

EVENT MARK

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Our unique identifier sets the tone and style of our brand. While it is important, please remember it is only one component of our overall brand identity.

This section demonstrates how our Event Mark should be applied. Multiple orientations and formats enable best reproduction across every application and production method.

STRENGTH AND SENSITIVITY

[READ DESIGN RATIONALE HERE](#)

ANIMATED GIF



STACKED

PHASE 1

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The vertically ‘stacked’ version of our Event Mark is the preferred version for most applications prior to tournament time. Alternate orientations can be used whenever they achieve a more successful result.

TABBED CONTENT (4 TABS)

TIMING

CLEAR SPACE

MINIMUM SIZE

COLOURWAYS

This is the preferred version of our mark, subject to best design/production output. For immediate use.

MAINTAINING INTEGRITY

Always use artwork supplied and please do not adjust or change elements. This includes changing the look of our mark by rotating, adjusting proportions, changing colours and fonts or adding new elements or graphics.

Every application of our mark must be approved before post, print or release.



Clear space refers to a zone around the Event Mark into which no other logo or graphic element should encroach.

The clear space is a measure of the ‘Rugby World Cup’ text in the Event Mark as illustrated.



Minimum size refers to the size at which the Event Mark can become illegible either on screen or in print.

To achieve best reproduction, please use the following guide. Measurements apply to the RWC 2023 symbol and apply regardless of orientation.

In some instances minimum sizes may need to be adjusted to suit specific items e.g. lapel pins.



Multiple colour options make application to a variety of backgrounds easy. The same colours sets are available across all orientations.



Full colour – Positive



Single colour – Positive



Full colour – Negative



Single colour – Negative

FILE TYPES

Artwork is provided in a series of common file types. Selecting the right type will ensure best reproduction.

FOR SCREEN & WEB – RGB



PNG = Portable Network Graphic

Bitmap/pixel based file with a transparent background. Great for use on screen in PPT presentations and in most Microsoft applications at 100% scale or smaller.

SVG = Scalable Vector Graphic

Vector file with a transparent background. Great for broadcast and online use (apps and websites) – can be scaled infinitely up or down.

EPS = Encapsulated Postscript

Vector file with a transparent background. Great for on screen use (within select applications) – can be scaled infinitely up or down.

Limited use.

MP4 = Encapsulated Postscript

MPEG-4 Part 14 or MP4 is a digital multimedia format. Great for video, animation and audio, it enables on-screen playback and streaming over the Internet. Use on screen at 100% scale or smaller.

Limited use.

FOR PRINT – CMYK & PANTONE



EPS = Encapsulated Postscript PDF = Portable Document Format

Vector file with a transparent background. Great for use in print such as banners, brochures, stationery and outdoor advertising (supplied as CMYK and in Pantone) – can be scaled infinitely up or down.

If you require another file type, size or version, please contact the RWC 2023 Brand Team.

SPECIAL APPLICATION

Maintaining the integrity of our mark on every application is vital. To enable this, additional versions are available.

BACKGROUND SHAPE

Our stacked and horizontal marks are available with a unique background shape. This protects the mark when applied to a busy, red or blue background.

DOWNLOAD

PHASE 1



THREE COLOUR

All orientations of our mark are available in three colour (contains no gradients). These are suitable for screen or limited colour printing.



DOWNLOAD

PHASE 1

EMBOSSING, DEBOSSING, ENGRAVING, ETCHING, FOILING, SPOT UV & CUT VINYL

For the production of signage, premiums and merchandise that use special production techniques such as embossing, debossing, engraving, laser etching, or the application of hot or cold foil, a spot UV or cut vinyl. A specifically crafted single colour version of our mark (in all orientations) is available.



DOWNLOAD

PHASE 1



EMBROIDERY

Embroidery files are available in stacked and horizontal, two colour and single colour versions.

These files have been specifically developed for this medium and must not be used for any other purpose.

DOWNLOAD

PHASE 1



PLACEMENT, SCALE AND CONTRAST

How and where our mark is placed onto applications is important to help best aid accessibility, functionality and consistency. The following tips should help.

PLACEMENT

When applying our mark to formal communications, we recommend it appears centred (position 1 or 4 on the diagram).

For marketing communications such as brochure covers and websites, positions 2 and 3 are preferred.

However, the best location will vary depending on the application – examples shown throughout these guidelines will demonstrate best practice.

