


BRAND IDENTITY USERGUIDE



World Ice Skating Day
(WISD)



While we work on bringing people from diverse backgrounds together across the world, seamless communication and a standardized brand personality remains an integral part of our identity. In the end, our aim is to make World Ice Skating Day a memorable experience for you.

This brand Identity Userguide is a comprehensive guide about WISD. It brings uniformity in our visual identity and style of communication, defines our personality, and helps us deliver a cohesive experience consistently.

SHARING THE JOY OF SPORT!

This guide is a handy tool for all our partners and stakeholders.
This will especially be of use to:

- Event Organizers
- Designers
- Marketing Agencies
- Advertising Agencies
- Publishing Houses
- Media Houses

INTERNATIONAL SKATING UNION (ISU)



The International Skating Union (ISU) founded in 1892, is the oldest governing international winter sport federation and the exclusive international sport federation recognized by the International Olympic Committee (IOC) administering the sports of Figure Skating (Single & Pair Skating)



WORLD ICE SKATING DAY (WISD)

The uniting power of sport makes the World Ice Skating Day what it is – a global ice skating festival engaging people from different parts of the world, united to **celebrate diversity, togetherness, festivity, and the spirit of sport.**

With an aim to popularize ice skating amongst children and youth, having fun together is the key at WISD – there are no winners or losers! We encourage young talent and aim at making the festival, a potential stepping stone for young skaters to represent themselves and their countries in ISU events.

MISSION

With the World Ice Skating Day, we aim to celebrate the spirit of sport and make it a yearly global ice skating festival. By uniting people from different communities, we want to popularize ice skating amongst children and youth around the world. Through this, we pave a path for diversity, inclusion and fairness.






PERSONALITY


We are passionate and we are...

**FREE-SPIRITED
& EMPOWERING**




The protectors of
innocence and play

**FRIENDLY &
ENCOURAGING**



Cheering on the
spirit of learning

**INCLUSIVE
& KIND**



Present globally, inviting
communities to share joy
through ice skating



tone of voice

We understand the power of communication when it comes to building relationships. While we try to connect with communities across the world, we intend to be

INFLUENTIAL

We speak from experience
and hope to inspire

CONSCIOUS

A voice of the sport,
we are global and inclusive

CURIOUS

Just like the kids we engage with, we
are open to learning and adapting

KIND

Welcoming one and all, we
aim to create a safe space

LOGO



LOGO



Our identity is an extension of who we are. The coming together of children from diverse backgrounds, cheering on the spirit of learning and sport.

The outer ring of our identity represents the world, the concentric circles represent the blade marks the skates leave behind and the snowflake represents the ice.

Much like us, our identity is cheerful, inclusive and a mark of celebration.

LOGO VARIATIONS



Logo on White background

The logo should be used in blue on lighter backgrounds.



Logo on Blue background

The logo should be used in white on darker backgrounds.

LOGO VARIATIONS (SINGLE COLOUR)



LOGO VARIATIONS (WITH SPONSOR)



LOGO VARIATIONS (WITH DATE & LOCATION)

When used with the logo, date and time needs to be communicated effectively using color variations and prompt text placement.



LOGO VARIATIONS (WITH DATE & LOCATION)

When used with the logo, date and time needs to be communicated effectively using color variations and prompt text placement.



CLEAR SPACE RULE

Avoid clashing with other elements by maintaining a minimum space of the letter 'W' from the logo.



Clear space around the logo



Clear space around the logo with sponsor integration will be responsive according to the sponsor logo shape and dimensions

MINIMUM LOGO SIZE

Our logo should be used in these sizes for all brand communications – print or digital.

Minimum size for print application



approx 1.5 in inches in width

Minimum size for digital application



approx 300 pixels in width

GETTING IT RIGHT



Proportions Change

The symbol should never look too small / big in respect to the type.



Expanded Logo

Make sure the logo is never too wide.



Condensed Logo

Make sure that the logo is never too tall.



Outline Change

Make sure logo can not be thick and thin



Shadow Change

Make sure there is no Drop shadow given to the logo



Placement Change

Make sure the placement of elements is not changed



Color Change

Color of the logo can not be changed except for the four brand colors mentioned.



Ready Typeface

Never to use a ready typeface even if it is close to the original logo type provided.



