



Brand guidelines

V1 – April 2026

Welcome to our brand guidelines.

This document explains all the design principles needed to help us take the ASOIF brand to the world. From colour and typography to graphic language, these guidelines give you all the tools you need when using our brand.

For more information and additional guidance on how to use these guidelines, please contact communications@asoif.com

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Logo suite

Logo suite
Introduction

Our logos, symbol and wordmark are our most important brand assets.

From high-recognition contexts – such as existing audiences – to scenarios where we are speaking to audiences for the first time, we have all the logo versions necessary to communicate our brand to the world clearly and confidently.

Our Primary logo, available in both portrait and landscape versions, is the default choice for all brand communication. Our Full logo versions, symbol and wordmark can be used dependent on audience, function and context. Examples of how to use these can be seen on pages 7 to 10.

PRIMARY LOGO (PREFERRED)



FULL LOGO



SYMBOL



WORDMARK

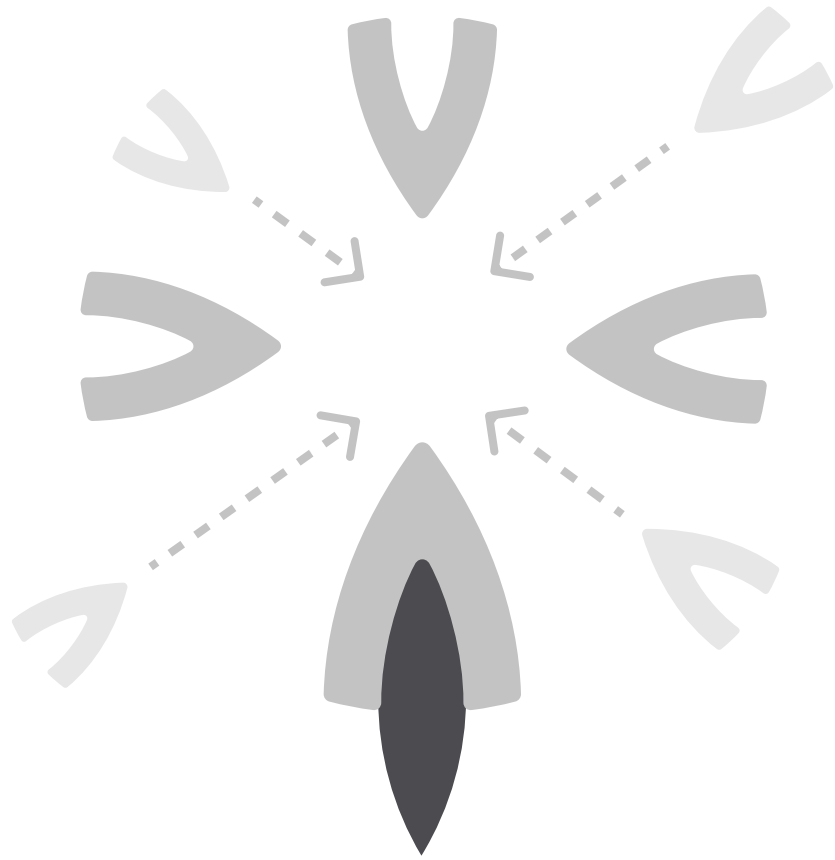
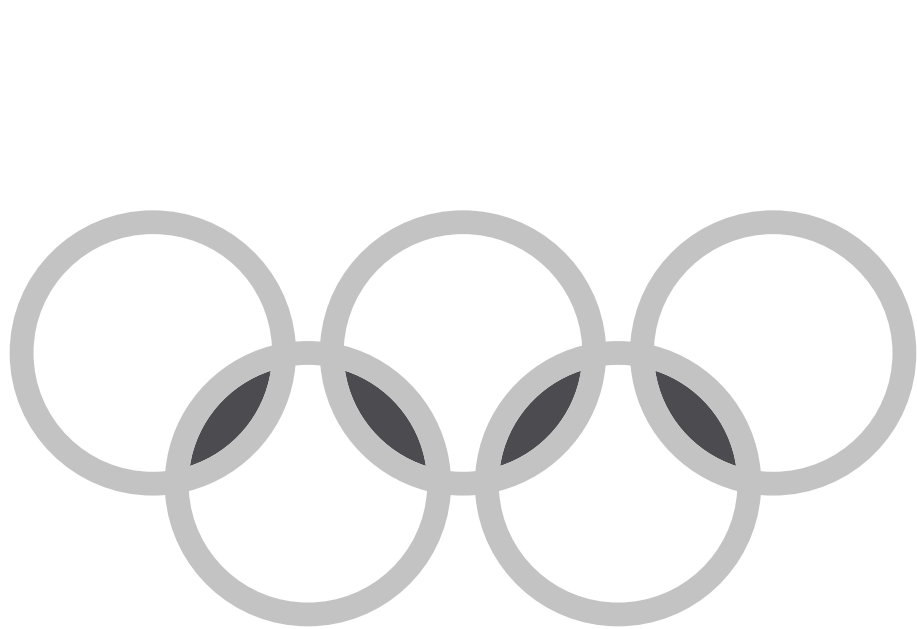


Logo suite
Logo concept

The shapes within our symbol are derived from the points of connection in the Olympic rings, representing excellence and the shared goals of our members. These overlapping forms face inward, visually expressing the unity of our International Federations coming together.

The colours of our symbol evoke the sun, reflecting the word “Summer” in our name. The warm, welcoming, and optimistic colour palette signals a new dawn, as well as a spirit of strength and renewal.

Our bespoke wordmark has been designed to create visual synergy with our symbol. Together, they form our Primary and Full logo versions.



Connection

Olympic excellence
and common goals

Unity

International Federations
coming together

Positive future

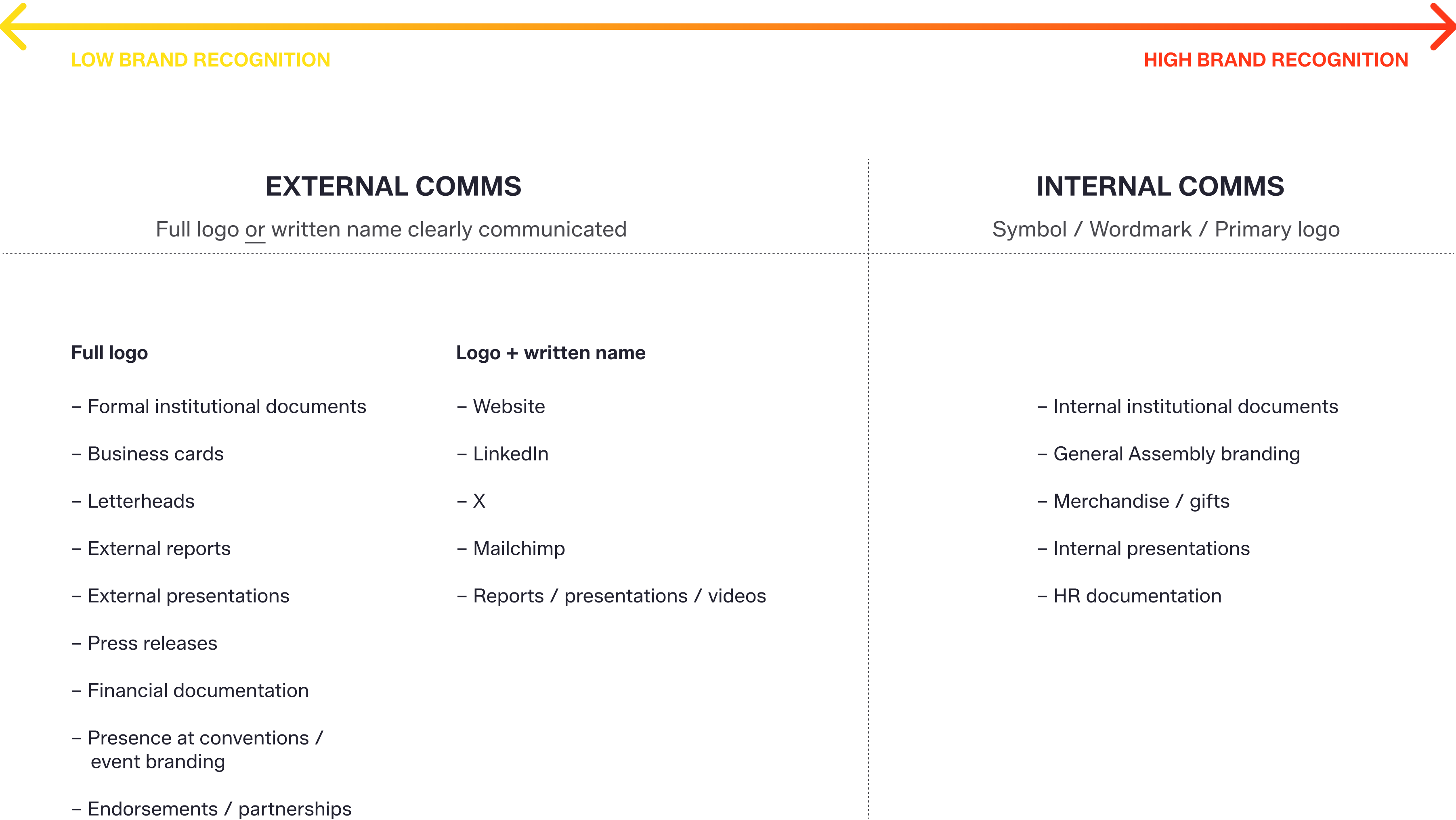
The sun as a symbol of
strength and renewal

Logo suite
Strategic approach

The matrix opposite, and the examples on the proceeding pages, act as a guide as to when to use each asset from our logo suite.

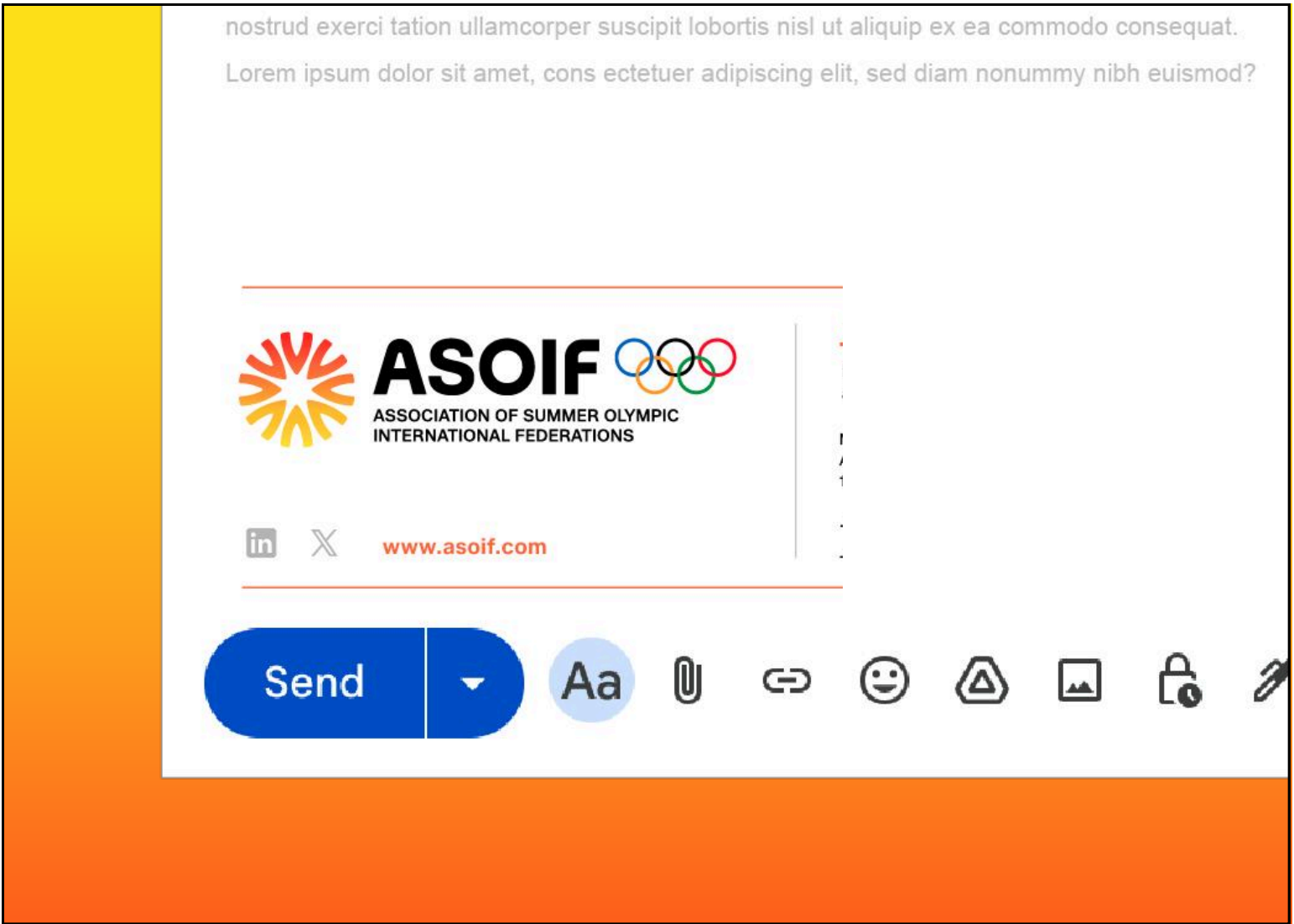
For instances when brand recognition is low we use our Full logo. This allows us to communicate our organisation name clearly for those who do not have familiarity with our acronym.

