office@worldwheelchair.rugby](mailto:office@worldwheelchair.rugby)

Deadline for receipt of interest: 26 February 2021  
Interviews: 1 March 2021 (week commencing)  
Board Meeting: 9 March 2021, 20:00 UTC

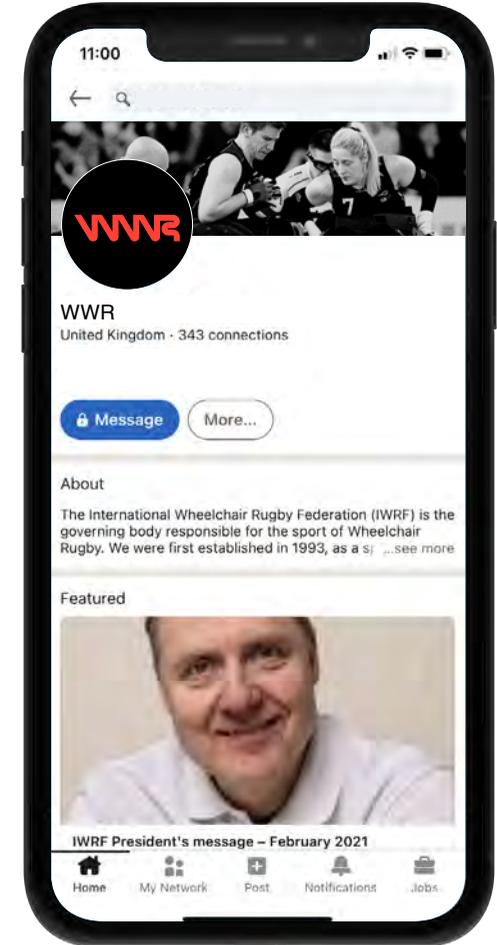
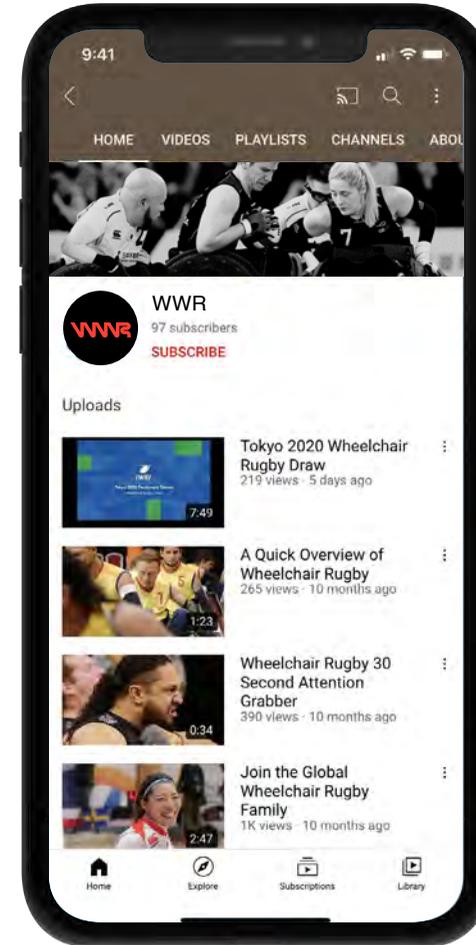
