

rhineruhr2025.com

RHINE-RUHR 2025
FISU WORLD UNIVERSITY GAMES
BRANDBOOK



FISU
WORLD
UNIVERSITY
GAMES
SUMMER

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1. LOGO

The Rhine-Ruhr 2025 FISU World University Games logo forms the basis of the brand image.

- The logo consists of the official Rhine-Ruhr 2025 event logo, the designation (region and year), a separation line and the event name: The FISU Logo-type followed by Games and the summer season.

- This version of the logo shown here is preferred for all types of media.



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1.2 LOGO
CLEARANCE AREA
HORIZONTAL

- To ensure that the logo stands out clearly and is not overshadowed by surrounding graphic elements, it is important to leave sufficient space around it. **The clearance area should be at least a quarter of the total height of the Rhine-Ruhr 2025 logo.**
- To ensure an ideal depiction of the logo, it is important to maintain a **minimum height of 17 mm**. The logo is used on all advertising materials, such as advertisements, posters, flyers, and more.

minimum height (H)
PRINT: 17 MM
WEB: 85PX



1.3 LOGO VERTICAL LOCKUP

• In situations where horizontal space must be saved, use the vertical lockup versions.



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1.4 LOGO
CLEARANCE AREA
VERTICAL

• To ensure an ideal depiction of the logo, it's important to maintain a **minimum height of 34 mm for the standard version** and **21 mm for the compact version**.

minimum height (H)
PRINT: 34 MM
WEB: 155 PX



minimum height (H)
PRINT: 21 MM
WEB: 95 PX



1.5 LOGO
MONOCHROME
NEGATIVE

• The monochrome logo lockups may be used on any solid-colored background, provided that visual integrity is maintained.



1.6 LOGO MONOCHROME POSITIVE

- Use the white monochrome versions on dark backgrounds.
- On primary blue, always use the full color logo.



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2. COLORS

2.1

COLORS
PRIMARY COLORS

The Rhine-Ruhr 2025 colour world forms a fundamental component of the corporate design. The brand colours that are used in the respective communication activities are available as primary colours. Only an appropriate application of the Rhine-Ruhr 2025 colour world guarantees a homogeneous brand presence.

- These colours are used in the overall communication.
- **The main colours are clearly defined and may not be changed under any circumstances.**

Primary Blue

Pantone
288 C

CMYK
100 / 80 / 0 / 30

RGB
18 / 50 / 116

HEX
#123274

Primary Beige

Pantone
–

CMYK
0 / 5 / 5 / 0

RGB
254 / 246 / 242

HEX
#FEF6F2

Primary White

Pantone
–

CMYK
0 / 0 / 0 / 0

RGB
255 / 255 / 255

HEX
#FFFFFF

2.2 COLORS LOGO

• The Rhine-Ruhr area is as varied as it is colourful.
The five colours of the logo represent the five host cities.



2.3 COLORS CITY COLORS

• The primary and city colors are supplemented by adjacent secondary colors reserved for stopper/interferer elements.

<div>Düsseldorf Primary</div> <div>Pantone 2032 C</div> <div>CMYK 4 / 78 / 60 / 0</div> <div>RGB 228 / 86 / 85</div> <div>HEX #E45655</div>	<div>Mülheim Primary</div> <div>Pantone 7432 C</div> <div>CMYK 8 / 73 / 10 / 15</div> <div>RGB 199 / 90 / 136</div> <div>HEX #C75A88</div>	<div>Essen Primary</div> <div>Pantone 143 C</div> <div>CMYK 0 / 30 / 87 / 0</div> <div>RGB 251 / 187 / 45</div> <div>HEX #FBBB2D</div>	<div>Bochum Primary</div> <div>Pantone 326 C</div> <div>CMYK 76 / 0 / 40 / 0</div> <div>RGB 0 / 176 / 169</div> <div>HEX #00B0A9</div>	<div>Duisburg Primary</div> <div>Pantone 297 C</div> <div>CMYK 52 / 0 / 0 / 0</div> <div>RGB 124 / 206 / 244</div> <div>HEX #7CCEF4</div>
<div>Düsseldorf Secondary</div> <div>CMYK 0 / 53 / 50 / 0</div> <div>RGB 242 / 146 / 120</div> <div>HEX #F29278</div>	<div>Mülheim Secondary</div> <div>CMYK 5 / 55 / 0 / 0</div> <div>RGB 235 / 145 / 189</div> <div>HEX #E991BD</div>	<div>Essen Secondary</div> <div>CMYK 0 / 20 / 55 / 0</div> <div>RGB 255 / 211 / 134</div> <div>HEX #FED386</div>	<div>Bochum Secondary</div> <div>CMYK 50 / 0 / 34 / 0</div> <div>RGB 139 / 203 / 185</div> <div>HEX #8BCBB9</div>	<div>Duisburg Secondary</div> <div>CMYK 80 / 36 / 9 / 0</div> <div>RGB 32 / 134 / 244</div> <div>HEX #2086BD</div>
<div>Düsseldorf Stopper</div> <div>CMYK 15 / 15 / 20 / 0</div> <div>RGB 223 / 215 / 205</div> <div>HEX #DFD7CD</div>	<div>Mülheim Stopper</div> <div>CMYK 15 / 10 / 0 / 0</div> <div>RGB 222 / 226 / 243</div> <div>HEX #DEE2F3</div>	<div>Essen Stopper</div> <div>CMYK 0 / 5 / 5 / 0</div> <div>RGB 254 / 246 / 242</div> <div>HEX #FEF6F2</div>	<div>Bochum Stopper</div> <div>CMYK 5 / 15 / 25 / 0</div> <div>RGB 244 / 221 / 197</div> <div>HEX #F4DDC5</div>	<div>Duisburg Stopper</div> <div>CMYK 15 / 10 / 0 / 0</div> <div>RGB 222 / 226 / 243</div> <div>HEX #DEE2F3</div>

