



WORLD
ATHLETICS™

CERTIFICATION OF PRODUCTS AND FACILITIES BRAND GUIDELINES

For use by manufacturer or supplier holding
a World Athletics Product Certificate

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Introduction

As the global governing body for the sport, World Athletics™ is responsible for providing authenticity to programmes, events and products around the world through rigorous testing and training. World Athletics have created a suite of badges and marks which can be used by 3rd parties in their materials, following the appropriate assessments.

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When an athlete or a fan sees the World Athletics mark, they can be confident the quality and standards have been met and The World Athletics badges will be issued under licence alongside guidance for use.

About the Certification System

The Certification System was introduced in 1999 to meet the following objectives:

- To provide better quality products and facilities
- To guarantee the validity and accuracy of performances
- To ensure integrity and comparability
- To serve and protect athletics manufacturers
- To support any initiative to improve athletics goods
- To encourage and support innovation
- To help and protect athletes

Sports Equipment and Track manufacturers and providers have to meet stringent tests set out by World Athletics to confirm their compliance with the Rules and Regulations of the sport.

Once the standards of the World Athletics Certification System Procedures are met and Certificates are issued, the manufacturers are able to use the World Athletics badge on their equipment and facilities.



The Badges

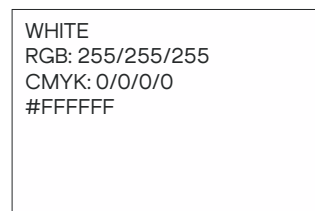
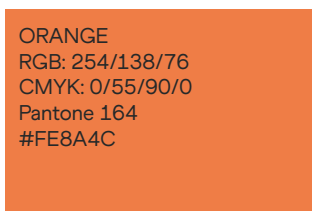
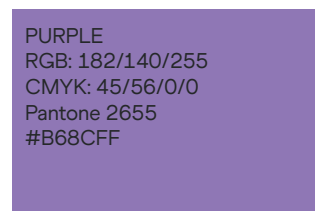
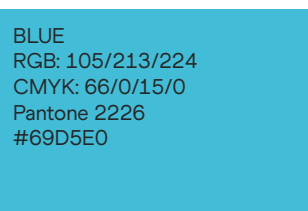
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Colour

Always use the correct Pantone® colour references or the CMYK, RGB or web hex equivalents shown below. CMYK, RGB and web hex breakdowns are taken from Adobe Illustrator (Pantone® solid coated).

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Badge Versions and File Names

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All badge files are named so you can find the correct version for reproduction. Badge file names begin with 'WA' followed by 'Permits'. The next part of the name refers to the way the type of badge; Places, People or Products. This is followed by what the badge is for, then its level. The next part of the name refers to the way the badge is reproduced: 'PMS' for full colour reproduction, 'CMYK' for when pantone colours aren't available for printing and 'RGB' for screen. The table below shows the all the versions available.

For web, png files are supplied. The badges are supplied at a large size so they can be scaled down to the desired size (never scale up a png file). For print, eps files are supplied. These can be scaled both up and down to the desired size.

For etching, Mono versions are supplied. These are special versions of the badge that can be used in a single colour for special use cases.

File names

WA_Permits_Products_Certified_Facility_Class_1_PMS.eps



Badge versions

Print

CMYK	WA_Permits_Products_Certified_Facility_Class_1_CMYK.eps WA_Permits_Products_Certified_Facility_Class_1_CMYK.png
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Print

PMS	WA_Permits_Products_Certified_Facility_Class_1_PMS.eps WA_Permits_Products_Certified_Facility_Class_1_PMS.png
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Web and screen

RGB	WA_Permits_Products_Certified_Facility_Class_1_RGB.eps WA_Permits_Products_Certified_Facility_Class_1_RGB.png
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Etching

Mono	WA_Permits_Products_Certified_Facility_Class_1_Mono.eps
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Minimum Size and Clear Space

For maximum impact, the badge should always be used prominently and legibly. To ensure the words are legible, the badge should not be used below a certain width; 72 pixels on screen or 15mm in print. These sizes are the absolute minimum.

The recommended minimum badge sizes for are illustrated below. **The badge should not be larger than the image of the product that it appears with in promotional material.**

The exclusion zone ensures that the badge is not compromised by other elements.

The exclusion zone is a distance equivalent to one and a half times the size of the badge (x in the figure below). This is the minimum clearance; whenever possible, leave more space around the badge than the exclusion zone.

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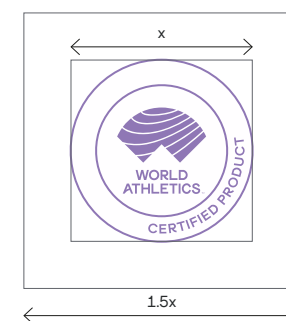
Web/screen



Print



Exclusion zone



Using the Badge

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The World Athletics Certified badge may only appear on the following:

- On the product
- Advertisements (online and offline) about the product
- Exhibition stands and banners
- Flyers and publicity leaflets
- Information boards
- Posters
- Presentations

The badge may only appear on the certified product itself, on catalogue or promotional material next to the certified product, its photo or name or in connection with a certified facility.

The badge must be used next to the certified product's photo or name or in connection with a certified facility.

Certified by World Athletics™ – Certification Number 'x' must be added next to the badge.

Non certified products or facilities will not be permitted or authorised to use the badge.

The Certified Badge on all certified implements or equipment should appear once on each item according to the sizes mentioned below.

The following wording can be used to describe

The 'x' product or 'y' facility has been certified by World Athletics.

No other wording should be used.

Implements

• Shot		max. 4cm
• Discus	min. 3cm	max. 4cm
• Javelin	min. 3cm	max. 4cm
• Hammer		max. 4cm

Equipment

• Landing Area	min. 9cm	max. 10cm
• Uprights	min. 3cm	max. 4cm
• Cross-bar	min. 3cm	max. 4cm
• Hurdle	min. 3cm on feet	max. 5cm
• Starting Blocks	min. 2cm	max. 4cm
• Steeplechase Barrier	min. 3cm on feet	max. 5cm
• Throwing Cage	min. 3cm	max. 4cm
• Fixed & Other Equipment		max. 4cm

Badge Rules

The following simple rules ensure the badge is reproduced correctly. Always:

- Use the correct badge for the process, ie. web/print etc
- Protect with the exclusion zone
- Reproduce the badge at, or larger than the minimum size

Examples of incorrect use are:

- Don't rotate the badge
- Don't add any additional wording (eg Official, Certified)
- Don't refer to your company as official provider or supplier to World Athletics.
- The badges must not appear alongside any commercial brands that suggests a connection between World Athletics and the associated commercial brand.

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Badge dos



✓ Use the correct badge



✓ Protect with the exclusion zone



✓ Show with enough contrast between the badge and the background

Badge don'ts



✗ Don't rotate



✗ Don't modify in any way

Contact

Please contact World Athletics should you wish to include the badge on any material not covered in the above list.



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