In comparison, when we are speaking to an audience with existing brand recognition, or in a context where we can control the environment (e.g. our General Assembly), we can use our Primary logo, Symbol and Wordmark dependent on the context.



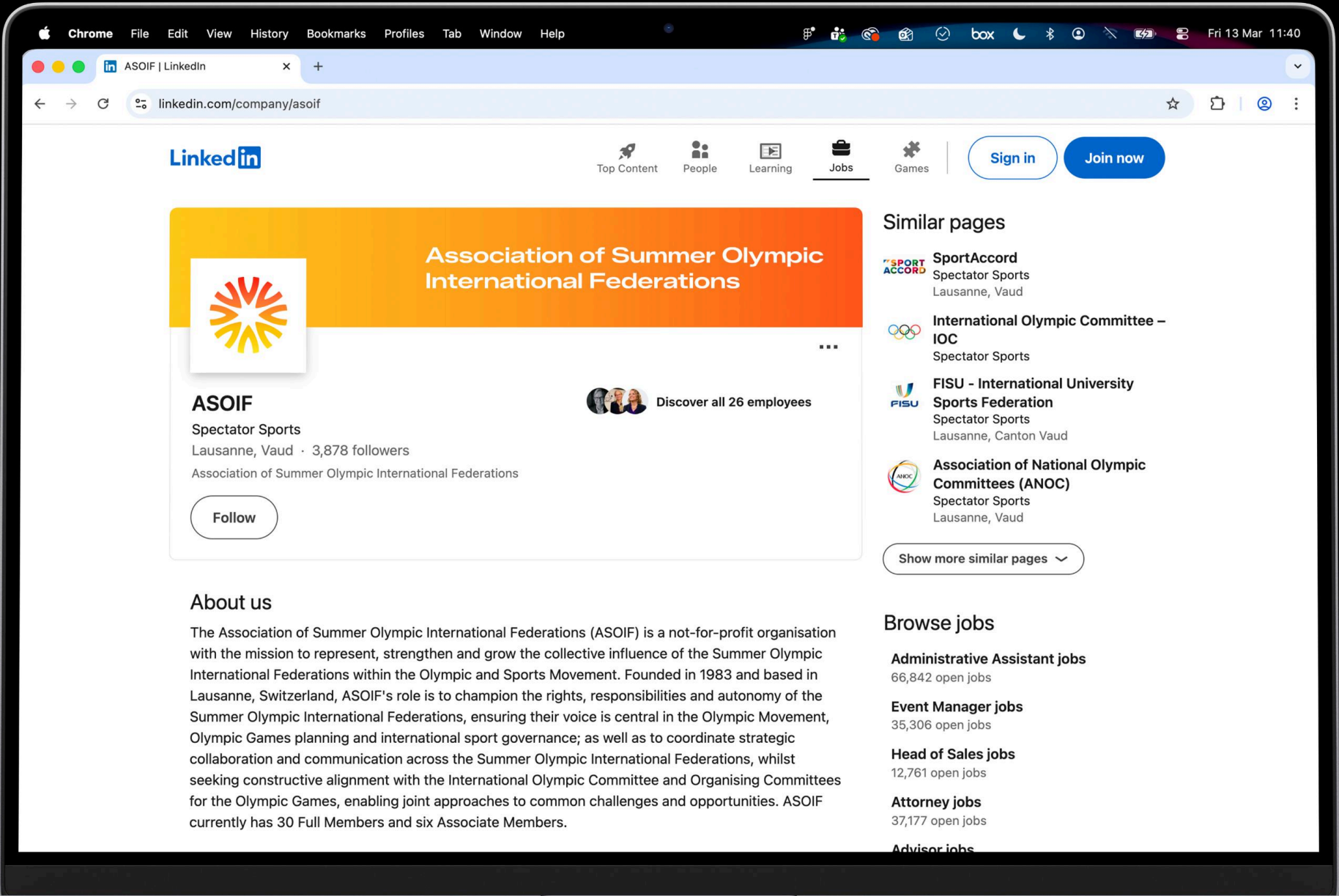
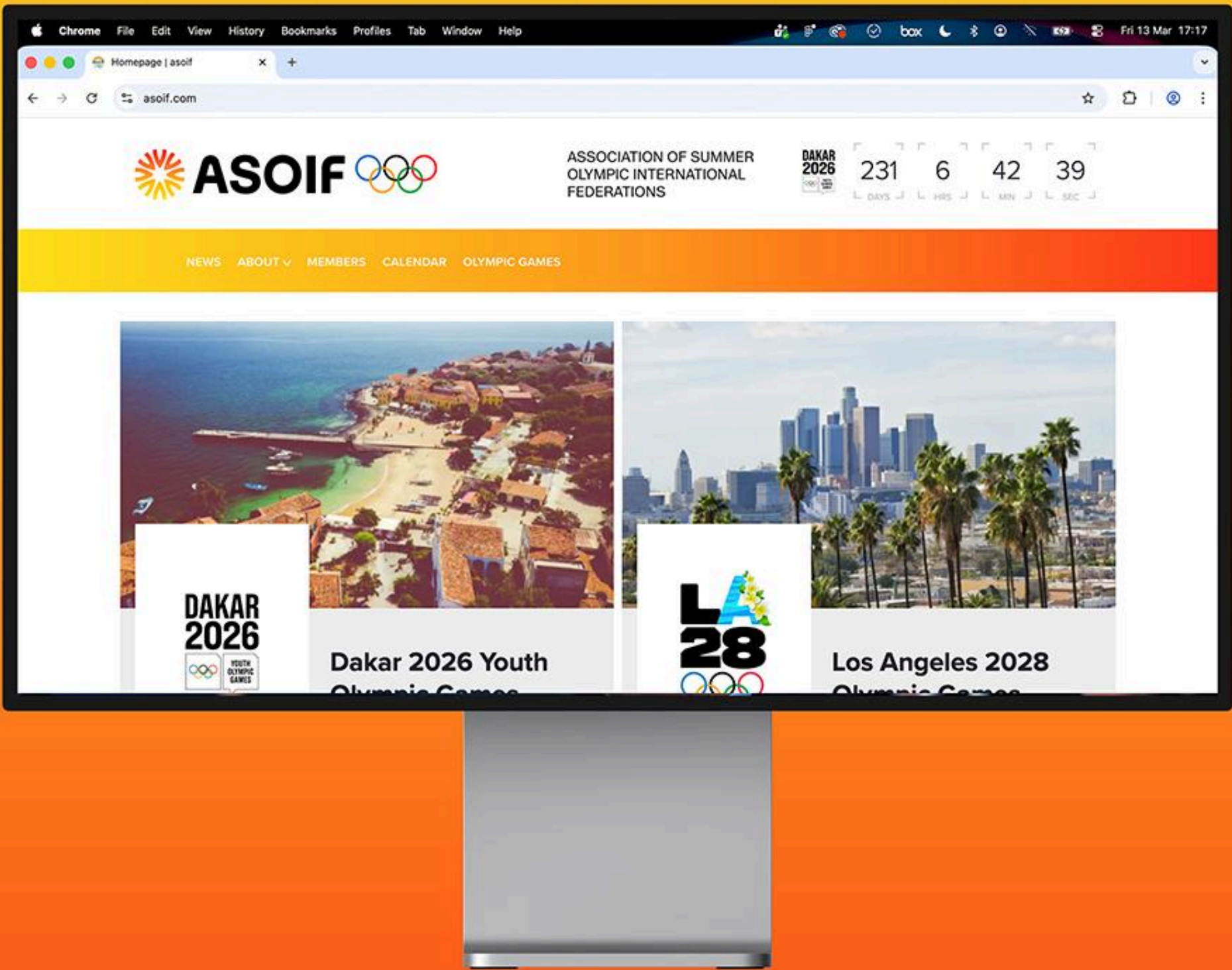
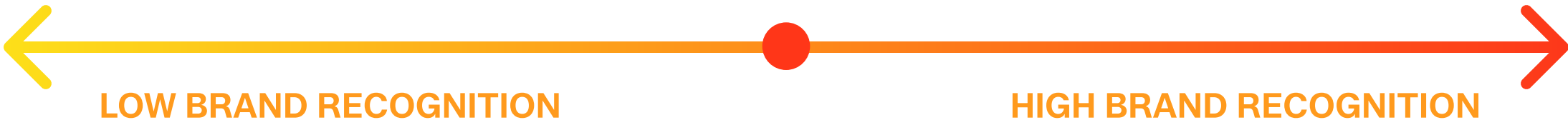
Logo suite
Full logo

These examples show the use of our Full logo when brand recognition is lower.



Logo suite
Primary logo / symbol + written name

In scenarios where we are able to control the design and context (e.g. online and social) we use our Primary logo, or symbol and written name.



Logo suite
Primary logo, symbol & wordmark



These examples show how our logo suite can be used in contexts where there is already high brand recognition and a prior understanding of who we are and what we do.



PRIMARY LOGO – LANDSCAPE



PRIMARY LOGO – PORTRAIT



SYMBOL



FULL LOGO – LANDSCAPE



FULL LOGO – PORTRAIT



WORDMARK



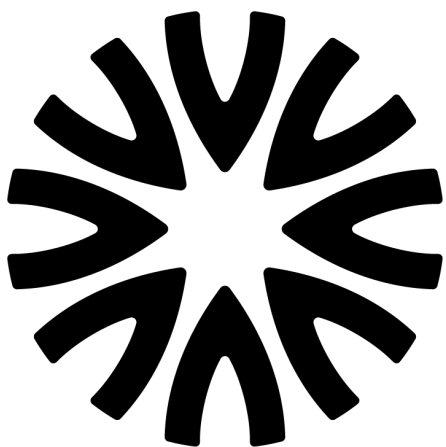
PRIMARY LOGO – LANDSCAPE



PRIMARY LOGO – PORTRAIT



SYMBOL



FULL LOGO – LANDSCAPE



FULL LOGO – PORTRAIT



WORDMARK



Logo suite
Colourways – White

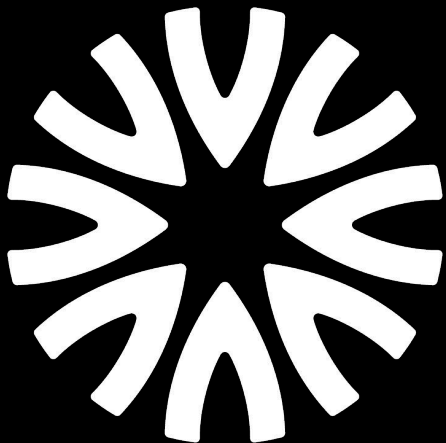
PRIMARY LOGO – LANDSCAPE



PRIMARY LOGO – PORTRAIT



SYMBOL



FULL LOGO – LANDSCAPE



FULL LOGO – PORTRAIT



WORDMARK



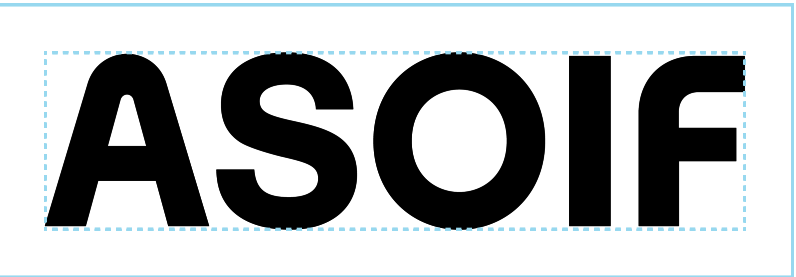
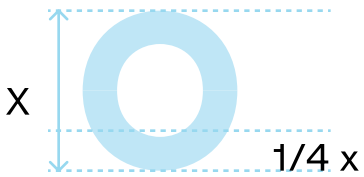
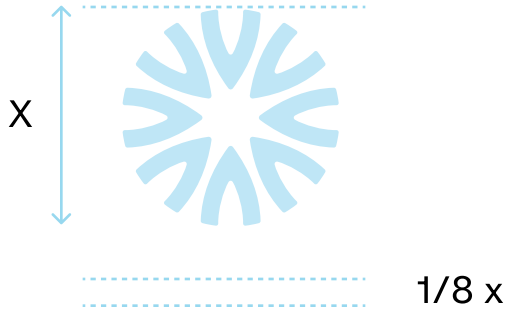
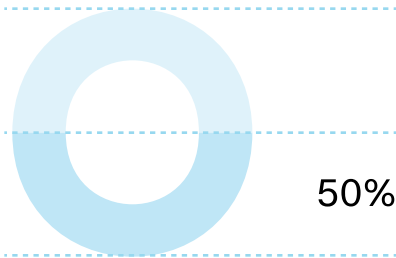
Logo suite
Clear space

To give our logos and symbols the space they deserve, we've defined a specific measurement for the required clear space to be kept around them. No other graphic element should encroach into this space.

For our Primary and Full logos, the clear space is measured by 50% of the height of the O within the wordmark.

The clear space for our symbol is 1/8 of its height.

Lastly, the clear space for the Wordmark, when used on its own, is 1/4 of the height of the O.



