

VISUAL IDENTITY GUIDELINES



PANATHLON INTERNATIONAL

LUDIS IUNGIT



Basic elements

of the Logo

Logo

Meaning



PANATHLON INTERNATIONAL

LUDIS IUNGIT

The “PANATHLON INTERNATIONAL LUDIS IUNGIT” logo is made up of a pictogram and a logo.

Both elements are aligned centrally. The pictogram symbolizes the golden Olympic Torch inscribed in a cyan blue circumference. It is surrounded by five congruent arcs of a circle, these being about 1/5th of its diameter in thickness. The colours used for these 5 sections are the same as those of the Olympic rings.

The Panathlon International logo expresses the core concept of Panathlon’s mission: equality for everyone in sport, which holds our society together and brings all people closer and united in a spirit of humility and healthy competition. These principles are inherent in the circular shape: a circle – which, by definition, is a figure of plane geometry devoid of angles, with an unambiguous centre for each of its points – is the quintessential figure to convey a sense of welcoming, non-discrimination and equal opportunities. Moreover, it clearly refers to the Olympic rings, thanks above all to the Olympic torch positioned in the centre of the circle and to the colours of the arcs it is inscribed in.

Logomark and Logotype

Colour codes



PANATHLON INTERNATIONAL

LUDIS IUNGIT

Colori Olimpici

| | | | | |
|-----------------|--|--------------------------------|---------------------|-------------|
| PANTONE 3005 | QUADRICROMIE C 100% M 37% Y 0% K 0% | RGB R 0 G 129 B 200 | WEB SAFE #0081C8 | RAL 5015 |
| PANTONE 137 | QUADRICROMIE C 0% M 34% Y 91% K 0% | RGB R 252 G 177 B 49 | WEB SAFE #FCB131 | RAL 1028 |
| PANTONE 426 | QUADRICROMIE C 0% M 0% Y 0% K 100% | RGB R 0 G 0 B 0 | WEB SAFE #000000 | RAL 9011 |
| PANTONE 355 | QUADRICROMIE C 100% M 0% Y 100% K 0% | RGB R 0 G 166 B 81 | WEB SAFE #00A651 | RAL 6037 |
| PANTONE 192 | QUADRICROMIE C 0% M 94% Y 65% K 0% | RGB R 238 G 51 B 78 | WEB SAFE #EE334E | RAL 3018 |
| WHITE | QUADRICROMIE C 0% M 0% Y 0% K 0% | RGB R 255 G 255 B 255 | WEB SAFE #FFFFFF | RAL 9010 |

Colori outline e fondo circolo logo

| | | | | |
|----------------|---|-------------------------------|---------------------|-------------|
| PANTONE 871 | QUADRICROMIE C 10% M 30% Y 100% K 10% | RGB R 203 G 164 B 44 | WEB SAFE #cba42c | RAL 6013 |
| PANTONE 299 | QUADRICROMIE C 80% M 20% Y 0% K 0% | RGB R 29 G 156 B 217 | WEB SAFE #1d9cd9 | RAL 5012 |

Logomark and Logotype

Proportions

The logomark and logotype are designed with the graphic-geometrical proportions listed below, the initial reference being PANATHLON INTERNATIONAL's logo (width: 5 cm).

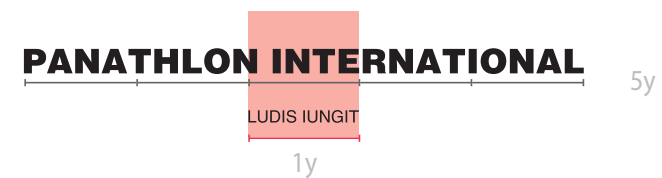
Height

The distance between the pictogram and the logotype (highlighted 1x) is the base unit to be repeated to define heights and alignments. The size of the logo shall be defined by repeating the unit 7 times ($7 \times 1 \times 07x$)



Width

The base unit is the width of the tag-line ("Ludis iungit") of the 5 cm-wide logo. This unit (highlighted 1y) is used to determine the proportion of the width of the logo, which is defined as 5 times the unit: $1y (5 \times 1y = 5y)$



