



TORINO 2025

FISU
WORLD
UNIVERSITY
GAMES
WINTER

BRAND GUIDELINES

Introduction

OUR BRAND

Following these guidelines will ensure consistency in our branding, marketing, and advertising efforts, and in any materials related to the Torino 2025 FISU Games. This is a living document that will be updated periodically, so be sure to use the most updated version.

All the documents have to be approved by the O.C. before printing or publishing in any kind of material. If you want to use the logo you have to receive the approval. You have to contact Silvia Carrera silvia.carrera@wugtorino2025.com to receive a written authorization.

The image features a vibrant background with a color gradient from blue on the left to pink on the right. Numerous thick, curved lines in various colors (yellow, green, blue, purple, cyan) sweep across the frame, creating a sense of motion and energy. The lines are arranged in a way that suggests a stylized globe or a dynamic, abstract shape. The text 'THE BRAND' is positioned in the lower-left quadrant, overlaid on the colorful lines.

THE BRAND



FISU
WORLD
UNIVERSITY
GAMES
WINTER



FISU
WORLD
UNIVERSITY
GAMES
WINTER

A first look

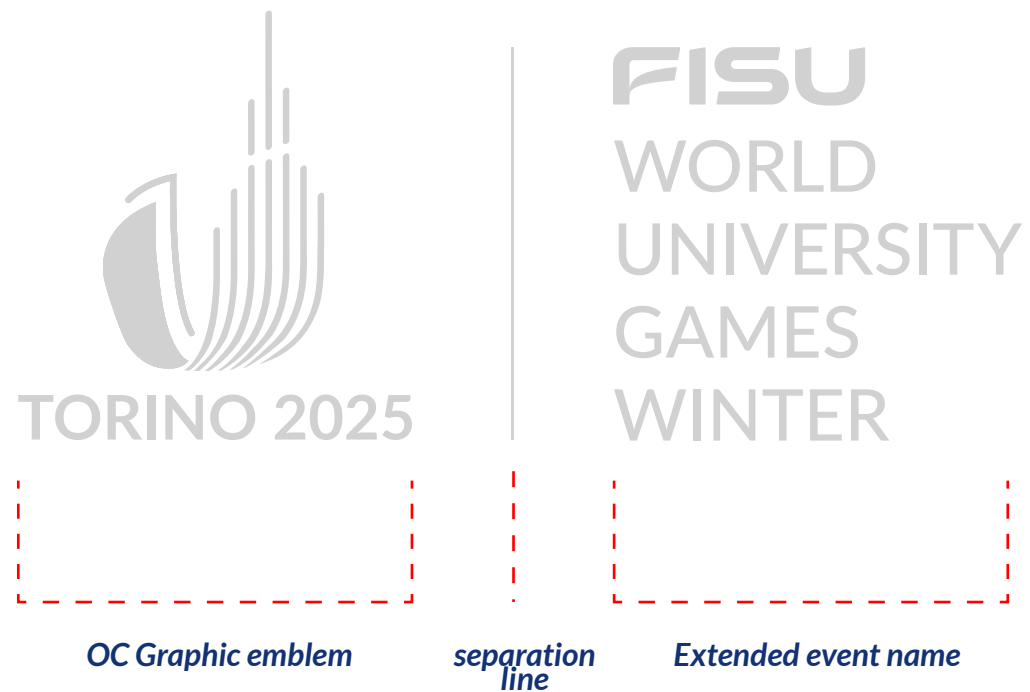
The Organizing Committee wants to use a language and communicate with university students and high school students that will be the focus target during FISU Games. The O.C. wants to promote the history of Torino as the place where the Games (ex Universiade) were born thanks to Primo Nebiolo and the place where the flame has the home. The Torino 2025 logo is a mix of all these elements.

The logo is characterized by originality, creativity and straightforwardness. When someone sees the logo he has to think immediately about technology, sport and culture.

How? The lines have the color of the olympic circles, the lines are reminiscent of electrical wires and technology. The element behind the image is the tip of a ski and the one in front of the drowning is the Mole Antonelliana. When you see a postcard of Torino you always find the Mole in the skyline; the Mole was the highest brick monument built in Europe for many years. The logo celebrates innovation, winter sport and the most important event in university's sport.