Logo suite

Misuse & minimum sizes

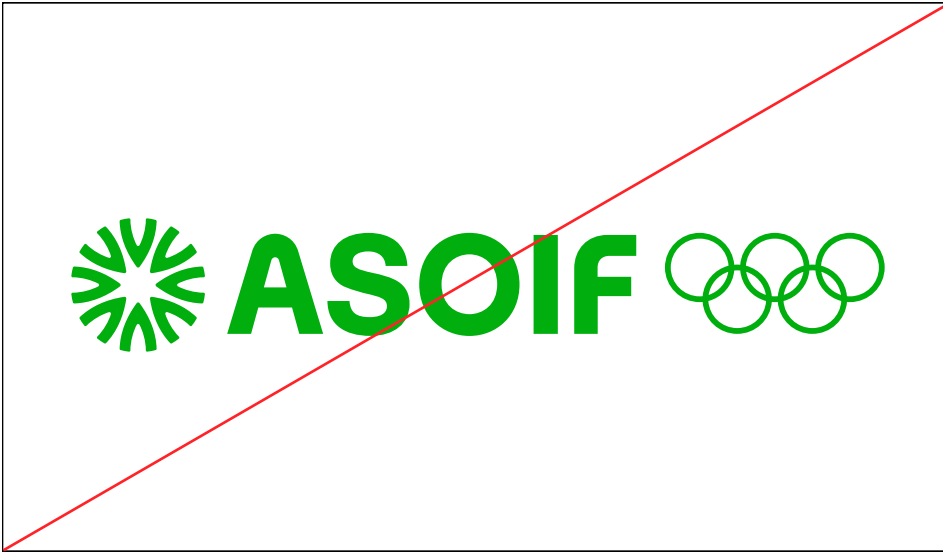
Our logos, symbol and wordmark are our most valuable brand assets and should be treated with respect, care and consistency. The examples opposite show what not to do with them.

To adhere with IOC standards, the Full colour logo can only be used on white. If you wish to use the logo on an image, or on any coloured background other than white, use either the White or Black version of the logo.

MISUSE EXAMPLES



✗ Do not stretch or distort.



✗ Do not re-colour.



✗ Do not add effects.



✗ Do not re-configure elements.



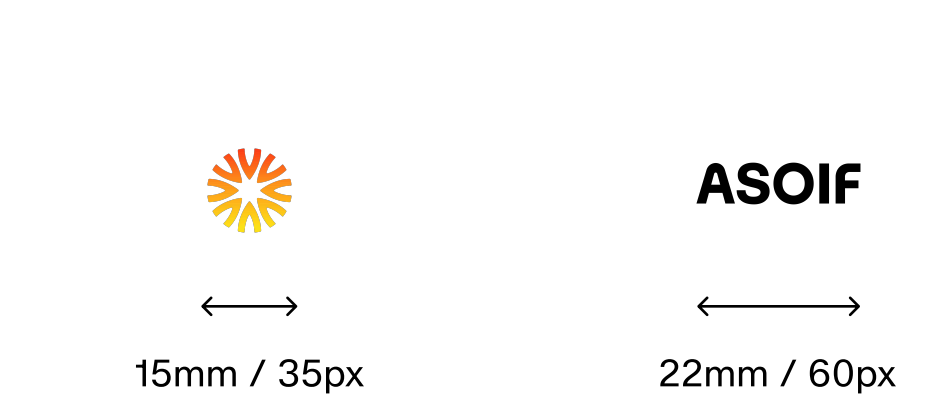
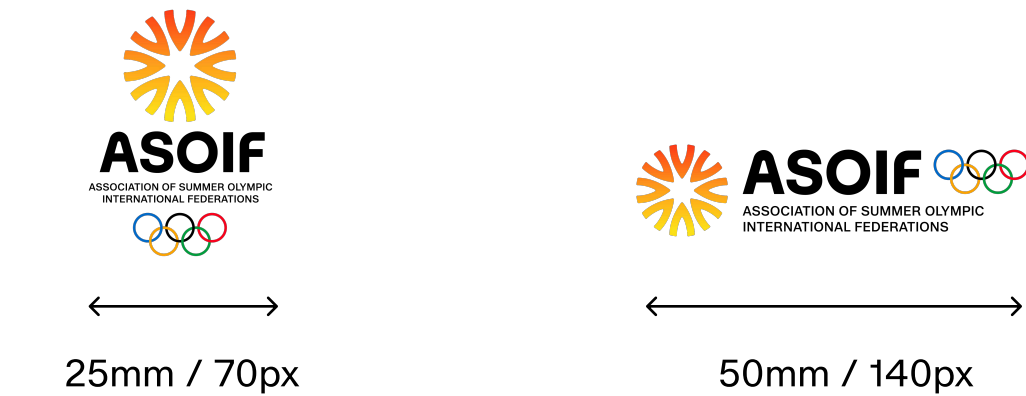
✗ Do not use on busy backgrounds.



✗ Do not use full colour logo on any background other than white.

To ensure our logos, symbol and wordmark remain legible, do not reproduce them below the sizes shown opposite.

MINIMUM SIZES





Colour palette

Colour palette
Core colours

Our core colours are inspired by a sunrise. This warm, welcoming, and optimistic colour palette signals a new dawn, as well as a spirit of strength and renewal.



Orange

#FF3719
RGB: 255 / 55 / 25
PMS: 2028 C
CMYK: 0 / 86 / 86 / 0

Amber

#FF9B1E
RGB: 255 / 155 / 30
PMS: 3588 C
CMYK: 0 / 47 / 90 / 0

Yellow

#FFE119
RGB: 255 / 225 / 25
PMS: 115 C
CMYK: 0 / 8 / 90 / 0

Colour palette

Full palette

In addition to our core colours we also have a secondary palette. These have been chosen to complement our core colours for use within brand applications such as infographics and publications.

There are also three neutral colours available for more practical uses, such as UI design. However, these should be used sparingly and never as the primary colour within brand communications.

CORE

Orange

#FF3719

RGB: 255 / 55 / 25

PMS: 2028 C

CMYK: 0 / 86 / 86 / 0

Amber

#FF9B1E

RGB: 255 / 155 / 30

PMS: 3588 C

CMYK: 0 / 47 / 90 / 0

Yellow

#FFE119

RGB: 255 / 225 / 25

PMS: 115 C

CMYK: 0 / 8 / 90 / 0

SECONDARY

Purple

#781E96

RGB: 120 / 30 / 150

PMS: 2587 C

CMYK: 65 / 85 / 0 / 0

Slate blue

#41789B

RGB: 65 / 120 / 155

PMS: 7697 C

CMYK: 75 / 40 / 25 / 10

Light blue

#96D7F0

RGB: 150 / 215 / 240

PMS: 297 C

CMYK: 0 / 86 / 86 / 0

NEUTRAL

Charcoal

#232332

RGB: 35 / 35 / 50

PMS: 432 C

CMYK: 90 / 65 / 40 / 85

Mid grey

#4B4B50

RGB: 75 / 75 / 80

PMS: 430 C

CMYK: 50 / 35 / 20 / 10

Light grey

#C3C3C3

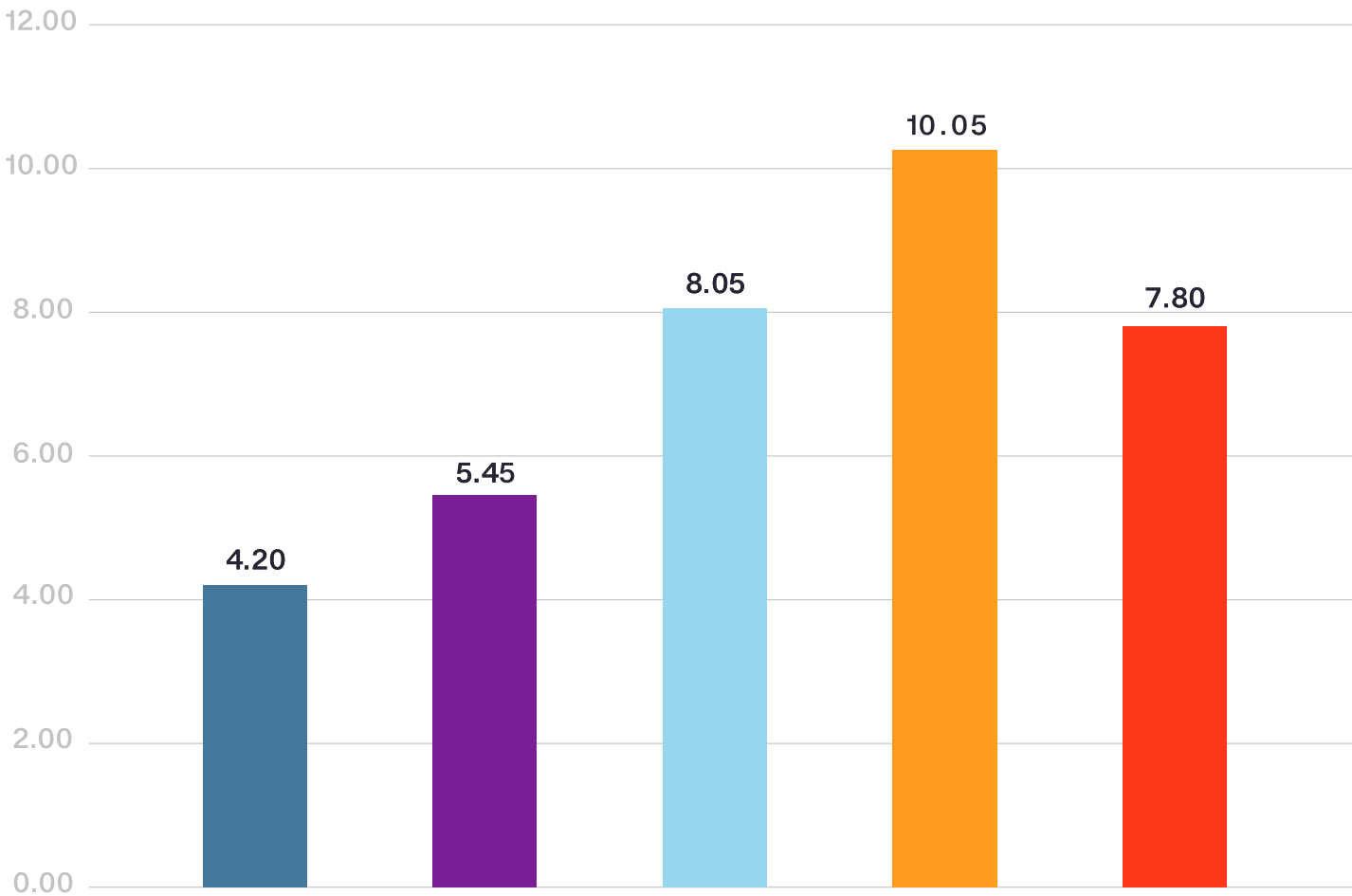
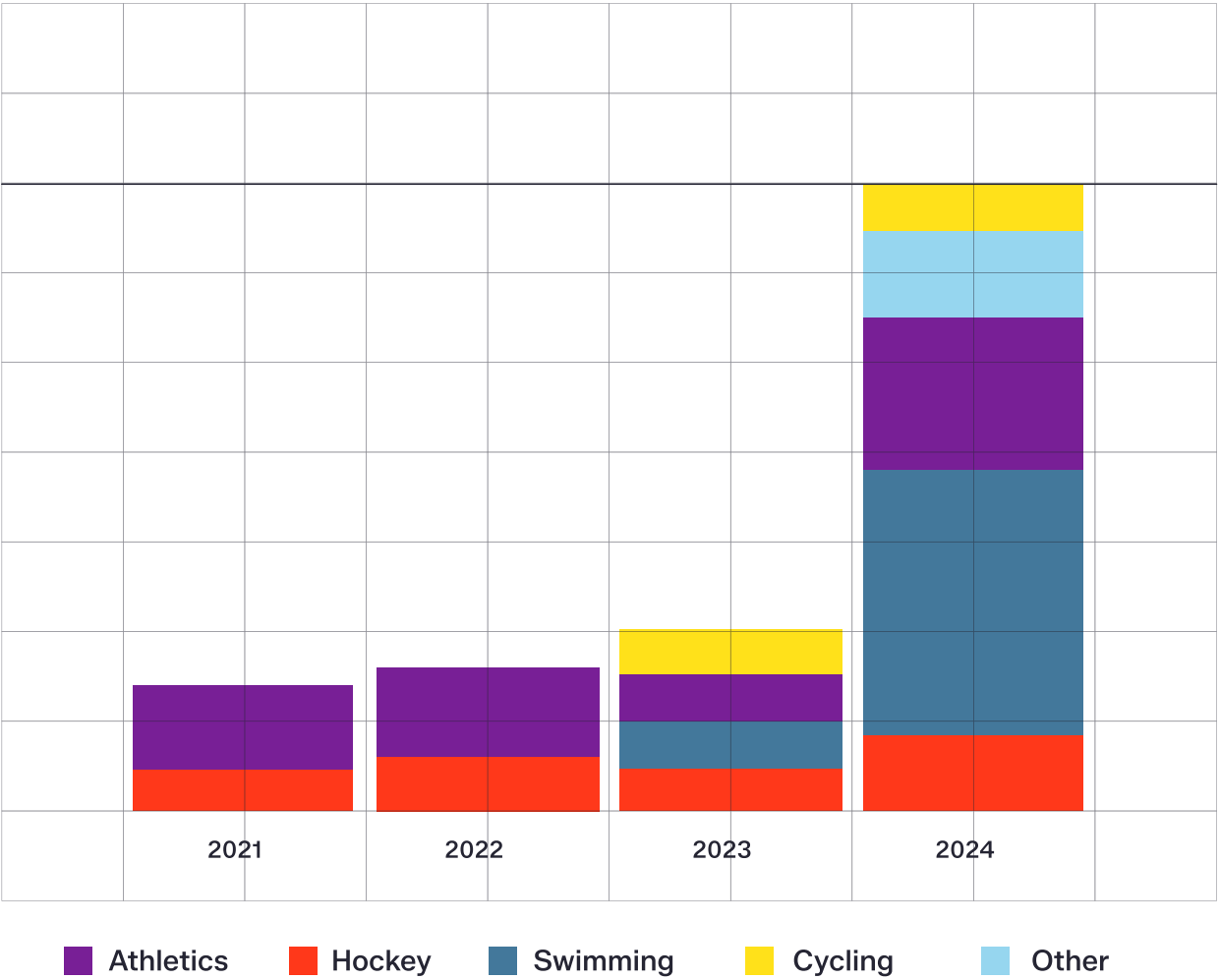
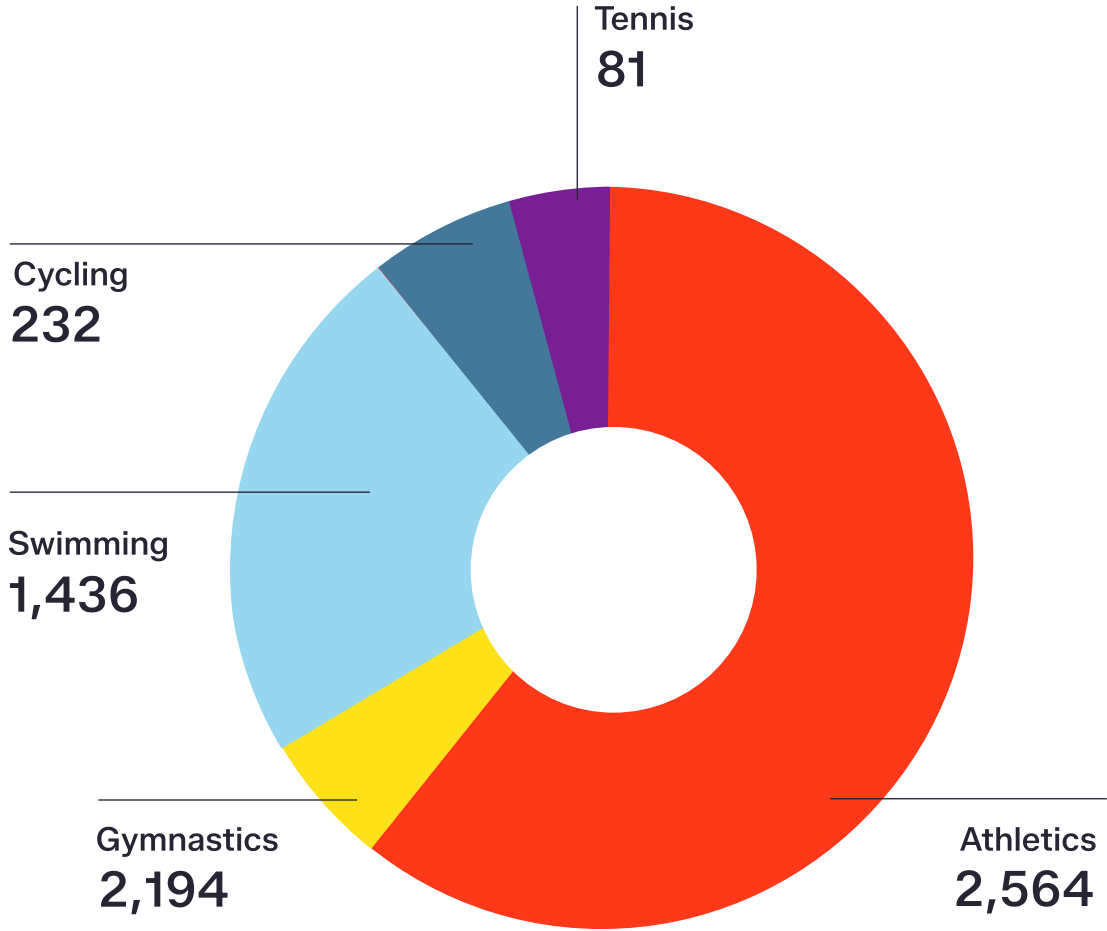
RGB: 195 / 195 / 195