3. TYPOGRAPHY

3.1.1 TYPOGRAPHY
FONT SELECTION

• The Titling font family, paired with Public Sans for body text, brings a consistent visual tone to the upcoming FISU World University Games. Consistent use of the corporate typeface is important for maintaining a uniform brand image.

On the following pages, you will learn how to set the leading, character height, and calculate proportions and distances between text bodies.

Titling Gothic Compressed Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
012345678910

Titling Gothic Wide Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
012345678910

Titling Gothic Wide Black

abcdefghijklmnopqrstuvwxyz
012345678910

Public Sans Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
012345678910

Titling Gothic Skyline Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
012345678910

3.1.2 **TYPOGRAPHY**
HEADLINE

① Titling Gothic Compressed Bold is used for headlines and is **set in capitals only**.

Leading: multiply font size by factor 1.

① **RHINE-RUHR 2025**

3.1.3 **TYPOGRAPHY**
SUBHEADLINE

① Titling Gothic Compressed Bold is used for headlines and is **set in capitals only**.

Leading: multiply font size by factor 1.

② Titling Gothic Wide Bold is used for subheadlines and is **set in capitals only**.

Leading: multiply font size by factor of 1.15

② **FISU WORLD UNIVERSITY GAMES**
① **RHINE-RUHR 2025**

3.1.4 TYPOGRAPHY HEADLINE PROPORTIONS

• To achieve a harmonious look, scale the headline in proportion to the subheadline. The headline height should be at least three times that of the subheadline. The scale of the headline can be increased for a more dramatic effect.



3.1.5 **TYPOGRAPHY**
HEADLINE/SUBHEADLINE
DISTANCE

• The distance between the headline and subhead-
line should be one-third of the height of the sub-
headline. To achieve this, **multiply the character**
height of the headline by 0.88.



3.1.6 TYPOGRAPHY

SUBHEADLINE LEADING

• The leading between multiple lines of a subheadline should be one-third of the height of the subheadline. To achieve this, **multiply the character height of the headline by 1.15.**



3.1.7 TYPOGRAPHY

BODY TEXT

- **Public Sans Light** is used for body text.
- **Public Sans Bold** is used for highlights.
- **Leading:** multiply font size by factor of 1.25
- **Alignment:** Set all body text to flush right with a ragged right alignment.
- **Line length** should be between 60 and 90 characters

FISU WORLD UNIVERSITY GAMES RHINE-RUHR 2025

Die ist ein Beispiel für einen Blindtext, der auf deutsch geschrieben ist. Es gibt noch viele weitere Arten des Hauses, wobei die ersten Menschen heute nicht sind. **Zudem sind Beispiele jetzt noch frei, denn man sollte bedenken, der Text macht wenig Sinn.** Mit brausender Geschwindigkeit war der Titel des neuen Boots in naher Ferne, weshalb sich der Briefträger einen roten Mantel zur Reinigung brachte. Ein weiterer Punkt wäre es, die verständliche Blindtexte heute noch anzurufen denn der Tisch steht im Gang. Zur damaligen Zeit war es eher üblich, die gebrauchten Handtücher mittels Fensterreiniger auszulüften, um auch die Wanduhr als Beispiel...

