

NATIONAL PARALYMPIC COMMITTEE EMBLEM GUIDELINES

MAY 2024

INTERNATIONAL PARALYMPIC COMMITTEE

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THE IMPORTANCE OF THE NPC EMBLEM

NATIONAL PARALYMPIC COMMITTEE (NPC) EMBLEMS IMPORTANCE

The vision of the Paralympic Movement is for a more inclusive world through Para sport.

We believe that Change Starts with Sport. This means changing attitudes about disability, improving mobility and accessibility for persons with disabilities and increasing the opportunities for persons with disabilities to have access to sport, education, healthcare and employment.

Your NPC brand is part of the wider Paralympic brand.

Your NPC emblem is the focal point for the Paralympic brand and national Paralympic team in your country. It therefore plays a key role in the recognition of the Paralympic brand in your territory.

The more consistently your NPC brand is used across different applications and channels, the more it will strengthen the Movement as a whole and increase its recognition and commercial value.

This document aims to help you to create an NPC emblem that is aligned with the Paralympic brand.

Please note that any new or updated NPC emblem (e.g. colour change, text modification, measurement changes), needs to be submitted to the International Paralympic Committee (IPC) for approval.

IPC HANDBOOK REFERENCE

Section 1: Chapter 4.7, Intellectual Property Rights

NPCs are obliged to create and protect a distinctive emblem. An NPC emblem shall be an integrated design displaying the Paralympic symbol with other distinctive elements.

The Paralympic symbol must appear within each emblem in the manner set out in the IPC Brand Book and must comply with the following provisions;

- a) the distinctive element of these emblems must not contain mottos, designations or other generic expressions which give the impression of being universal or international in nature,*
- b) the area covered by the Paralympic symbol must be one third of the total area of the NPC emblem,*
- c) the design of each NPC emblem must identify the country or territory of the NPC and cannot be limited to the name, or abbreviation of such name, of the country or territory,*
- d) the NPC emblem must not make reference to the Paralympic Games or to a specific date or event so as to be limited in time.*

NPC EMBLEM OVERVIEW

NPC INSTITUTIONAL AND COMMERCIAL/TEAM EMBLEMS OVERVIEW

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:

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 may contain the name of the country and may contain the word "team"

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

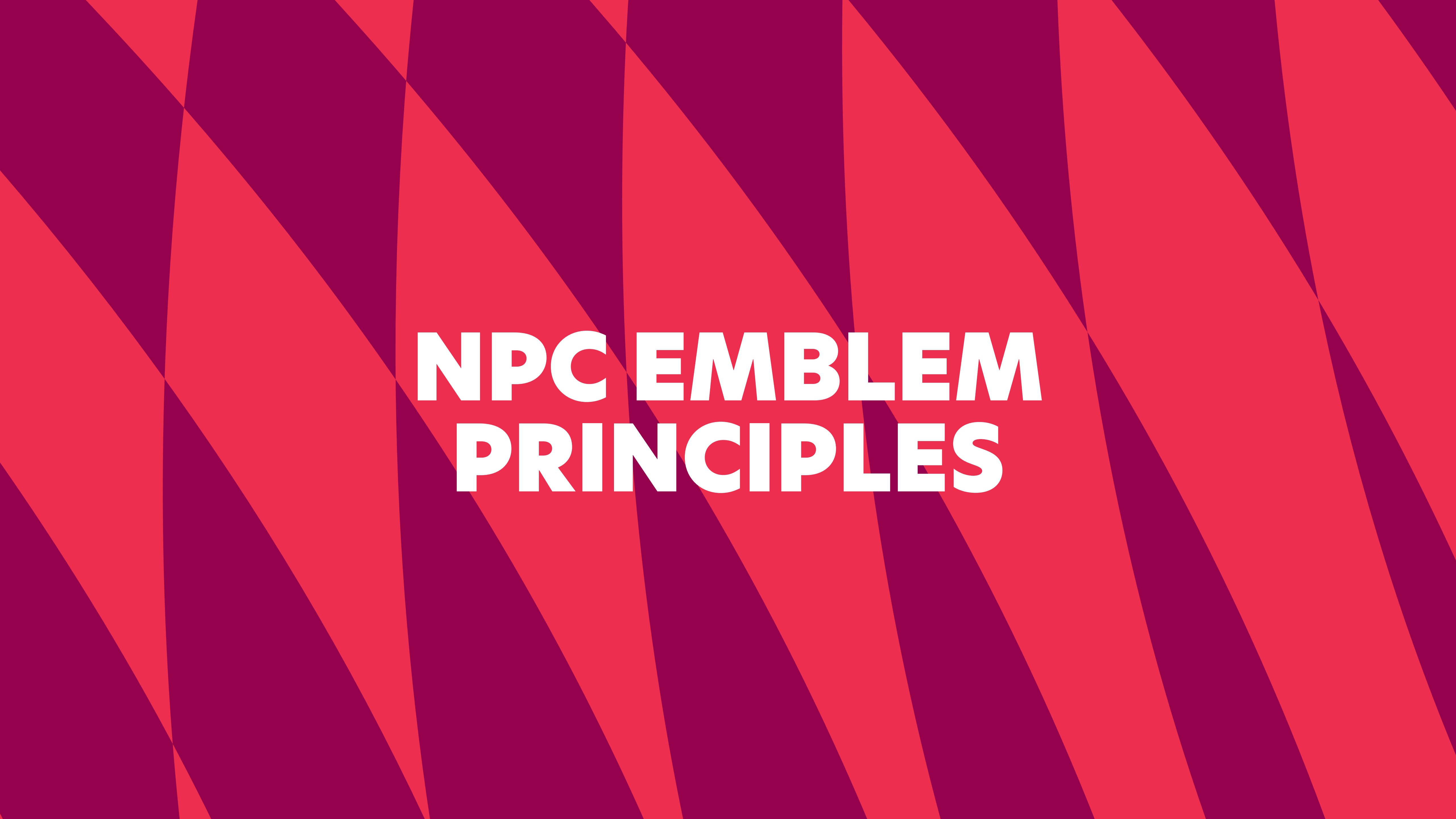


Every NPC must adopt an institutional emblem and use that emblem for its institutional activities. In addition NPCs have the option to create an emblem to use for commercial or national team purposes, for example to license to sponsors or for reproduction on national team kit.

Accordingly NPCs have two options when creating an emblem:

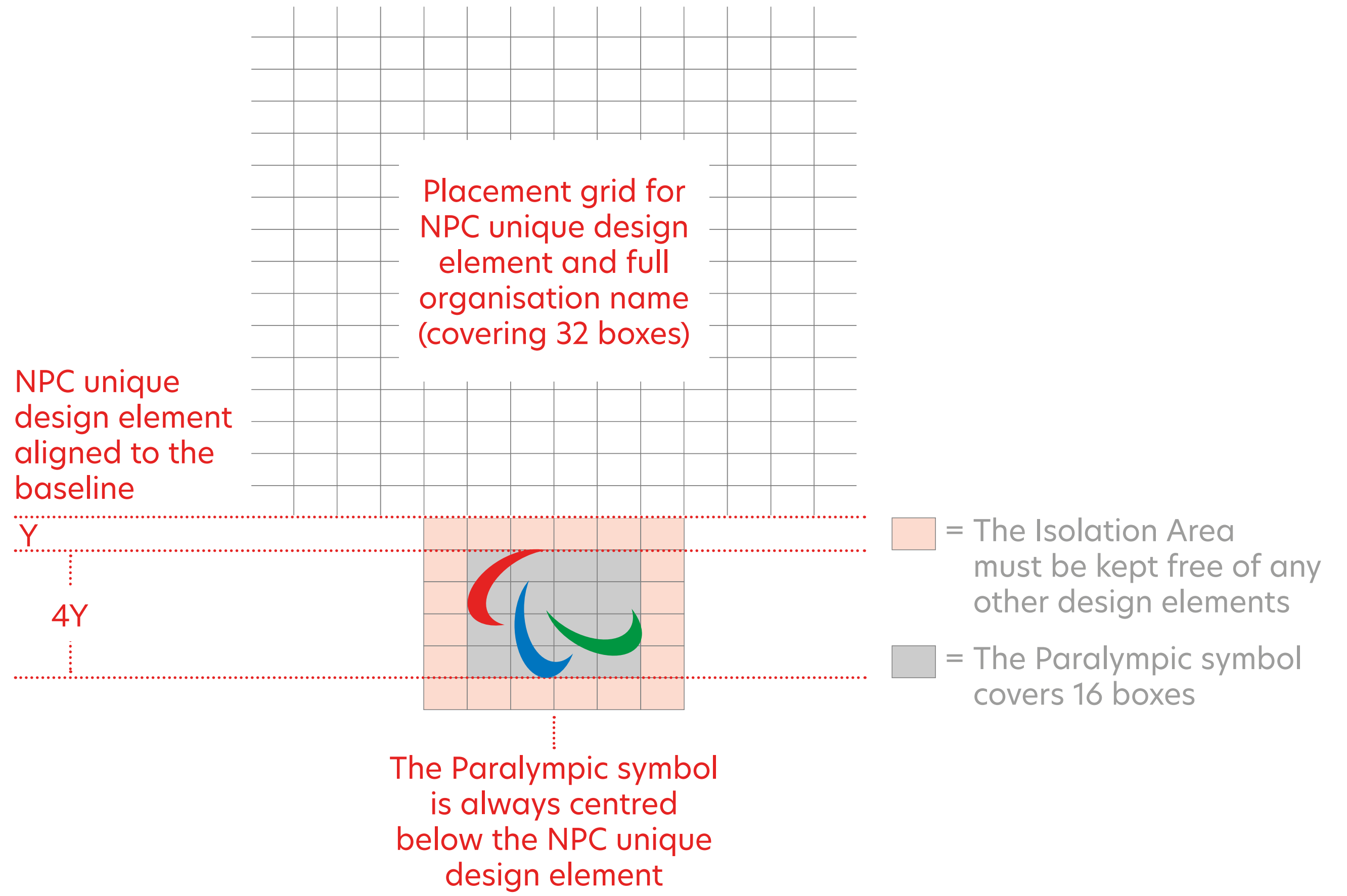
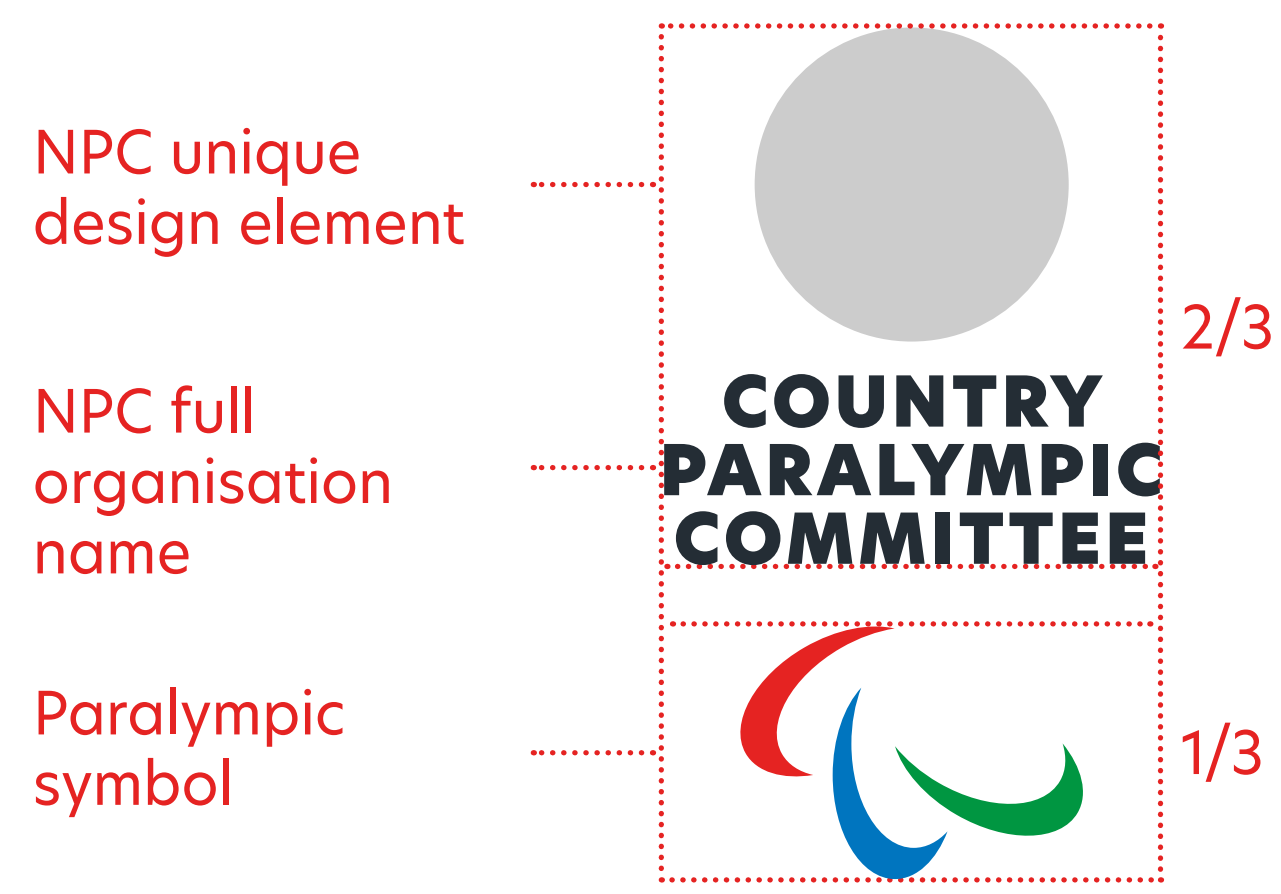
1. NPCs can develop one single emblem that is used both institutionally and commercially.
2. NPCs can develop two specific emblems: an institutional and a commercial/team emblem. It is highly recommended that NPCs use the same or at least a very similar unique design element for both emblems in order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

Please note: these are examples for illustrative purpose only



NPC EMBLEM PRINCIPLES

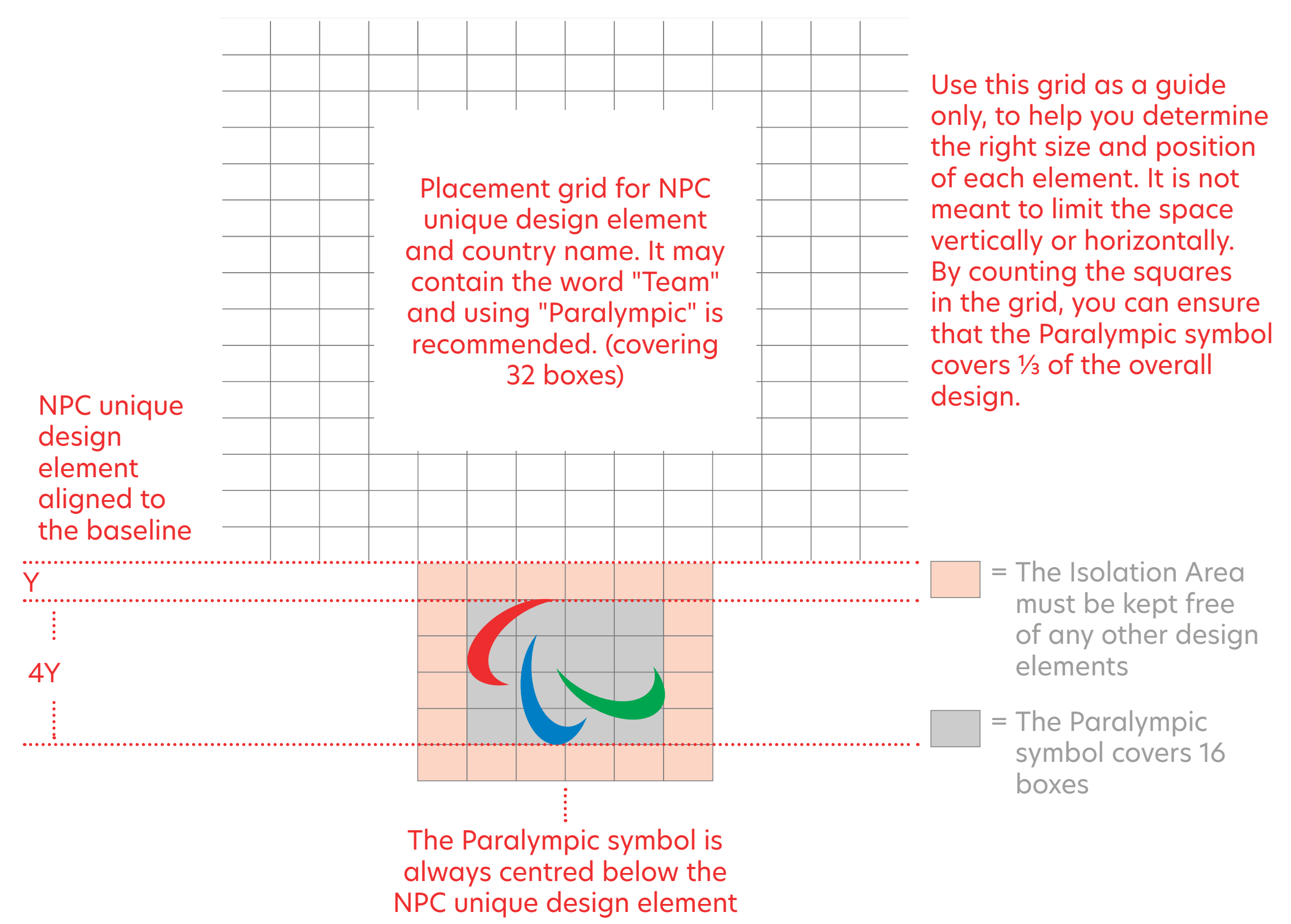
NPC INSTITUTIONAL EMBLEMS PRINCIPLES



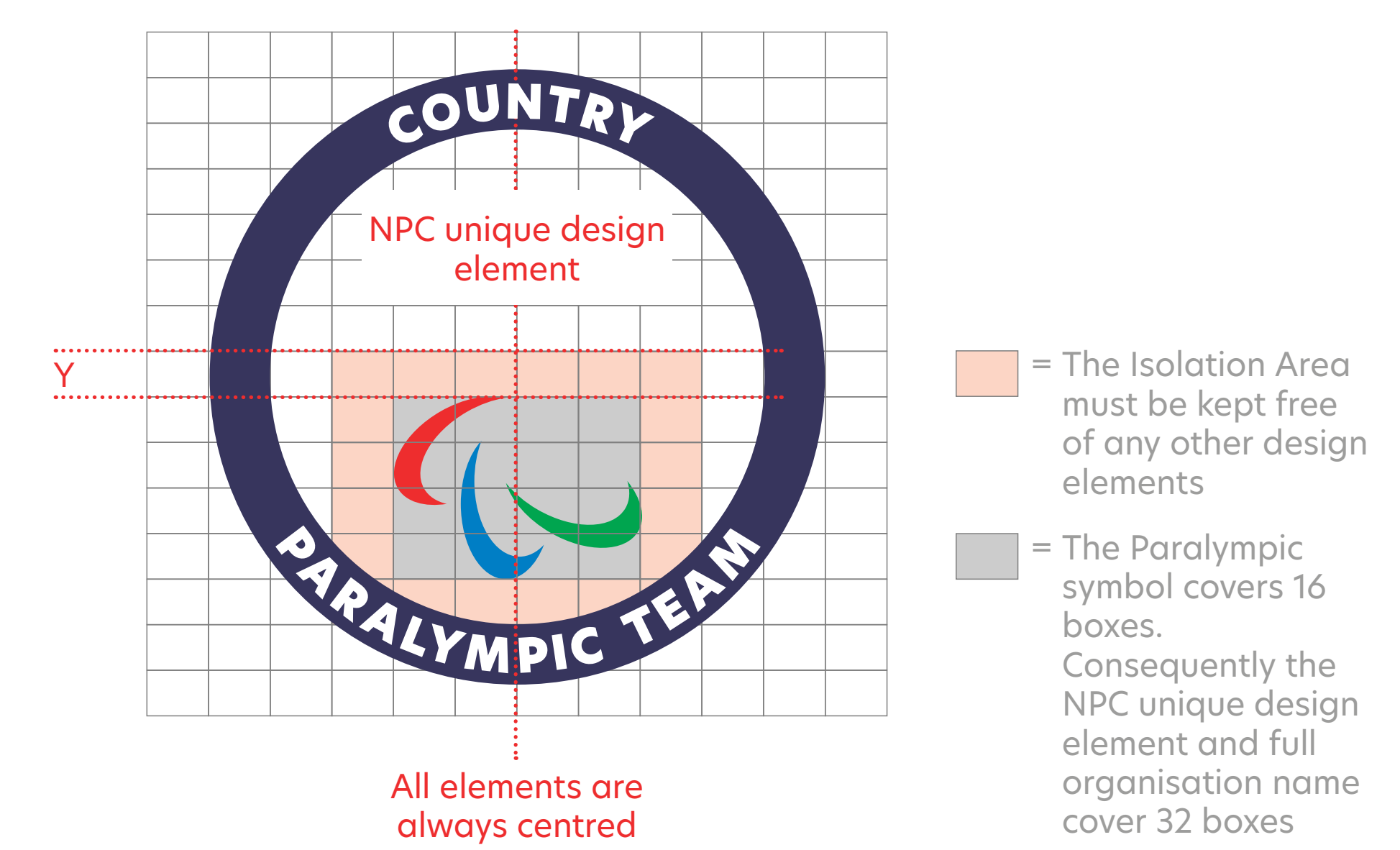
Use this grid as a guide only, to help you determine the right size and position of each element. It is not meant to limit the space vertically or horizontally. By counting the squares in the grid, you can ensure that the Paralympic symbol covers 1/3 of the overall design.

COMMERCIAL/TEAM EMBLEMS PRINCIPLES

UNCONTAINED EMBLEM



CONTAINED EMBLEM



Commercial or team emblems follow the same principles as NPC institutional emblems, in that they contain the unique design element identifying the country and the Paralympic symbol. The commercial or team emblem must contain the name of the country. If the full country name is not used, whatever is used in its place must be clearly understood as representing the country.

