



wod

World Orienteering Day

GRAPHIC MANUAL



CONTENT

About.....	02
Logotype	03
Colours	05
Fonts.....	07
Graphics.....	09
Imagery	11

ABOUT

The International Orienteering Federation's goals regarding the organisation of this annual event are as follows:
Increasing the visibility and accessibility of orienteering to young people, increasing the number of participants both in the schools' activities, as well and in the clubs' activities in all countries of National Federations, helping teachers to implement orienteering in a fun and educational way and and to get more new countries to take part in orienteering.

LOGOTYPE

Our logotype exists in two different versions. The left one is the original and should always be used as long as the format allows it to. If the format's space is limited, use the second version of the logotype (the right one). The coloured version is only used on white backgrounds. On coloured backgrounds or on top of pictures – use either the black or white version of the logotype and aim for contrast between the logotype and the background.



COLOURS

Our primary colours are the same ones as in our logotype – we call them Sun, Petunia, Ocean and Grass. If we need more colours, or want to make gradients (as in our logotype), we have our secondary colours called Sand, Rose, Lake and Forrest.



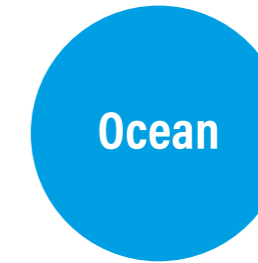
Sun

PMS: Solid 7406 U
CMYK: 0 35 90 0
RGB: 250 175 35



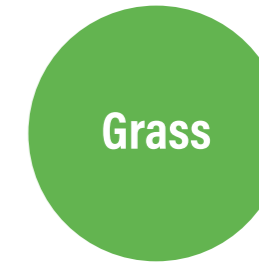
Petunia

PMS: Solid Rhodamine Red C
CMYK: 0 100 0 0
RGB: 230 0 125



Ocean

PMS: Solid 2995 U
CMYK: 100 0 0 0
RGB: 0 160 225



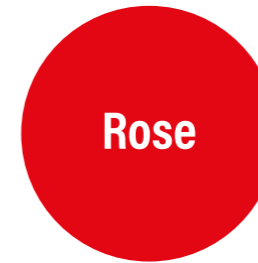
Grass

PMS: Solid 360 U
CMYK: 65 0 85 0
RGB: 100 180 80



Sand

PMS: Solid 1585 C
CMYK: 0 70 100 0
RGB: 235 100 10



Rose

PMS: Solid 185 C
CMYK: 0 100 100 0
RGB: 225 5 20



Lake

PMS: Solid 2945 C
CMYK: 100 70 0 0
RGB: 0 80 160



Forrest

PMS: Solid 348 C
CMYK: 100 30 100 0
RGB: 0 125 60



FONTS

For headlines we use the font “Roboto Condensed” in bold. For the main body we use the font “Open Sans” in semibold. These fonts support catalan, czech, dutch, english, french, german, greek, hungarian, italian, maltese, polish, portugese, russian, slovenian, spanish, swedish, turkish and vietnamese.

Roboto Condensed Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Open Sans Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

GRAPHICS

We use the “swooshes” from our logotype as graphic elements to make our content more interesting and fun. They are coloured in our primary colours and they are always placed in ways that makes them look like they are moving in our out of the page. They can be combined, but there can only be one of each colour on every page.

09



10



IMAGERY

Our images are usually bright and colourful. We always strive for an inclusive imagery. It is also important that the images show how fun orienteering is!

11



12



13



14