Reshuffle the Color

Make sure there is no reshuffling in the color.



| Colors

COLORS- PRIMARY

#2cb9b5

C 71
M 1
Y 35
K 0
R 44

G185
B 181

#f8b51b

C 2
M31
Y 99
K 0
R248
G181
B 27

#14244c

C100
M89
Y 38
K42

R20
G36
B 76

#838fc4

C 51
M40
Y 1
K 0
R 131

G143
B 196

#f15f5b

C 0
M78
Y 61
K 0

R241
G95
B 91

Poppins

Aa Aa Aa Aa Aa

Semi Bold

Medium

Regular

Light

Extralight

01223456789{}()#&*!:">/?|\;<][
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

01223456789{}()#&*!:">/?|\;<][
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

01223456789{}()#&*!:">/?|\;<][
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

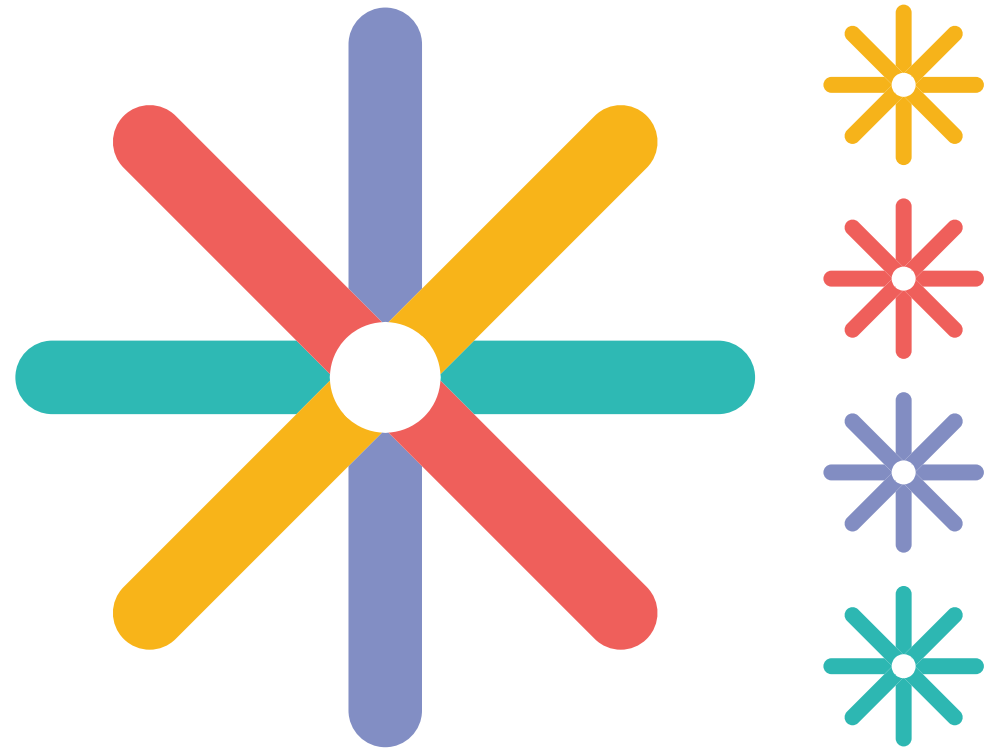
01223456789{}()#&*!:">/?|\;<][
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
01223456789{}()#&*!:">/?|\;<][

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
01223456789{}()#&*!:">/?|\;<][

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

GRAPHIC ELEMENTS

Our logo captures the very being of our essence. Our graphic elements perfectly capture this essence and translate it across our identity.



The Snowflake

It signifies the coming together of people from diverse backgrounds and uniting them to enjoy this festival of learning and ice skating.

