

WE ARE THE FUTURE WE ARE HOPE WE ARE TOGETHER WE ARE ONE WE ARE SOCIAL

WE ARE SPORT



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THE LOGO:

The World Transplant Games 2019 logo is a bold, modern symbol of hope, pride and ambition.

Based on The Gateshead Millennium Bridge, a tilt bridge spanning the River Tyne in the UK between Gateshead on the south bank, and Newcastle upon Tyne on the north bank.

It also forms a heart, the beating heart of NewcastleGateshead, the universal symbol of organ donation and transplantation.

Our colourways are the red, white and blue of Great Britain.

The next few pages outline the principles behind the logo, and how to use it to represent the games in powerful and engaging ways.





Horizontal

Vertical

It is not always possible to use the colour version of our logo. We have produced a single colour logo for this purpose.





REVERSED COLOUR:







MINUMUM SIZE AND SAFE SPACE:

We have defined minimum sizes for our logos to ensure they are always legible. Our horizontal and vertical logo have different minimum sizes, based on the heart remaining the same.

To give our logos sufficient space, we've defined the safe space area. Safe space is the area no other element can encroach and is calculated by using the cap-height of the T.



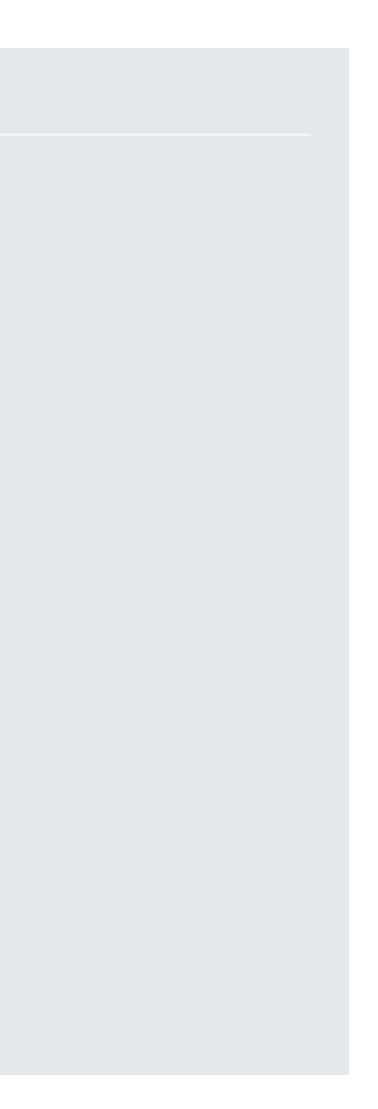
30mm



50mm







DO NOT:

Our identity is who and what we are...we must protect it. It would be easy to bastardise our logos, as these examples show. To avoid problems, make sure you always use the approved logo and follow this simple guide.



1: Stretch the logo



2: Place the logo on a busy background

6: Create a colour crash



3: Change the colour



5: Use drop shadow

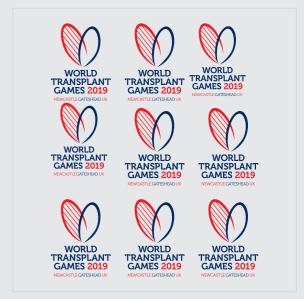


WORLD WORLD RANSPLANT GAMES 2019 NEWCASTLE GATESHEAD UK

7: Place on light background



4: Change the layout of the logo



8: Repeat logo

COLOURWAYS

Colour is one of the most important ways to recognise our logo. Our Signature colours are the colours of Great Britain, red, white and blue.





