



BRAND GUIDELINES



LOGO

OUR LOGO

Our new logo is the embodiment of our sport.

It encapsulates the excitement, the drama and the athleticism of curling.

Our new logo isn't just visual change; it's a symbol of our commitment to evolve while staying true to our values. It invites you to join us on this exciting journey forward, where tradition and innovation coexist harmoniously.

A contemporary design that pays homage to our curling roots, and defines our global curling family, all built out of our key elements.

Global Unity | The Stone | Sweeping



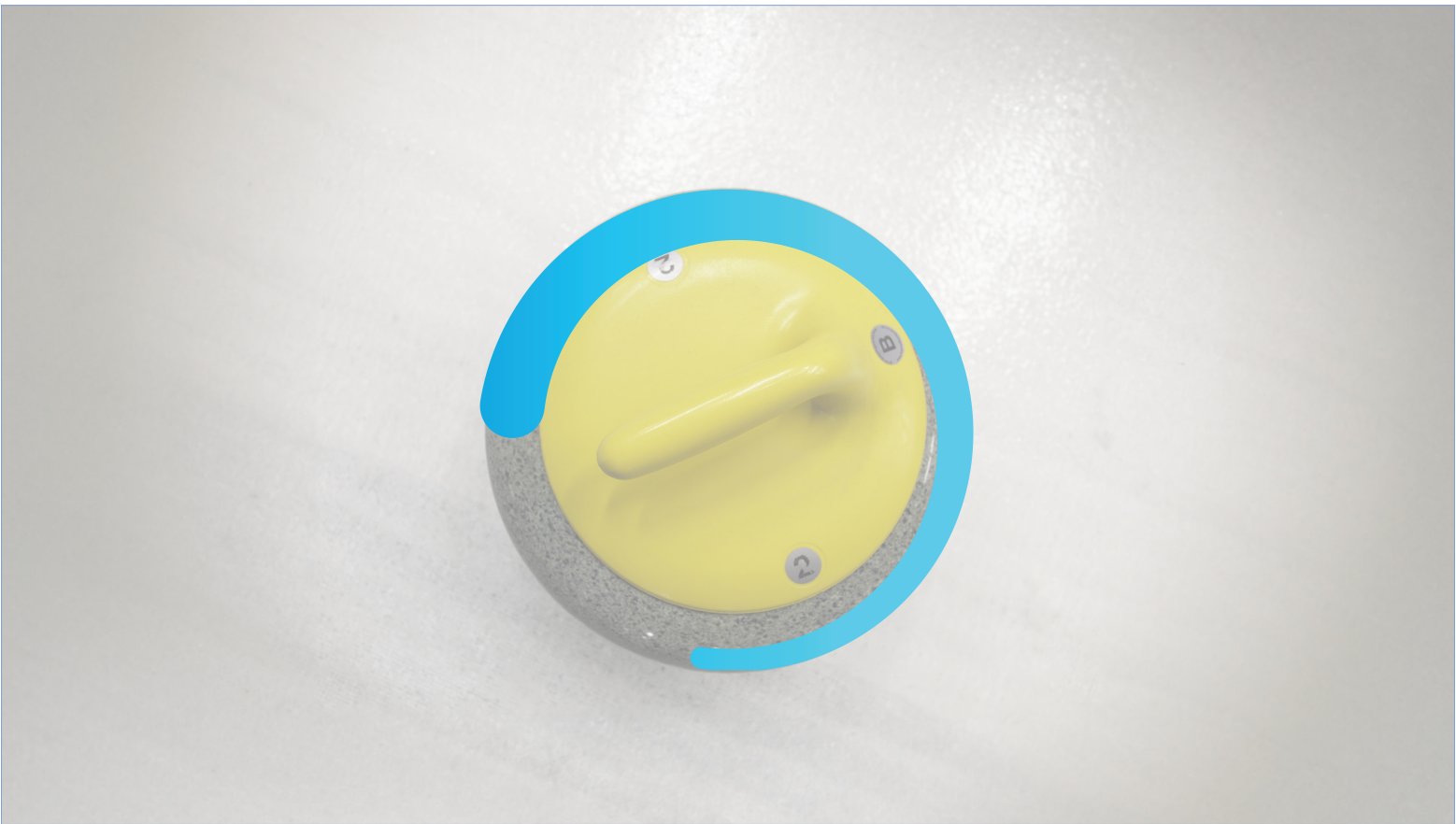
LOGO MARK

The logo has been crafted to incorporate two fundamental elements of curling.