The commercial or team emblem may contain the word "team", and **we recommend including the word "Paralympic" to increase brand recognition**. They can either be uncontained or contained inside a shape as shown above. The benefit of having a contained emblem is that it can be used against any background (see page 22: Paralympic symbol colours).

NPC INSTITUTIONAL EMBLEMS EXAMPLES

The NPC emblem should feature **a clearly identifiable national symbol** that is meaningful to the country or territory of the NPC. Appropriate national symbols include the flag, national colours, national animal, flower, shield, coat of arms etc. The design element should be appealing but not too sophisticated from a design perspective in order to allow easy reproduction.

The emblem must not contain mottos, designations or other generic expressions which give the impression of being universal or international in nature. The IPC - as an umbrella organisation - represents several sports and disability groups. **NPC emblem designs should therefore not focus on one sport** (e.g. wheelchair sports) **but remain general**.

The emblem must include the **organisation's name in English**. It cannot be limited to the name of the country or territory (or an abbreviation of such name). In accordance with the IPC Handbook, the English and local language version **must include the word "Paralympic"** (or a translation approved by the IPC) in the organisation's name. For example, it is not permitted to use the term Paralympic - or a variation thereof - in either the English or local language version.

It is not possible to crop the emblem or remove the Paralympic symbol. The NPC emblem must always be used in its entirety.

FLAG



GUATEMALAN
PARALYMPIC COMMITTEE



ANIMAL



BHUTAN
PARALYMPIC COMMITTEE



NICARAGUAN
PARALYMPIC COMMITTEE



EESTI PARALÜMPIAKOMITEE
Estonian Paralympic Committee



COUNTRY/ MAP



MAURITIUS
PARALYMPIC COMMITTEE



SYMBOL



PANAMÁ
PARALYMPIC COMMITTEE



MALTA
PARALYMPIC
COMMITTEE

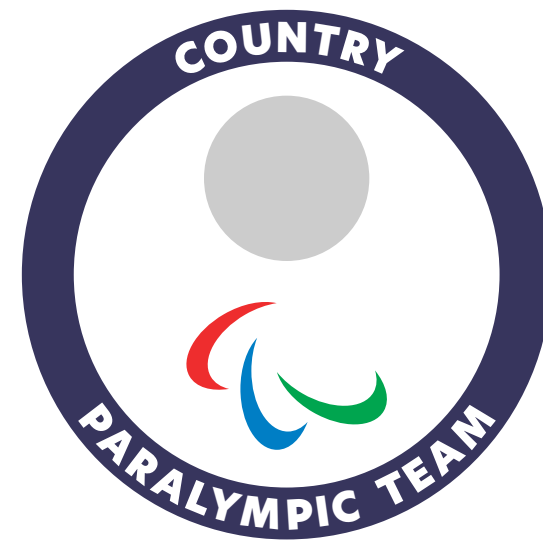


TEAM EMBLEM APPLICATION PRINCIPLES

PRIMARY VERSION



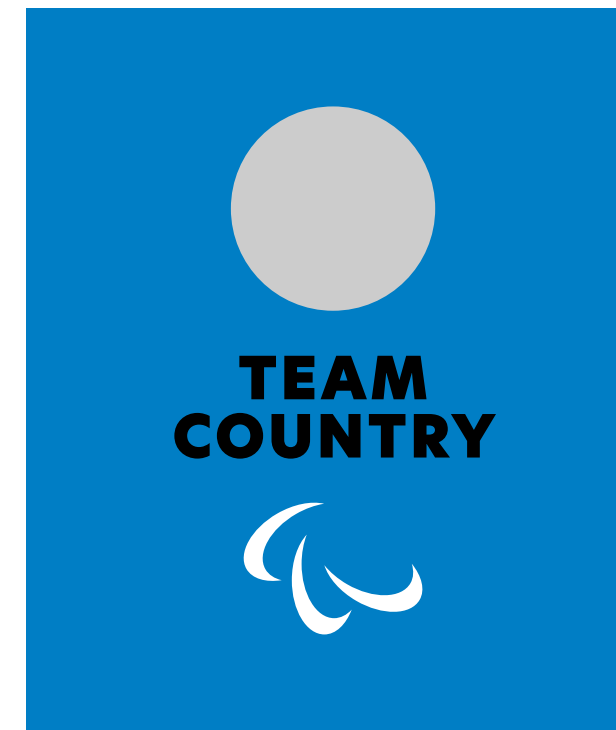
Uncontained
team emblem



Contained
team emblem

The primary and preferred version of a team emblem features the Paralympic symbol in full colour. The uncontained full-colour emblem may only be used on a white uninterrupted space. The contained emblem includes a white background and can therefore be easily applied to different backgrounds or materials.

HYBRID VERSION



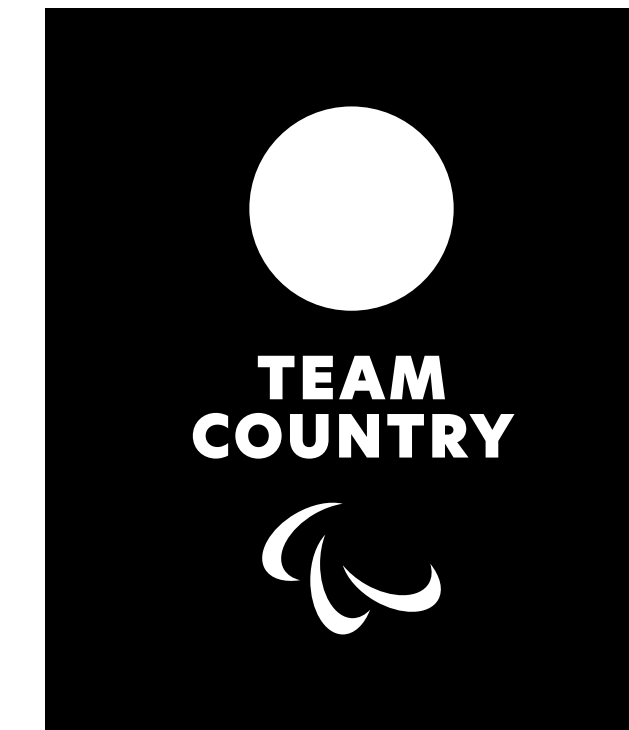
Uncontained
team emblem



Contained
team emblem

If the unique design element is not recognisable in monochrome, a hybrid version is possible where the unique design element is in colour and the Paralympic symbol is monochrome.

MONOCHROME VERSION



Uncontained
team emblem



Uncontained
team emblem

If the emblem cannot be used on a white uninterrupted space or due to reproduction limitations, a black or white version may be used. The monochrome white or black version may appear on any colour background, depending which one creates the better contrast.

NPC EMBLEM APPLICATION

NPC EMBLEM APPLICATION

UNCONTAINED NPC EMBLEM



The full colour version can only be used on a white background.



The monochrome version can be black or white, whichever provides the best contrast against the given background.

CONTAINED NPC EMBLEM



The full colour version of a contained team emblem can be reproduced on different backgrounds.

PARALYMPIC SYMBOL PROPORTION WITHIN THE NPC EMBLEM

PARALYMPIC SYMBOL CORRECT USAGE OF $\frac{1}{3}$ RATIO



PARALYMPIC SYMBOL INCORRECT USAGE



The Paralympic symbol in this example is too small.



The Paralympic symbol in this example is too big.

The Paralympic symbol should cover one third of the total emblem size. However, in exceptional cases in order to achieve a visually balanced emblem, the IPC may allow the Paralympic symbol to be reduced to up to $\frac{1}{4}$ of the overall design. Where the NPC emblem is part of a wider system of logos, it may default to that system in order to preserve consistency amongst the national family of logos. There will inevitably be specific exceptions to these guidelines. Where NPC emblems are extremely wide or tall, we suggest that the design is constructed following the broader principles of these guidelines, so that it is visually balanced.

