

# **PARALYMPIC SYMBOL GUIDELINES**

**AUGUST 2022**

**INTERNATIONAL PARALYMPIC COMMITTEE**

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# **BRAND NARRATIVE**

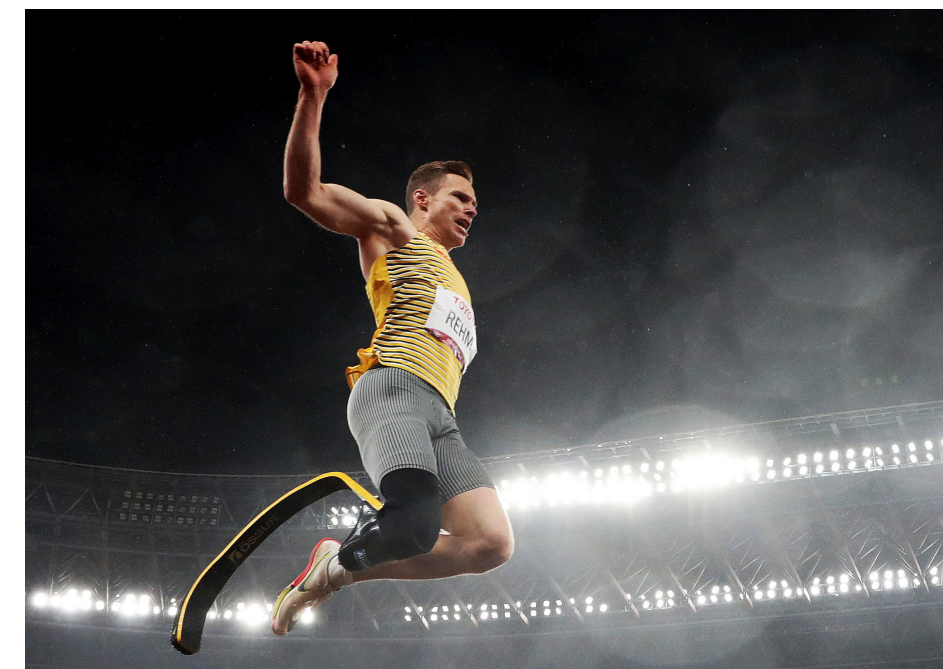
# INTRODUCTION

Since the first edition in 1960, the Paralympic Games have grown into the world's most transformational sporting event. Outstanding athletic performances have smashed stereotypes and contributed to far greater opportunities for persons with disabilities in areas such as employment and education. Host cities and countries have been transformed courtesy of new laws, improved infrastructure and universal design. The Paralympic Games have proven that Change Starts with Sport.

The Paralympic Movement now wants to go further. We want to use the platform of the world's third biggest sport event to create positive change that leads to a more inclusive society, not just in the host city, but around the world.

We want to halt discrimination against the world's 1.2 billion persons with disabilities and make them active, visible and contributing members of a global society. By doing so, we also want to create an environment whereby those who hide their disability can come forward, feel safe and embrace who they are.

The Paralympic symbol represents the vision of the Paralympic Movement, and everyone who believes in its purpose has a shared responsibility to increase its recognition and protect it by using it correctly. The purpose of these guidelines is to ensure the integrity of the Paralympic symbol whenever it is used.



# VISION

**FUTURE WE WANT FOR EVERYONE**

Make for an inclusive world through Para sport.

# MISSION

**HOW WE'RE GOING TO GET THERE**

To lead the Paralympic Movement, oversee the delivery of the Paralympic Games and support members to enable Para athletes to achieve sporting excellence.

# **CHANGE STARTS WITH SPORT**

This is the IPC's brand platform that globally positions our vision and mission. In the future the IPC will focus much more on the transformational impact of the Paralympic Movement and how this contributes towards advancing the human rights agenda for persons with disabilities. Through our brand we aim to change **attitudes** and create more **opportunities** for persons with disabilities, as well as improve **mobility** and accessibility – our brand pillars.

# BRAND PLATFORM PILLARS

## ATTITUDES

### THE CHALLENGE

Persons with disabilities face discrimination daily. In many societies, people focus more on what does not work, rather than on what does.

Whether conscious or unconscious, prejudice can be a barrier for persons with disabilities to reach their full potential.

### IMPACT SO FAR

79% of Brazilians said the Rio 2016 Paralympics improved their perceptions of persons with disabilities.

One in three people in Great Britain - equivalent to 20 million people - changed their attitudes towards disability because of the London 2012 Paralympics.

### GOAL

Using the outstanding athletic performances of Para athletes, we will help foster an inclusive society for persons with disabilities to live without prejudice.

## MOBILITY

### THE CHALLENGE

Persons with disabilities are not included in many areas of society because of the physical restrictions they face. This occurs at the global level, within communities and even in the home.

### IMPACT SO FAR

New legislation passed in Russia ahead of Sochi 2014 ensured everything built for the Paralympic Winter Games was barrier free. Sochi is now blueprint for 200 other Russian cities looking to further their own accessibility.

For the Beijing 2008 Paralympics, €124M was spent on making 14,000 facilities accessible including roads, transport hubs and public buildings.

### GOAL

Turn athletes into activists who use their profile to pressurise relevant authorities around the world into furthering accessibility and mobility for all by the 2030 Paralympic Games.

## OPPORTUNITY

### THE CHALLENGE

15 per cent of the world's population have some form of disability. But despite the potential that persons with disabilities offer society, they are more likely to have reduced access to education, health care, employment and sport.

### IMPACT SO FAR

Japan: 1 per cent of all hotel rooms had to be accessible.

Rio: 85 per cent increase in the number of persons with disabilities taking training courses, and a 49 per cent increase in the employment of persons with disabilities in Brazil.

Great Britain: One million more persons with disabilities employed since London 2012.

### GOAL

For persons with disabilities in a Paralympic host country to benefit from equal opportunities in sport, education and employment.

## COURAGE

Para athletes through their performances showcase to the world what can be achieved when testing your body to its absolute limits.

## DETERMINATION

Para athletes have a unique strength of character that combines mental toughness, physical ability and outstanding agility to produce sporting performances that regularly redefine the boundaries of possibility.

## INSPIRATION

As role models, Para athletes maximise their abilities, empowering and exciting others to be active and participate in sport.

## EQUALITY

Through sport, Para athletes celebrate diversity and show that difference is a strength. As pioneers for inclusion, they challenge stereotypes, transform attitudes and break down social barriers and discrimination towards persons with disabilities.





**BOLD**

We want people to sit up and take notice of our work. We challenge how people think and act towards disability. We don't do anything by half, the impact of our work is meaningful and transformational.

**UPLIFTING**

We celebrate diversity and champion positive change.

**RELENTLESS**

In pursuit of inclusion and excellence, we always aim to initiate progress. We always look to how we can make a difference.

**AUTHENTIC**

We are always grounded in reality and the authentic stories of our athletes and community. We communicate with honesty, integrity and transparency.



# FUNDAMENTALS OF THE PARALYMPIC BRAND

**VISION**

Make for an inclusive world through Para sport.

**MISSION**

To lead the Paralympic Movement, oversee the delivery of the Paralympic Games and support members to enable Para athletes to achieve sporting excellence.