The Logo construction

The Torino 2025 logo consists of three elements: the Event Logo, the Event Name, and a separating line. The logo was created in accordance with the FISU Brand Book and its specific design rules. The logo elements have a fixed relationship and should not be deconstructed, rearranged, or altered in any manner unless approved by the Torino 2025 team.



EXTENDED EVENT LOGO VERSION

Clear Space

To ensure accurate reproduction and legibility across all communications, including screen and print, please pay attention to the clear space and minimum sizes stated. For maximum legibility and impact, the clear space around the logo on all sides should be equal to twice the height of the FISU logotype "U" character, as shown.

MINIMUM SIZE

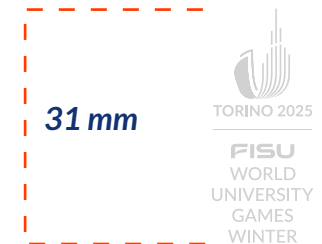
Please use the logo at no less than the minimum sizes, shown here, to ensure legibility in all applications.

NOTE

Because of monitor resolutions and view settings, the example shown may not be to scale.



MINIMUM SIZE



Extended Version

There are two Extended Versions of the logo: Horizontal and Vertical. These include the full Event Name and should be used whenever possible. Both versions are available in various colorways, including versions to be used on dark backgrounds and one-color versions for limited printing applications.

HORIZONTAL VERSION



VERTICAL VERSION



Short version

The short version of the logo exists to ensure the Organizing Committee can communicate the brand on particularly small-sized applications. The short version consists of three elements: the OC Graphic Emblem, a separating line, and the Event Name Abbreviation.

MINIMUM SIZE

Please use the logo at no less than the minimum size, shown here, to ensure legibility in all applications.

NOTE

Because of monitor resolutions and view settings, the example shown may not be to scale.



CLEAR SPACE



MINIMUM SIZE



Alternative colorways

These color variations are provided to add flexibility and versatility to the Brand System, while maintaining visual consistency. The versions for dark backgrounds use a lighter gradient in the OC Graphic Emblem and white type and a white separating line for optimal visibility.

For dark background

Horizontal Extended version



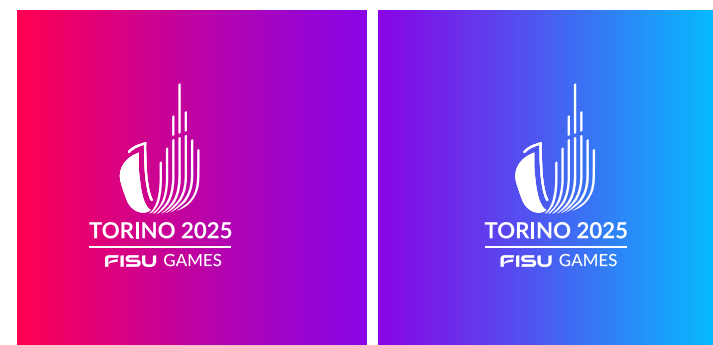
Vertical Extended version



Short version



Monochromatic for gradient background



Black and White

These colorways can be used in black and white print applications, or on busy, colorful backgrounds, like photographs.

Horizontal Extended version



Vertical Extended version

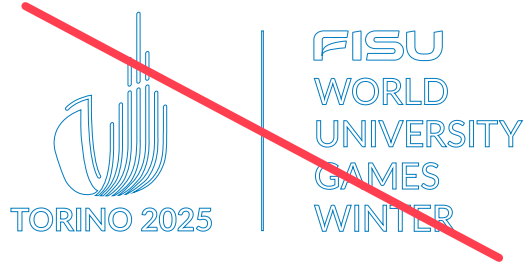


Short version

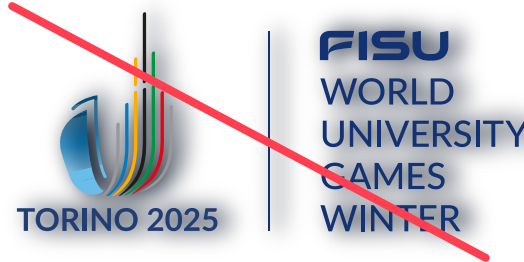


Usage

In order to maintain the integrity of the logo and overall brand system, it is not permitted to make any changes to the color, structure, proportions, orientation, or typography of the logo. These are some common examples of errors to avoid. Any effects or changes to the logo that will devalue the brand or create inconsistency should be avoided, as well.