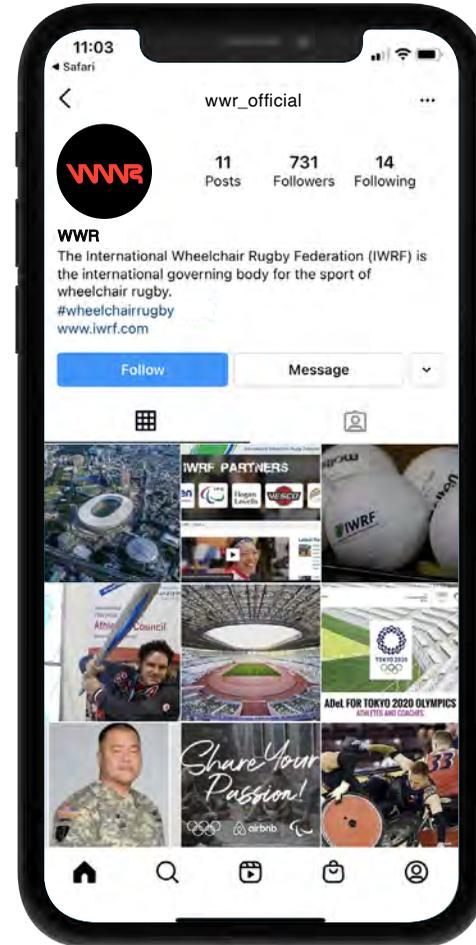
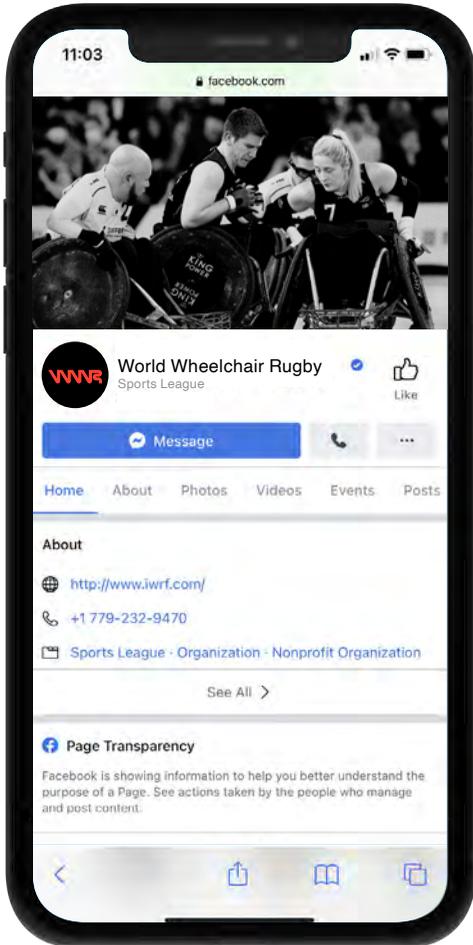
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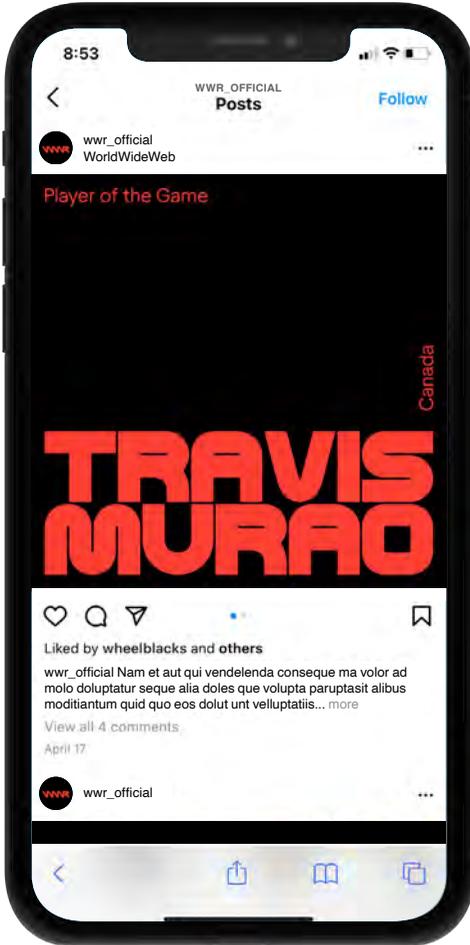
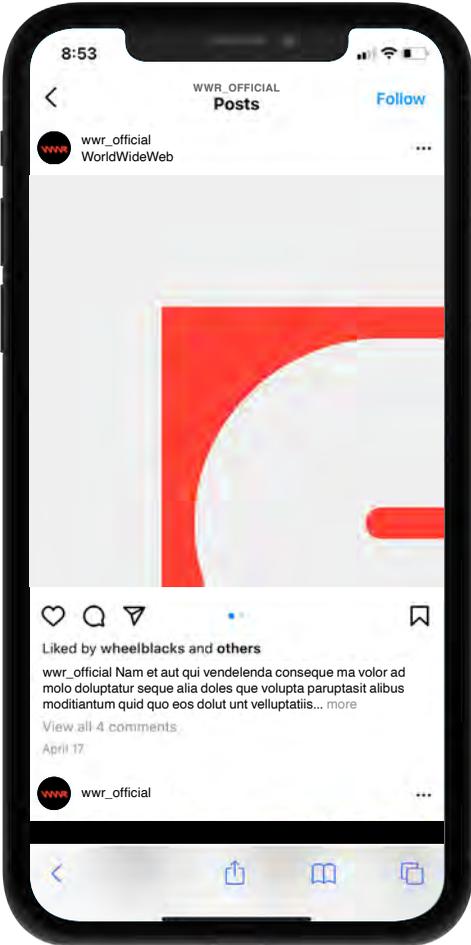
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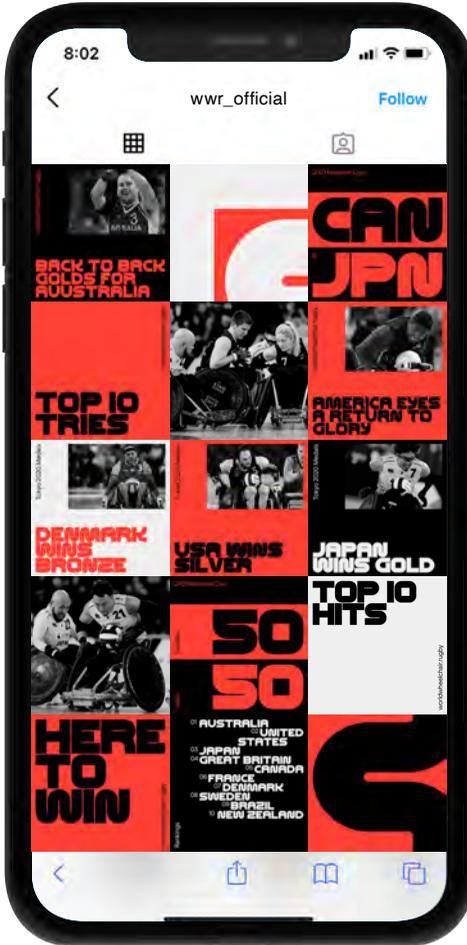