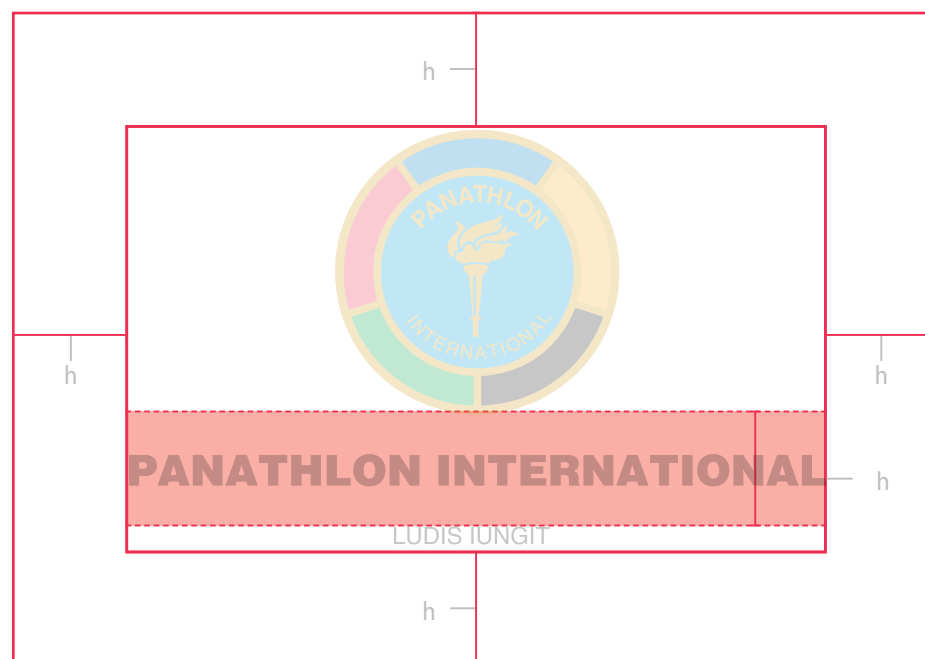
Logomark and Logotype

Clear Space

The legibility of the logomark is greatest if a sufficiently large clear surrounding area is provided. Any graphical or typographical element shall be placed outside an ideal frame, constructed around the logomark by taking as a reference the distance between the lower end of the diameter of the circle of

the logo and the beginning of the second text block of the logotype (h), so as to prevent any visual interference.

This space is to be considered minimal: it should thus be increased whenever possible.



Logomark and Logotype

Minimum size permitted

To allow proper legibility of all the textual parts that make up the logo, its minimum size shall be 3 cm in height and a proportional width. No smaller sizes are allowed.



L > 2 cm

If the available width is more than 2 cm, only the logomark should be used.



PANATHLON INTERNATIONAL

3,5 < L < 4,5 cm

If the available width ranges from 3.5 to 4.5 cm, the logo should be used without the tag-line.



PANATHLON INTERNATIONAL

LUDIS IUNGIT

L > 4,5 cm

If a width larger than 4.5 cm is available, the logo should be used in its entirety.

Typeface characters of the logotype

Switzerland font family in all its different forms

Switzerland

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Switzerland Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Switzerland Italic

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvZz

Institutional typographical characters

The Lato character is used on all printed materials and on all forms of visual communication.

It may be used in the following versions: light, light italic, regular, italic, medium, medium italic, bold, bold italic, black and black italic.

Lato is an open source sans-serif typeface (free download from <http://www.latofontscom>), excellent for both printing and video viewing; it is included in Google Font Library where an integration of the font with a web page can be created.

Arial may be used as an alternative typeface; Arial is readily available, on both Macintosh and Windows systems, in its versions light, light oblique, book, book oblique, roman, medium, medium oblique, heavy, heavy oblique, black and black oblique.

Lato

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

light, *light italic*, regular, *italic*, medium, medium italic, **bold**, ***bold italic***, **black**, black italic.

Avenir

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

light, light oblique, book, book oblique, roman, oblique, medium, medium oblique, heavy, heavy oblique, black, black oblique.

Use of the logotype

Basic elements

Use of the logotype

Variants

The International Bodies shall use the full name:
PANATHLON INTERNATIONAL LUDIS IUNGIT

The Regional Bodies shall use the full name:
PANATHLON INTERNATIONAL LUDIS IUNGIT
and shall specify their geographical area in a separate line
(respecting the distance set forth on page 5).