NPC EMBLEMS HORIZONTAL VERSION

In the horizontal version, the Paralympic symbol needs to be positioned on the right-hand side.

The Paralympic symbol measures one third of the total emblem size.

The isolation area needs to be respected.

All elements are horizontally centred

VERTICAL



HORIZONTAL



The vertical version is the primary version and should be used whenever possible. Only if the application is a true horizontal format an alternative version may be used. It should follow the principles below.

NPC EMBLEMS

LANDSCAPE VERSION

NPC UNIQUE DESIGN ELEMENT

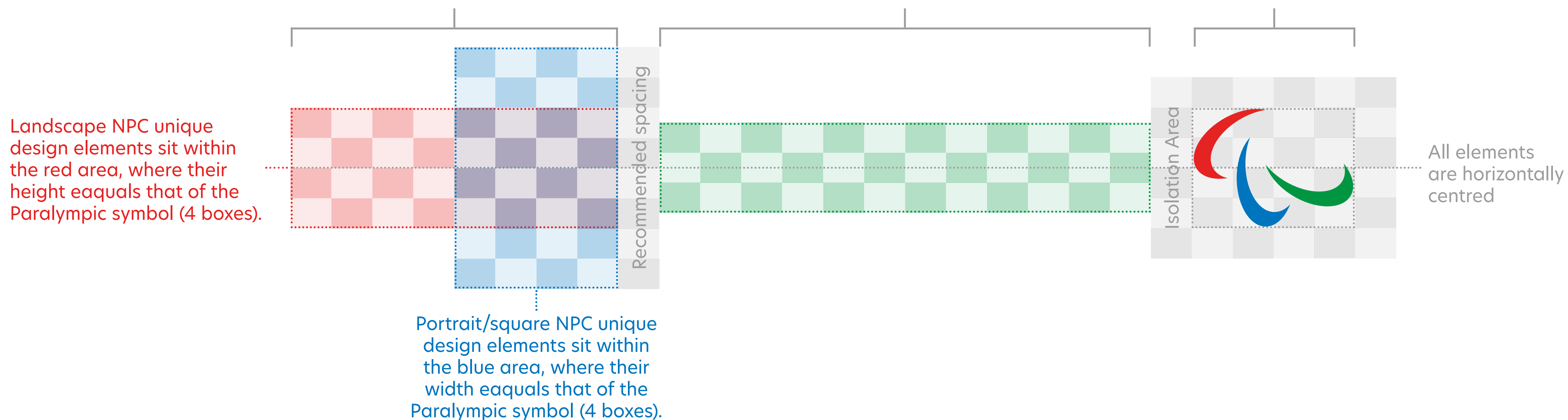
The NPC unique design element sits within one of these two areas. Design elements that are landscape sit within the red area, and design elements that are portrait/square sit within the blue area. The NPC unique design element is always aligned to the right-hand edge of the area.

NPC ORGANISATION'S NAME

The NPC full organisation name sits within this middle area (not exceeding 12 boxes in width, or 3 boxes in height). This area should be shortened horizontally to match the final size of the NPC name. We recommend that the NPC full organisation name is centrally aligned (not left or right), to ensure the emblem remains visually balanced.

PARALYMPIC SYMBOL

The Paralympic symbol is always positioned to the right of the emblem. The symbol covers 16 boxes.



The above grid should be used as a guide to help you determine the right size and position of each element within a horizontal NPC emblem. The NPC unique design element should be on the left, the NPC full organisation name should be in the middle, and the Paralympic symbol should be on the right-hand side of the emblem. To ensure that the Paralympic symbol remains $\frac{1}{3}$ in size it covers 16 boxes while the NPC design element and the organisation's name together cover 32 boxes.

NPC EMBLEMS

VERTICAL AND HORIZONTAL EXAMPLES

VERTICAL VERSION



**GUATEMALAN
PARALYMPIC COMMITTEE**



HORIZONTAL CONSTRUCTION



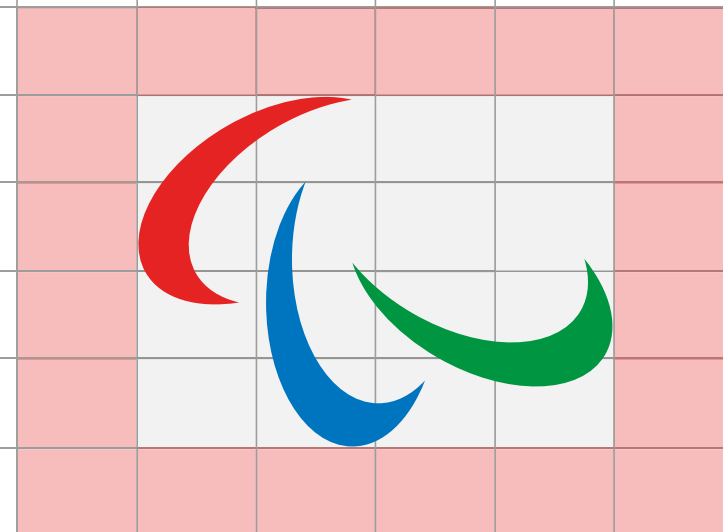
HORIZONTAL VERSION



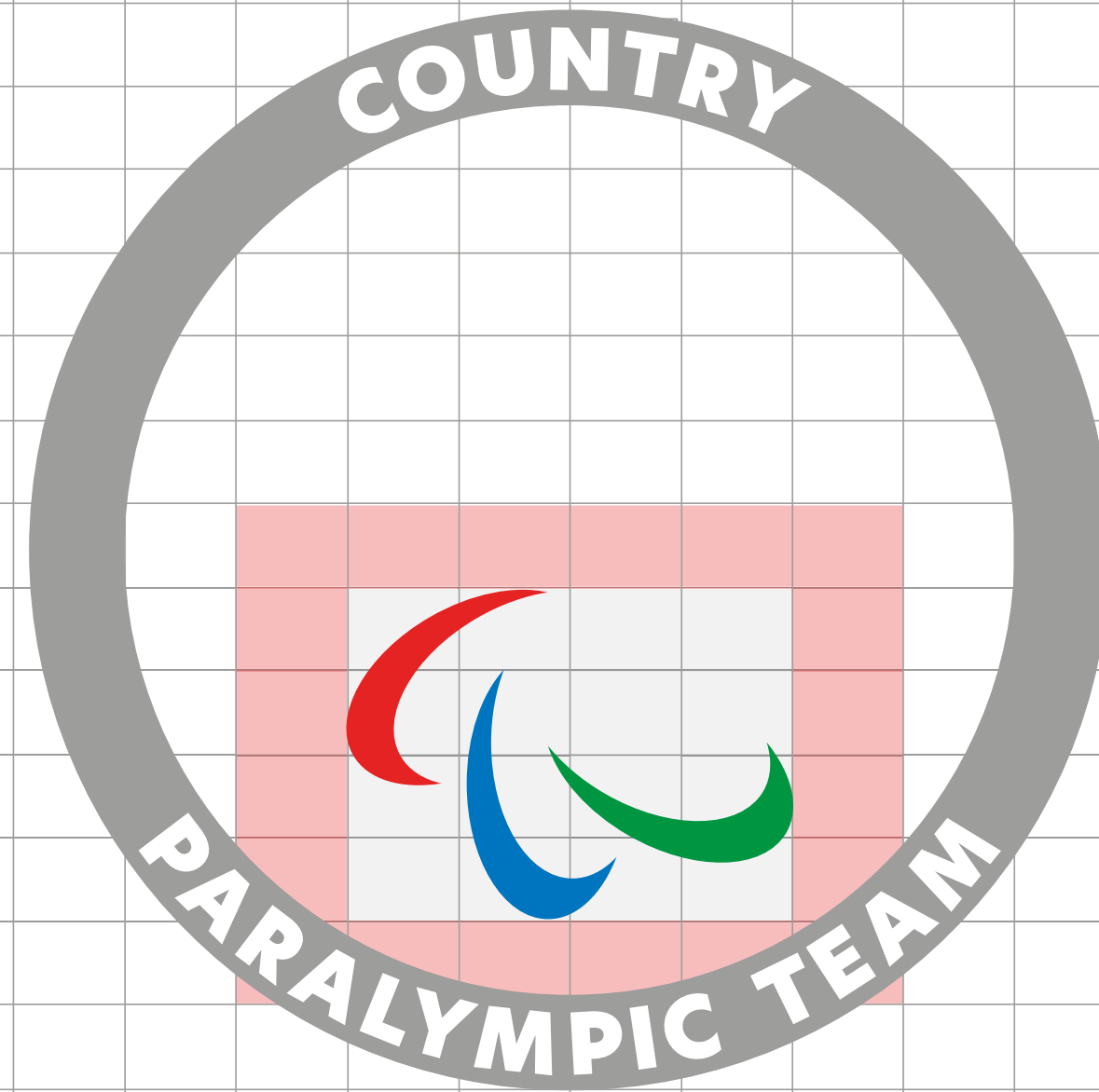
The background consists of several overlapping, curved, and angular shapes in shades of red and purple. The shapes are layered, creating a sense of depth and movement. The colors range from a vibrant, bright red to a deep, dark purple. The overall effect is a dynamic and modern abstract pattern.