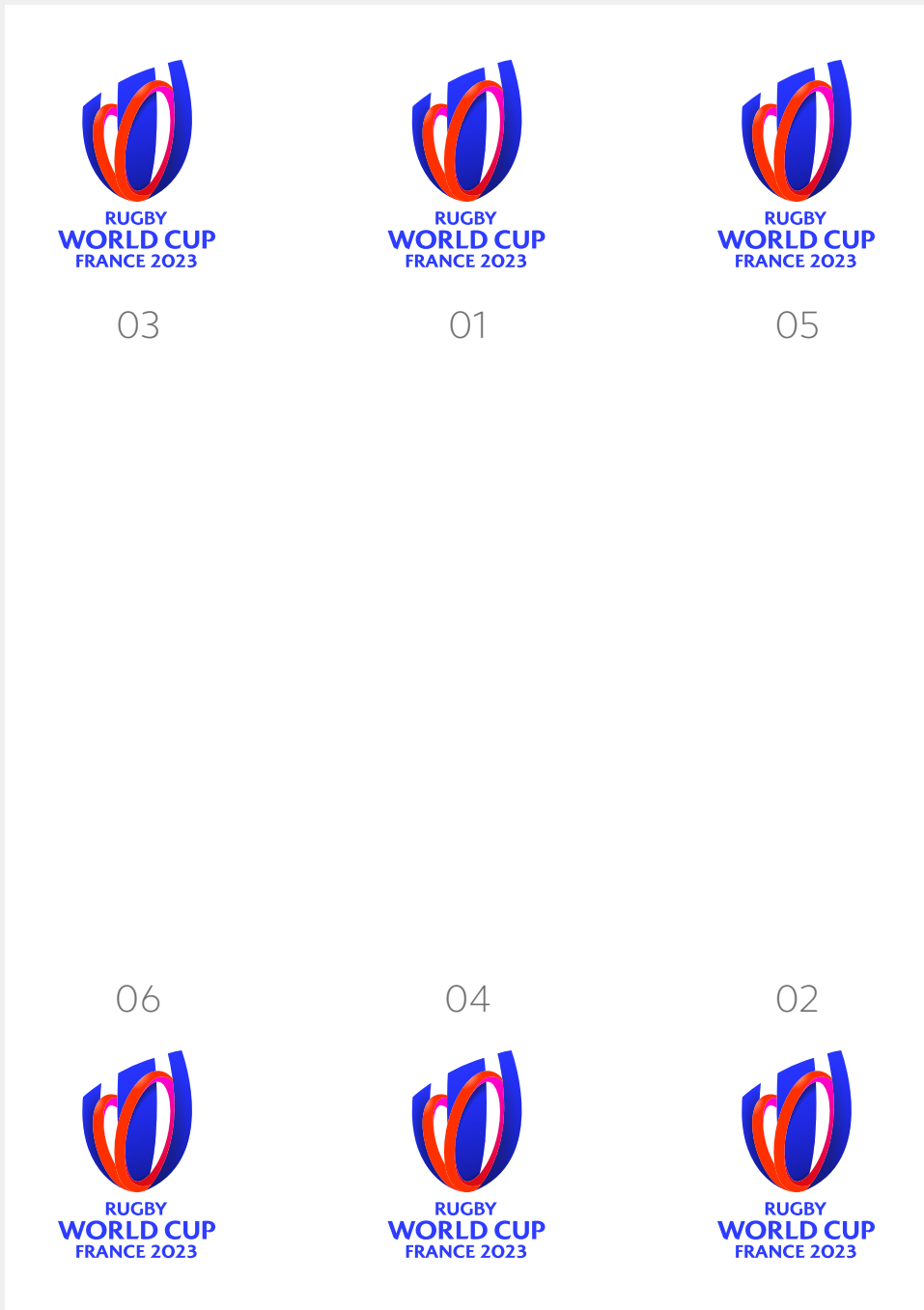


IMAGE CAROUSEL
4 IMAGES, ONLY
1 SHOWN AT A TIME

SCALE

Maintaining continuity is important when so much is produced by so many. We have nominated a preferred scale to apply our mark, across typical print and digital applications.

Time, viewing distances and the message being delivered all have an impact on readability – the best scale will vary depending on the application.

A grid for most common formats is available for download – please see the grid section for details.

Our mark is typically placed at three rows high as shown. Margins, clear space and minimum size rules apply.