The Clubs shall use the full name - PANATHLON INTERNATIONAL
LUDIS IUNGIT - and shall add their own name in a separate line.

International Bodies and Functions

(e.g.: International President - International Board Members – Treasurer - General Secretary – Boards and Committees etc.)

PANATHLON INTERNATIONAL

LUDIS IUNGIT

National and Regional Bodies

(District President - Governor)

PANATHLON INTERNATIONAL

LUDIS IUNGIT

DISTRICT NAME / AREA

Club

PANATHLON INTERNATIONAL

LUDIS IUNGIT

CLUB Name

Logomark and Logotype

Black and white, positive

The positive version of the logo shall be used whenever the logo applied on a coloured background creates visual distortion or minimal contrast.

The institutional colour is 100% black.



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Logomark and Logotype

Black and white, negative

The negative version of the black and white logomark should be used in cases where black or any particularly dark background colour is used.



Threshold Proportions

The proportions between logomark, logotype and their spacing create harmony and help memorize the logomark. Variants are provided so as to ensure best legibility in all possible versions

100%

**PANATHLON INTERNATIONAL**

LUDIS IUNGIT

125%

**PANATHLON INTERNATIONAL**

LUDIS IUNGIT

150%

**PANATHLON INTERNATIONAL**

LUDIS IUNGIT

200%

**PANATHLON INTERNATIONAL**

LUDIS IUNGIT

Logomark

Application on a background colour similar to the logomark circle



The logomark should be represented in colour and, preferably, on a white background.

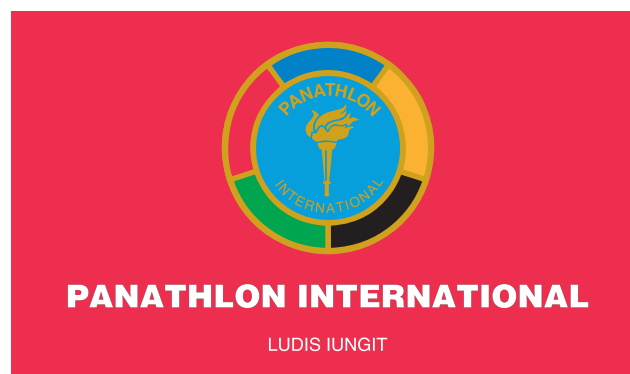


As to prevent chromatic camouflage effects, the background should not be the same shade of blue as the centre of the logomark.

Logomark and Logotype

Application on homogeneous backgrounds

The logomark and logotype may be applied on backgrounds of various colours.
The negative white version of the logotype should be used on dark backgrounds.
The positive black version of the logotype should be used on light-coloured backgrounds.



Logomark and Logotype

Application on photography or patterned backgrounds

The logomark and logotype may be applied on backgrounds of various colours.
The negative white version of the logotype should be used on dark backgrounds.
The positive black version of the logotype should be used on light-coloured backgrounds.



Logomark and Logotype

Application on photography or patterned backgrounds

When photographs are used as a background, the negative white versions of the logomark and logotype shall be applied, as set forth on page 10.

On patterned backgrounds, subject to their colour shades, the positive black versions of the logomark and logotype shall be applied, as set forth on page 10.



Logomark

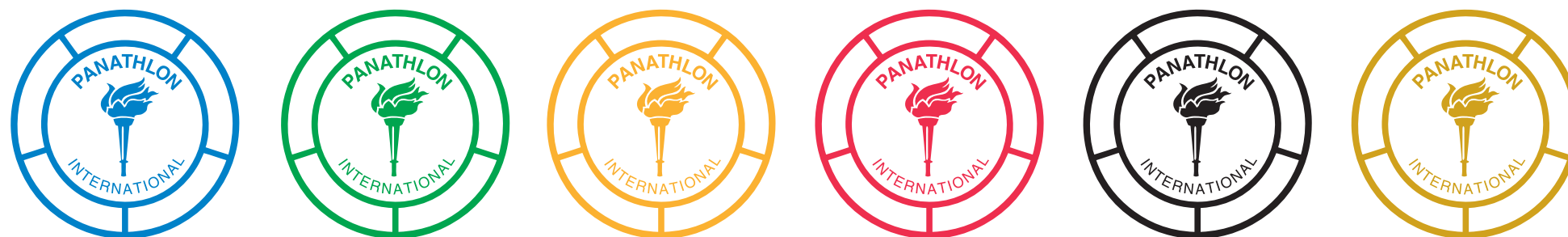
Application on photography or patterned backgrounds

On photography or patterned backgrounds, the negative logomark without logotype must be applied within a circular institutional blue area.