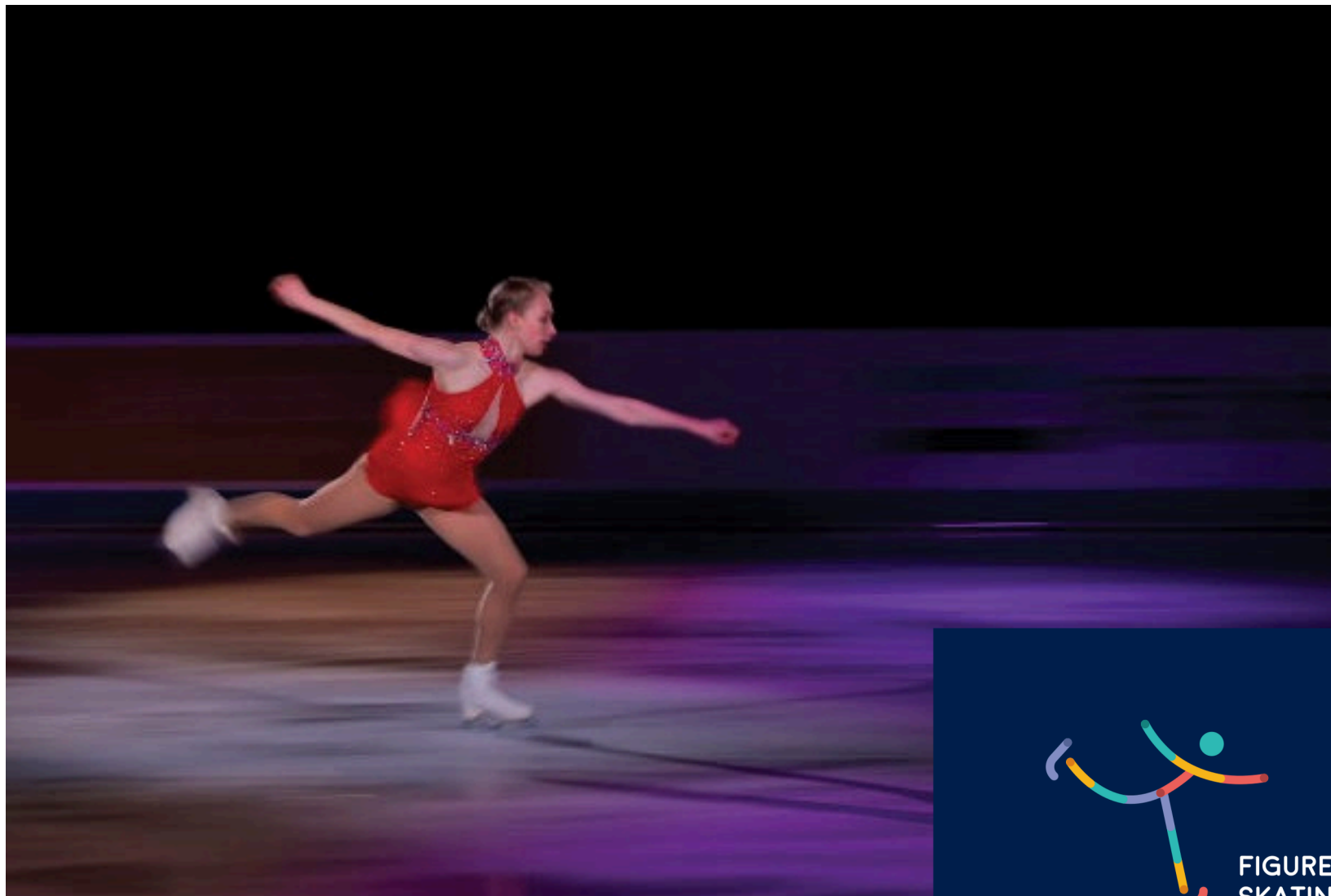
GRAPHIC ELEMENTS

The skate trail

A representation of the marks left by skates on the ice and shows the path and coming together to celebrate the spirit of learning, play and ice skating.