**PLATFORM**

Change Starts With Sport

**BRAND PILLARS**

Attitudes, Mobility, Opportunity

**VALUES**

Courage, Determination, Inspiration, Equality

**TONALITY**

Bold, uplifting, relentless, authentic

# VISUAL BRANDING

# PARALYMPIC SYMBOL

## INTRODUCTION

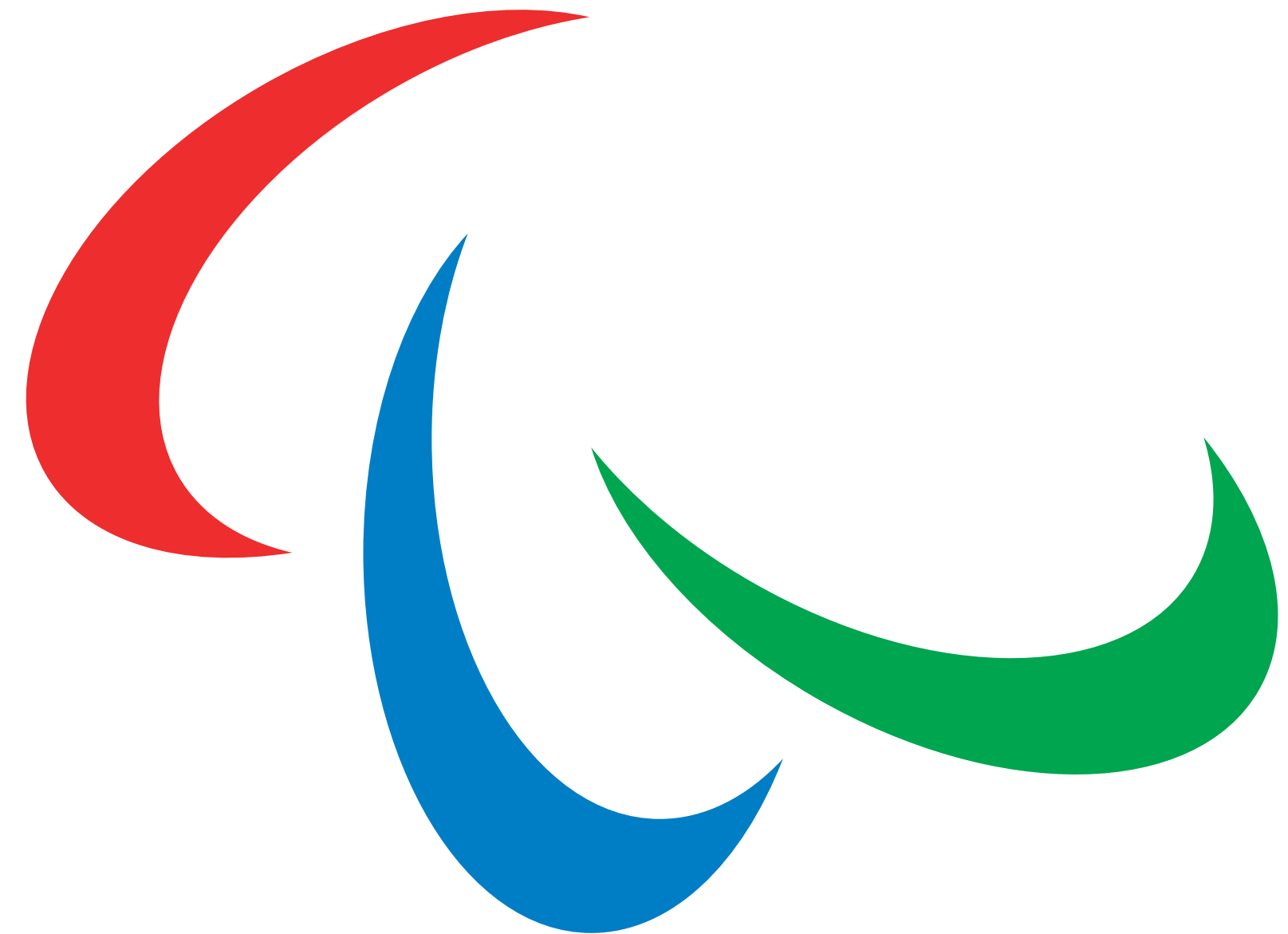
The Paralympic symbol is the global representation of the Paralympic Movement and its activities. It is the heart of our identity, symbolising the Paralympic values of courage, determination, inspiration and equality.

The Paralympic symbol is also widely known as the Agitos, which comes from the Latin word *agito*, meaning "I move".

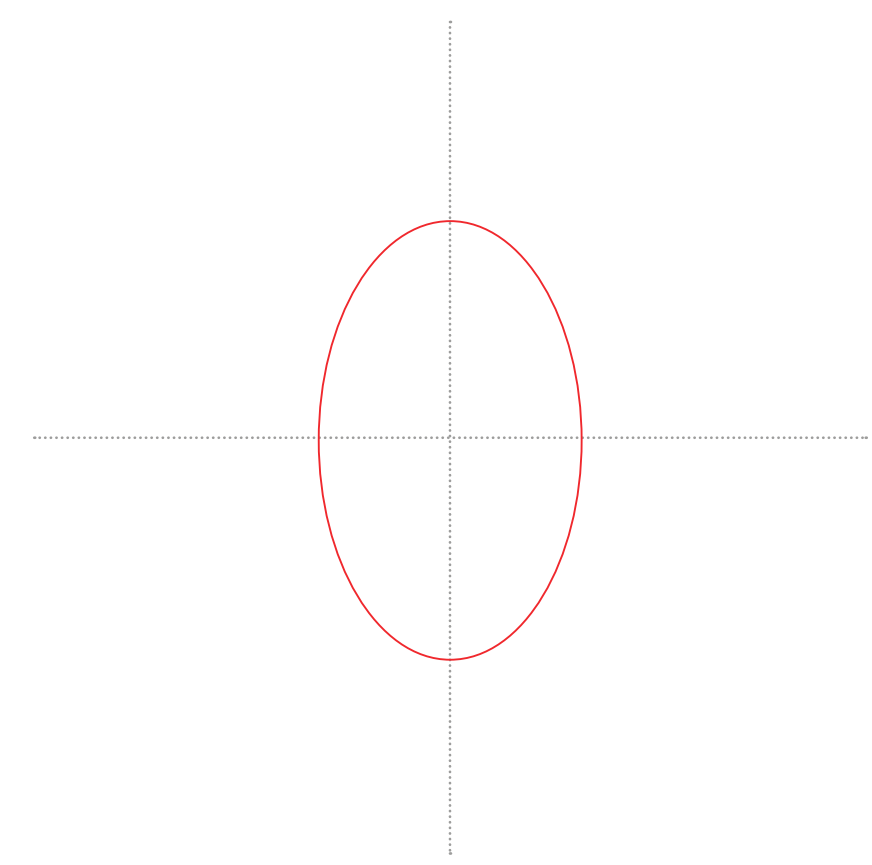
The Paralympic symbol was revised in 2019 to strengthen its appearance and future-proof it as we continue to grow as a Movement.

The form was redrawn so that each of the three individual elements is exactly the same. The spacing and geometry was also refined so that the three elements of the Agitos are now rotating around a shared central point.

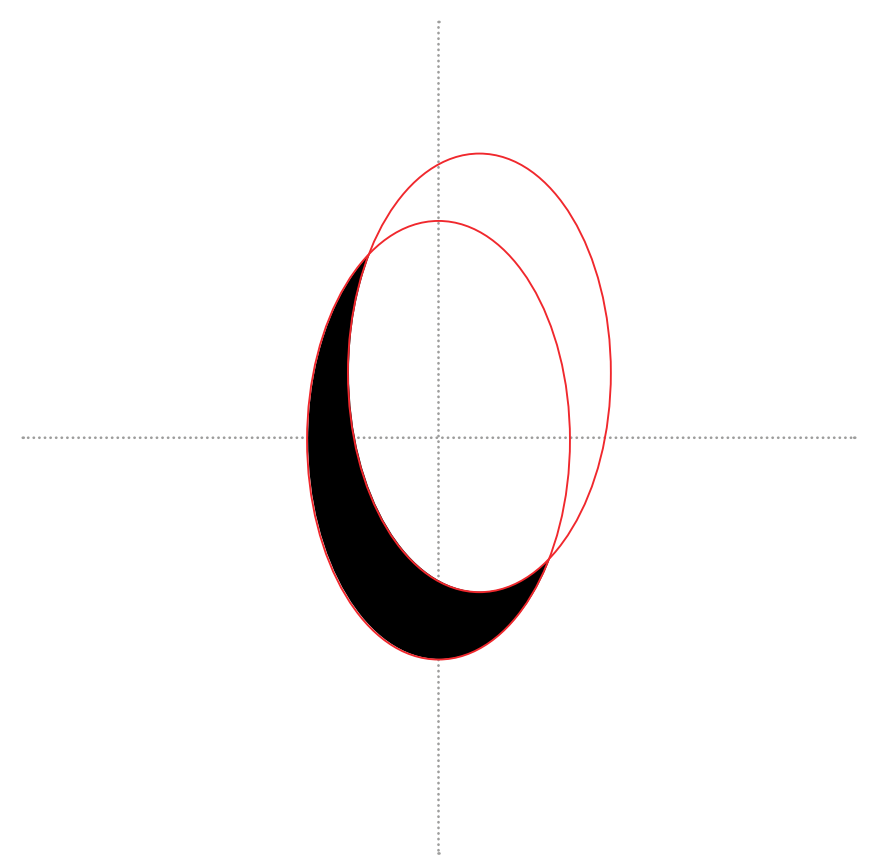
The colours (from left to right: red, blue, green) have been updated to match the vibrant Paralympic values. In the interests of sustainability and reducing ink when printing, we have adopted the red, blue and green used by the International Olympic Committee in the Olympic Rings.



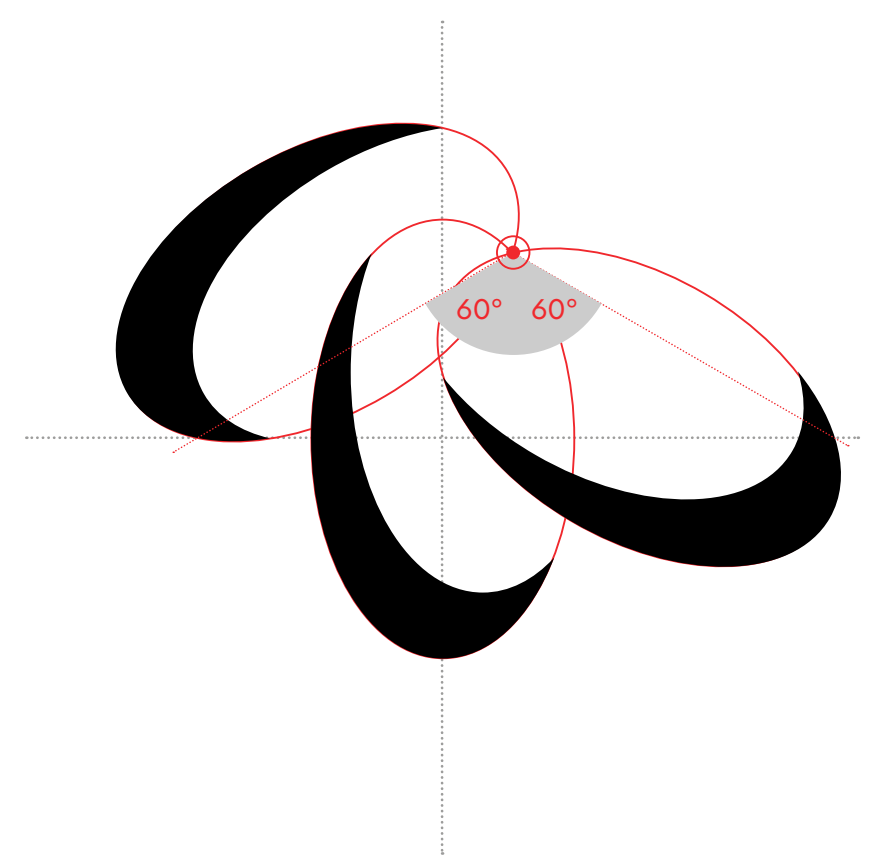
# PARALYMPIC SYMBOL CONSTRUCTION BASED ON GEOMETRY



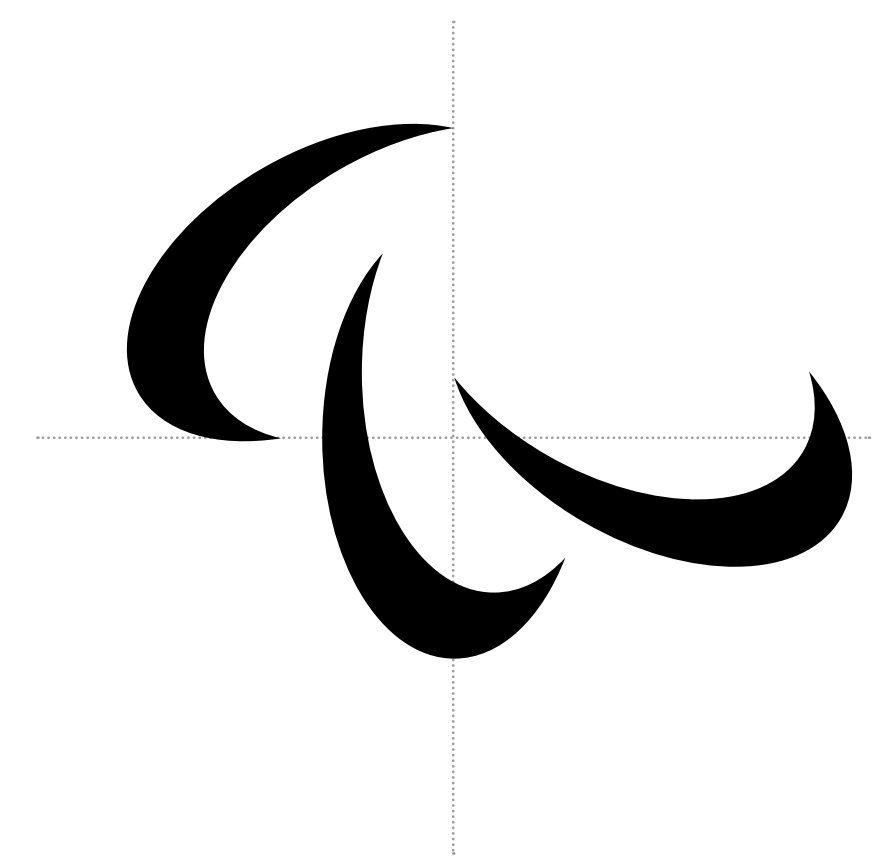
Using an ellipse as the starting point ensures smooth curves



Offsetting the same shape creates a single element of the Agitos

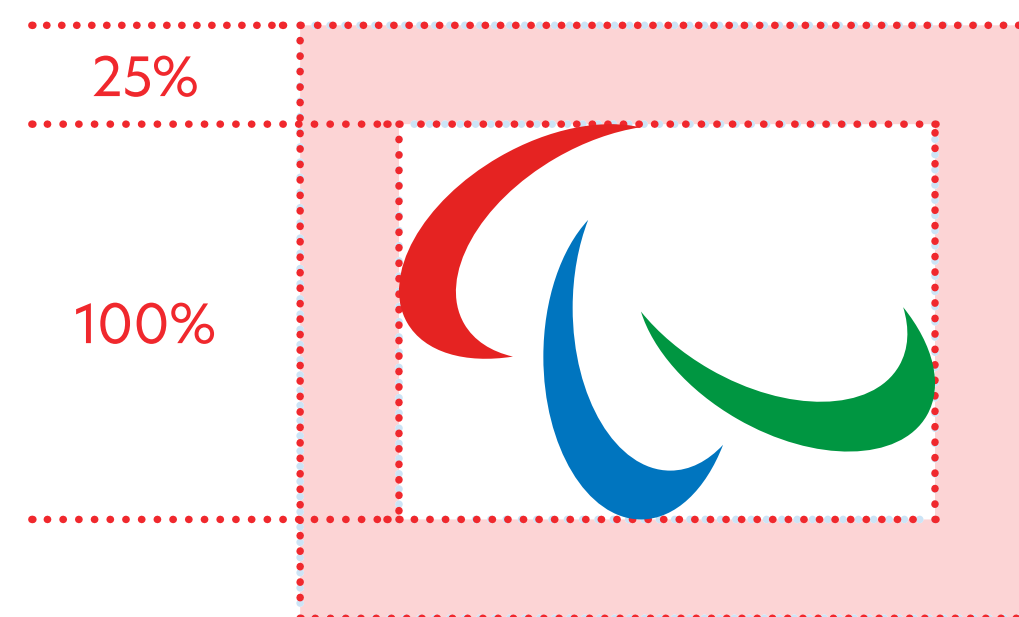


Rotating this shape 60° anti-clockwise and clockwise around a shared anchor point positions the second and third element of the Agitos



The resulting shape is formed of three identical shapes, rotating around a central point with equal spacing

## PARALYMPIC SYMBOL ISOLATION AREA AND MINIMUM SIZE



Minimum size



6mm or 17 pixels in width

To ensure the Paralympic symbol is always prominent, an isolation area surrounding the Paralympic symbol must be respected. The isolation area is 25% of the height of the symbol around each edge. No other element (including typography, graphics or imagery) should encroach on this area. The minimum size of the Paralympic symbol is 6mm or 17 pixels in width.

# PARALYMPIC SYMBOL COLOURS



## PARALYMPIC RED

Pantone 192  
C:0 M:95 Y:90 K:0  
R:240 G:40 B:45  
#F0252D

## PARALYMPIC BLUE

Pantone 3005  
C:100 M:40 Y:0 K:0  
R:0 G:120 B:208  
#0078D0

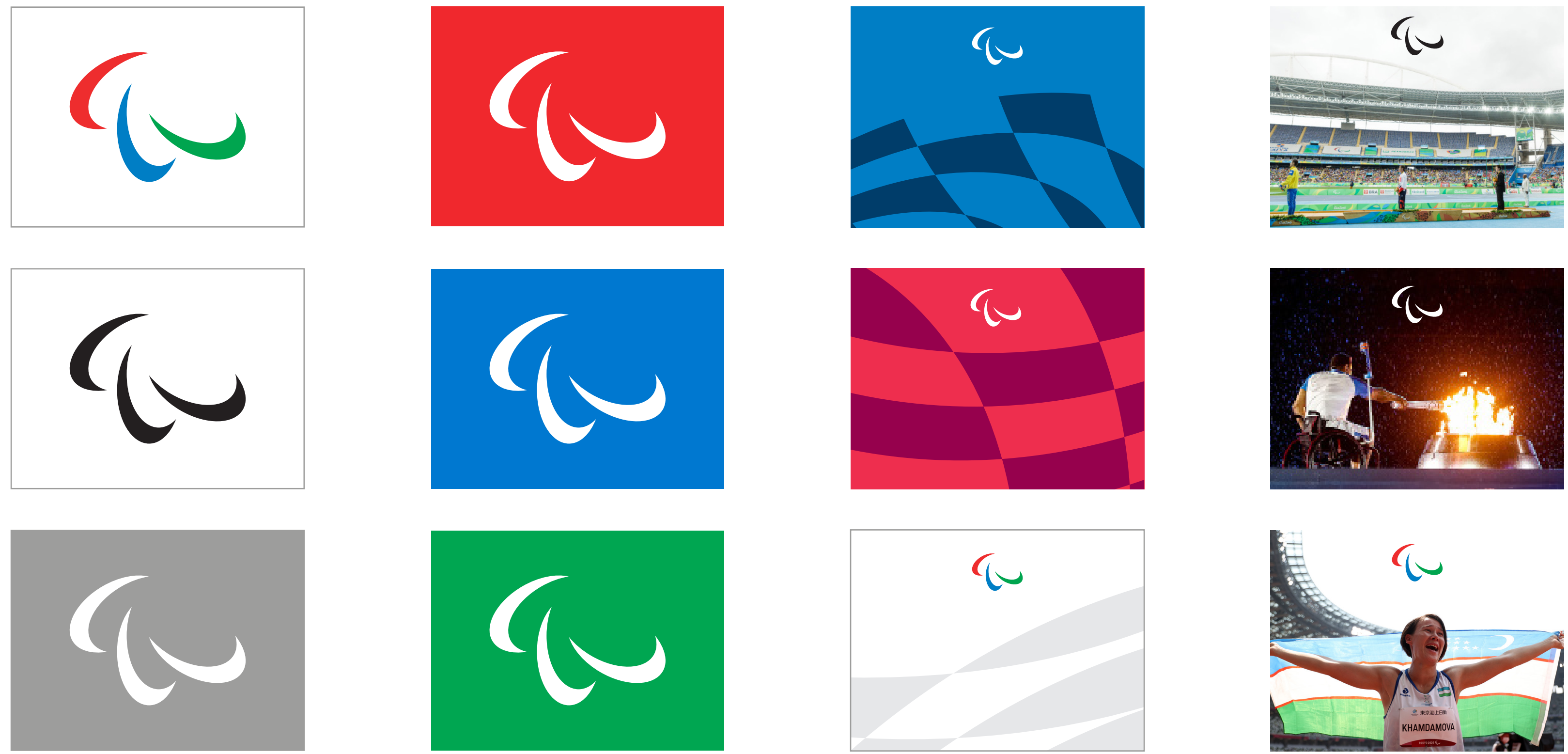
## PARALYMPIC GREEN

Pantone 355  
C:100 M:0 Y:100 K:0  
R:0 G:166 B:81  
#00A651



We prefer and encourage you to use the coloured version of the Paralympic symbol, noting that the coloured version may only be used on a white uninterrupted space. For all other backgrounds, please use either the white or the black monochrome version, based on which one provides the best contrast and maintains the visual integrity of the symbol.

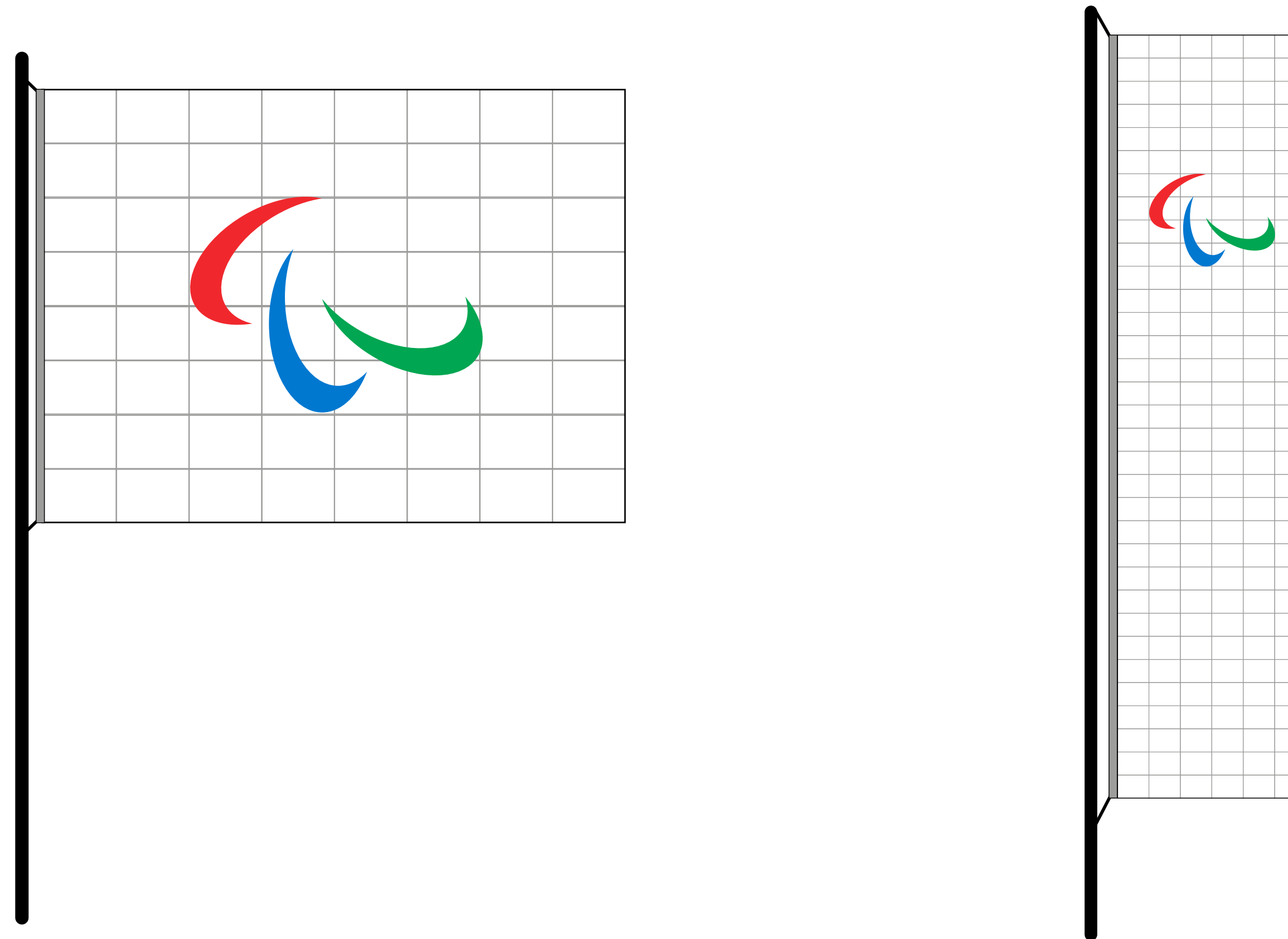
# PARALYMPIC SYMBOL USE



In order to provide the Paralympic symbol with maximum visibility and maintain its integrity, the Paralympic symbol can only be placed on a solid background or visually calm area of a photo/pattern. The full colour Paralympic symbol must be used on a white or very light background. In general, when using the coloured version of the Paralympic Symbol, a light background in a photo should not include a tint of black that is darker than 5%. The monochrome version can be used on all other backgrounds.



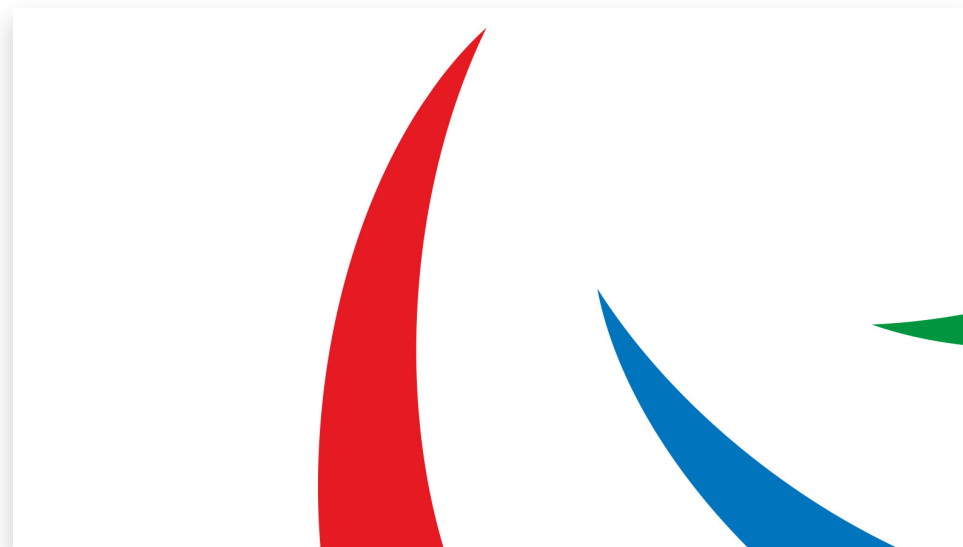
# PARALYMPIC SYMBOL FLAGS



The Paralympic flag shows the Paralympic symbol centred on a white background. Examples of both a horizontal and vertical flag are shown. Flags may be produced according to these specifications with the prior approval of the IPC. Paralympic flags and the Paralympic anthem may only be used at official events sanctioned by the IPC. Flags should not be flown next to any commercial properties which may imply a false association with the Paralympic Movement.

Approvals: Written approval from the IPC is required to use the Paralympic flag. Applications for approval must be made prior to the start of production or printing.

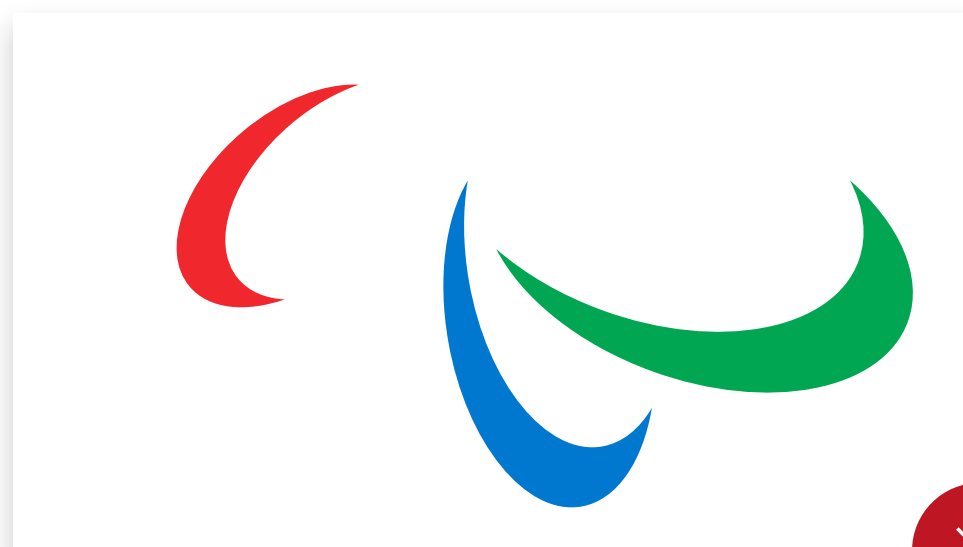
# PARALYMPIC SYMBOL VIDEO ANIMATION



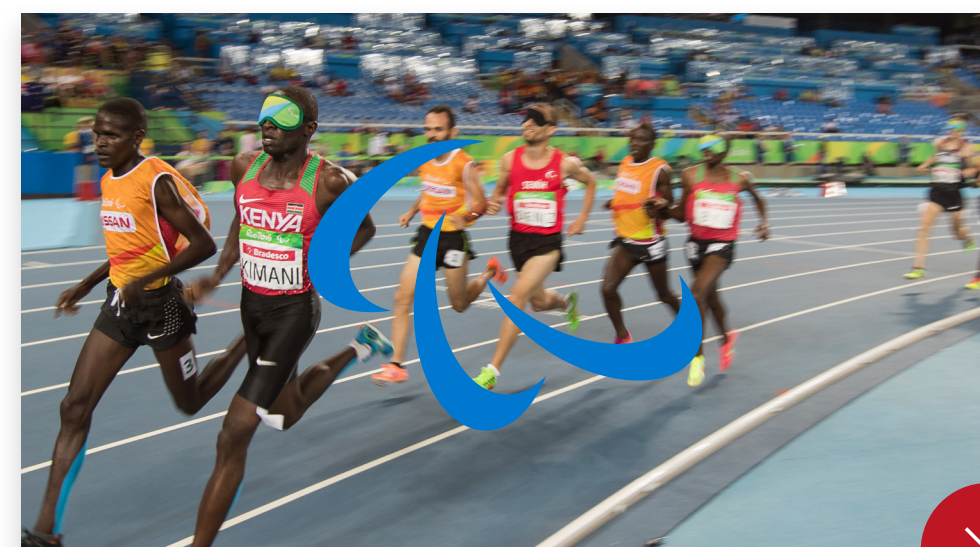
Paralympic symbol moves into frame



Paralympic symbol fades in



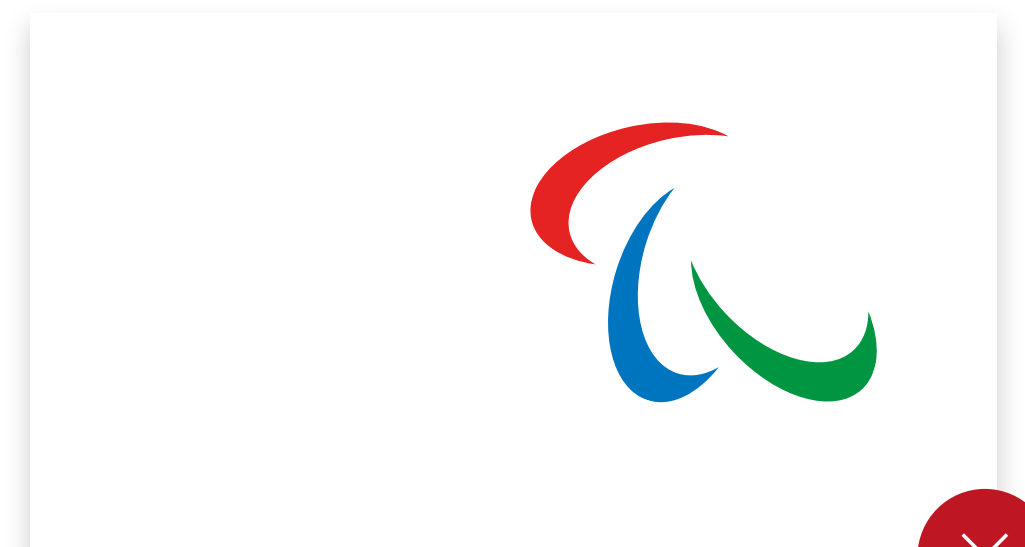
The individual elements of the Paralympic symbol may not be separated.



The animation must always respect the guidelines in terms of colour, background, isolation area and size.



No objects can be transformed into the Paralympic symbol through animation.



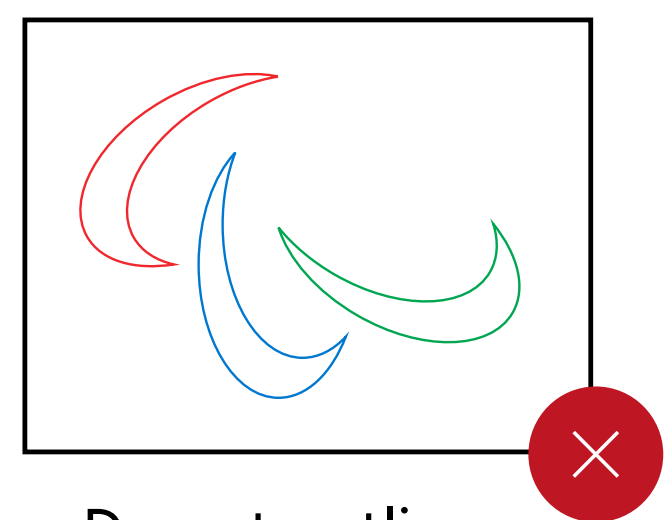
Once the Paralympic symbol is in the correct position, it must stay intact and cannot be rotated out of the frame.

The following rules apply to animating the Paralympic symbol in videos and other digital applications

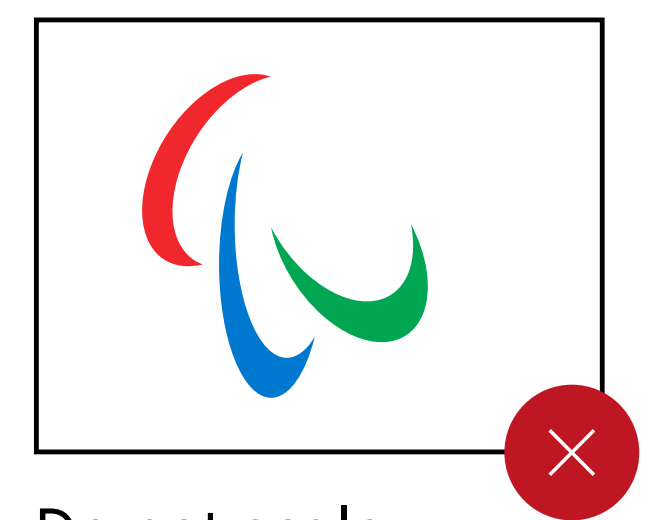
# PARALYMPIC SYMBOL INCORRECT USAGE



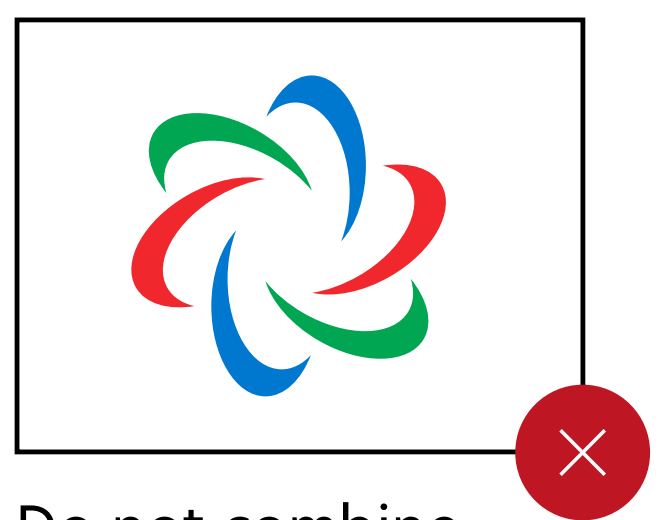
Do not change the colours or order of the three colours



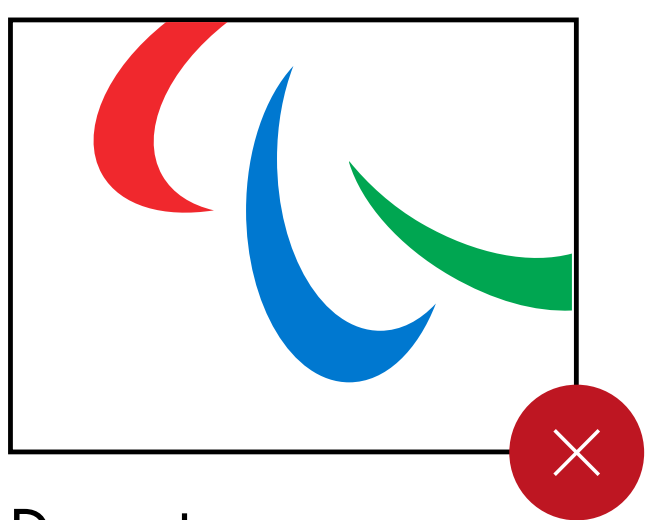
Do not outline



Do not scale unproportionally



Do not combine



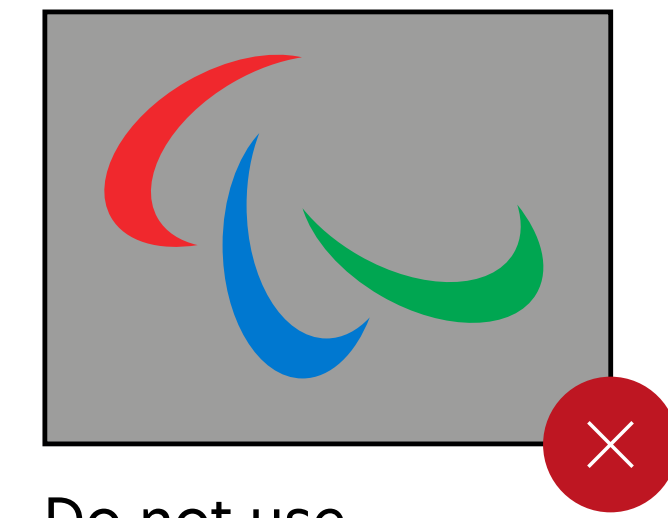
Do not crop



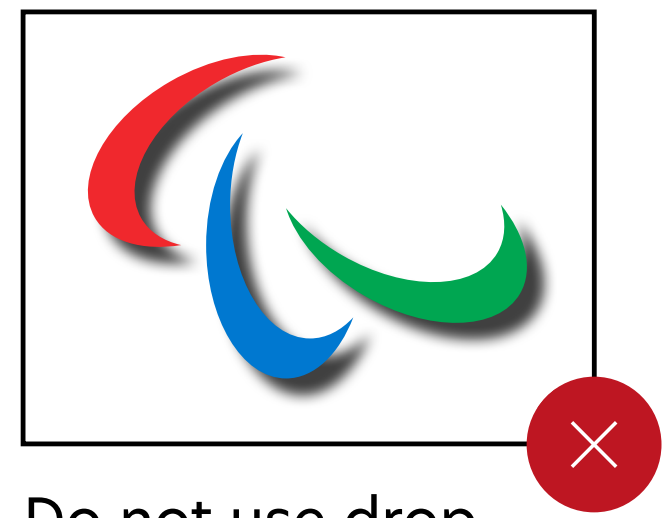
Do not change the opacity of the Paralympic symbol



Do not rotate



Do not use a coloured background



Do not use drop shadows



Do not use greyscale



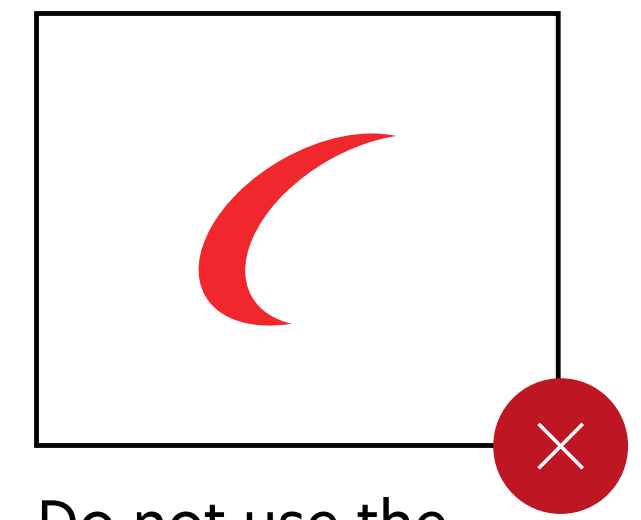
Do not rearrange the single elements



Do not use an old version of the Paralympic symbol (e.g. old drawing or old drawing with "IPC" letters)



Do not arrange graphic elements around the Paralympic symbol, or place elements in front or behind



Do not use the elements of the Agitos individually

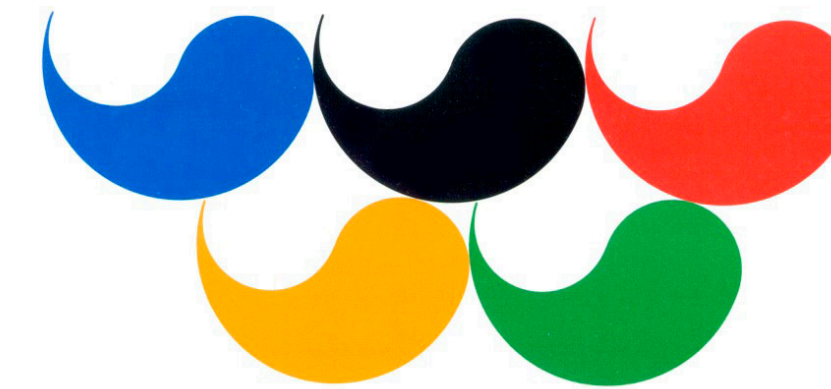
In order to maintain the integrity of the Paralympic symbol, its application and the background on which it appears must ensure maximum visibility.

# PARALYMPIC SYMBOL HISTORY

The previous Paralympic logo incorporated the Tae-Geuk, which is a traditional Korean decorative motif. According to oriental philosophy, Tae-Geuk refers to the ultimate reality from which all things and values originate. Tae-Geuks were first used in a symbol at the 1988 Paralympic Games in Seoul, Korea. At that time, the logo consisted of five Tae-Geuks in a configuration and in colours similar to the Olympic Rings, ie, blue, black, red, yellow and green.

To give the Paralympic logo greater differentiation from the Olympic rings, a logo with the the with three Tae-Geuks was officially launched on a worldwide level at the 1994 World Championships for IPC Sports, along with the motto Mind, Body, Spirit. The three-Tae-Geuk design was in use until the Closing Ceremony of the Athens 2004 Paralympic Games.

In 2003, after a strategic review process, the IPC commissioned public relations company Scholz and Friends to modernise the existing Tae-Geuks for the third time and bring a more tangible meaning to the IPC's purpose. They decided to use the three Tae-Geuks, familiar and well-recognised as it was from within the Paralympic Movement since 1991, morphed into a more circular style but retaining the same colours of blue, red and green.



Five Tae-Geuks  
(1988-1994)



Three Tae-Geuks  
(1994-2004)



Paralympic Symbol  
The Agitos  
(2004-2019)

# PHOTOGRAPHY USE

Wherever possible, dynamic photographs should be used - ones of athletes in action.

The athlete's impairment should be demonstrated in a self-confident and self-evident manner - do not crop it out. The photos we use are physical, triumphant, dynamic, and international.

Ensure the images are balanced in terms of gender, nationality, sport and impairment types, in order to show the diversity of the athlete population.

When using photography on covers, one image is preferred.

When text is positioned on top of photos or videos, a background in a Paralympic colour should be applied over the top of the image to ensure legibility.



Do not stretch, skew or disort photos



Do not use photos that are showing competitors of commercial partners



Do not rotate photos



Do not blur photos



Do not crop the disability



# **BRAND ARCHITECTURE**

# BRAND ARCHITECTURE OVERVIEW

PARALYMPIC SYMBOL



IPC EMBLEM



MEMBERSHIP AND OCOGS

**REGIONAL PARALYMPIC COMMITTEES**

ASIAN PARALYMPIC COMMITTEE, EUROPEAN PARALYMPIC COMMITTEE, OCEANIA PARALYMPIC COMMITTEE, AFRICAN PARALYMPIC COMMITTEE, AMERICAS PARALYMPIC COMMITTEE

**NATIONAL PARALYMPIC COMMITTEE EMBLEMS AND PARALYMPIC TEAM EMBLEMS**

MALTA PARALYMPIC COMMITTEE, MAURITIUS PARALYMPIC COMMITTEE, GUATEMALAN PARALYMPIC COMMITTEE, TEAM SOUTH AFRICA, SOLOMON ISLANDS PARALYMPIC TEAM

**PARALYMPIC GAMES AND TORCH RELAY EMBLEMS**

MILANO CORTINA 2026, PARIS 2024, BEIJING 2022

PROGRAMMES AND SUB-BRANDS

**FUNDRAISING BODY**

AGITOS FOUNDATION  
DEVELOPING SPORT  
CHANGING LIVES

**PROGRAMMES AND PROJECTS**

PROUD PARALYMPIAN, I'mPOSSIBLE

ENDORSEMENT LABELS

**RELATIONSHIP LABELS**

MEMBER OF THE INTERNATIONAL PARALYMPIC COMMITTEE, RECOGNISED BY THE INTERNATIONAL PARALYMPIC COMMITTEE, OFFICIAL APPAREL SUPPLIER TO THE INTERNATIONAL PARALYMPIC COMMITTEE, GLOBAL AUTHORISED TICKET RESELLER OF THE INTERNATIONAL PARALYMPIC COMMITTEE, SUPPORTED BY THE INTERNATIONAL PARALYMPIC COMMITTEE

**PARALYMPIC GAMES LABEL**  
LEGACY AND SPORT PROGRAMME LABEL

SITE OF THE PARALYMPIC GAMES, SPORT IN THE PARALYMPIC PROGRAMME

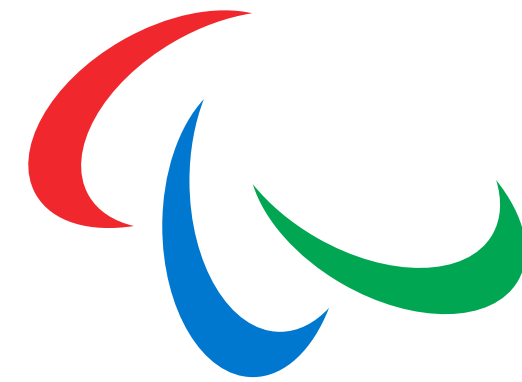
# IPC EMBLEM PRIMARY VERSION



This is the primary emblem of the International Paralympic Committee. It may be used in either full colour or in a monochrome white or black version.



# IPC EMBLEM SECONDARY VERSION



## INTERNATIONAL PARALYMPIC COMMITTEE



Minimum size



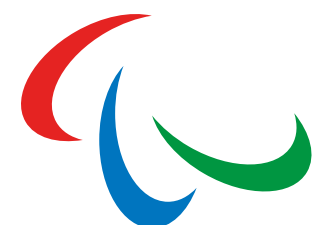
6mm or 17 pixels in width

A vertical version of the emblem has been created to ensure that the brand can be expressed as clearly as possible in various formats.

## MEMBERSHIP AND OCOGS

### REGIONAL PARALYMPIC COMMITTEES

**AMERICAS  
PARALYMPIC  
COMMITTEE**



**AFRICAN  
PARALYMPIC  
COMMITTEE**



**ASIAN  
PARALYMPIC  
COMMITTEE**



**OCEANIA  
PARALYMPIC  
COMMITTEE**



**EUROPEAN  
PARALYMPIC  
COMMITTEE**



Minimum size



The Regional Paralympic Committee emblem must be used for official announcements and news related to the Paralympic Games, official flags, email signatures, letterhead, business cards, diplomas, pins, executive meetings and assemblies, and for Regional Para Games (Torch relay elements, official uniforms, medals, accreditation, podiums, sport equipment reviewed by the Regional Paralympic committee, competition venues, Chef de Mission conferences).

Each Regional Paralympic Committee uses one of the IPC brand colours. Each emblem can also be used in a monochrome white or black version.

# MEMBERSHIP AND OCOGS

## NPC EMBLEM OVERVIEW

Every National Paralympic Committee (NPC) must adopt an institutional emblem and use that emblem for its institutional activities. In addition NPC's have the option to create an emblem to use for commercial or national team purposes, for example to license to sponsors or for reproduction on national team kit. Accordingly NPC's have two options when creating an emblem:

1. NPC's can develop one single emblem that is used both institutionally and commercially.
2. NPC's can develop two specific emblems: an institutional and a commercial/team emblem. It is highly recommended that NPC's use the same or at least a very similar unique design element for both emblems in order to improve the consistency of the brand.

### INSTITUTIONAL EMBLEM (UNCONTAINED)

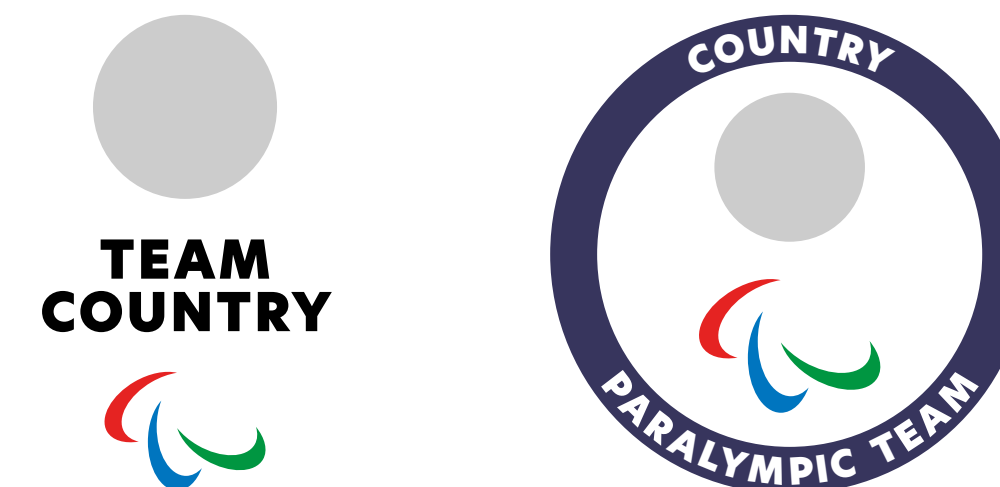


The institutional emblem identifies the National Paralympic Committee as an organisation. Typical applications include signage on office buildings, website, letterhead, business cards and communication materials that the NPC produces.

The institutional emblem has to contain:

- a unique design element identifying the country. This element is aligned to the baseline
- the NPC full organisation name (including the word Paralympic in English)
- the Paralympic symbol measuring one third of the total emblem. The Paralympic symbol is centered underneath the design element

### COMMERCIAL/TEAM EMBLEM (UNCONTAINED OR CONTAINED)



The commercial or team emblem enables the NPC's local sponsors and TOP Partners to communicate that they are a partner of the NPC and the National Paralympic Team. The commercial emblem would also be used by Paralympic licensees as part of a merchandising programme. The team emblem can also be used for team uniforms at the Paralympic Games.

The commercial emblem has to contain:

- the name of the country and may contain the word "team"
- a unique design element identifying the country. This element is aligned to the baseline
- the Paralympic symbol measuring one third of the total emblem. The Paralympic symbol is centered underneath the design element

It is recommended to use the word "Paralympic" to strengthen the brand recognition.

Please note: these are examples for illustrative purpose only. For the NPC Emblem Guidelines, please contact the brand team at [brand@paralympic.org](mailto:brand@paralympic.org).

## MEMBERSHIP AND OCOGS NPC EMBLEM EXAMPLES



The NPC unique design element must include the organisation's name in English. It is also possible to create a secondary version with the organisation name in the local language.

In accordance with the IPC Handbook, the English and local language version must include the word "Paralympic" (or an approved direct translation) in the organisation name. For example, it is not permitted to use the term Paralympic - or a variation thereof - in either the English or local language version of the name of the organisation.

**NPCs have until 31 December 2023 to comply with the NPC emblem guidelines.**

# MEMBERSHIP AND OCOGS PARALYMPIC GAMES EMBLEMS

Each Paralympic Games has its own Paralympic Games emblem. The city that hosts the Paralympic Games creates a symbol to represent the event. We recommend including "Paralympic Games" in the symbol, especially in countries where recognition of the Paralympic symbol is still low. The accessibility of the emblem should be considered throughout the design process.

The Paralympic Games emblem comprises the following elements, placed from top to bottom:

- 1 The Games distinctive element: design element that reflects the culture and values of the Host, and is clearly identifiable as being connected with the specific edition of the Paralympic Games;
- 2 The Games signature (name of the Host city and the year of the Games);
- 3 The wordmark "Paralympic Games", in order to strengthen the recognition of the Paralympic symbol, which may not be recognised without this wordmark; and
- 4 The Paralympic symbol (as an element in the emblem, measuring one-sixth to one eighth of the total area of the emblem). The isolation area of the Paralympic symbol must be respected.



