

WORLD TRANSPLANT GAMES 2017 LOGO USAGE GUIDELINES



WORLD
TRANSPLANT
GAMES 2019

NEWCASTLE GATESHEAD UK

WE ARE THE FUTURE

WE ARE HOPE

WE ARE TOGETHER

WE ARE ONE

WE ARE SOCIAL

WE ARE SPORT

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**WORLD
TRANSPLANT
GAMES 2019**

NEWCASTLE GATESHEAD UK

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.



Vertical



Horizontal

SINGLE COLOUR:

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:



MINIMUM 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.



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



3: Change the colour



4: Change the layout of the logo



5: Use drop shadow



6: Create a colour crash



7: Place on light background



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.



C:0 M:100 Y:100 K:0



C:100 M:90 Y:10 K:0