NPC EMBLEM DESIGN TEMPLATE

NPC EMBLEM DESIGN TEMPLATE



TEAM EMBLEM DESIGN TEMPLATE



The background consists of several overlapping, curved, abstract shapes in shades of red and purple. The shapes are layered, creating a sense of depth and movement. The colors range from a bright, vibrant red to a deep, dark purple. The overall effect is a dynamic and modern graphic design.

**NPC EMBLEMS
INCLUDING
ASSOCIATIONS**

NPC EMBLEMS ASSOCIATIONS AND RELATIONSHIPS

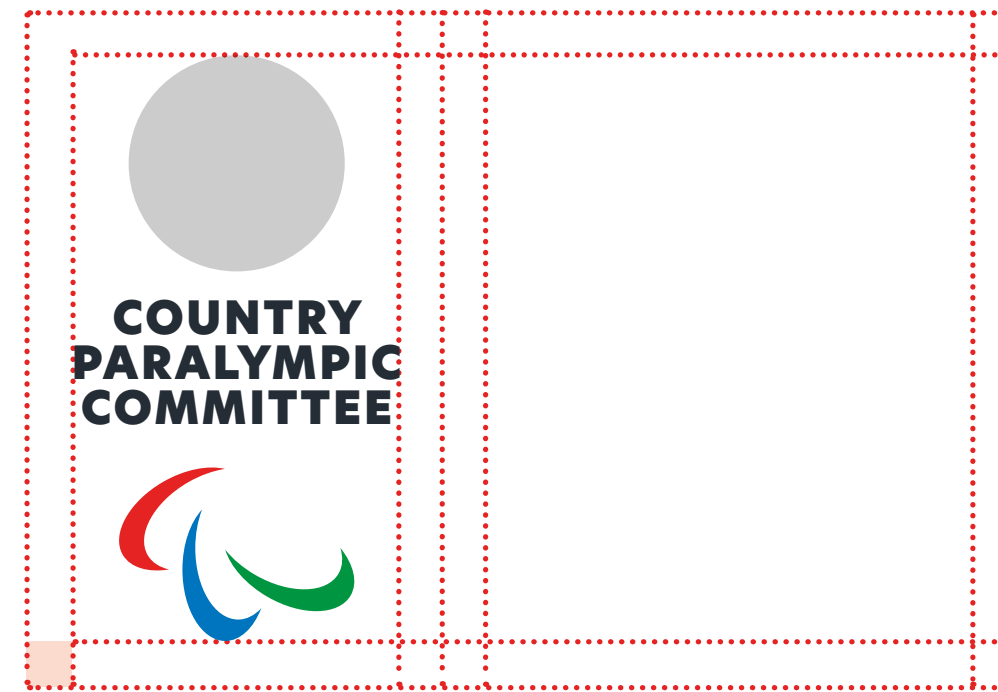
LINE

The distance between the NPC emblem and the line should be no less than 25% of the height of the Paralympic symbol.



BOX

The distance between the NPC emblem, the association and the box shape should be no less than 25% of the height of the Paralympic symbol.



SPACING

When there is no line or box to separate the NPC emblem from the text, the distance needs to be at least 2x25% of the height of the Paralympic symbol.



NPC emblems can be combined with other elements as indicated above to highlight associations, relationships and events. A line, box or spacing may be used to separate the NPC emblem and association text. Horizontal and vertical compositions are permitted.

PARALYMPIC SYMBOL

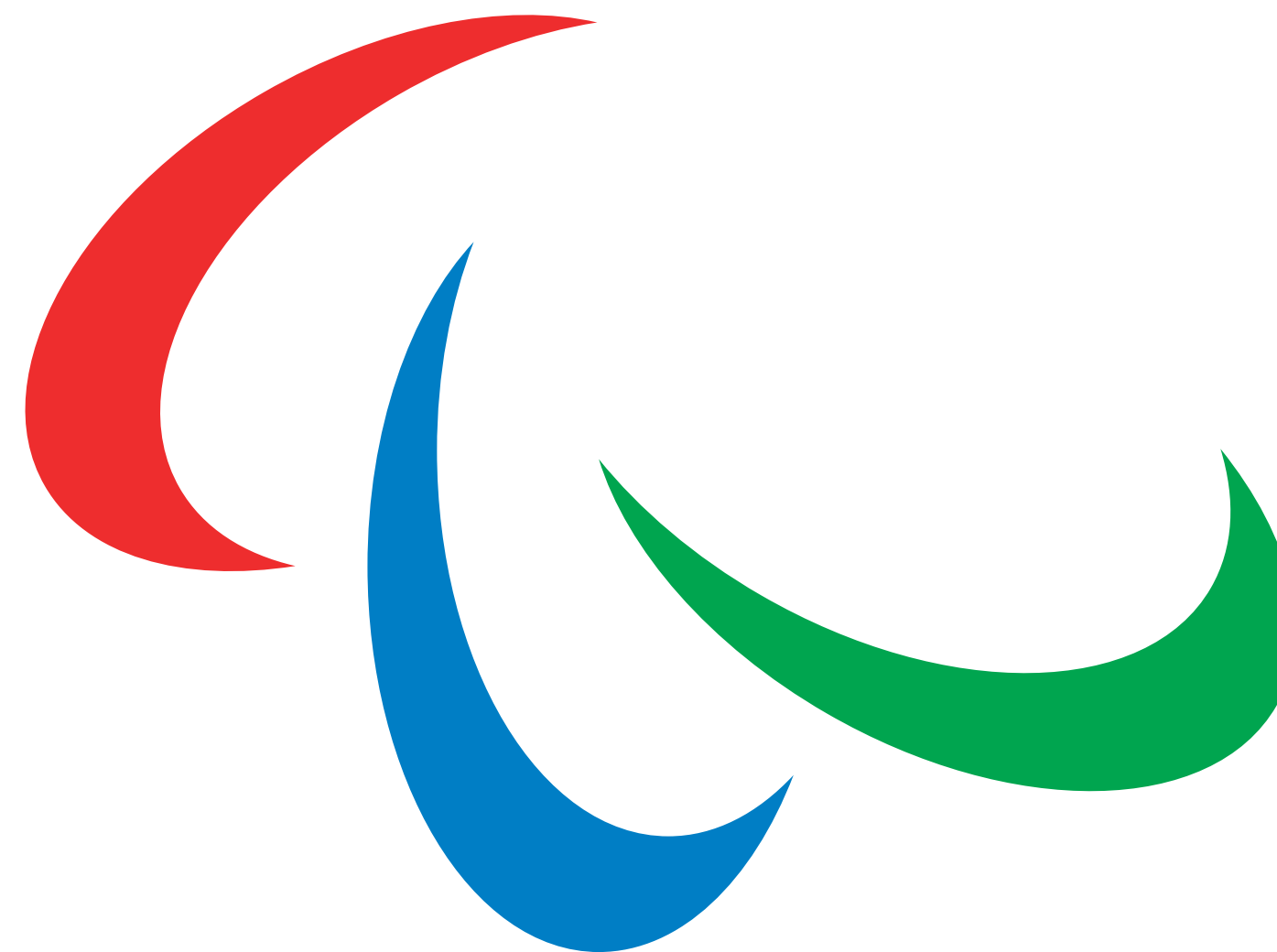
PARALYMPIC SYMBOL INTRODUCTION

The main identifier of the Paralympic Movement is our Paralympic symbol.

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 Agitos are now rotating around a shared central point.

The colours 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 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. NPC emblems are formally approved with the Paralympic symbol in colour on a white background. The rules for the Paralympic symbol also apply to the NPC emblem.

PARALYMPIC SYMBOL ISOLATION AREA AND MINIMUM SIZE



Minimum size



6mm or 17 pixels
width

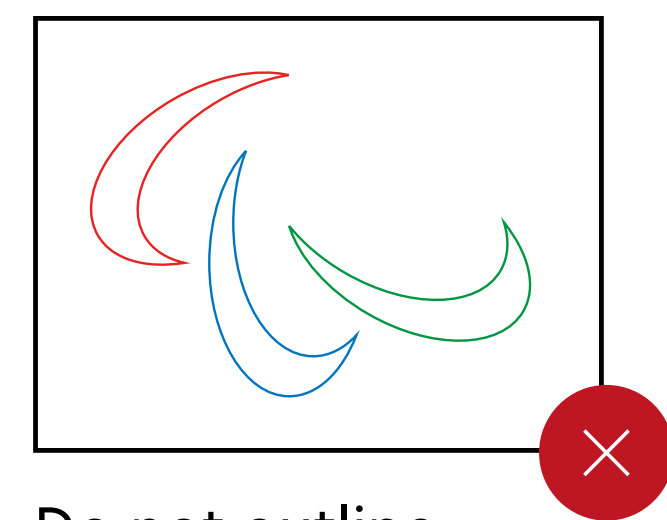
To ensure the Paralympic symbol is always prominent, an isolation area surrounding the the Paralympic symbol must be respected. The isolation area is 25% of the height of the symbol around each edge. No other element should encroach on this area.

The minimum size of the Paralympic symbol in NPC emblems is 6mm or 17 pixels in width.

INTEGRITY OF THE PARALYMPIC SYMBOL



Do not change the colour or order of the three colours



Do not outline



Do not scale unproportionally



Do not combine



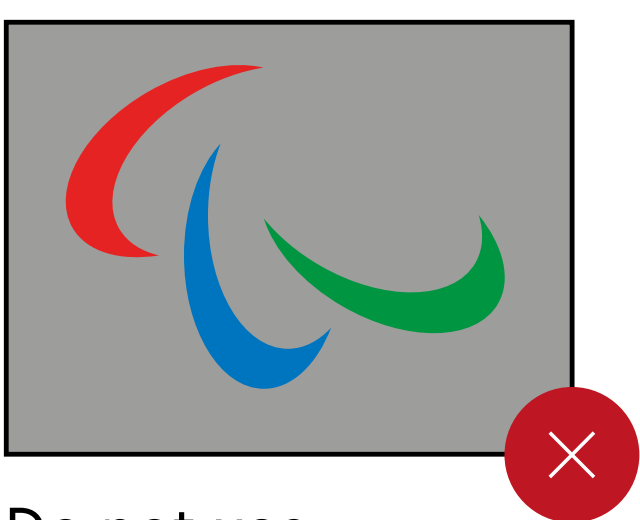
Do not crop



Do not rearrange the single elements



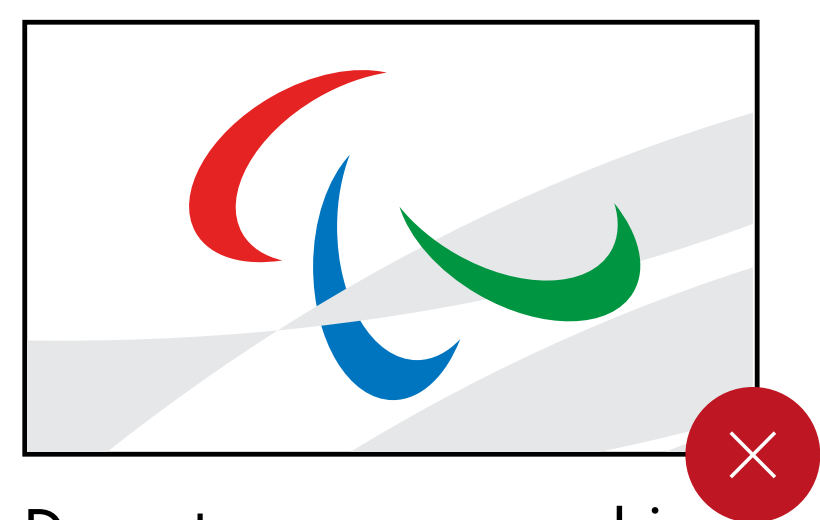
Do not change the opacity of the Paralympic symbol