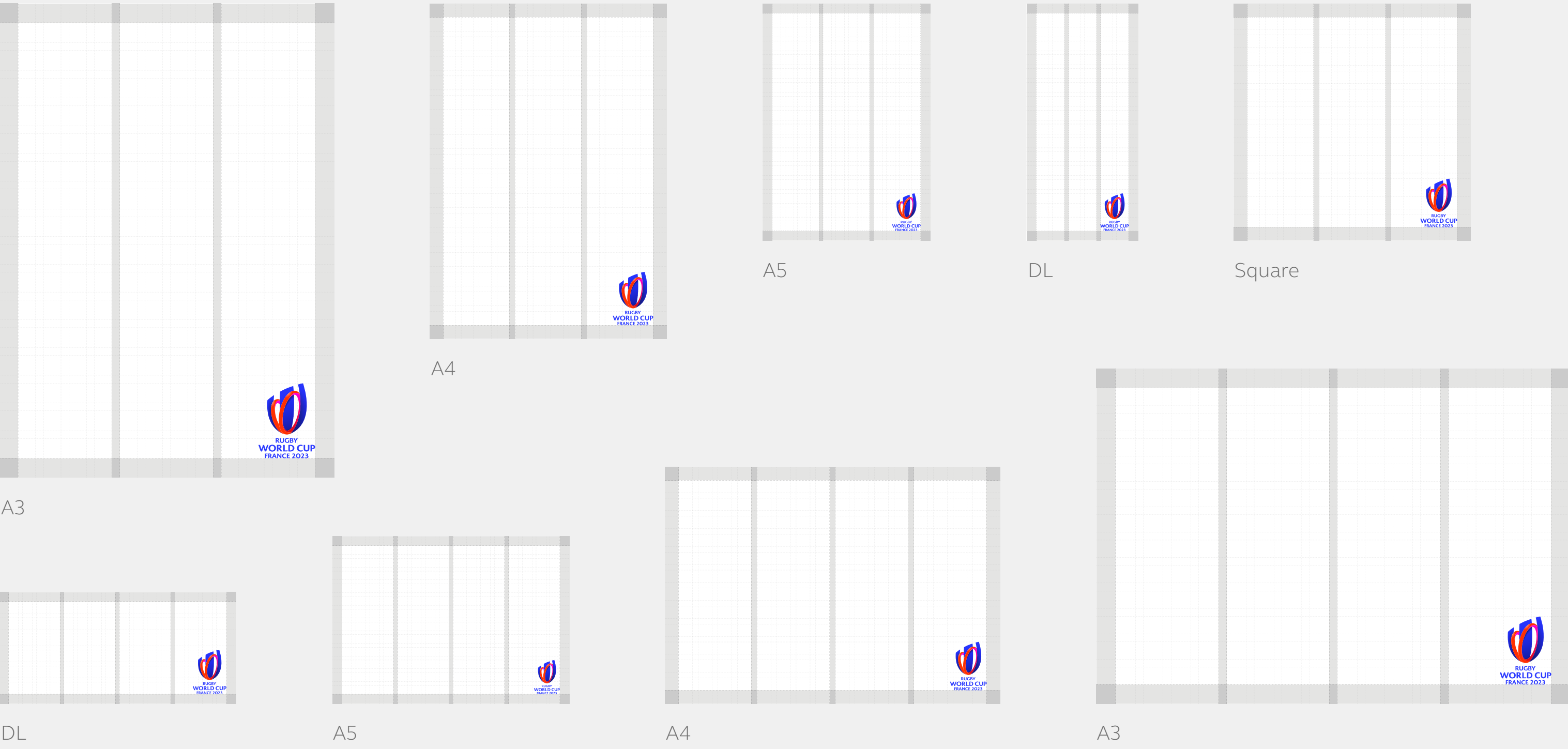
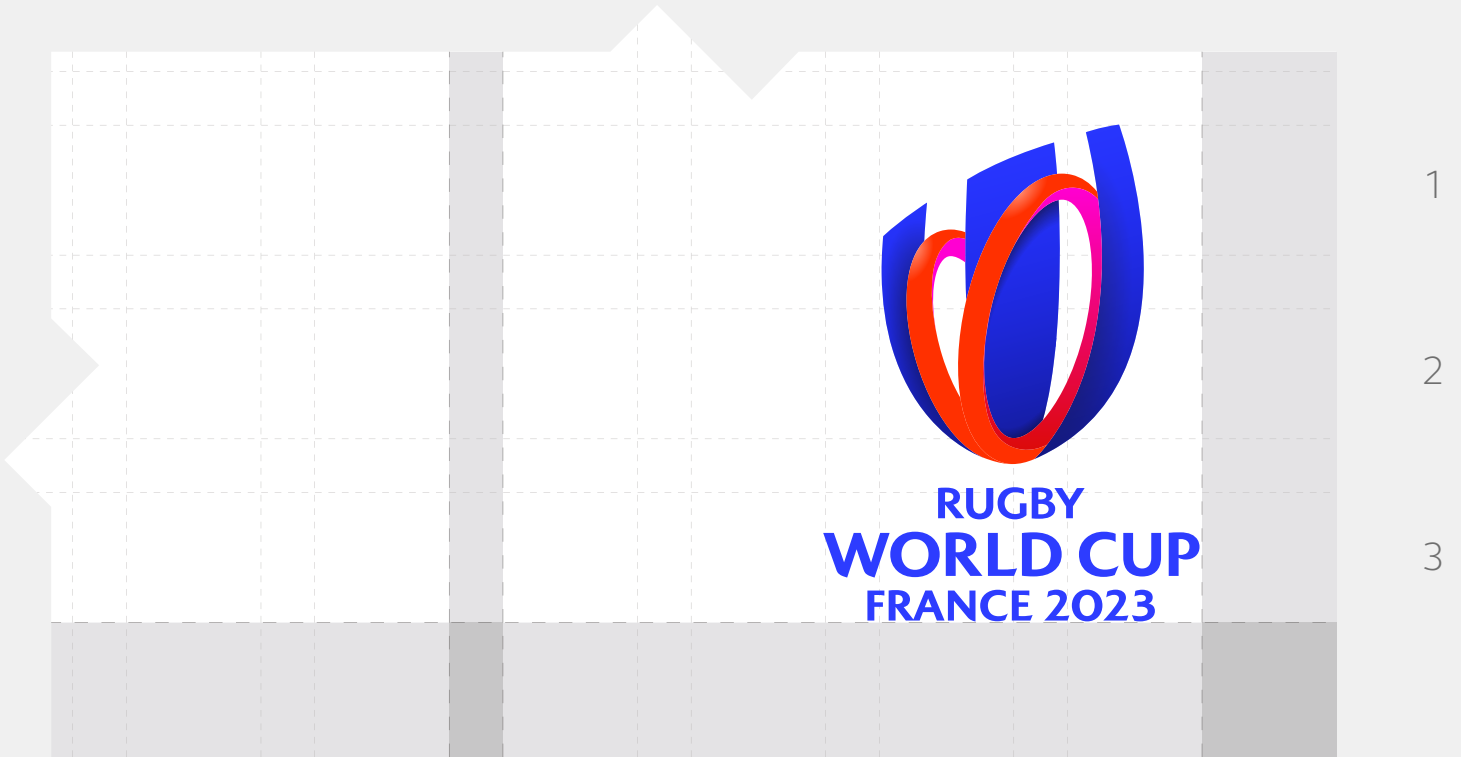