The outer circle draws inspiration from the curling stone, which interlocks with the central 'W'.

The prominent 'W' is fashioned to emulate the sweeping motion, serving as a central and defining aspect of the brand identity.

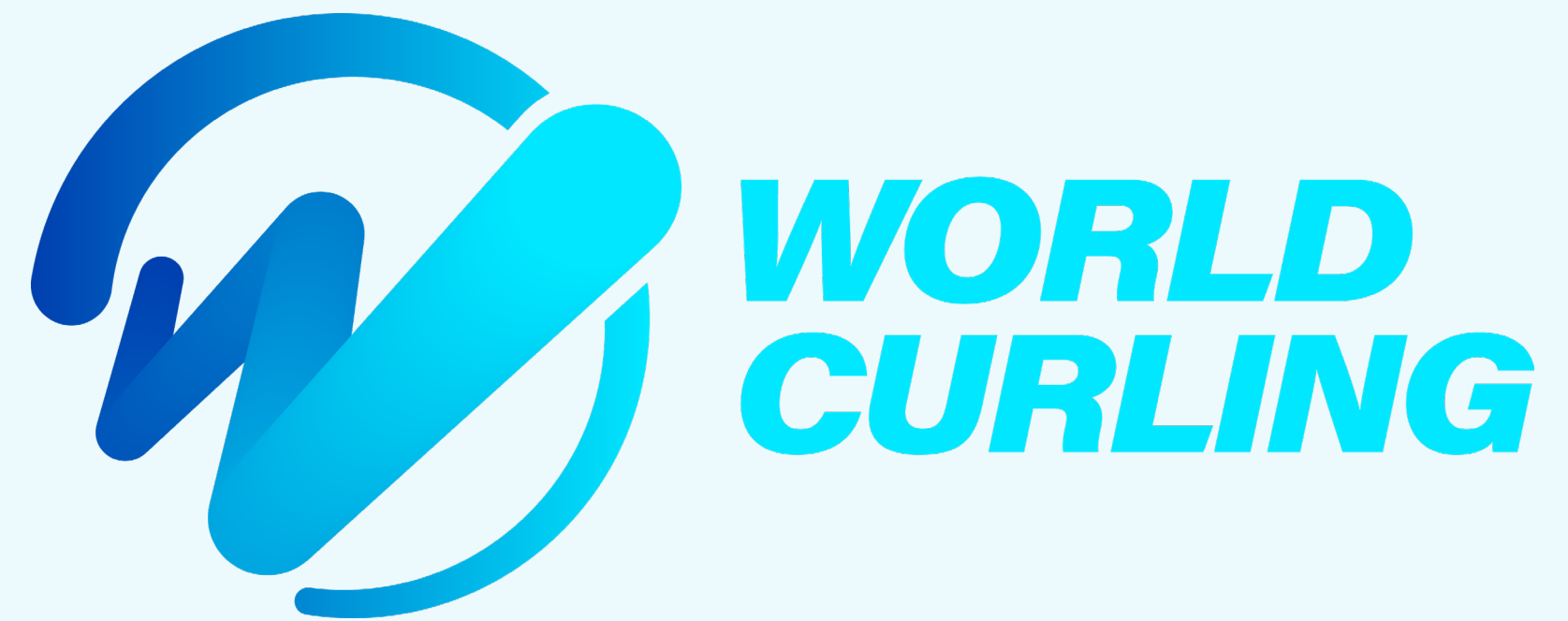
Stone



Sweeping



Master Logo Colour



Master Logo Black



Master Logo White



Extreme Landscape Logo Colour



Extreme Landscape Logo Black



Extreme Landscape Logo White



PADDING

When using the logo across all communications there should be enough padding around the logo for clear visibility.

This padding is suited to the design framework and to protect the integrity of the logo.

The padding should never be comprised or adjusted for any reason.



World Curling - Master Logo



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World Curling - Stacked



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World Curling - Extreme Landscape



DO'S AND DON'TS

Do:

Use the correct coloured logo when on alternate or specific colours.

Use the correct logo format when using different dimension for all forms of communication.

Don't:

Rotate logo for any reason.

Don't use the wrong coloured logos when applying on colour.

Don't skew or change the proportions of the logo.

Do:



Don't:

