



## Brand Guidelines



# Brand Guidelines

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# 1.0 | Introduction



Times are changing. Awareness of Para sports is at an all-time high. The global movement for sport for people with intellectual impairments is becoming more professional. The standard of competition is improving all the time.

But the character, excellence, courage and integrity of the athletes we serve never changes.

As one of the leading bodies for the governance, advocacy, organisation and promotion of sport and athletes with intellectual impairments, our identity reflects our important work in helping athletes reach their best.

We must own the important place we have within Para sport as well as the Paralympic Movement, as one of the founding members.

We are proud of our identity and values which represent both the characteristics of the athletes and the work that we, and all our members, do in helping them to live those values.

We are Virtus: World Intellectual Impairment Sport.

### **The Virtus**

The Virtus is the emblem of World Intellectual Impairment Sport. It represents how both the federation and the athletes join forces in sport for people with intellectual impairments.

It places the characteristics of the athletes at the front and centre of our movement, combined with the role of World Intellectual Impairment Sport in supporting them.

### **Virtus – the athletes**

Virtus is a Latin word which was first used in ancient Rome.

It perfectly captures the spirit of athletes with intellectual impairments who live our new values through their sporting performances and achievements.

### **Integrity**

Athletes with integrity play honestly and fairly, always respecting the rules and results.

### **Character**

Athletes display incredible strength of character both on and off the field of play. They work hard, overcome set-backs and never give-up. They are important ambassadors for sport for people with intellectual impairments, showing others what can be achieved and breaking down barriers.

### **Excellence**

Athletes strive to reach the top of the podium, to improve themselves and their performances with every sprint, swim, throw, shot and move. Through this they change perceptions and push the boundaries of what was previously thought possible.

### **Courage**

It takes great courage to train and perform, to put yourself and your body on the line to reach the best in your sport. With their immense achievements, athletes change perceptions.

### **World Intellectual Impairment Sport – the federation**

#### **Governs**

We oversee the development and growth of elite sport for people with intellectual impairments at the highest level. This includes setting rules and ensuring fair play in areas such as anti-doping.

#### **Advocates**

We ensure that the rights of athletes with intellectual impairments are recognised and considered in the global sports landscape.

We also work with sports governing bodies to ensure athletes with intellectual impairments have the opportunity to compete under their banner.

#### **Organises**

We work with our member countries to organise major international events for athletes with intellectual impairments such as world and regional Championships in 14 sports, supported by global governing bodies. This ensures athletes can compete regularly at the highest levels against the best in the world.

We also take care of eligibility, ensuring that those athletes who compete at our events have a recognised impairment. For some, this is their first step towards the Paralympic Games. Our role for eligibility also includes training an education for national officers so that countries can develop their own pool of competitors.

#### **Promotes**

We strive to ensure that as many people as possible know about high performance sports for athletes with intellectual impairments and the opportunities that exist to compete at an international level.

We also aim to ensure that everyone knows about the amazing achievements of the athletes, so that they can enjoy better support and recognition.



A group of runners on a track, overlaid with an orange filter. The runners are in various stages of their stride, and their legs and feet are the primary focus. The background shows a blurred track surface.

# 2.0 | Our Brand



The Virtus brand defines:

## **ATHLETES**

**Integrity**

**Character**

**Excellence**

**Courage**

## **ORGANISATION**

**Governs**

**Advocates**

**Organises**

**Promotes**



## Brand element definitions Athletes

Never to be used alone.



### Integrity

ةم اقسا

intégrité

廉正

las integridad

integridade

ความซื่อสัตย์

integritet



### Character

ة يز م

le caractère

品格

el carácter

o caráter

ตัวละคร

karaktär



### Excellence

ة زيم

la qualité

卓越

las integridad excelencia

a excelência

ความเป็นเลิศ

förträfflighet



### Courage

ة اعش

courage

勇气

el coraje

coragem

ความกล้าหาญ

mod



## Brand element definitions Organisation

Never to be used alone.



### Governs

حكم

gouverner

治理

gobernar

governa

ปกครอง

reglerar



### Advocates

دعوة

avocates

提倡

el partidario

o defensor

ประชาสัมพันธ์

förespråkar



### Organises

مظنات

organiser

举办

organizar

organiza

จัด

organiserar



### Promotes

ززع

encourager

促v进

promueve

promover

ส่งเสริม

främjar





## Standard Logo

All Elements of Standard Logo (World Organisation / Athlete Logo (1) - shown on page 19).