IMAGE CAROUSEL
- 2 IMAGES, ONLY
ONE SHOWN AT A TIME

CONTRAST AND COLOUR APPLICATION

Being aware of the environment in which the mark will be located will guide your decision making process as when to use which variant.

Full colour and single colour positive marks are for light backgrounds, all negative marks are for dark backgrounds.

However please note, as illustrated: full colour marks should never be placed on a red background. If you cannot avoid red or a busy background, then the backgroundshape version should be used.

Sufficient contrast against the background must always be maintained. The Event Mark should generally appear once only on any visual plane.

Please see the palette section for more detail on colour use and combinations.



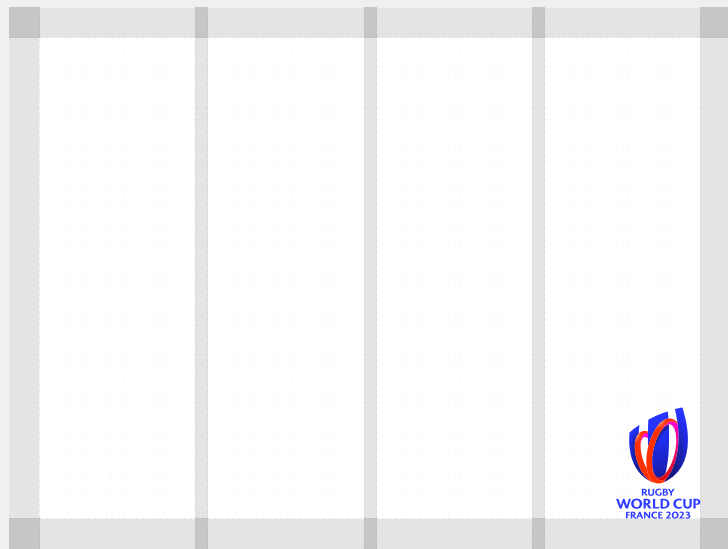
< IMAGE CAROUSEL
- 2 IMAGES, ONLY
ONE SHOWN AT A TIME

No positive marks on dark background colours or dark areas of an image

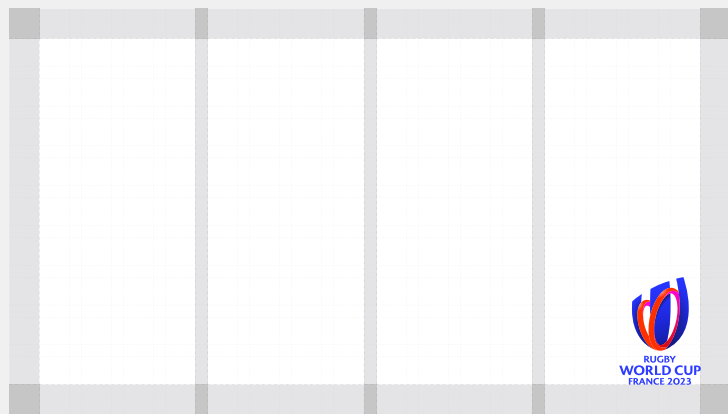
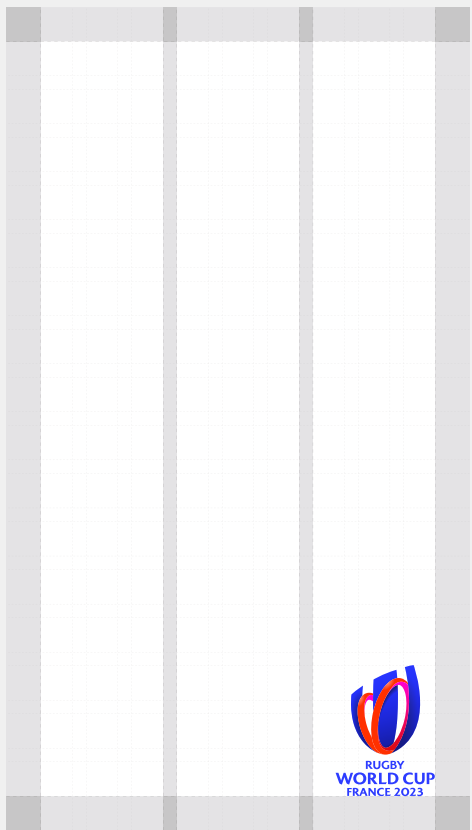
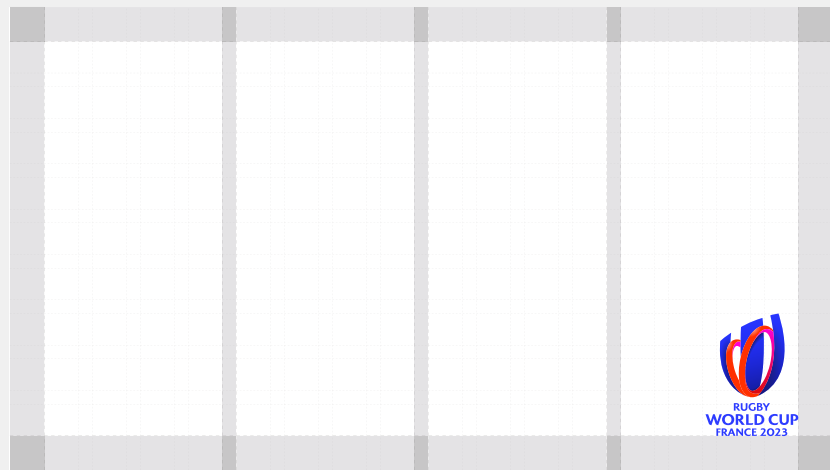
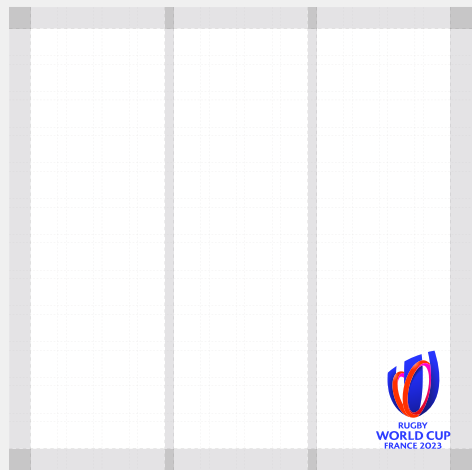
No negative marks on light background colours or light areas of an image

