

Brand Guidelines



Guide



Thank you for your interest in the WG2027 logo. This logo is more than a name and symbol, it will be one of the most recognizable elements of the gymnastics' family until 2027 and beyond.

It is a beacon of the quality, trust, and empowerment that will connect the world.

Use it proudly, within the limits provided by this document, and if there's any question about it, feel free to contact us.

The Gymnastics Federation of Portugal reserves the right in its sole discretion to terminate or modify permission to display the logo and may request that third parties modify or delete any use of the logo that, in its sole judgment, does not comply with these guidelines or might otherwise impair our rights in the logo.

1. Concept

2. Logo

3. Usage by NFs

4. We Share

1. Concept

“Connecting the World” is the motto for the World Gymnaestrada 2027.

And why?

Globalization is the running motor for the world’s businesses. However, people are more and more apart in this fast-paced environment.

Gymnastics is the key!

In 2027, Lisbon will welcome thousands of people with the same agenda, the same goal, the same passion: Gymnastics.

We want to connect everyone around the world, and you are going to help us distributing and using the WG2027 logo guidelines in such a way, that people will identify themselves instantaneously.



Click on the WG2027 logo animation (with sound)

2. Logo

The logo is the base element of the entire visual identity of the WG2027 brand.

It results from the union of three elements: a name, a symbol and a tag line.

The lettering conveys solidity, strength, presence: the Event!

Over the lettering, a curved silhouette: the World!

Interacting with each other, moving human figures support the universe of gymnastics: the FIG logo.

The connection between people, different races and religions promoted through gymnastics!

Main Signature



2. Logo

The logo can be used in a horizontal version if the support or layout so requires.

It will also be possible for the logo to be presented in a compact version in which the name is presented in an abbreviated form by initials and the year reduced to its ending with an apostrophe.

This “Reduction” of the logo is intended to be used on merchandising and marketing supports that, due to their size or aesthetics, justify this form of presentation. It should never be used in institutional communication.

Secondary & Reduction



Secondary



Reduction

2. Logo

Let it breathe.

Safe area is used to prevent from placing other elements near the logo that may distort the perception of the sign.

The module used to determine the safe area around logo is the width of the letter “W”.

Logo Safe Area



2. Logo

The size of the logo application must be suitable to the proportions of the support but never less than the size shown here.

These guidelines includes printed and digital materials.

Maximum Reduction

Vertical



Horizontal



Reduction



2. Logo

These are exemplary restrictions, not exhaustive.

Changing the brand impairs coherence and perception identity, compromising its objectives.

It is mandatory to respect its formal and chromatic structure.

The logos are available in:



(click to download the files)

Never try to recreate the logos from the guidelines.

Dont's – common errors



✗ Never change the colours



✗ Never change the colours



✗ Do not use drop shadows



✗ Never stretch or distort



✗ Never change or alter any fonts



✗ Do not change proportions

2. Logo

Colour is used to demarcate and create a territory, but also to reflect the spirit of identity.

The use of the logo with the original colours is due in all digital or printed communication pieces.

There will be situations, however, in which monochrome (black or white) should be chosen, namely on coloured or photographic backgrounds.

Given the way colour is applied to the logo, there will only be CMYK and RGB versions (in addition to black and white versions).

Colour – main colours



2. Logo

When using the logo on coloured or grayscale backgrounds we suggest using the black or white version for optimum legibility.

Colour – coloured backgrounds



2. Logo

Avoid using the logo on photographic backgrounds that are not homogenous.

When using the logo on photographic backgrounds, make sure that it is clearly legible.

Choose between the black or white version to make it stand out.

In photo galleries, please insert the logo in the bottom right corner and respect the protected areas for the margins.

To ensure consistency in the use of the logo in photo galleries, and because the backgrounds will not always be homogenous, a white background equivalent to the logo's protected areas should be used to protect the logo when the colour version is used.

Colour – on photos



3. Usage by NFs

National Federations are the main channel for promoting the World Gymnaestrada 2027 brand. It is therefore all the more important that they respect these guidelines.

Remember that we are "Connecting the World". To do so, everyone should use the brand correctly.

No parties other than the FIG and its member federations may use the WG2027 brand identity without prior authorisation. Such unauthorised use will be considered a violation of the relevant international laws.

The above guideline is primarily aimed at gymnastics clubs, groups of friends, gymnastics agents and any other individual person or organisation other than NFs and the FIG.

Usage

Institutional Communications

Any official communication regarding the World Gymnaestrada 2027 issued by NFs, whether printed or digital, must always use the WG2027 logo accompanied by their NF logo, side by side. The WG2027 logo should never be used alone.

Social Media

Firstly, remember this – [Colour on Photos](#). NFs can use the WG2027 logo in any publications and any social media providing that the following conditions are respected:

- ⌘ Always tag the [FIG](#) and the [Gymnastics Federation of Portugal](#) social media accounts
- ⌘ Use at least these 2 hashtags: [#OnTheRoadToWG2027](#) and [#WG2027](#)

Monitoring

All NFs must be aware of the importance of the correct usage of the WG2027 logo. Any instances of incorrect usage should be reported to us.