Important - the logo must not to be broken up or the elements used on their own.





## Colour definitions



**Blue**  
Authoritative, Trustworthy



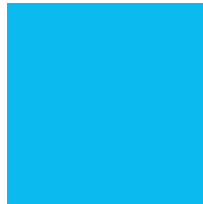
**Orange**  
Confident, Warm, Friendly



**Berry**  
Innovative, Exciting



**Purple**  
Spirituality, Confidence



**Cyan**  
Positive, Active, Associated with Sport



**Red**  
Passion, Strength, Excitement



**Powder Blue**  
Security, Friendly



**Yellow**  
Proud, Associated with Sport

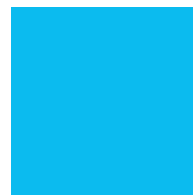


## Pantone / CMYK

Below is our brand colour scheme.

Please adhere to all the specifications outlined in this document for use in print and online.

Other references available on request.



**Blue**

**Purple**

**Powder Blue**

**Orange**

**Cyan**

**Yellow**

**Berry**

**Red**

CMYK  
100c  
85m

CMYK  
70c  
70m

CMYK  
72c  
43m

CMYK  
75m  
85y

CMYK  
70c

CMYK  
7c  
100y

CMYK  
15c  
80m

CMYK  
5c  
95m  
85y

Pantone  
661C

Pantone  
272C

Pantone  
279C

Pantone  
1645C

Pantone  
298C

Pantone  
604C

Pantone  
674C

Pantone  
1795C

RGB  
33R 58G 143B

RGB  
104R 89G 63B

RGB  
79R 130G 195B

RGB  
235R 92G 46B

RGB  
16R 187G 239B

RGB  
248R 234G 62B

RGB  
211R 80G 152B

RGB  
222R 37G 42B

Web  
#213a8f

Web  
#6859a3

Web  
#4f82c3

Web  
#eb5c2e

Web  
#10bbef

Web  
#f8ea3e

Web  
#d35098

Web  
#de252a



## Typography is a crucial element of our visual identity

Using our chosen typefaces, the correct colours and weight, ensures that our typography is consistent and legible across all our communication channels.

Our primary font is the 'Gotham' font family. It should be used for all titles and body text. Gotham Book and Gotham Medium should only be used for body text. Gotham bold should only be used in titles and headings or where an emphasis needs highlighting in body text.



## Primary typefaces

Gotham Light  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Gotham Book  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Gotham Medium  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Gotham Bold  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890



## Online typography

Our primary online font is the 'Open Sans' font family. It should be used for all titles and body text.

Open Sans Light and Open Sans Regular should only be used for body text. Open Sans Semi Bold and Open Sans Bold should only be used in titles and headings or where an emphasis needs highlighting in body text.



## Online typefaces

Open Sans Light  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Open Sans Regular  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Open Sans Semi Bold  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Open Sans Bold  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890





## Internal typography

The recommended default font for all company computers is Calibri. Calibri bold should only be used in titles and headings or where an emphasis needs highlighting in body text.

A a

## Internal typefaces

Calibri

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

**Calibri Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**1234567890**



## Brand hierarchy

Our Family of Logo's includes 3 "World" logos

**Official World Organisation Logo** - only ever used on official documents, reports, stationery, main website.

**World Organisation / Athlete Logo (1)** - open use for advertising, merchandise alongside other logos of other federations  
(Please note exclusion zone)

**World Lock Up Logo (2) / Member Logos** - shows the connection between the global family and National Member Associations - please follow guidelines for size and positioning.

**National Competitor Logo** - Member Logo in Home Nation or National Sporting Colours (see page .... ) available on request.



Official World Organisation Logo



World Organisation / Athlete Logo (1)