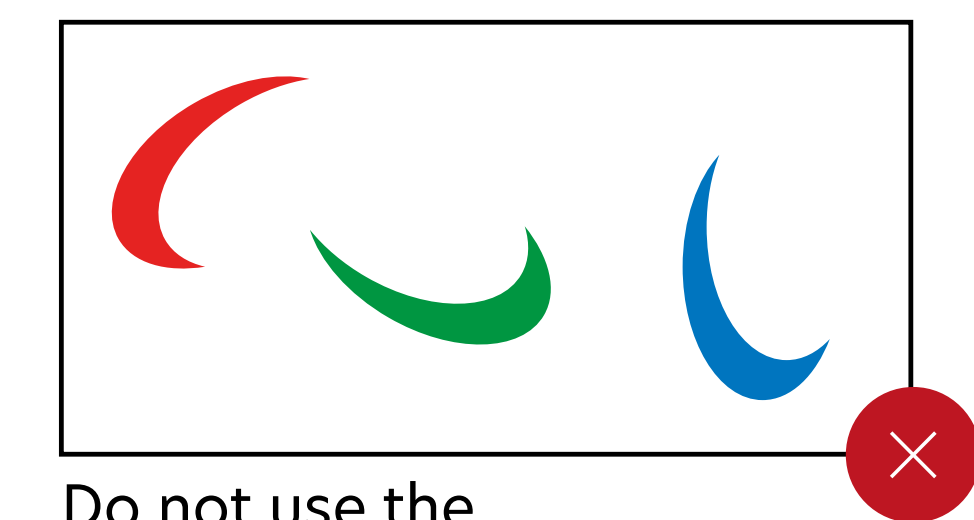
Do not use a coloured background



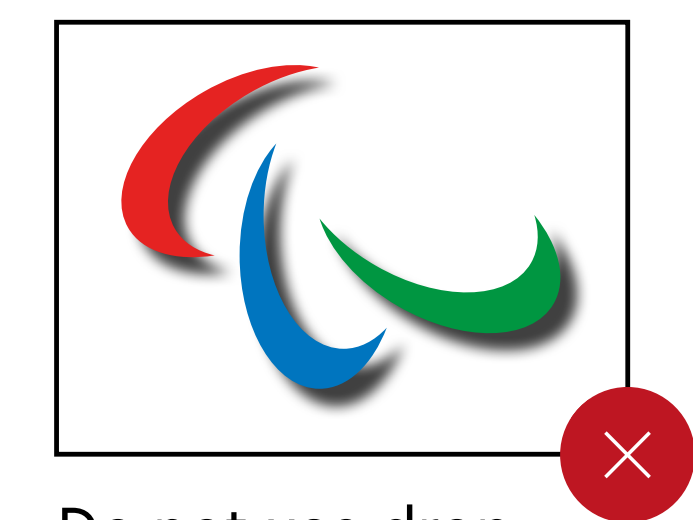
Do not rotate



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



Do not use the Agitos individually



Do not use drop shadows

In order to maintain the integrity of the Paralympic symbol, its application in the NPC emblem and the background on which it appears must ensure maximum visibility. The rules for the Paralympic symbol also apply to the NPC emblem.

CO-ORDINATED APPROACH TO NPC AND NOC IDENTITIES

Subject to the IPC guidelines for the NPC emblems and the International Olympic Committee (IOC) guidelines for the National Olympic Committee (NOC) emblems, the NPCs and the NOCs may decide, at the national level, to co-ordinate their approach when they design their respective institutional/commercial or team emblems.

For example, and subject to approval by the IPC and the IOC, respectively, the NPC and the NOC may agree to use the same (or a similar) national unique element in their respective emblems, in particular if the NPC and the NOC is the same entity or if they want to develop any joint activities (including commercial activities) so as to develop consistent brands.



APPROVAL PROCESS AND IPC ASSISTANCE

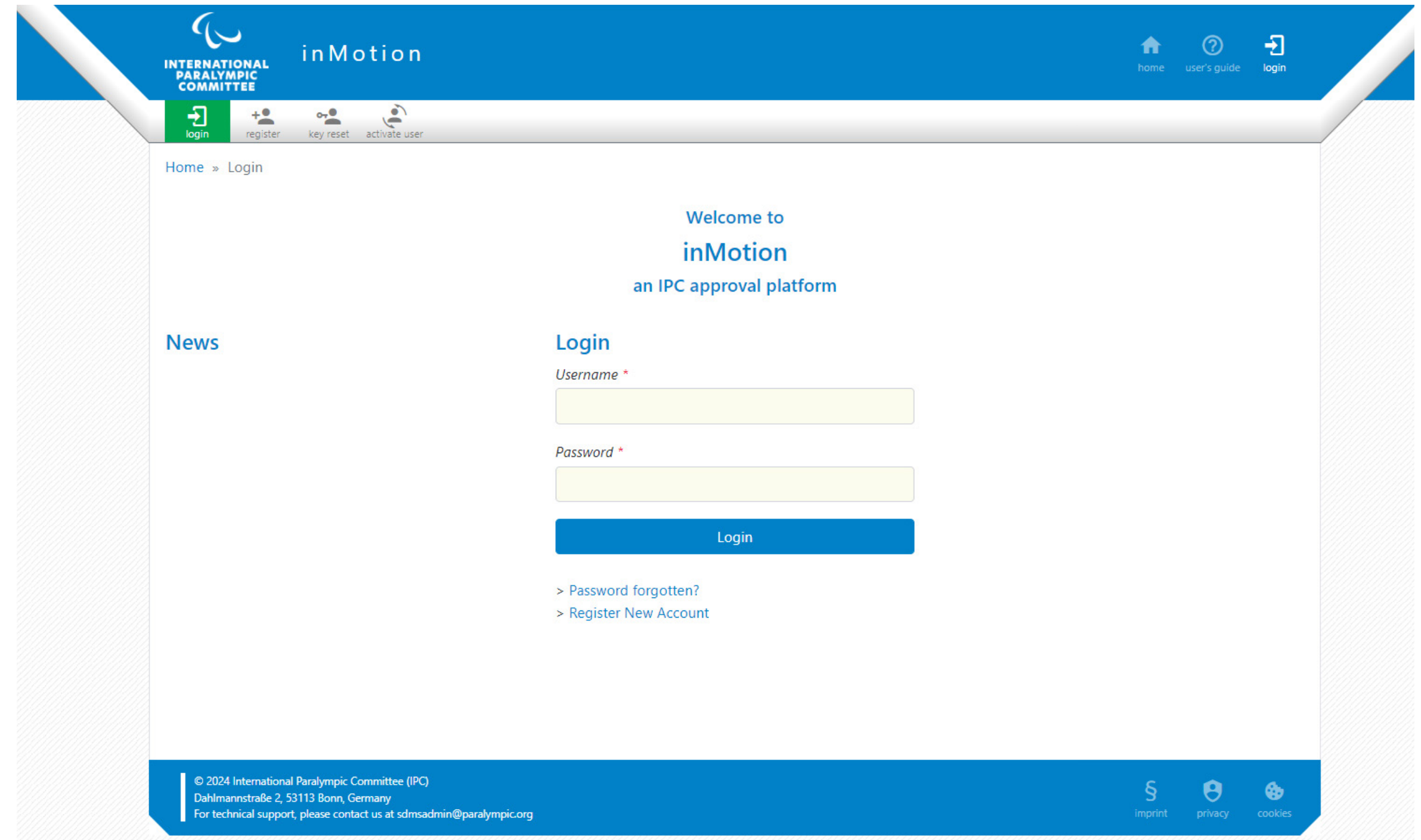
APPROVAL PROCESS AND IPC ASSISTANCE

The review of NPC emblems is managed by the IPC brand team in co-ordination with the IPC legal and membership teams.

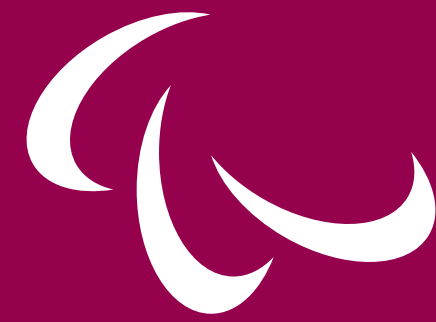
Please upload your emblem proposal to our data base inMotion to start the approval process. A user ID and password will be needed to access inMotion. If you do not have a user ID, you may request one at <https://db.ipc-services.org/inMotion/app/login>.

SDMS user accounts: If you already possess an SDMS user account, please let us know in the 'Comments' field. Your accounts will be linked, meaning your SDMS account is enabled to log in to inMotion with the same credentials.

Please let us know if the IPC can support you with technical assistance in the creation or modification process of your NPC emblem.



NPCS HAVE UNTIL 31 DECEMBER 2025 TO COMPLY WITH THESE GUIDELINES.



For any enquiries or further information please write to:
brand@paralympic.org