IMAGE CAROUSEL

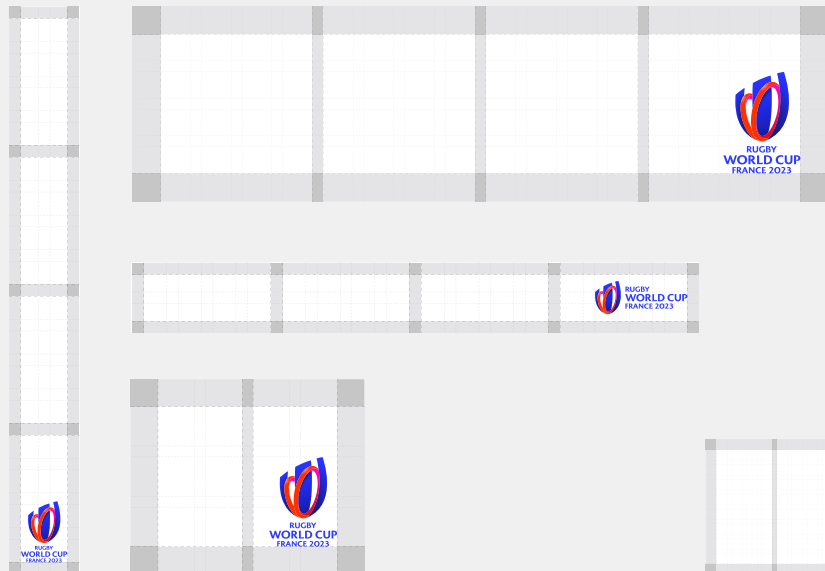
IMAGE 2



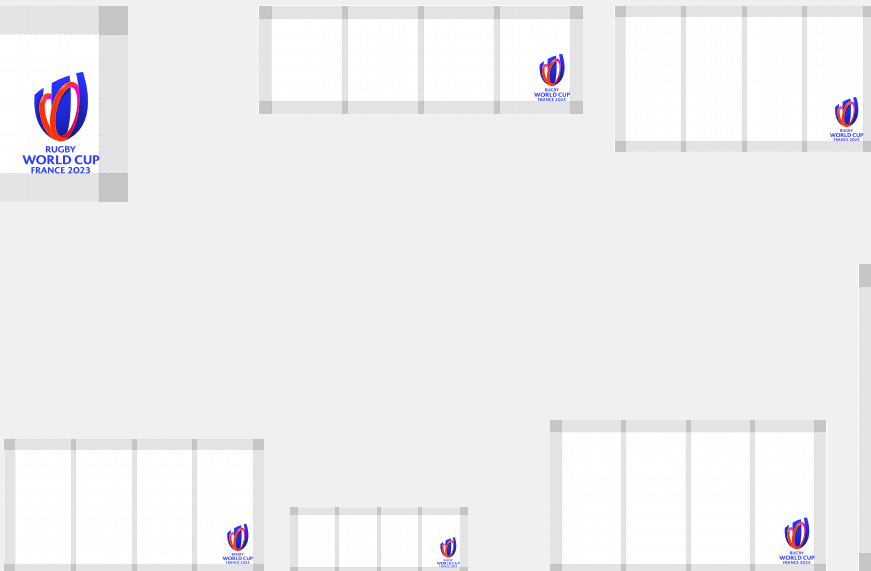
4:3



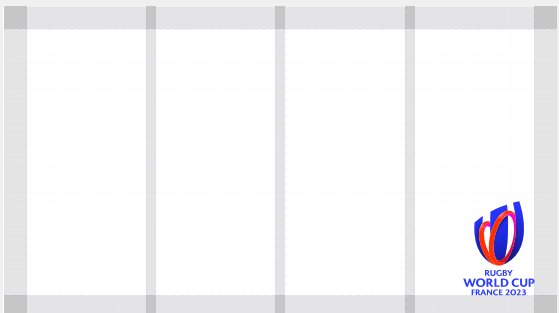
16:9



Website



Social



CONTRAST AND COLOUR APPLICATION

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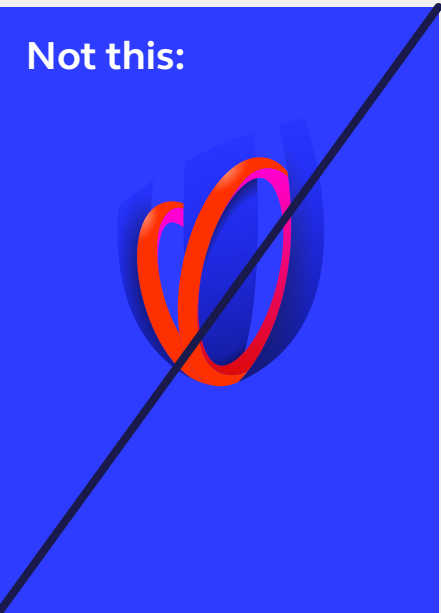
Please see the palette section for more detail on colour use and combinations.



or



or



No full colour marks on red (background or image).
No full colour, positive marks on blue (background or image)