World Lock Up Logo (2) / Member Logos





3.0 | Our Logos



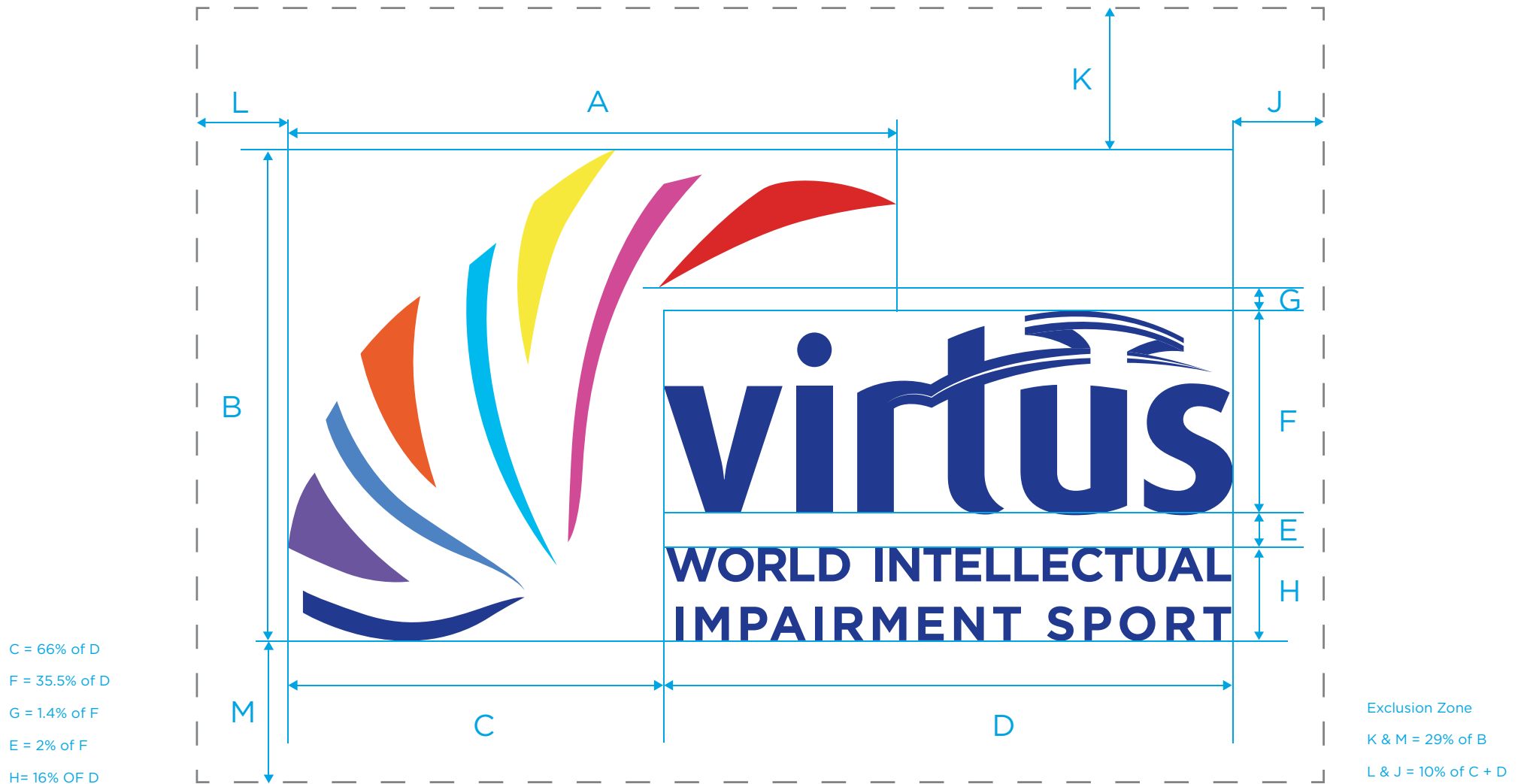
## Official World Organisation Logo

To be used on official documents, reports, stationery, main website.

Only used on white background.



## Official World Organisation Logo Construction







## World Organisation / Athlete Logo (1)

Open use for advertising, merchandise alongside other logos of other federations  
(Please note exclusion zone).



## World Organisation / Athlete Logo (1) Construction



A = 85% of D  
G & E = 14% of F  
H = 71% of B



World Organisation / Region Logo





World Organisation / Region Logo





World Organisation / Region Logo







World Organisation / Region Logo





World Organisation / Region Logo





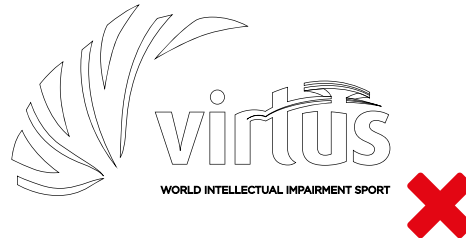
## Common Misuses of the Brand

The logo and its elements must always be used in its original format.

In order for a brand to be recognised, its structure must always look the same. The Virtus logo must not be changed or altered in any way.