NOT OUTLINE



NOT SHADOW



DON'T CHANGE PROPORTION



DON'T ROTATE ELEMENTS



DON'T CHANGE COLORS

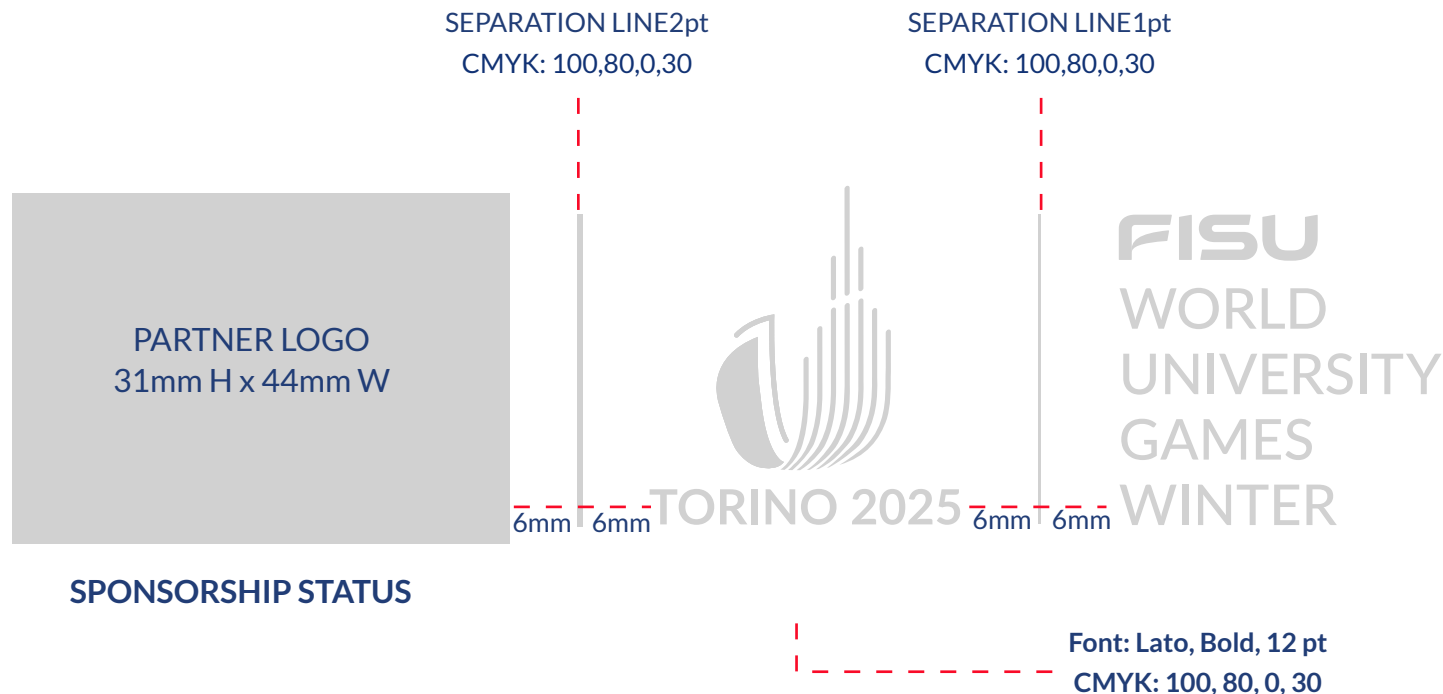


DON'T MOVE ELEMENTS

Usage

Extended version

In certain applications, the logo may appear alongside partner brands, including sponsor logos, event logos, municipal logos and others. In any instance, special care should be taken to maintain the integrity of both brands and make sure there is enough clear space around each. Logos can be used in combination by adding a separating line equidistant between the Games logo and the partner logo. The partner logo should always appear first and the type of partnership indicated under the partner logo.



Example





TORINO 2025

FISU
WORLD
UNIVERSITY
GAMES
WINTER

COLORS

Color Palette

On the base of the university target audience and desiring to look to the future without forgetting tradition, a specific color palette was chosen. The palette is characterized by originality and communicative power. The palette reinterpretation of the Olympic colors refers to POP culture. This color palette will help make communication, related to the FISU World University Games, consistent across all materials, applications and platforms. Five basic colors have been identified, cold colors like ice and snow sports. The colors mixed together make the Torino 2025 feature immediately recognizable to the eye.