No placement
on busy backgrounds

IMAGE CAROUSEL
IMAGE 2

ANIMATION

PHASE 1

DOWNLOAD

Animating our mark is an integral part of bringing our brand to life across digital channels and applications. A thorough understanding of our design principles is the key.

2D ANIMATION

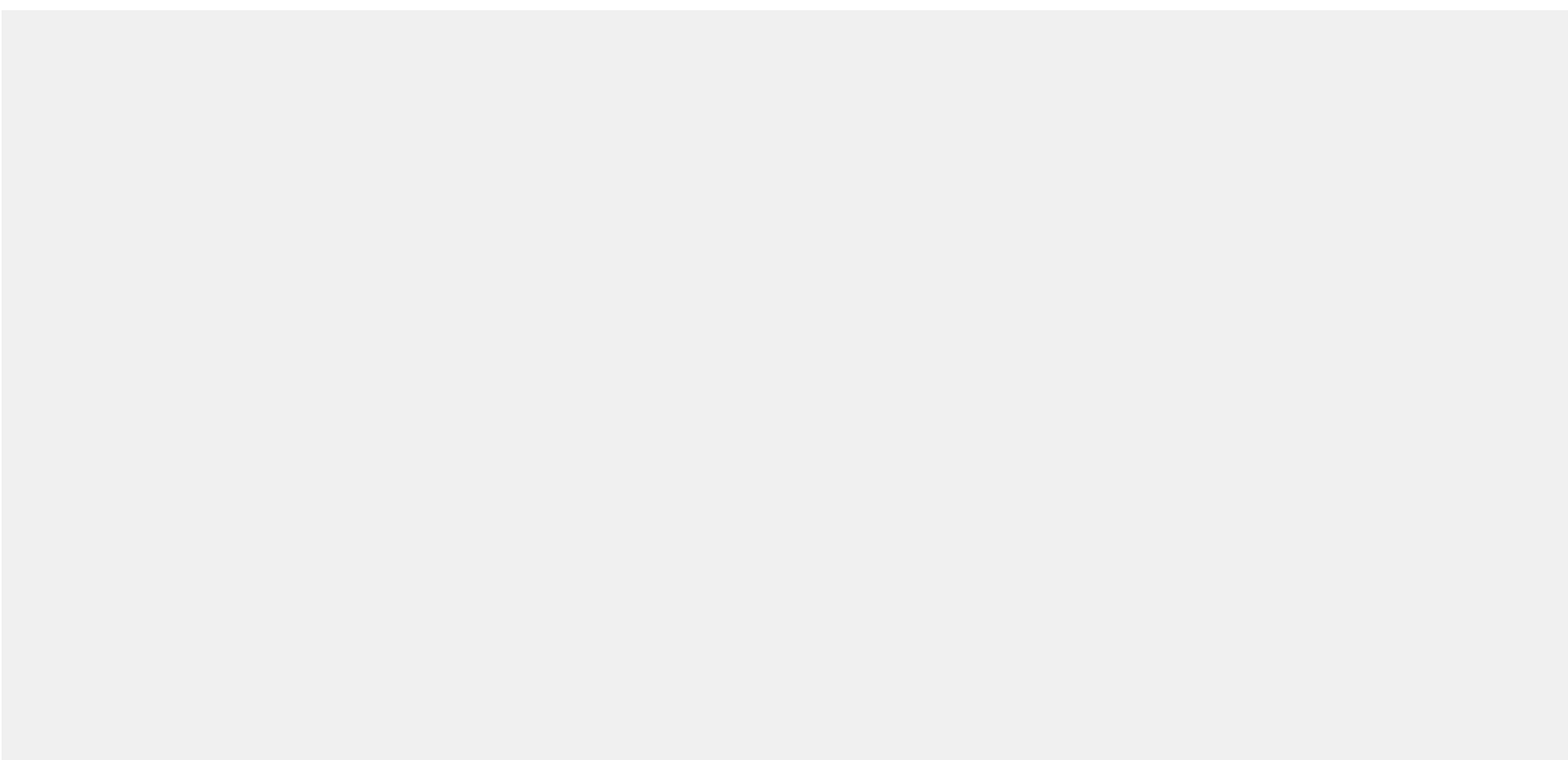
When animating our Event Mark, one idea or one core action should be used. This simplicity helps reduce visual effects and applies greater emphasis on space and focus, protecting and elevating the mark.