3.1.8 **TYPOGRAPHY**
CITATIONS

- **Titling Gothic Compressed Bold** is also used for **citations** and is set in capitals and lowercase letters.
- **Leading:** multiply font size by factor of 1.12

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»18 Sportarten in 5 Städten und das auf höchstem internationalem Niveau und direkt hier vor unserer Haustür in Rhein-Ruhr. Ich freue mich sehr auf die World University Games im Jahr 2025. Es wird ein großartiges Event.«

3.1.9 TYPOGRAPHY
SECONDARY INFO

- **Titling Gothic Wide Regular** is used for contact information.
- **Leading:** multiply font size by factor of 1.25
- **Titling Gothic Skyline Regular** is used for contact information.
- **Leading:** multiply font size by factor of 0.96
Set tracking to 10 pt.

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RHYTHMIC
GYMNASTICS

3.2 TYPOGRAPHY TYPE ON COLOR

• Type should be set in white color when placed on a colored background, using other colors sparingly for occasional highlights. **When selecting high-light colors, prioritize those with the highest contrast to ensure optimal legibility.**

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RHINE-RUHR 2025

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3.3. TYPOGRAPHY FONT SIZES PRINT

For a consistent look in print publications we have standardized the font sizes.

- ① **Headlines** set in Tilting Gothic Compressed Size 16 pt / leading 12 pt
- ② **Body text** is set in Public Sans Medium Size 8pt / leading 12 pt
- ③ **Citations** set in Tilting Gothic Compressed Size 12 pt / leading 15 pt
- ④ **Running title** and **pagination** set in Tilting Gothic Wide Regular / Bold Size 6pt

The font sizes and all typographic decisions for social media and digital formats are within the expertise of the designer and are guided by the previously established guidelines.



4. PICTOGRAMS

4.1.1 PICTOGRAMS

The simple, unambiguous representation of athletes, typical poses, and sports equipment are key elements of Rhine-Ruhr 2025. The stylized, non-verbal representations hold a special status.



4.1.2 PICTOGRAMS FRAMED VERSIONS

• On busy backgrounds, you can utilize these framed versions of the pictograms.



4.2. PICTOGRAMS ILLUSTRATIVE USE

- The icons can be used to signify a sport in a graphic manner, but they can also convey emotions when used more freely as illustrations.



5. IMAGERY

5.1. IMAGERY SELECTIONS

A further principal element of the Rhine-Ruhr 2025 corporate design is the brands’ visual language. This generally employs strong, high contrast images that show the dedication of the athletes while performing.

- The imagery is young and dynamic. The photo conception is concise and aesthetic. The perspectives are changed, but always flexible to the essentials:

The passion for the sport.



When making selections, it is important not only to choose photos with aesthetic compositions but also to ensure **a balance of sport, countries, gender, and ethnicity, especially when selecting multiple images.**



Images should feature deep blacks and crisp highlights, maintaining shape and detail without being blown out. They should retain their edge when placed on a white background. **Colors should appear natural and vibrant, avoiding oversaturation. Images should be naturally white balanced, not stylized, and should avoid color effects and photo filters.**

Preferably, scenes should depict large spectator crowds and fully booked stadiums.



The imagery should always feel candid and reflect the unique aspects of the athlete and sport. **Focus on athletic expression and action, as well as emotion.** Examples of emotional moments include athletes helping each other, being united in teams, or celebrating victory.

5.2. IMAGERY
TYPE ON IMAGES

In some cases, there will be type set on images.

- For better legibility, a duotone gradient map is applied to the image beforehand.

10.000
ATHLET:INNEN

170
NATIONEN

18
SPORTARTEN

UNI-WER
-WAS??

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»Hochkarätiger Spitzensport mit internationaler Weltklasse? Können wir in Nordrhein-Westfalen! Die FISU World University Games 2025 bringen Sport auf höchstem Niveau und soziales Miteinander zusammen - unser Sportland Nummer 1 hat die perfekte Infrastruktur und ein leidenschaftliches Publikum. Ich freue mich darauf!«

HENDRIK WÜST MdL
MINISTERPRÄSIDENT VON
NORDRHEIN-WESTFALEN

UNI-WER
-WAS??

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Foto: Land NRW / Tobias Koch

»18 Sportarten in 5 Städten und das auf höchstem internationalem Niveau und direkt hier vor unserer Haustür in Rhein-Ruhr. Ich freue mich sehr auf die World University Games im Jahr 2025. Es wird ein großartiges Event.«

MATS HUMMELS
FUSSBALLNATIONALSPIELER,
BORUSSIA DORTMUND

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FREIER ZUGANG ZU
DEN WETTKÄMPFEN
& VIELE WEITERE
BENEFITS ALS
VOLUNTEER

REGISTRIERE
DICH JETZT ALS
VOLUNTEER!