ICONOGRAPHY-THE 4 DISCIPLINE LOGOS



ICONOGRAPHY-THE 4 DISCIPLINE LOGOS



SHORT TRACK
SPEED SKATING

ICONOGRAPHY-THE 4 DISCIPLINE LOGOS



SPEED
SKATING

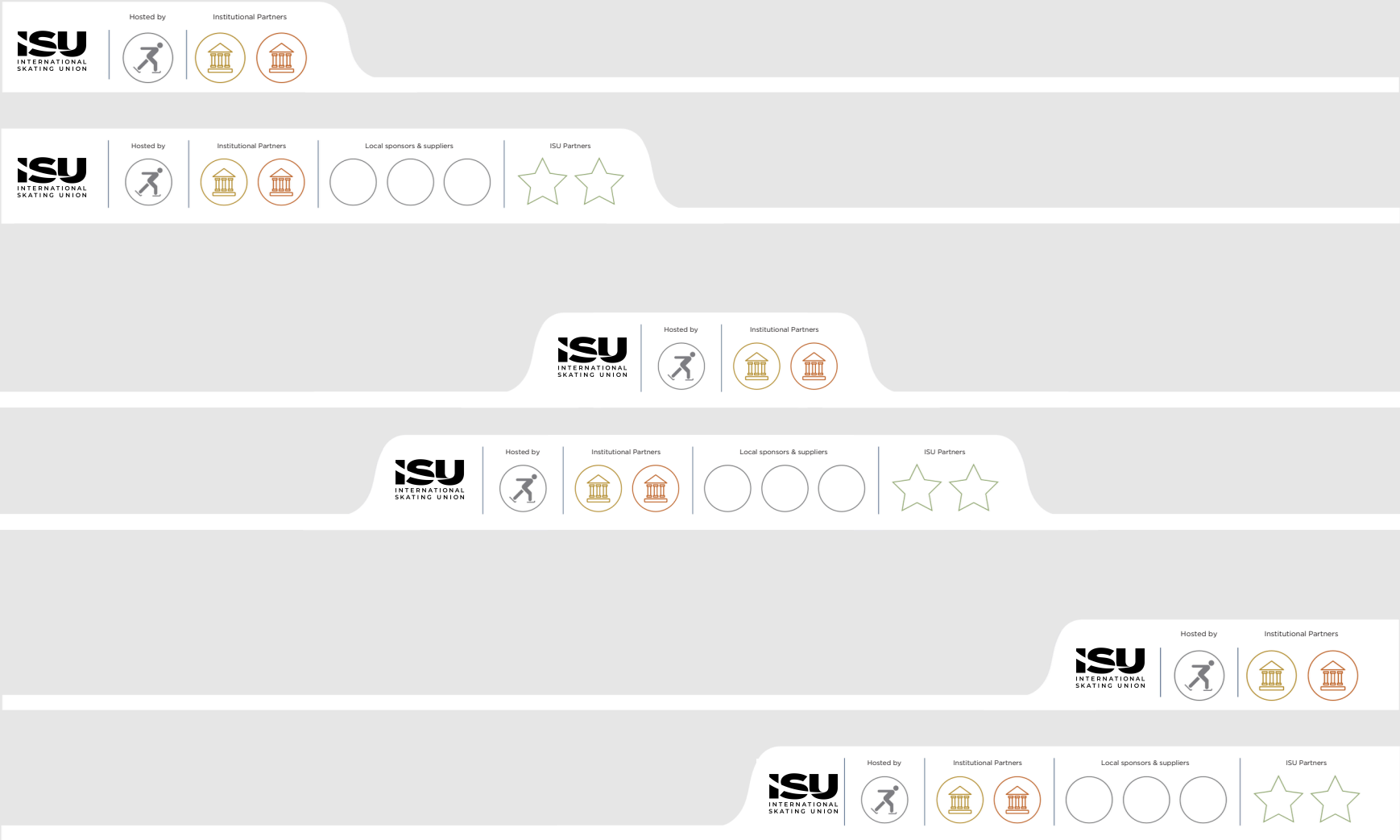
ICONOGRAPHY-THE 4 DISCIPLINE LOGOS



SYNCHRONIZED
SKATING

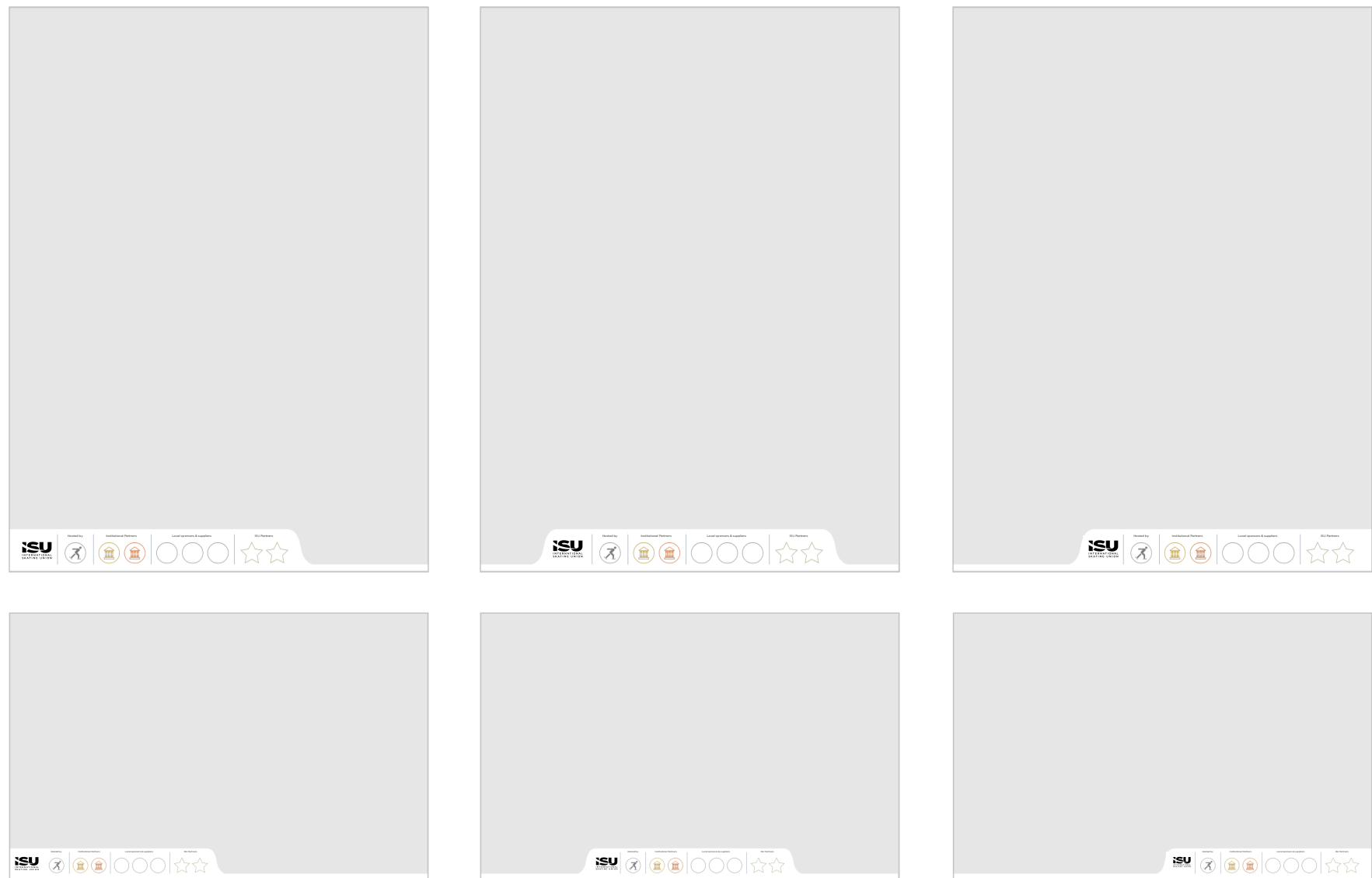
LOGO WITH SPONSOR STRIP

We use an omnipresent strip across our communications to exhibit our sponsors.

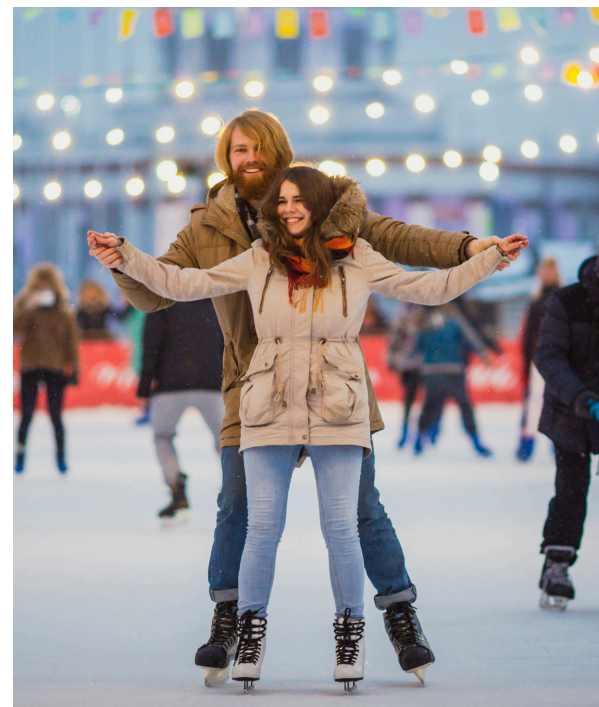


LOGO WITH SPONSOR STRIP

Using the sponsor strip on creative communication



Joyous



Festive



Playful



United

Candid

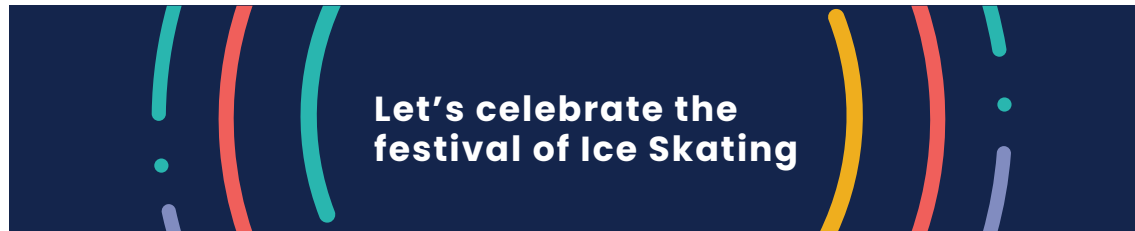


PRINT

The design language is a combination of both images and illustrations integrated with the brand elements making it more versatile and responsive.



Poster A4/A3 Ratio - Portrait



On Site Branding Rink Banners and Beach Flags





Signage and Medal

HOW TO USE – MERCHANDISE

- The Merchandise designs and the final files are provided for your use, you can provide the .AI files to your local vendors/designers/textile producers to produce the merchandise that you can possibly sell at your venues.
- Many of the assets here have 'Staff', you can choose to produce ones without 'Staff' to sell it to the general public attending your WISD.
- For any details regarding production of merchandise, feel free to write to us at contact@worldiceskatingday.com

MERCHANDISE



Staff Uniform

MERCHANDISE



T-Shirt and Kiddie T-Shirt

MERCHANDISE



Staff Sweatshirts Men and Women

MERCHANDISE



Mugs

MERCHANDISE



Cap, Jacket and Sipper

MERCHANDISE



Mittens, Beanie and Enamel Pin

PRINT



Bibs, Certificate and Accred



PRESENTED BY

ISU

WORLD
ICE SKATING
DAY

DECEMBER 14, 2025

MUMBAI

Registrations
Open





PRESENTED BY

ISU

WORLD
ICE SKATING
DAY



“

To skate the way we did in front of a crowd like that was just everything.

- Lilah Fear (GBR)



PRESENTED BY

ISU

WORLD
ICE SKATING
DAY

DAYS TO GO

5

DECEMBER 14, 2025



PRESENTED BY

ISU

WORLD
ICE SKATING
DAY

To skate the way we did in front of a crowd like that was just everything.

- Lilah Fear (GBR)





PRESENTED BY

ISU

WORLD
ICE SKATING
DAY

DECEMBER 14, 2025

JIO WORLD GARDEN,
MUMBAI

MUMBAI, *
ARE YOU READY?



#WorldIceSkatingDay





PRESENTED BY

ISU

WORLD
ICE SKATING
DAY

DECEMBER 14, 2025

JIO WORLD GARDEN,
MUMBAI

ARE YOU READY?

DECEMBER 14, 2025 | MUMBAI



REGISTRATIONS OPEN

DECEMBER 14, 2025

FIND AN EVENT NEAR YOU



ARE YOU READY?

DECEMBER 14, 2025

MUMBAI



HOW TO USE TOOLKIT FILES

The files included in the toolkit cover all the assets made for WISD. They can be edited using Adobe Illustrator (for .ai files) and Adobe Photoshop (for .psd files).

Following elements can be edited in these files:

- Text (Tagline, date and location)
- Colours (Background, vectors)
- Images
- Sponsor Logos
- Shutterstock image folder: There is a Stock images folder that can be used by the WISD Event organizers for their promo content.

| Thank you