The color codes are detailed here, including conversions for **CMYK (print)**, **RGB (screen)**, and **HEX (web)**. Each swatch was given a name to help identify the colors and aid communication when talking about color. These colors should not be altered. Utilizing consistent colors in all our materials will help create a cohesive brand across all applications and platforms.

CMYK
46, 0, 84, 0

CMYK
76, 83, 0, 0

CMYK
1, 13, 92, 0

CMYK
66, 0, 0, 0

CMYK
0, 96, 48, 0

Gradients

The five colors of Turin 2025 are cool colors, and cool colors are related to trust and confidence. The colors are PINK, PURPLE, BLUE, YELLOW and GREEN. Of these colors, the first three go to create gradients dedicated to sports.

Pink and purple create the gradient of INDOOR ice sports. Purple and blue create the gradient of OUTDOOR snow sports.

Purple plays a special role in building the image of the event. Purple combines pink and blue physically in the color gradients and figuratively.

Nowadays Pink is paired with women, but was once thought to be a color suited to the male sex. Shades of blue were more suited to the female sex. Time has radically changed this thinking to the point of overturning it, creating opposing stereotypes. This is proof that everything is subject to change and that all areas of culture have and undergo continuous evolution.

Torino 2025, through the identified colors, promotes inclusivity and diversity. Purple is a very special color: it is the color of wisdom and magic, but also of luxury, nobility and beauty, without having a connotation purely related to the feminine. **Purple means justice and dignity; it's related to gender equality.** Purple is the typical color of many foods, especially fruits and vegetables (rich in potassium and vitamin C), some flowers, and venus rice (black rice). Due to the presence of a plant pigment (anthocyanin) it attracts pollinators and repels harmful animals and insects. This pigment has powerful antioxidants, with anti-inflammatory and anti-aging action for the well-being of the individual

CMYK

0, 96, 48, 0

CMYK

76, 83, 0, 0

CMYK

76, 83, 0, 0

CMYK

66, 0, 0, 0

The Font

Lato is the typeface used in the Event Logo. This font is an elegant, modern, clean and a warm font-. This font is reminiscent of the summer from which it takes its name ("side" in Polish really means "summer"), it's neutral when used in small fonts, but distinctive in larger fonts. Lato is one of the best-fitting fonts ensuring maximum readability on all devices. This font is recommended for readability of content even by visually impaired individuals. We recommend the use of the font Lato Bold for the composition of titles. It is not intended to use fonts other than what is indicated here

LATO
BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 *!"£\$%&

LIGHT ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
*1234567890 *!"£\$%&*

The image features a vibrant background with a color gradient from blue on the left to pink on the right. A series of thick, curved lines in various colors (yellow, green, cyan, purple, and dark blue) sweep across the frame from the top left towards the bottom right. The word "APPLICATIONS" is written in a bold, white, sans-serif font, positioned in the lower-left quadrant of the image.

APPLICATIONS

Sport Pictograms

Each of the 9 sports represented in Torino 2025 FISU Games have been assigned a unique pictogram. This artwork has been created to mirror the lines style of the Games logo, while maintaining universal understanding through simplified graphic elements. The artwork is a powerful brand tool to add to the look and feel throughout the Games and to ensure consistency. These pictograms can be used in various ways, specifically in small spaces, when photography is not available, and to assist in various quick-glance materials.



ALPINE SKIING



CURLING



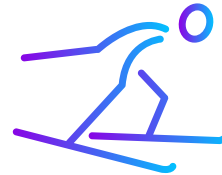
FREESTYLE
FREESKI



ICE HOCKEY



SHORT TRACK
SPEED SKATING



CROSS COUNTRY
SKIING



FIGURE SKATING

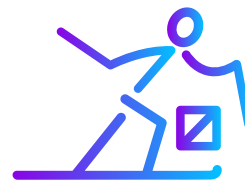


SNOWBOARD



BIATHLON

Optional Sports



SKI ORIENTEERING



SKI
MOUNTAINEERING

Paralympic Sports



PARA CROSS COUNTRY SKIING



PARA ALPINE SKIING

Sport Indoor

Sport Outdoor

Colorways

The pictograms are available in positive and negative versions. The pictograms were made in a simplified gradient version. If necessary, a spot color version is available on the five colors of Torino 2025.



Optional Sports



Paralympic Sports