PMS: 427 C

CMYK: 20 / 20 / 20 / 0

Colour palette
In use

The examples opposite show how to use our colour palette in brand applications such as infographics and user interface design.



Sport

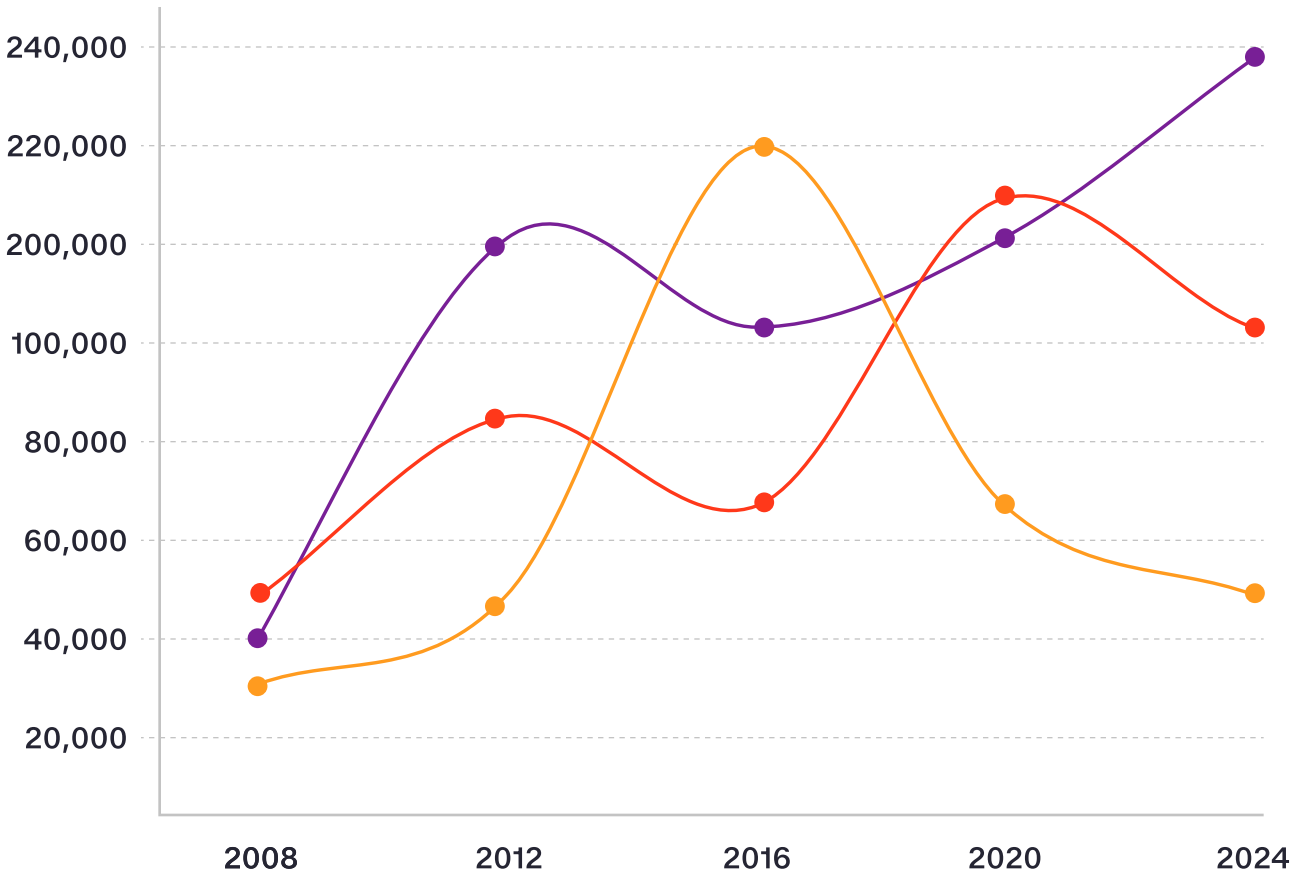
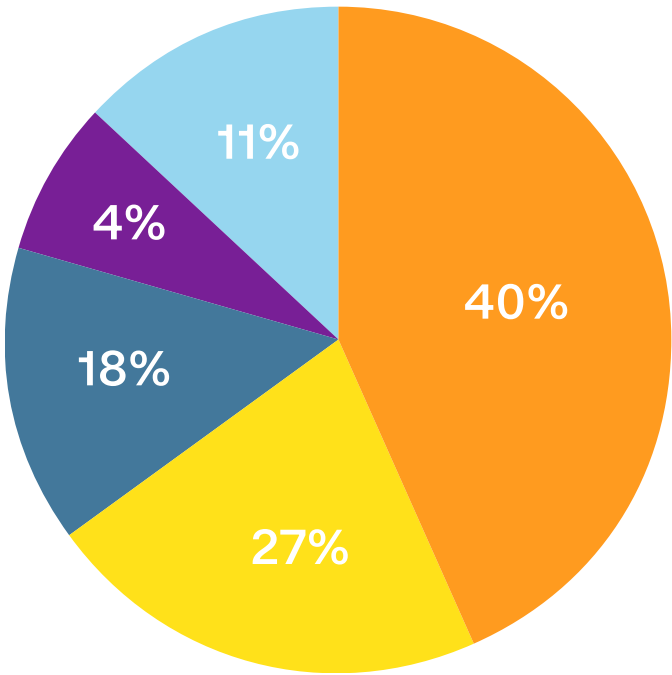
20 November 2025

World Aquatics Foundation
Launches Emerging
Leaders Programme

ASOIF

25 October 2025

ASOIF Women Leadership
Workshop to empower
emerging leaders



The examples opposite show how to use our colour palette in editorial design.

7.Term limits for elected officials

Figure 14: Increase in proportion of IFs with term limits for elected officials

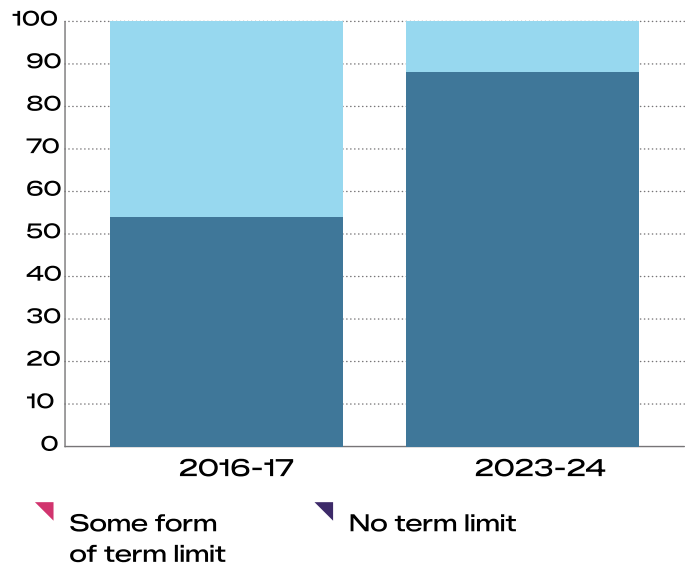


Table 26: Increase in number of IFs with term limits in place

	Number of IFs	
	2016-17	2023-24
Some form of term limit	15	28
No term limit	13	4
Total IFs in study	28	32

Source: Score of 1 for more in the dedicated indicator – 4.6 in the 2023-24 questionnaire

In 2016-17 a total of 15 out of 28 IFs had some form of term limit in place for elected officials (54%). By 2023-24, 28 out of the 32 IFs in the Fifth Review had a term limit rule (88%).



10.1 World Rugby

Figure 17: Total score in 2021-22 and 2023-24

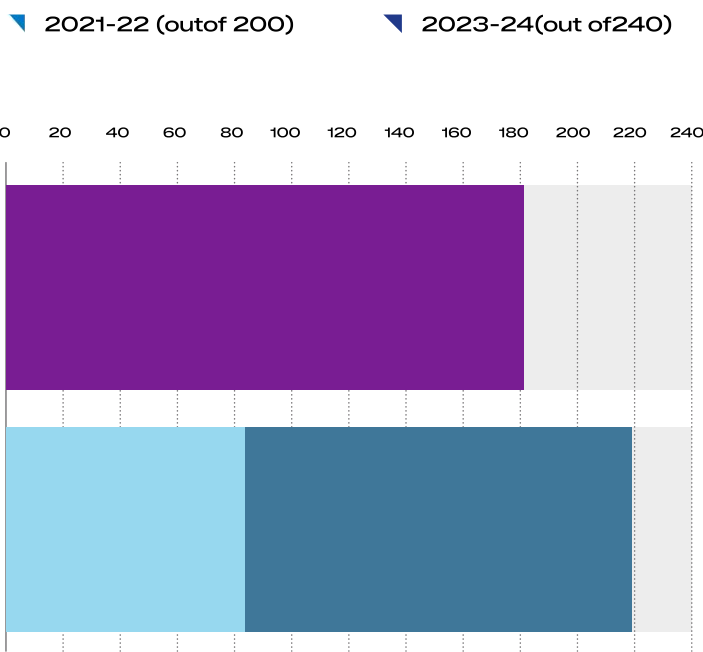


Table 29: Total score in 2021-22 and 2023-24

	2021-22	2023-24
50 indicator score	181	185
10 new indicators	-	34
Total	181	219
Score per indicator	3.62	3.65

World Rugby scored 219 in the 2023-24 review, which was joint-highest among the participating IFs. Their total of 34 (out of a possible 40) on the 10 new indicators was also joint-highest.