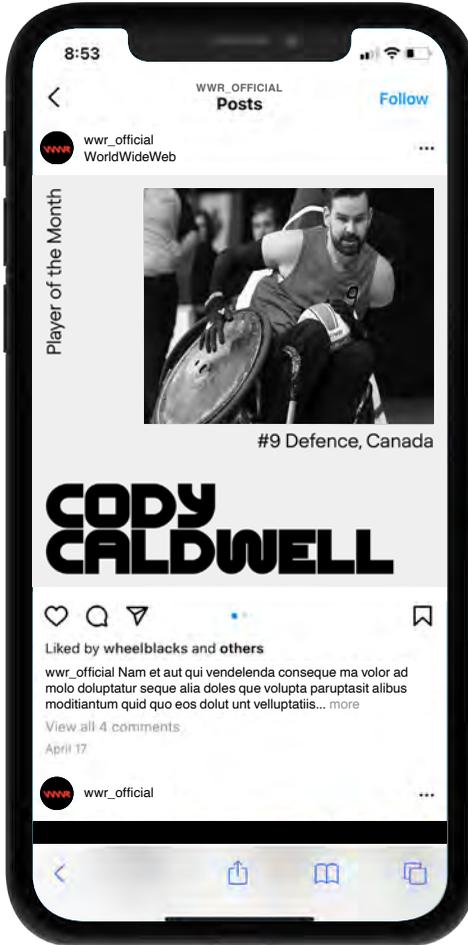
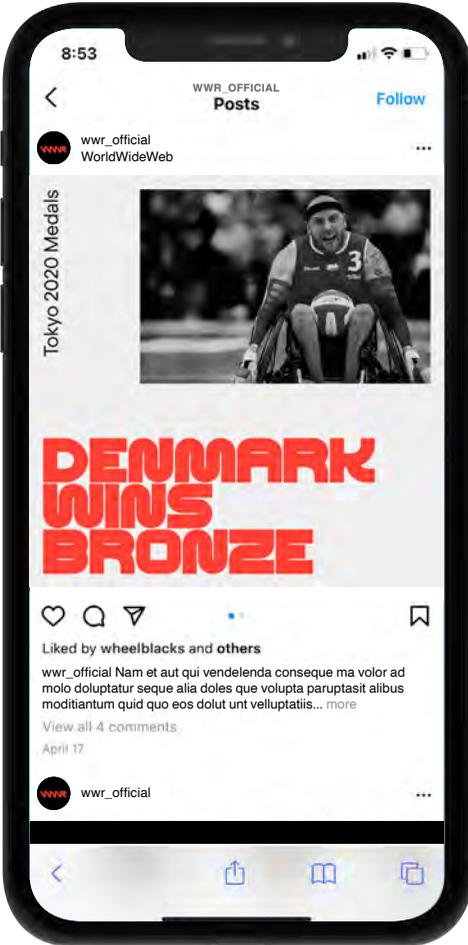
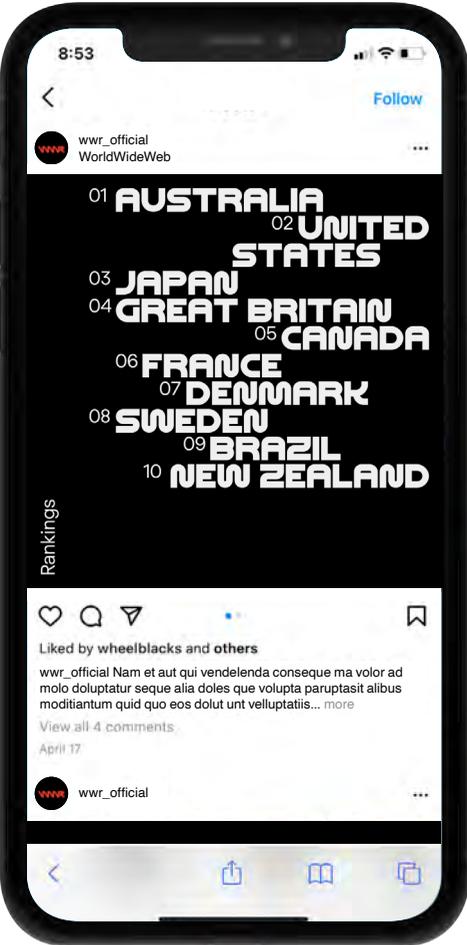
Instagram

YouTube

LinkedIn







Lock-up spacing  
Brands with secondary prominence

The official World Wheelchair Rugby Academy logo. Devised 3 July 2025.