Logomark and Logotype

Coloured outline



The logomark may be used on a white background using exclusively one of the 5 Olympic colours + gold.



Other colours would alter the logomark identity and therefore must not be used.

Use of the logomark

Unauthorized use of the logomark

The shape of the logomark set forth in the Statute must never be altered.



Do not try to highlight the logomark on a coloured background by means of edgings in other colours.



Use of the logomark

Unauthorized use of the logomark

The logomark may not be used as an additional feature in a drawing. It may only be associated with the logotype PANATHLON.



No text may be used around the logomark.



Additional Note

To meet specific requirements, individual elements taken from logo may be used in isolation: colours, torch etc., without following the aforementioned instructions.

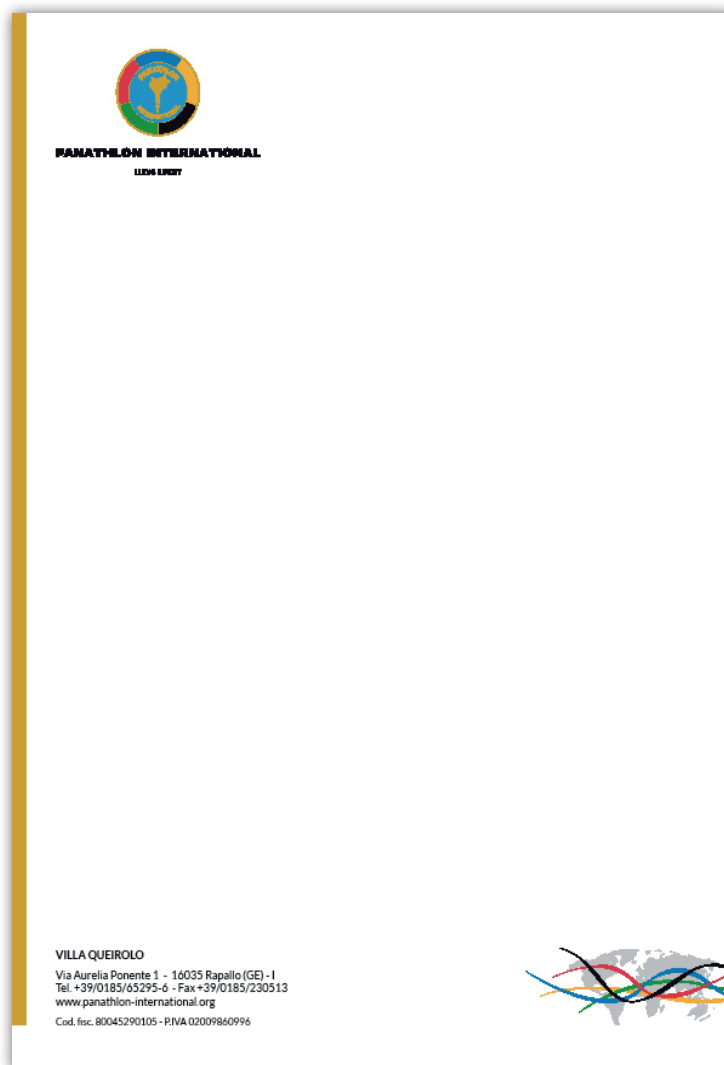
In such cases, the full logo must also be shown.