Do not change the order of the brand colours



Do not outline the logo



Do not change the brand colours



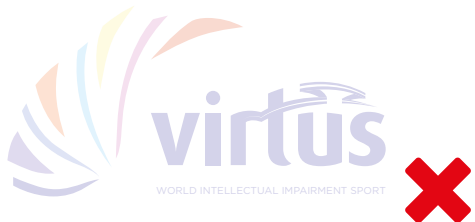
Do not rearrange the brand elements



Do not rotate the logo



Do not scale unproportionally



Do not use the brand in a transparent way



Do not crop the logo



Do not use drop shadows



## Outdated Logos

The following logos are now outdated and must no longer be used and replaced with the new Virtus brand.



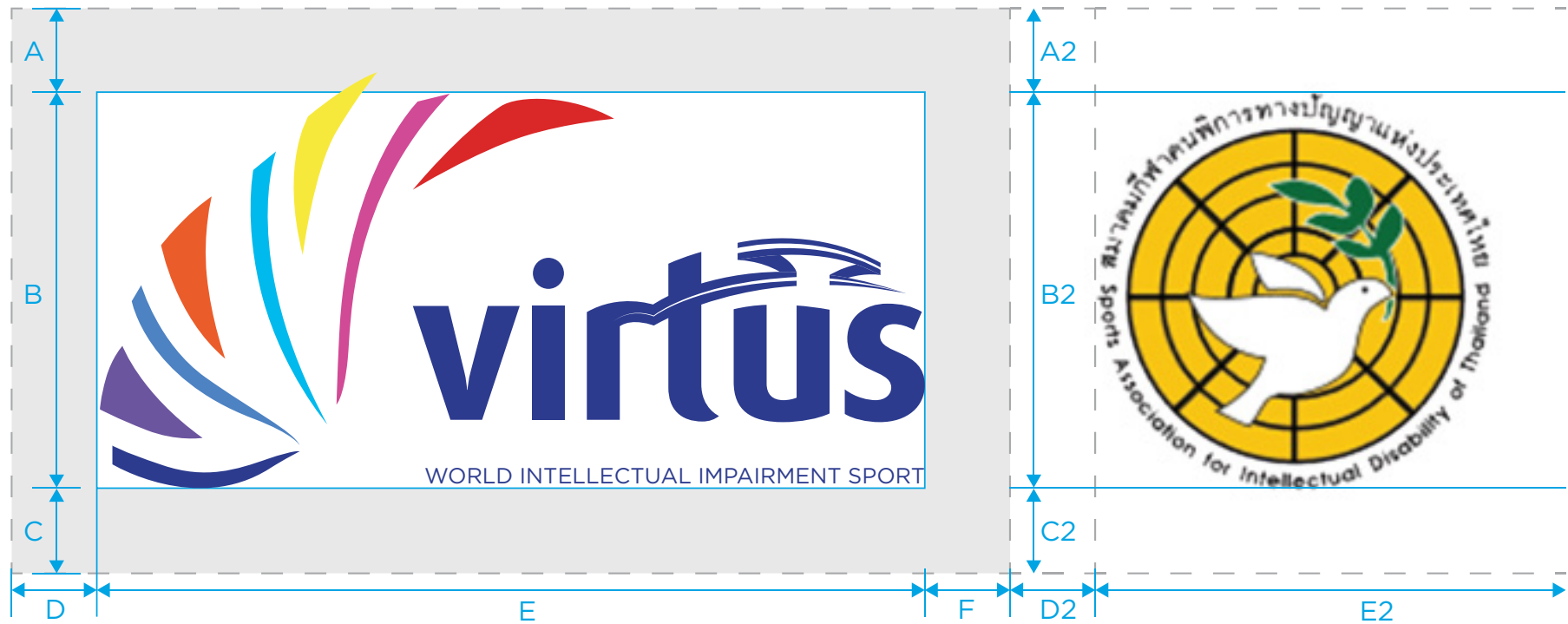
## World Lock Up Logo (2) / Member Logos

Shows the connection between the global family and National Member Associations - please follow guidelines for size and positioning.





## World Lock Up Logo (2) / Member Logos Construction



A = 20% of B

F = D2

C = 20% of B

A2 = 20% of B2

D = 10% of E

C2 = 20% of B2

F = 10% of E

E2 = Width of national or sponsor logo

G = 10% of E

B = B2



## National Competitor Logo

The standard Virtus logo in country or national sporting colours. Ideal for use during world championships and inter country events.





## Global image

Single colour white logo for use on backgrounds darker than 50% black.





## Global image

For use on darker backgrounds.

If any colours blend into the background the single colour white logo must be used when the background is darker than 50% black.







## Global image

For use on single colour applications.





## Backgrounds

Please use the coloured version of the Virtus logo on a plain white background only.



Correct usage



Do not use the coloured Paralympic symbol on any background other than white. Do not use it on patterns or images.

The monochrome logo is an alternative to the full colour logo. Choose either white or black, depending on which version provides the better contrast against the given background.



Correct usage



Use the black symbol when the background is less than 50 per cent and the white symbol when it is more than 50 per cent black tone.



## Special Uses

Effects can be added to the brand. Please contact Blue Strawberry Elephant.

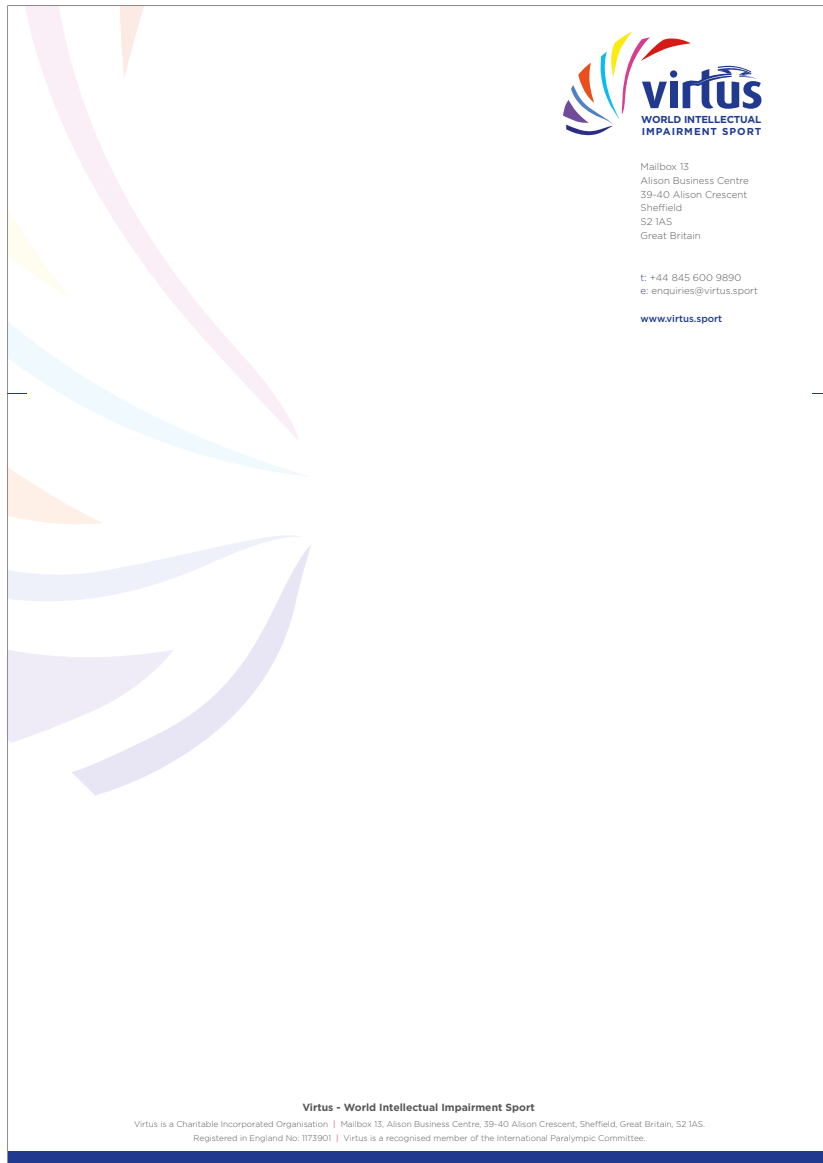







4.0 | Stationery

## Examples





**virtus**  
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IMPAIRMENT SPORT

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[www.virtus.sport](http://www.virtus.sport)

**Virtus - World Intellectual Impairment Sport**

Virtus is a Charitable Incorporated Organisation | Mailbox 13, Alison Business Centre, 39-40 Alison Crescent, Sheffield, Great Britain, S2 1AS.  
Registered in England No: 1173901 | Virtus is a recognised member of the International Paralympic Committee.



With compliments



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Job Description

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5.0 | Contact





## Contact Us

Any queries, requests, permissions or specific artwork, please use the following contact details:



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