3. Usage by NFs

We have strict rules for designs using the WG2027 logo, either for promotion or materials produced for NF's WG participants and the approval process indicated must be followed.

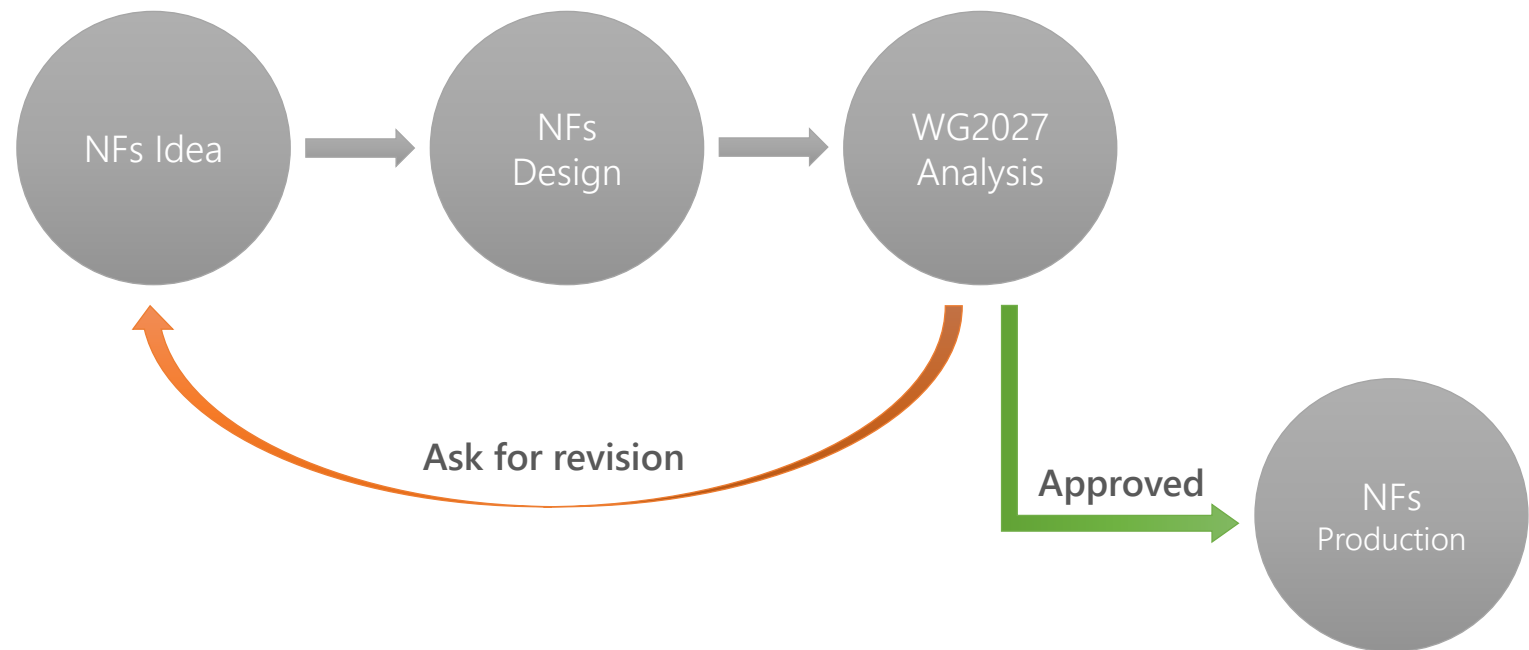
Submit your designs to us for approval, including as detailed information about materials, sizes, print type and any other information in as much detail as possible. We will get back to you as soon as possible.

General information

Consider the intended use of the item when designing it. For some items, the simplified logo might be more appropriate and if embroidery is required, there might be a need to adjust lettering and logo sizes.

Design & Materials

Approval Flow



3. Usage by NFs

We want to make your WG2027 experience as seamless as possible.

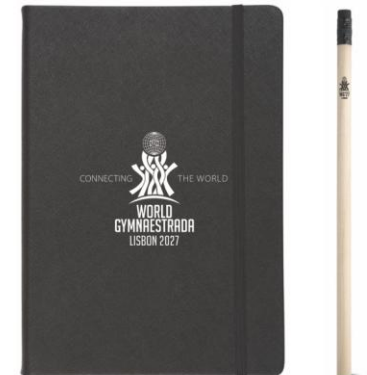
We can print in any kind of materials and pieces and ship back to you, in time for the World Gymnaestrada 2027 in Lisbon, Portugal.

Because we are going to make tons of products, we can do it for you at reasonable prices, and of course maintaining the good looks of the WG2027 logo guidelines included in this document.

Try it! Send us your ideas and designs, and we send you a quotation.

We can even help you with some state-of-the-art ideas.

We can do it for you



4. We Share



Communication is all about sharing.

Every time you mention us in a social media post or even in an article in your blog or site, we will share it on our own media channels.

We have some pull in social media and media (TV, printed and digital), all we need is for you to let us know.

Links *(click the icons to visit)*

	FIG	Ginástica Portugal
Official Site		
WG 2027 Microsite		
Ginástica TV Site		
E-mail		
Instagram		
Facebook		
X		
Youtube		
LinkedIN		
TikTok		