Mock-ups

For use of the “world logo”, refer to the dedicated guidelines

Stationery

Letterhead
First and second sheets

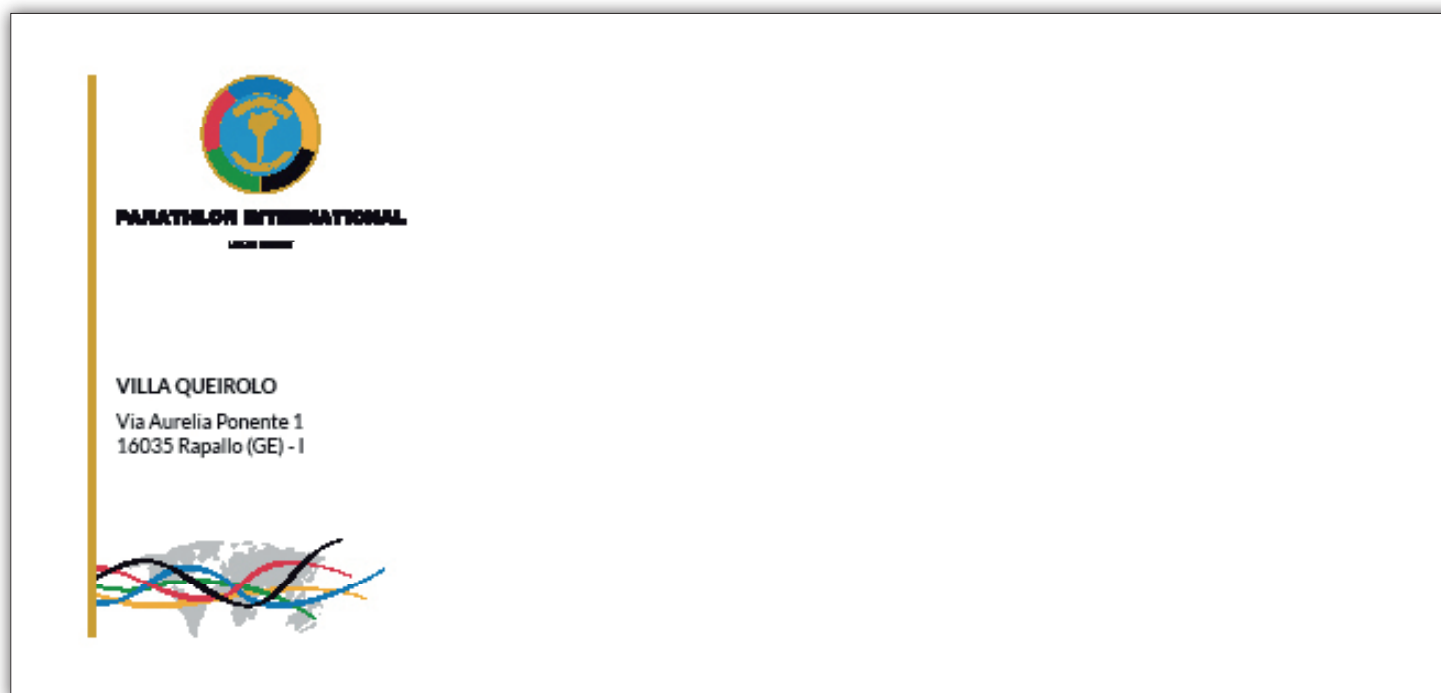


Stationery



Stationery

Standard American Envelope
cm 23 x 11



Stationery



Stationery

Business card
cm 8,5 x 5,5



Stationery



Stationery

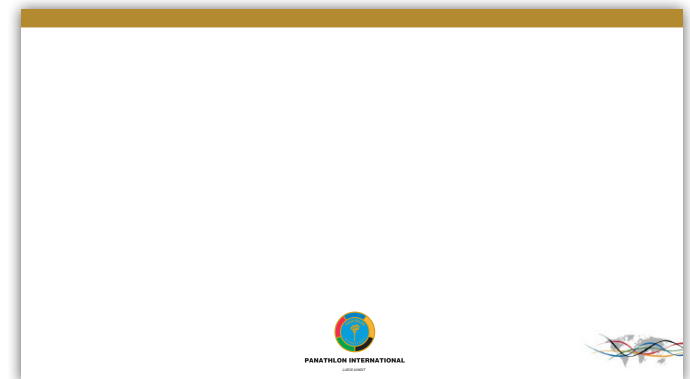


Slides

Slides 4:3



Slides 16:9



Slides