Some of the notable findings were as follows:

- World Rugby generally scored very well all-round.
- Improvements since the 2021-22 review included formal implementation of the safeguarding policy and an enhanced integrity code.
- World Rugby offers extensive training and education for all involved in the sport, whether as players, parents, coaches, match officials, medical support or administrators.
- World Rugby has a comprehensive risk management process with dedicated staff and oversight from a committee.
- Among the areas tested by the new indicators incorporated for the first time in 2023-24, some of the strengths included implementation of Environmental Sustainability Plan 2030 and a due diligence process for suppliers and other third parties.



Sir Bill Beaumont, World Rugby Chairman:

Being ranked as one of the top International Federations in good governance practices in sport reflects the important strides that World Rugby has taken – and continues to take – to strengthen the effectiveness, agility and representative nature of our governance structures. Not only is this critical in reflecting and serving the universality and diversity of a growing global sport, but it also supports robust decision-making processes for the betterment of all.”

Colour palette

Tints

The tints of the six primary colours are to be used exclusively in data visualisation to represent hierarchy, progression or grouping. For example, a bar chart using five shades of Slate Blue to show increasing values.

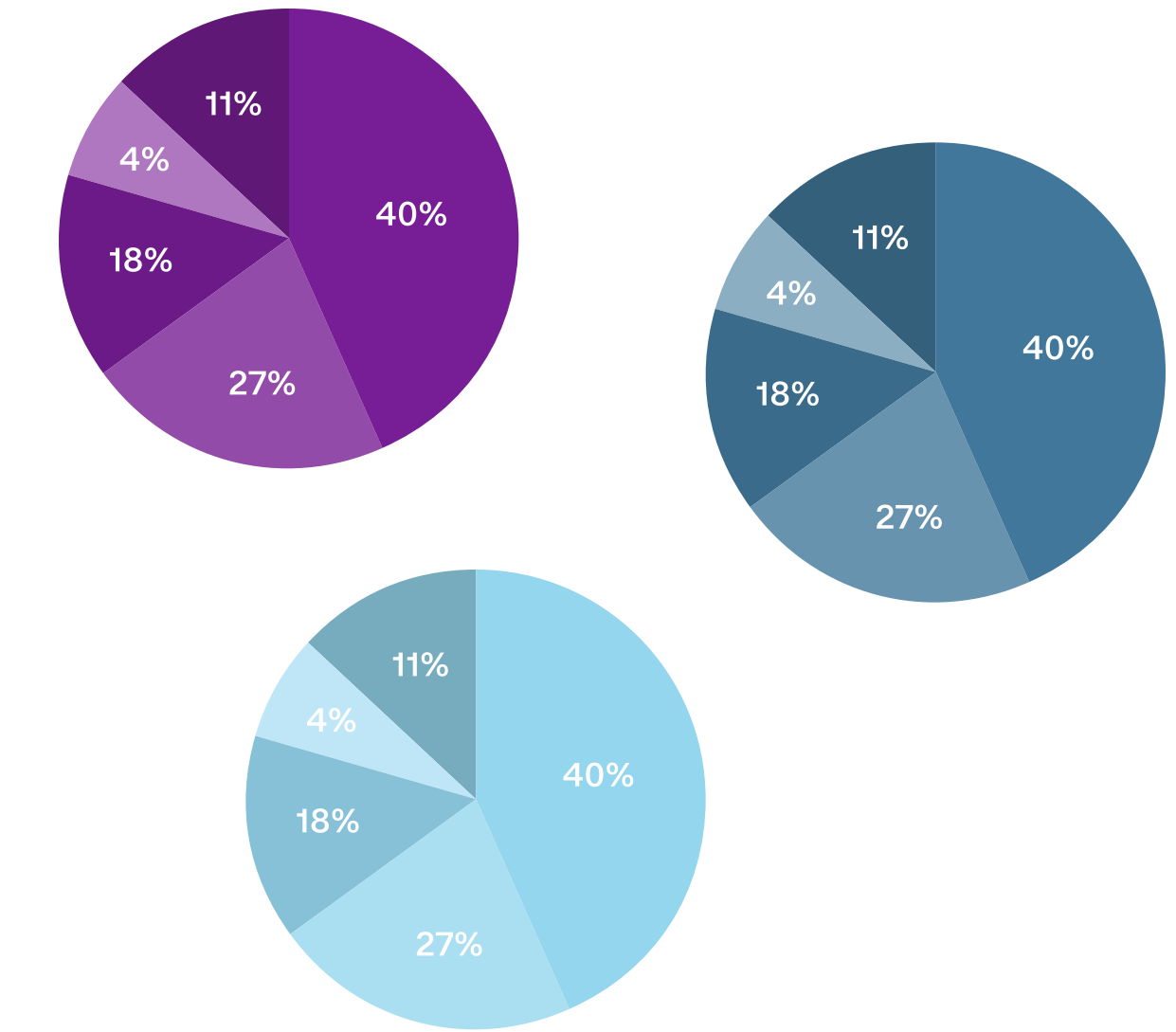
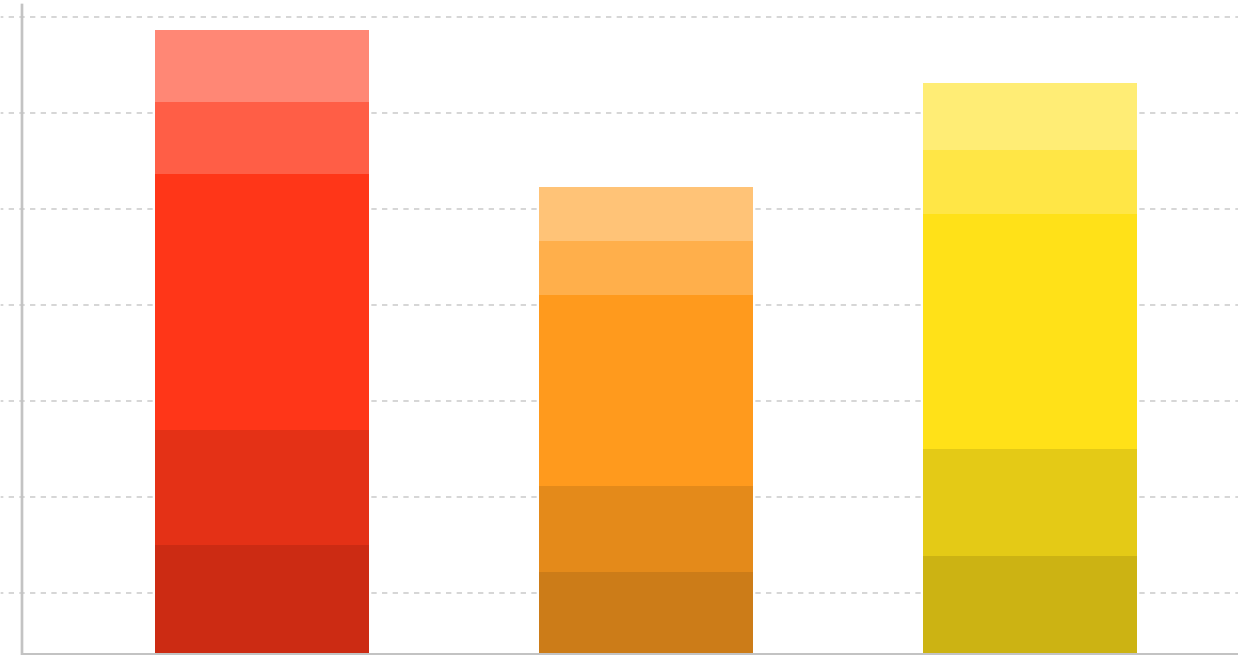
The tint percentages are:
+20%, +10%, -10%, -20%

Use the specific RGB and CMYK values shown opposite.

COLOUR PALETTE TINTS

BRAND COLOUR				
+20%	+10%	↓	-10%	-20%
#CC2C14 R:204 G:44 B:20 C:13 M:93 Y:100 K:3	#E53116 R:229 G: 49 B:22 C:0 M:90 Y:96 K:0		#FF5F47 R:255 G:95 B:71 C:0 M:74 Y:67 K:0	#FF8775 R:255 G:135 B:117 C:0 M:60 Y:48 K:0
#CC7C18 R:204 G:124 B:24 C:17 M:56 Y:98 K:6	#E58B1B R:229 G: 139 B:27 C:7 M:52 Y:95 K:0		#FFAF4B R:255 G:31 B:75 C:0 M:92 Y:56 K:0	#FFC378 R:255 G:195 B:120 C:0 M: 29 Y:59 K:0
#CCB414 R:204 G:180 B:120 C:22 M: 22 Y:96 K:5	#E5CA16 R:229 G: 202 B:22 C:14 M:15 Y:93 K:0		#FFE747 R:255 G:231 B:71 C:3 M:4 Y:79 K:0	#FFED75 R:255 G:237 B:117 C:2 M:2 Y:64 K:0
#601878 R:96 G: 24 B:120 C:79 M:100 Y:15 K:3	#6C1B87 R:108 G:27 B:135 C:74 M:100 Y:0 K:0		#934BAB R:147 G:75 B:171 C:56 M:78 Y:0 K:20	#AE78C0 R:174 G:120 B:192 C:39 M:60 Y:0 K:0
#34607C R:52 G:96 B:124 C:82 M:52 Y:33 K:18	#3A6C8B R:58 G:108 B:139 C:79 M:47 Y:29 K:13		#6793AF R:103 G:147 B:175 C:63 M:32 Y:21 K:5	#8DAEC3 R:141 G:174 B:195 C:49 M:22 Y:17 K:2
#78ACC0 R:120 G:172 B:192 C:56 M:19 Y:20 K:2	#87C1D8 R:135 G: 193 B:216 C:51 M:10 Y:12 K:0		#ABDFF3 R:171 G:223 B:243 C:36 M:0 Y:5 K:0	#C0E7F6 R:192 G:231 B:246 C:29 M:0 Y:4 K:0

EXAMPLES OF TINTS APPLIED





Typography

Our brand typeface is Zalando Sans. It has been chosen due to its confidence, clarity and welcoming personality.

It is an open source google font, available here:
<https://fonts.google.com/specimen/Zalando+Sans/about>

When Zalando Sans is not available, or a system substitute font is required, please use our secondary typeface, **Arial**.

Zalando Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖabcdefghijklmnopqrstuvwxyzåäö01234567890!/?&£\$,,:"%@#*<~+>

ABC *abcdefghijklmn*
opqrstuvwxyz
0123456789.,&?!

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖabcdefghijklmnopqrstuvwxyzåäö01234567890!/?&£\$,,:"%@#*<~+>

ABC *abcdefghijklmn*
opqrstuvwxyz
0123456789.,&?!

Zalando Sans is available in a wide range of weights and styles. Whilst this has its benefits in terms of adaptability, please follow the style and hierarchy guide opposite to retain consistency across brand communications.

Headlines should always appear in sentence case, not as full caps.

Zalando Sans Expanded SemiBold

Headlines
Zalando Sans Expanded: SemiBold

Zalando Sans SemiBold or Zalando Sans Regular

Sub-headings
Zalando Sans Expanded: SemiBold or Regular

Lorem ipsum dolor sit amet, Peribeatatem faccum qui ad quas perem ea volupta aborum fuga. Olupid ma prae eliquos non etum sim fugit autat arit odit odis venet etur, endignatati cus rmo esedio mod mo et estis ea simus, sintia quam volestiur sum autempore, ipid et alit es quatquid quos maximus. Ilitisi omnimod iscimustias il eum faciet vent **andae laboriat repta volorepta nonseditae veliqui** tet hicaborem voluptur remporectate.

“Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat”

Body copy
Zalando Sans: Regular

Highlight copy
Zalando Sans: SemiBold

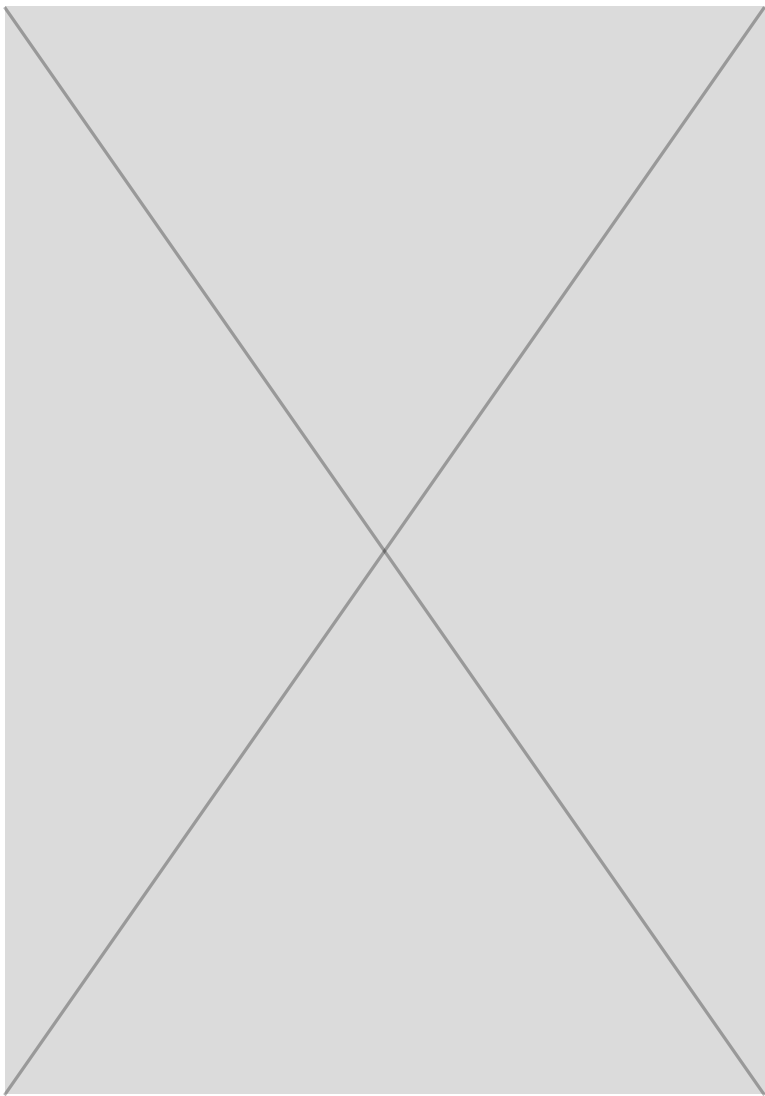
Pull quote & stats
Zalando Sans Expanded: SemiBold

20%

This layout example shows the use of our type styles in application.

01. Headlines here
Headlines here

Sub-head here



Lorem ipsum dolor sit amet, Peribeatatem faccum qui ad quas perem ea volupta aborum fuga. Olupid ma prae eliquos non etum sim fugit autat arit odit odis venet etur, endignatati cus rmo esedio mod mo et estis ea simus, sintia quam volestiur sum autempore, ipid et alit es quatquid quos maximus. Ilitisi omnimod iscimustias il eum faciet vent andae laboriat repta volorepta nonseditae veliqui tet hicaborem voluptur remporectate.

+20%

Lorem ipsum dolor sit amet, Peribeatatem faccum qui ad quas perem ea volupta aborum fuga. Olupid ma prae eliquos non etum sim fugit autat arit odit odis venet etur, endignatati cus rmo esedio mod mo et estis ea simus, sintia quam volestiur sum autempore, ipid et alit es quatquid quos maximus. Ilitisi omnimod iscimustias il eum faciet vent **andae laboriat repta volorepta nonseditae veliqui** tet hicaborem voluptur remporectate.

Lorem ipsum dolor sit amet, Peribeatatem faccum qui ad quas perem ea volupta aborum fuga. Olupid ma prae eliquos non etum sim fugit autat arit odit odis venet etur, endignatati cus rmo esedio mod mo et estis ea simus, sintia quam volestiur sum autempore, ipid et alit es quatquid quos maximus. Ilitisi omnimod iscimustias il eum faciet vent andae laboriat repta volorepta nonseditae veliqui tet hicaborem voluptur remporectate.

“Lorem ipsum dolor sit amet, Peribeatatem faccum qui ad quas perem ea volupta aborum fuga. Olupid ma prae eliquos”

Headlines
Zalando Sans Expanded: SemiBold

Sub-headings
Zalando Sans Expanded: SemiBold or Regular

Body copy
Zalando Sans: Regular

Stat
Zalando Sans Expanded: SemiBold

Highlight copy
Zalando Sans: SemiBold

Pull quote
Zalando Sans Expanded: SemiBold



Mission, Vision & Principles

Mission

ASOIF exists to represent, strengthen and grow the collective influence of the Summer Olympic International Federations within the Olympic and Sports Movement.

Vision

A unified and essential community essential to the success and evolution of the Olympic and Sports Movement.



Advocacy, Influence & Representation

- ### 3.

Advance the strategic role, visibility and impact of IF expertise across sport and society

 - Promote IF capabilities and expertise as regulators and innovators in global sport
 - Explore IF participation in global governance and policy forums (the United Nations (UN), the World Health Organization (WHO), the Organisation for Economic Co-operation and Development (OECD), the Council of Europe, etc.) where appropriate
- ### 4.

Uphold IF governance standards

 - Modernise the ASOIF Governance Task Force assessment to and practical use
 - Support members in demonstrating transparency, accountability and independence
 - Promote good governance as a strategic driver of collective

Graphic language

Graphic language
Origin

Our graphic language is derived from the shapes within our symbol. It is a dynamic graphic expression which communicates and celebrates movement and progression. We call it the **Unity graphic**.

SYMBOL SEGMENT



UNITY GRAPHIC



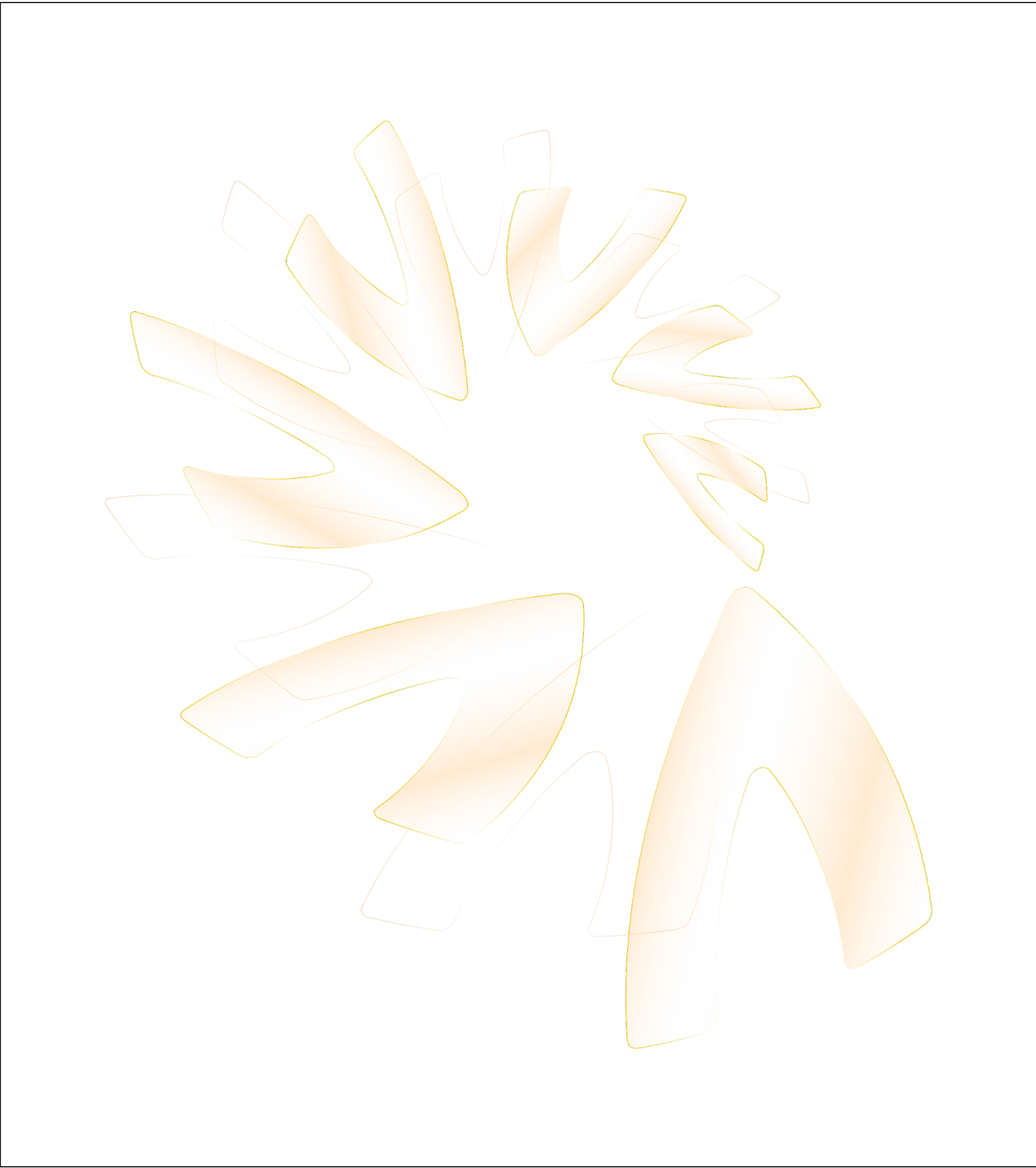
Graphic language
Versions

The Unity graphic is available in three different colourways, allowing for different tones and variety of expression within our brand.

FULL COLOUR



ON WHITE



SILVER



Graphic language
Cropping (full colour)

MASTER GRAPHIC



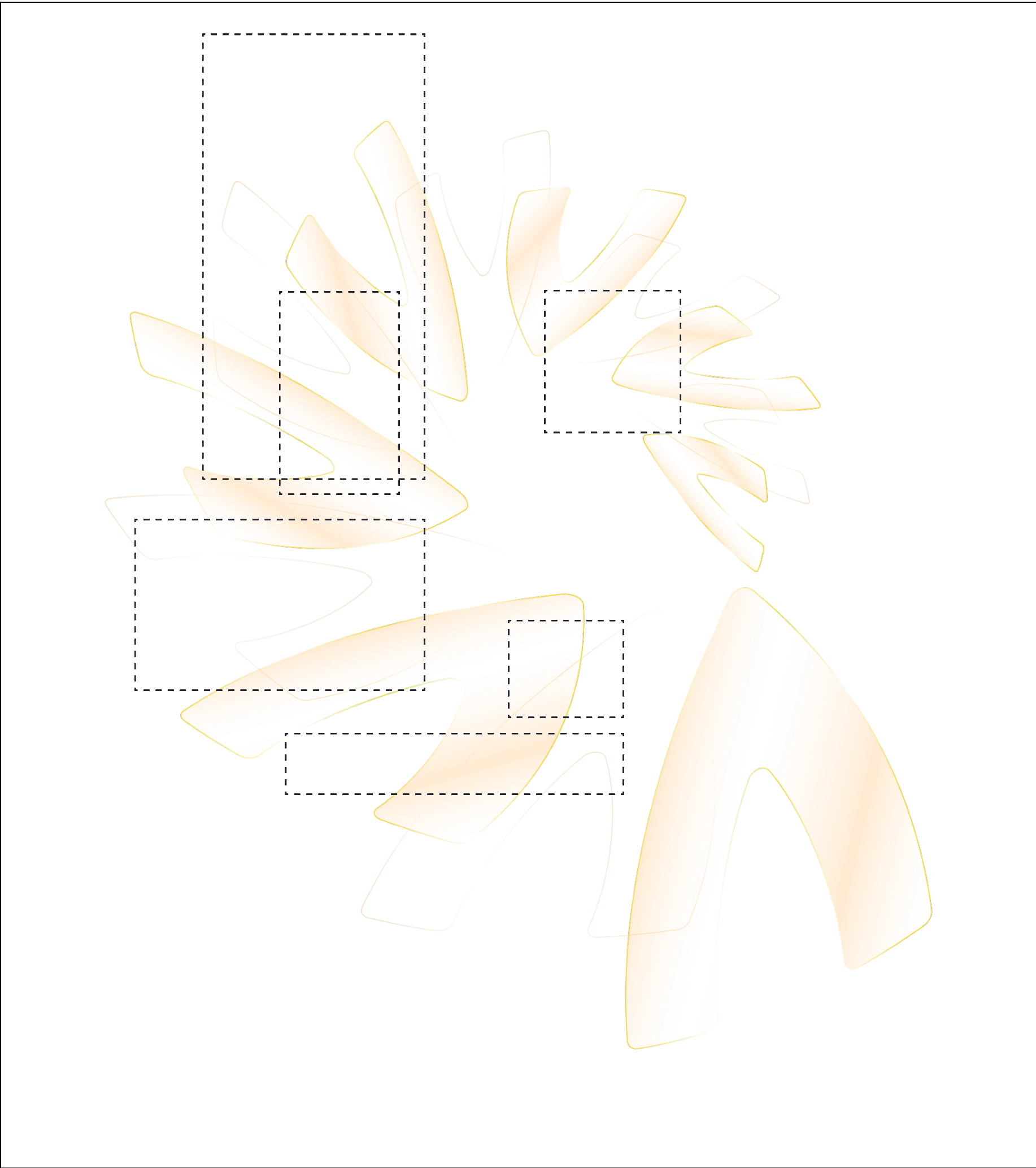
The Unity graphic is supplied as a master graphic which can be cropped dependent on the application and also as a package of pre-set crops.