16 – 27 JULI 2025

NO GAMES
WITHOUT U!

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2025

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5.3.1 IMAGERY
ATHLETE CUTOUTS

• Analogous to the pictograms, we use a library of images depicting athletes performing in their respective disciplines.



5.3.2 IMAGERY
CUTOUTS ON COLOR

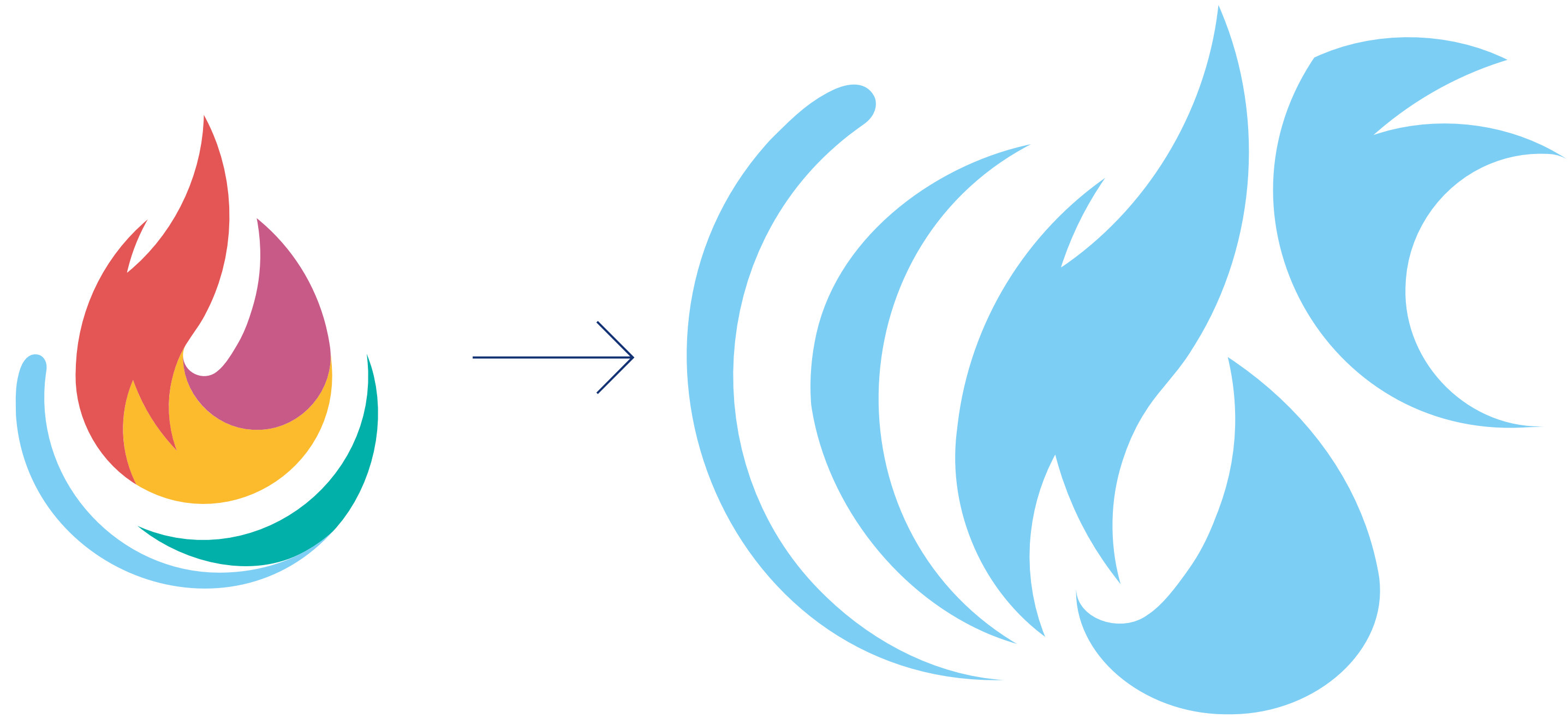
• When placing the cutouts on a background, make sure to use the correct city color of the games' venues.



6. SHAPES

6.1 SHAPES

- The shapes are derived from the Rhine-Ruhr logo. They can be used as decorative or illustrative elements and can be **modified in terms of scale and colored in different colors and gradients.**



6.2. SHAPES
USE CASES

- The shapes can be colored in any of the prede-
fined colors, as well as duotone gradients from
the same color pool.

