

# Introduction

As the global governing body for the sport, World Athletics™ is responsible for providing authenticity to programmes, events and products around the world through rigorous testing and training. To certify measured courses, World Athletics has created a badge and certificate to be used by 3rd parties in their materials, following the appropriate assessments.

When an athlete or a fan sees the World Athletics mark, they can be confident the quality and standards have been met.

The labels



The labels are all available in CMYK, PMS, and RGB, as well as mono white and mono black versions.

# How the label should be used

The label is a 'stamp' of recognition and can be used on your website, social media channels or printed out and put in your club houses.

The use of this label is valid until 31 December 2021. After that date, it must be removed from all applications.

## What NOT to do

- Do not adapt the mark in any way.
- The label **must not appear alongside any commercial brands at all** and no association shall be created with any third party.
- It shall not be used for the commercial advertising of any products or services.
- Use of any other World Athletics marks, including the World Athletics logo and awards logo is not permitted.

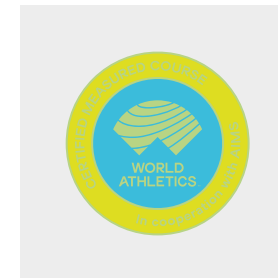
## Website



## Logo don'ts

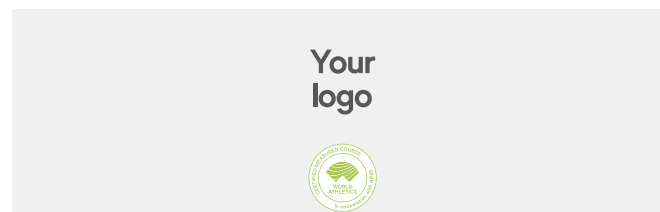


✘ Don't rotate



✘ Don't modify in any way

## Social Media Header



✘ Don't use the World Athletics core logo