CROPS



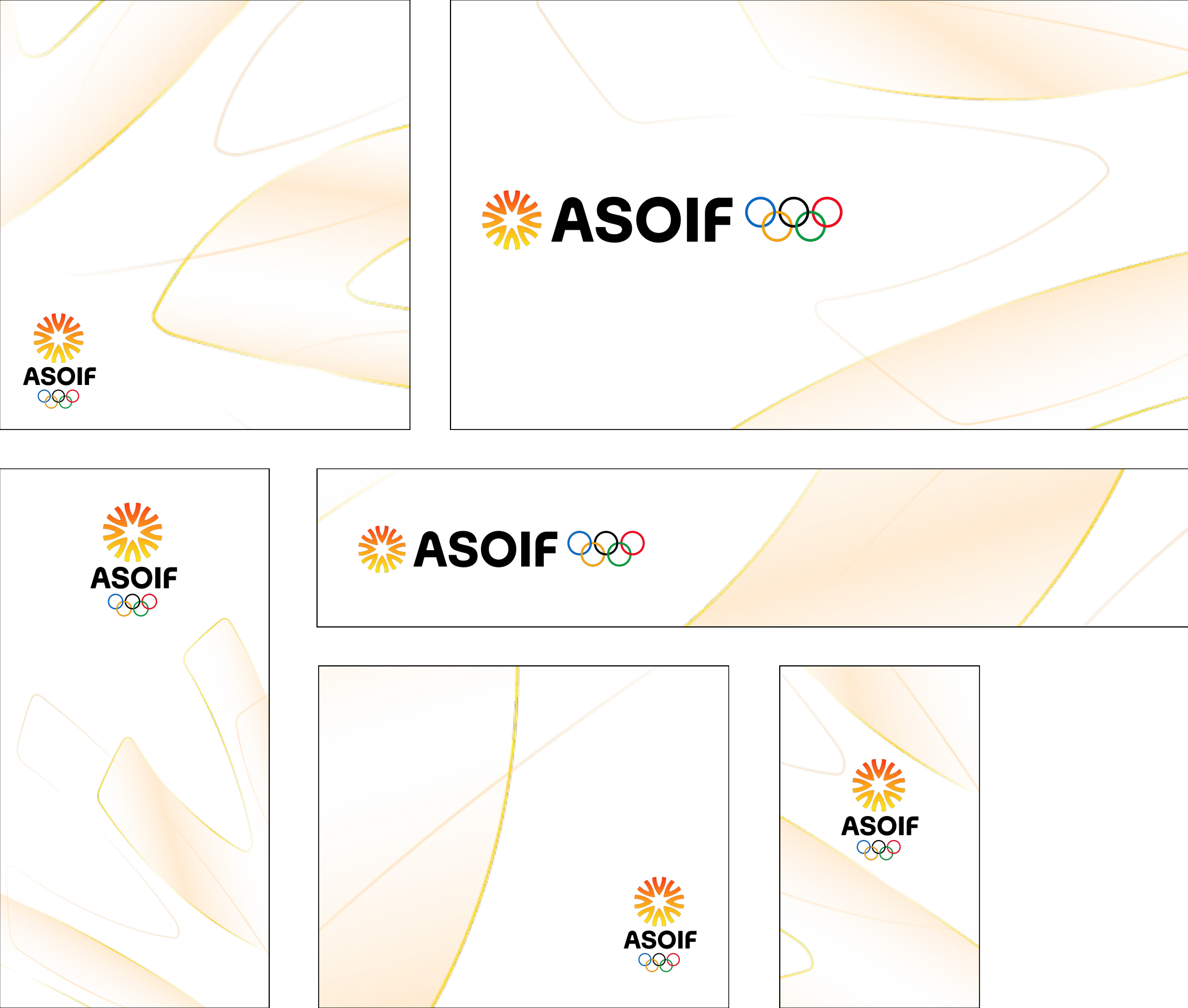
Graphic language
Cropping (on white)

MASTER GRAPHIC



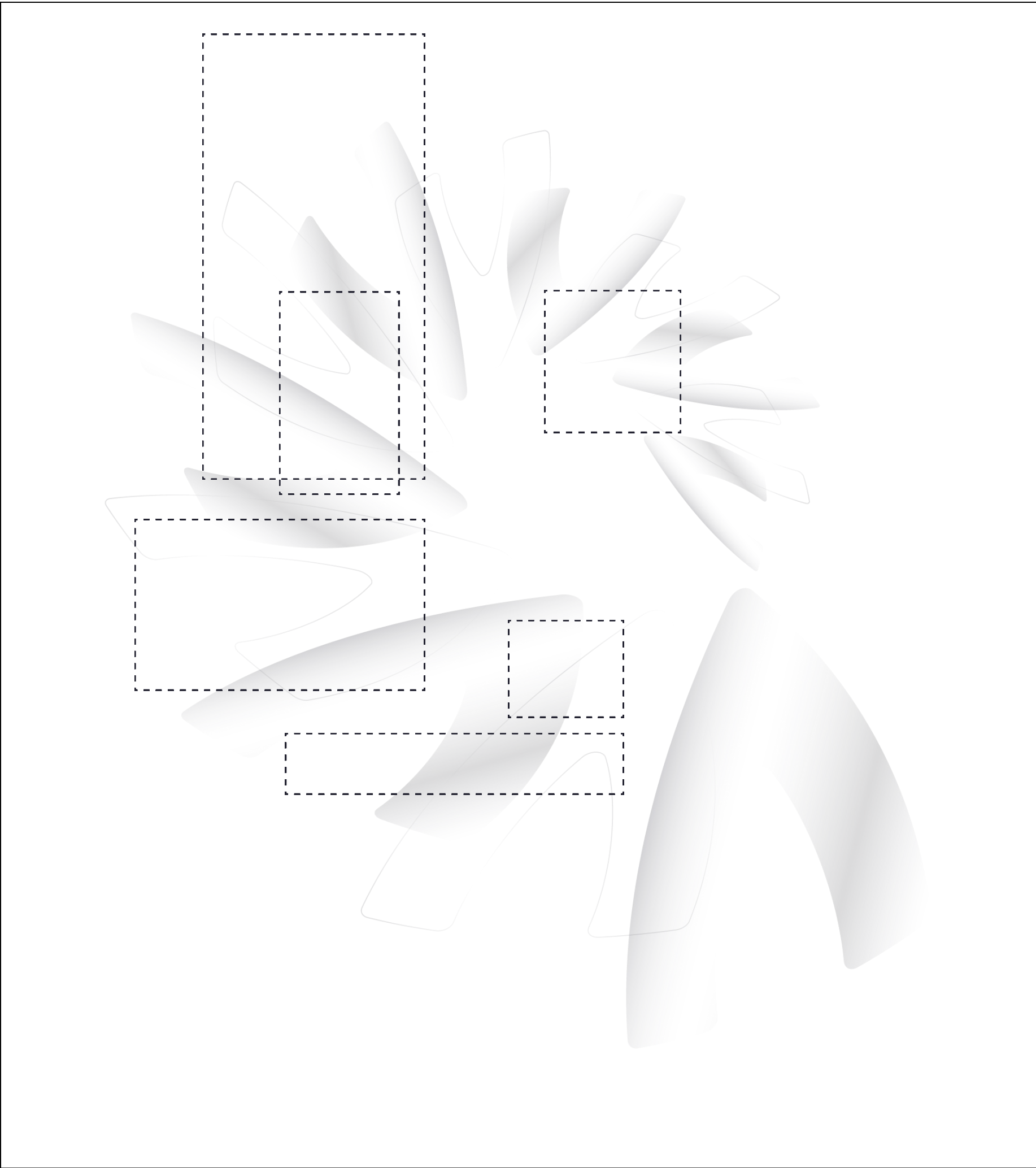
The Unity graphic is supplied as a master graphic which can be cropped dependent on the application and also as a package of pre-set crops.

CROPS



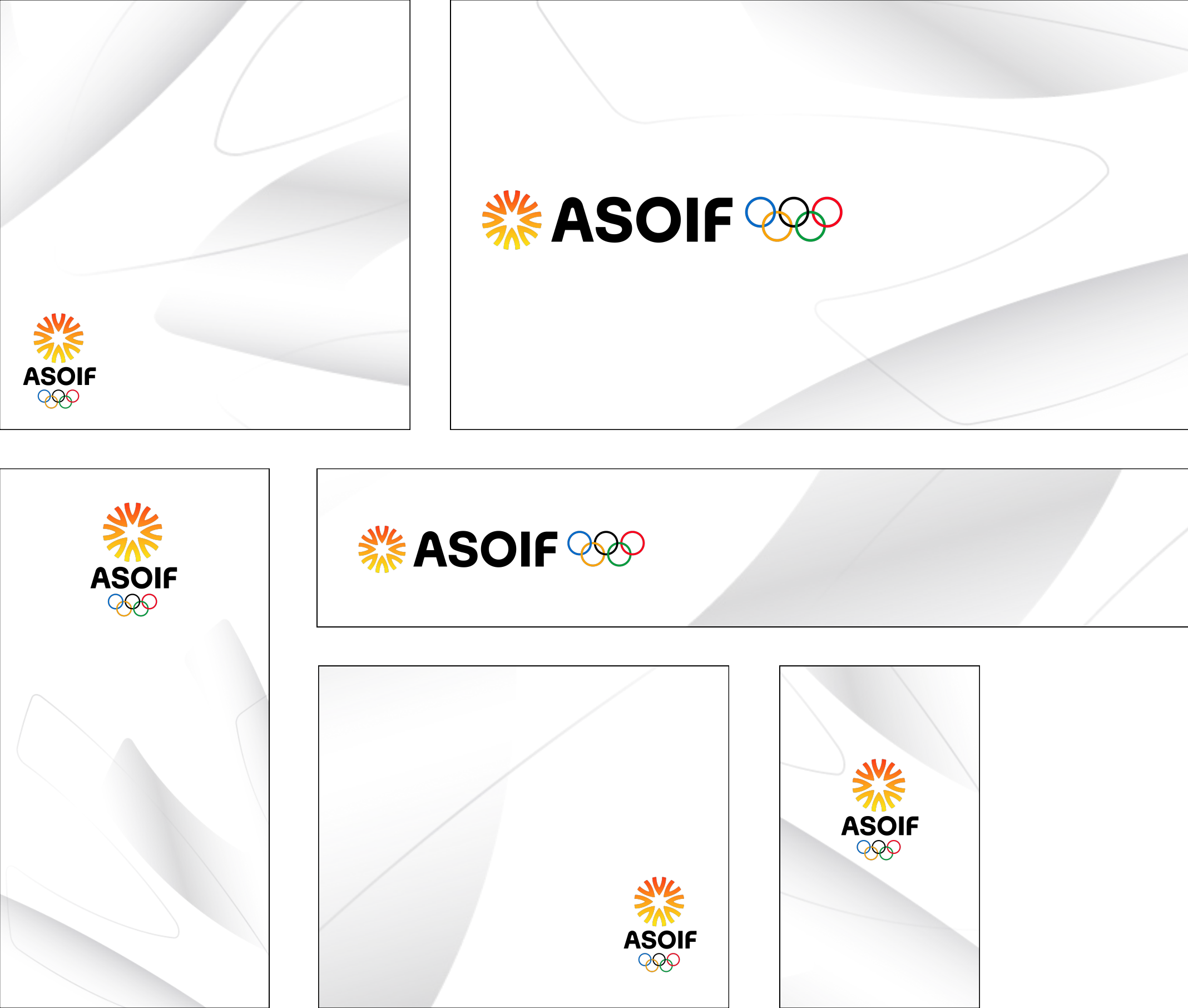
Graphic language
Cropping (silver)

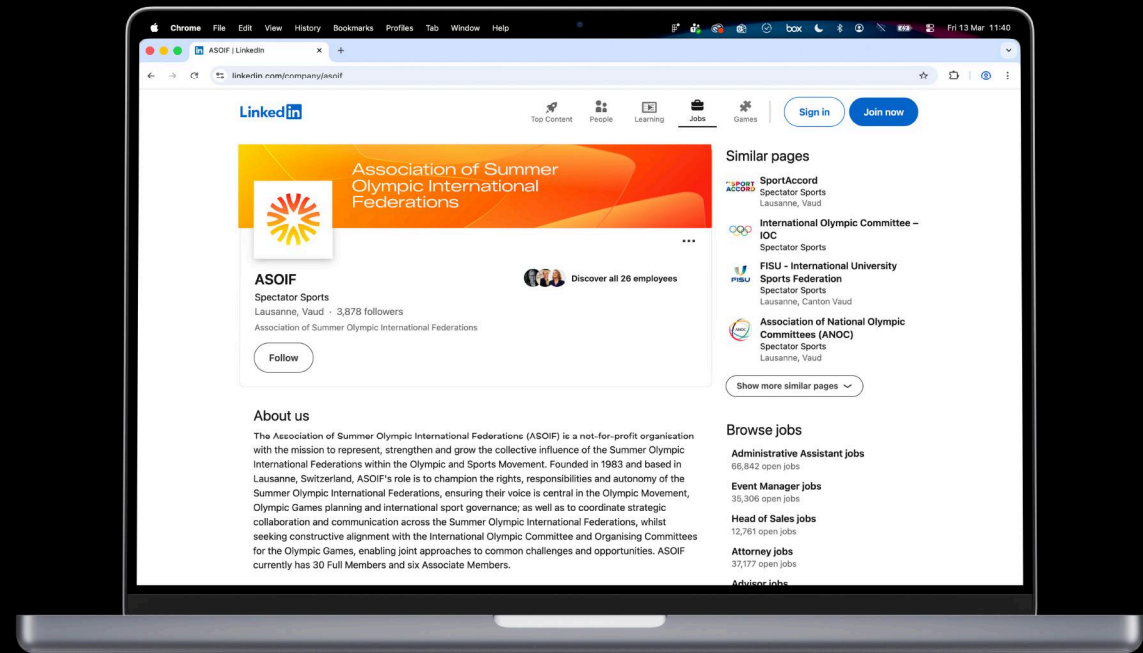
MASTER GRAPHIC



The Unity graphic is supplied as a master graphic which can be cropped dependent on the application and also as a package of pre-set crops.

CROPS







Icons

Icons

Commissions & Governance Task Force

A set of brand icons has been created to represent our eight Commissions as well as our Governance Task Force.

These icons are available within circular keylines as well as on solid circle backgrounds. Please choose the version most appropriate to your application in order to maintain maximum legibility.



Medical & Science Commission
(AMSC)



Legal Commission
(ALC)



Sport Development &
Education Commission
(ASDEC)



Olympic Games Committee
(AOGC)



Governance Task Force
(GTF)



Commercial Commission
(ACC)



Technology & Innovation
Commission
(ATIC)



Sustainability Commission
(ASC)



Diversity & Gender
Equality Commission
(ADGEC)

Icons

Commissions & Governance Task Force

A set of brand icons has been created to represent our eight Commissions as well as our Governance Task Force.

These icons are available within circular keylines as well as on solid circle backgrounds. Please choose the version most appropriate to your application in order to maintain maximum legibility.



Medical & Science Commission
(AMSC)



Legal Commission
(ALC)



Sport Development &
Education Commission
(ASDEC)



Olympic Games Committee
(AOGC)



Governance Task Force
(GTF)



Commercial Commission
(ACC)



Technology & Innovation
Commission
(ATIC)



Sustainability Commission
(ASC)



Diversity & Gender
Equality Commission
(ADGEC)

Icons
Expanded icon set

In addition to our Commissions and Governance Task Force we have created icons to communicate our other values and activities.

These icons do not live within holding shapes. If you require any additional icons please create them in this style to retain brand consistency.



Advocacy, Influence & Representation



Olympic Games Excellence



Collaboration & Knowledge Sharing Skills



Member Focus



Collective Value



Clarity & Transparency



Future Readiness



Collaboration



Documentation



Anti-Doping



Photography

Our approach

We use photography extensively throughout our brand communications. From our website and socials to editorial design, it is important to use the best images available, both in terms of picture quality and inspiring content.

As a guide, please use the principles outlined in this chapter when choosing images. This approach aligns closely with the IOC brand approach to imagery as our content is both representing us but also the Olympic Games in general.

In addition to these principles, please adhere to the following rules when choosing photography;

- In publications please aim for a balanced representation of all our International Federations.
- Please avoid images that clearly include commercial partner or manufacturer's logos.

Representation

Please aim to include images which represent diversity across these four categories:

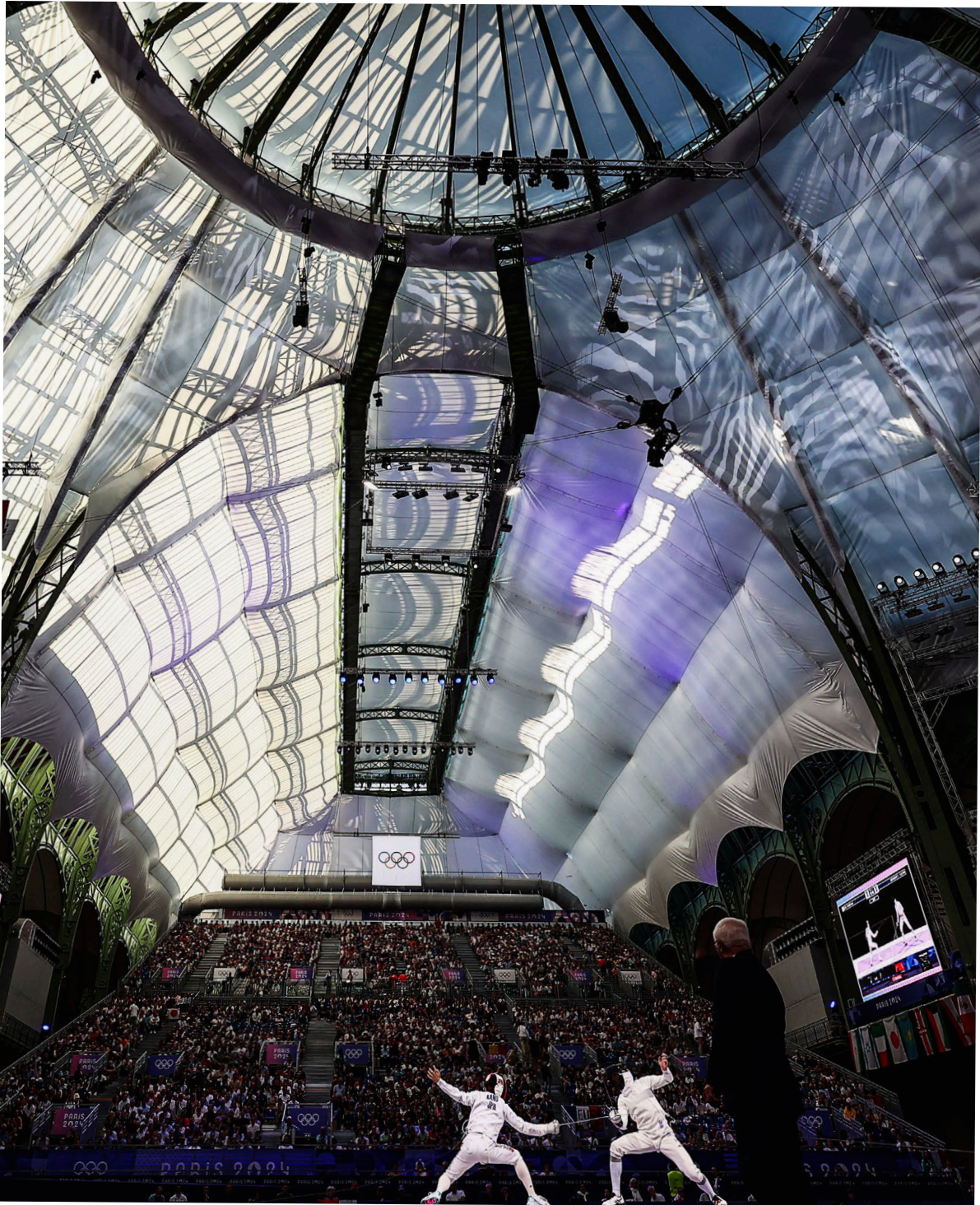
- Sport
- Nationalities
- Gender
- Ethnicity



Composition

Be bold and striking – highlight the subject and keep composition simple.

Select photos that incorporate negative space to invite the eye to the main focus.



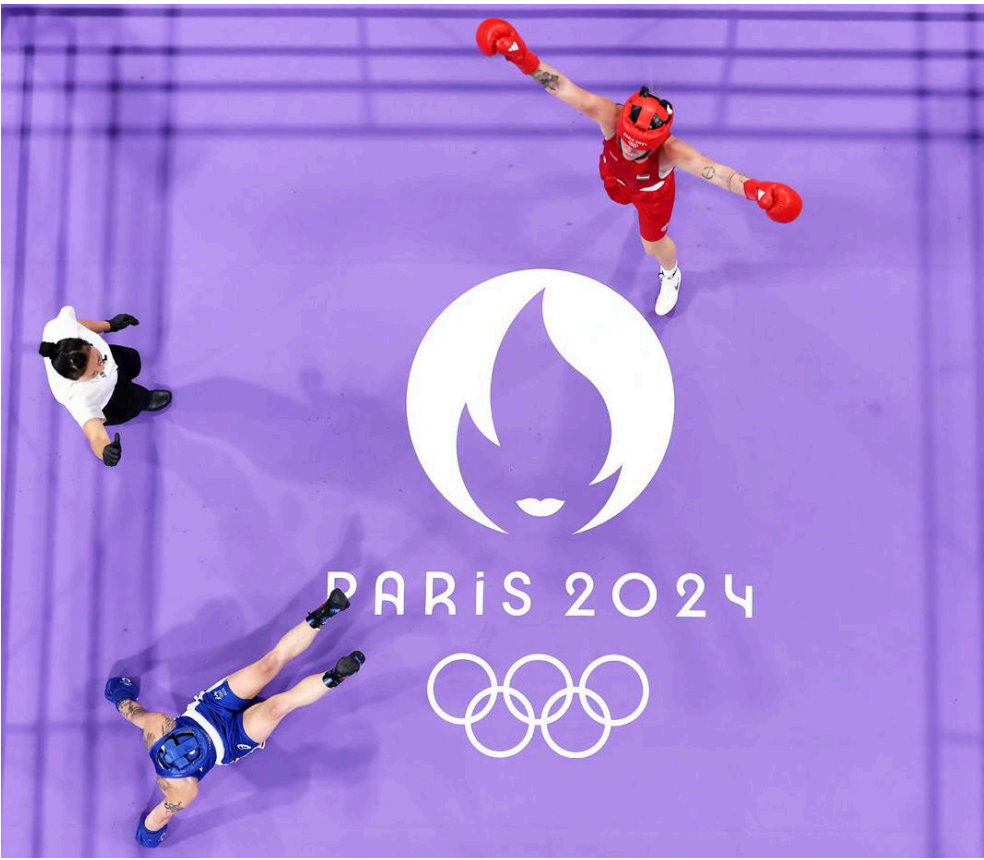
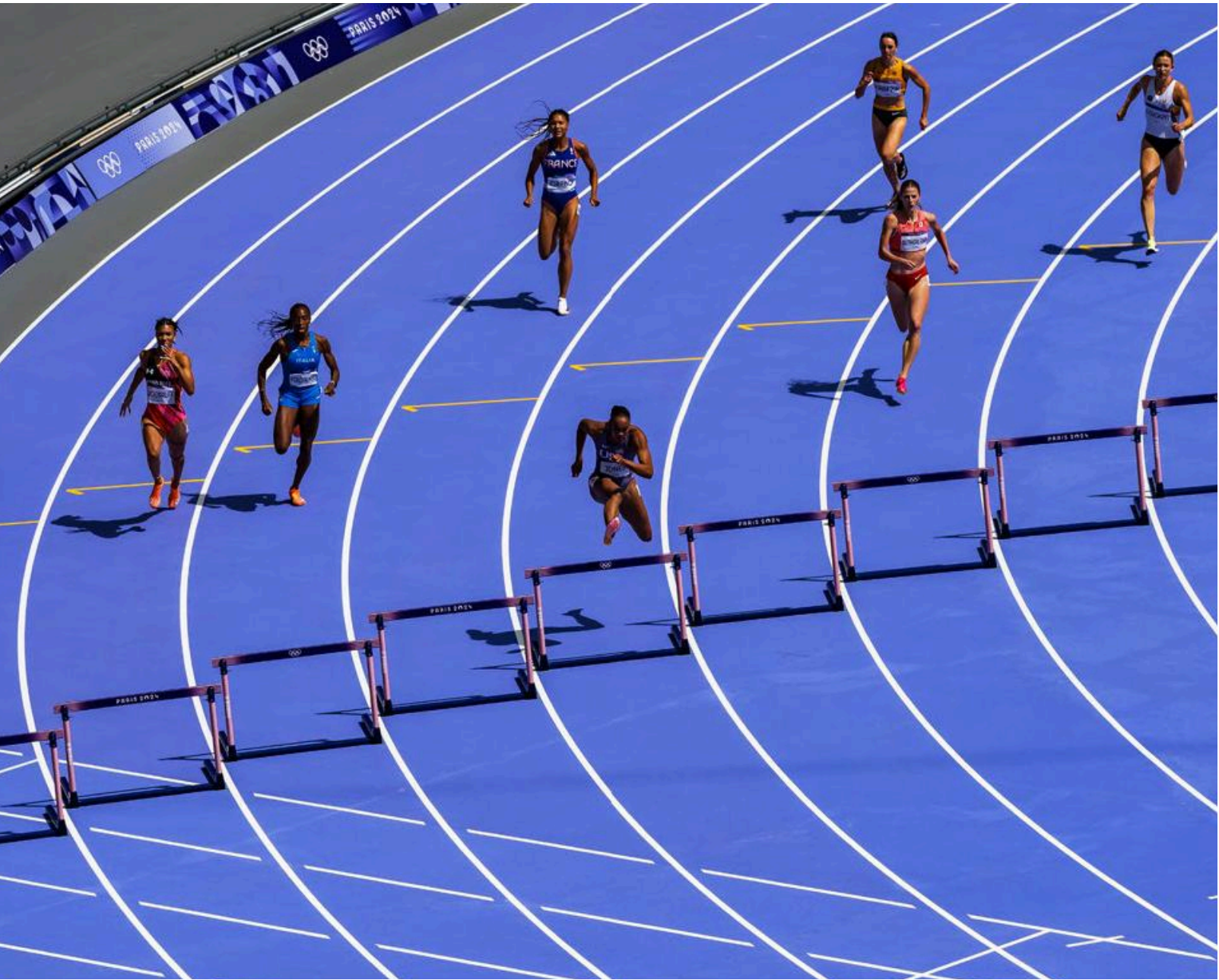
Feel

Show action and emotion – strength, finesse and agility are part of the excitement of the Olympic Games.



Colour

Avoid colour effects and photo filters. Colour should feel natural, balanced and true to life.





For more information and guidance please
contact: communications@asoif.com