# PROGRAMMES AND SUB-BRANDS

## AGITOS FOUNDATION

### LANDSCAPE VERSION



**AGITOS  
FOUNDATION**  
DEVELOPING SPORT  
CHANGING LIVES

### PORTRAIT VERSION



**AGITOS  
FOUNDATION**  
DEVELOPING SPORT  
CHANGING LIVES

Launched in 2012 as the development arm of the IPC, the Agitos Foundation is now a fundraising body for the development of the Paralympic Movement. For the Agitos Foundation guidelines, please contact the brand team at [brand@paralympic.org](mailto:brand@paralympic.org)

# **PROGRAMMES AND SUB-BRANDS**

## **PROUD PARALYMPIAN**



Proud Paralympian is the IPC's global athlete education programme aimed at Paralympians and those who aspire to compete at the Paralympic Games. Launched at the Rio 2016 Paralympic Games, it is designed to support athlete development both on and off the field of play, as individuals and active citizens. For the Proud Paralympian guidelines, please contact the brand team at [brand@paralympic.org](mailto:brand@paralympic.org).

# PROGRAMMES AND SUB-BRANDS

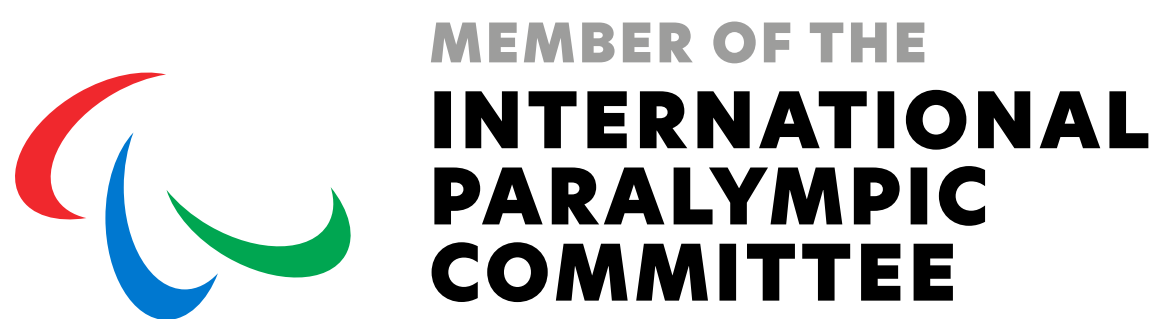
## I'mPOSSIBLE



I'mPOSSIBLE is the IPC's global education programme, designed for teachers to use with learners aged 6-18 to enable young people throughout the world to engage with the Paralympic values, Para sports and the vision of the Paralympic Movement for an inclusive world through Para sport. For the I'mPOSSIBLE guidelines, please contact the brand team at [brand@paralympic.org](mailto:brand@paralympic.org).



# ENDORSEMENT LABELS RELATIONSHIP LABELS



Endorsement labels have been created to be used by third parties to indicate the respective relationship.  
We do not create composite logos using these labels together with other organisations' logos.

# ENDORSEMENT LABELS

## ENDORSEMENT LABEL CONSTRUCTION AND USE



Creating new layouts should be avoided wherever possible. If new layouts must be created, they should follow the same system. The Paralympic symbol's isolation area has to be followed at all times.

The utmost care should be taken to ensure that our endorsements are always presented clearly. Always keep the isolation area free of any other design elements.

## PARTNER LOCK-UPS

### BROADCAST PARTNER COMPOSITES

A broadcaster composite logo is a visual representation of a broadcaster's relationship with the IPC. It is a two-part design, one belonging to the broadcaster and the other to the Paralympic party. Both the broadcaster logo and Paralympic mark should be visually balanced.

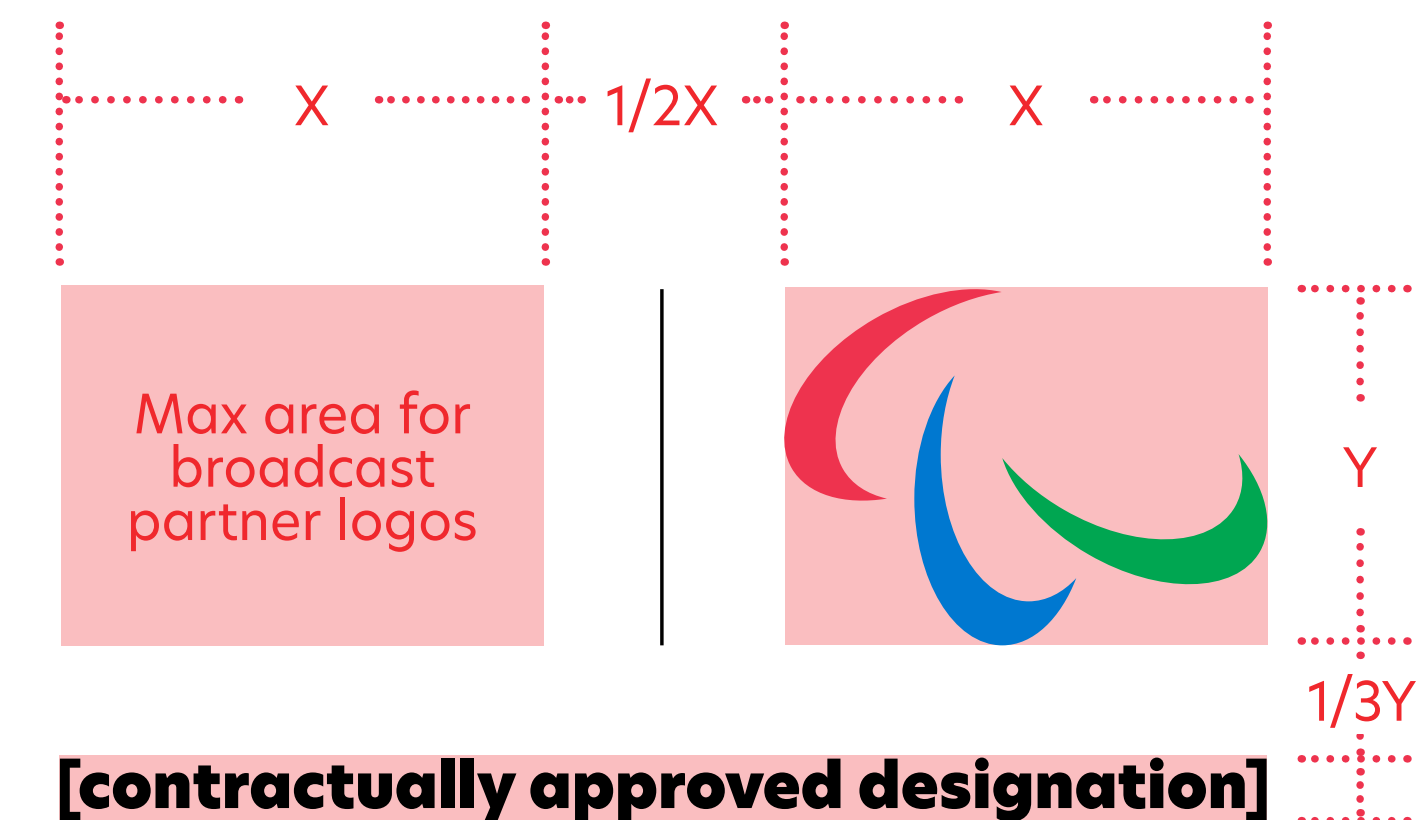
It is key that the composite logo represents two separate entities, and does not give the impression of an altogether new emblem. Broadcast Partners cannot create a new Paralympic Games emblem or use the composite logo to form another logo.

A composite logo contains four mandatory elements:

1. The broadcast partner's corporate logo or contractually approved brand name,
2. A contractually granted Paralympic mark (Paralympic symbol or Paralympic Games emblem),
3. A contractually approved designation
4. A clear separation between the Paralympic mark and the broadcaster logo, such as a line or a clear space.

The composite logo can be created either in a vertical or horizontal format. The isolation area of the composite logo must be respected so that no images/slogans are placed in this area.

All composite logos must be approved via InMotion, the IPC's approval platform.





Please contact [brand@paralympic.org](mailto:brand@paralympic.org) for the following guidelines:

- NPC Emblem Guidelines
- Agitos Foundation Guidelines
- Proud Paralympian Guidelines
- I'mPOSSIBLE Guidelines
- PARA SPORT Brand Guidelines

For WeThe15 Guidelines, please contact [brand@wethe15.org](mailto:brand@wethe15.org)

For IPC Brand and Activation Guidelines, please contact [partnerships@paralympic.org](mailto:partnerships@paralympic.org)

For National Paralympic Committee Development Programme Brand Guidelines for IPC-supported activities, please contact [programmes@paralympic.org](mailto:programmes@paralympic.org)