Timing: Slow in, slow out with a dynamic core; using an appropriate pace throughout to influence how the animation is built.

Focus: Generally only the RWC 2023 symbol should be animated. Type or other elements should remain stationery, creating one point of interest.

Orientation: The Event Mark should always remain upright. All animations must be respectful, premium and approved before release.

Some core animation artwork is provided.

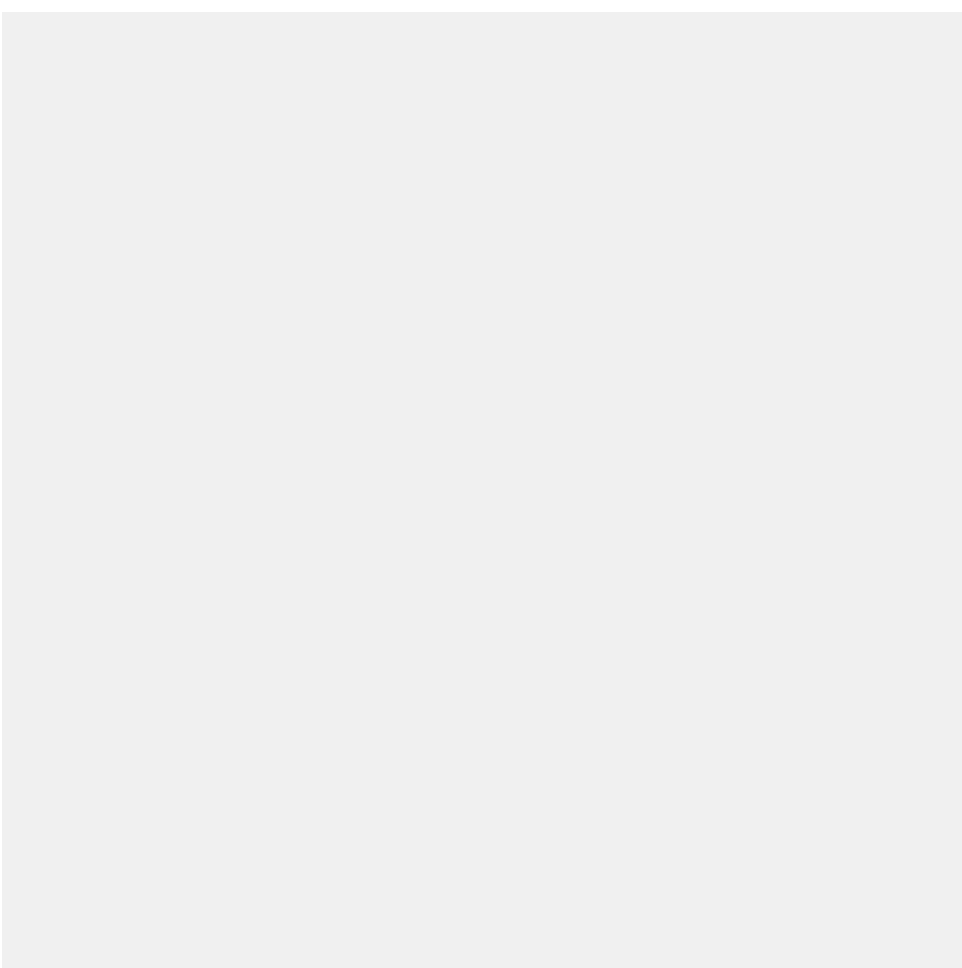


3D ANIMATION

The images shown here illustrate how our mark is constructed and used in 3D. There are four sections (four panels of the ball) that form the World Rugby component, although one is visually hidden when viewed straight-on.

The mobius heart can be animated in a number of ways to make it relevant to the delivery, as long as the idea of the continuous line is maintained.

These examples and angles can be used to create additional animations. Each animation must be approved before use.



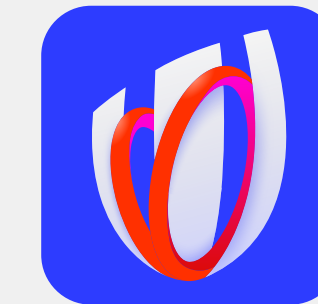
[SEE ANIMATION SECTION](#)

Example animation

Understanding the construction in 3D

SCREEN USE

For screen applications where space is limited or other content needs to be prominent, our symbol or a cutdown can be used.



SPECIALISED SCREEN USE

Some examples of where specialised screen use of the symbol or cutdowns is recommended:

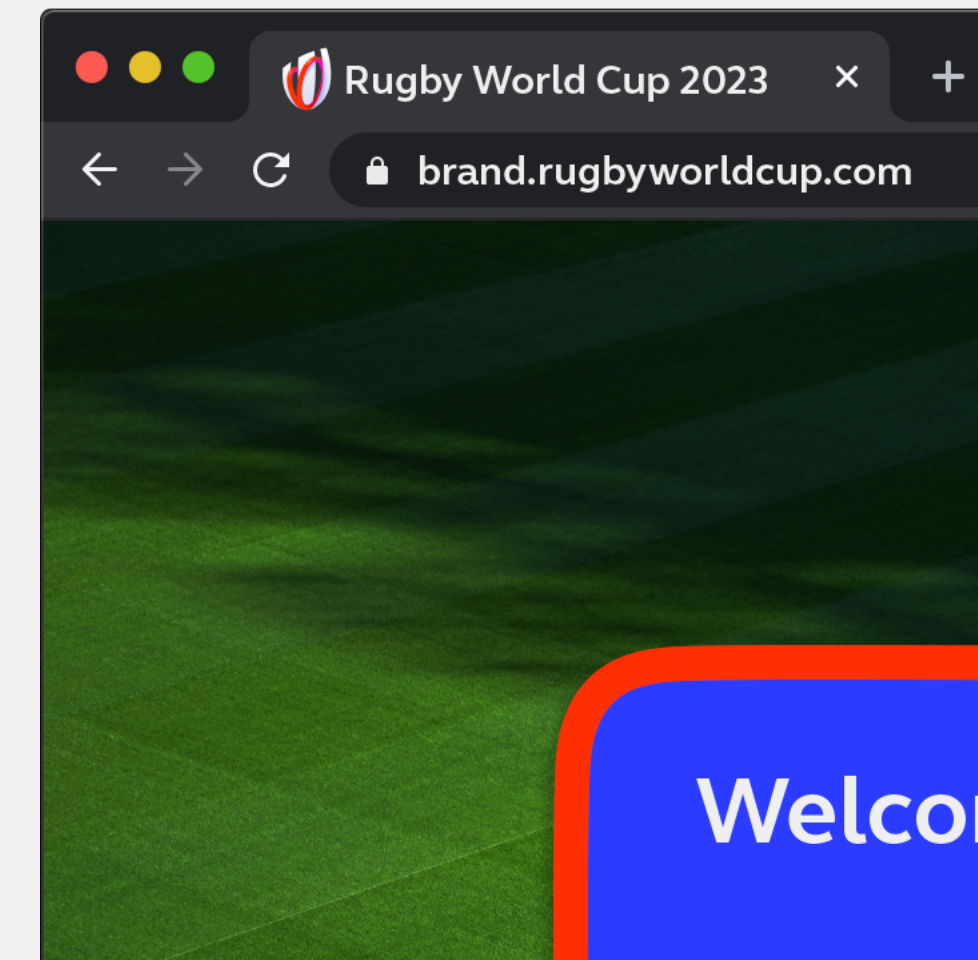
- Broadcast watermarks
- Favicons for digital media
- App buttons

SEE BROADCAST SECTION

SEE DIGITAL SECTION



White single colour mark at 40%



Positive or negative symbol used for Favicon

BUILT FORM

Creating our mark in the built form offers a unique opportunity to bring our brand to life. Enabling players, partners and fans to engage, connect and share it in ways that have previously never been possible.



Host City sculpture for sharing on social



Creating the mark in relevant ways all across France.



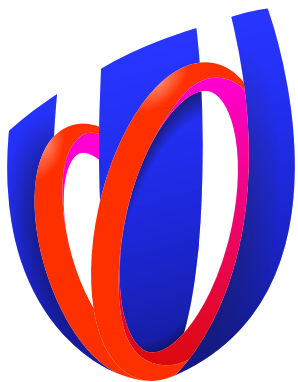
IMAGE
CAROUSEL:
5 IMAGES,
SHOWING 3
AT A TIME

You are limited only by your imagination. Using objects and people well known in each region, will make it relevant, shareable and help to create both a sense of diversity and connection.

Each application must be approved before use and will be considered on a case-by-case basis.

CUT-DOWNS

A set of cut-downs have been created for specific use and will become increasingly available and present as the tournament approaches.



CUT-DOWNS

These marks can be used in place of the Event Mark (never both) when clear tournament context is provided. For example, on screen when match footage appears behind, or to achieve greater cut-through on a media wall.

Clear space and minimum size guidelines apply.

Each application must be approved before use and will be considered on a case-by-case basis.

Artwork will be made available pre-tournament.



PHASE 3

FRENCH LANGUAGE VERSIONS

RWC 2023 is a global event and we use English as our default language in all regions. For 2023, all artwork is also provided in French.

French versions must only be used in, and for, the local market. Please [click here](#) to view and download French artworks.



APPLICATION EXAMPLES

IMAGE CAROUSEL
SHOWING 1
IMAGE AT A TIME



All images and mock-ups are strictly private for internal presentation only to demonstrate design best practice. In due course, these designs will need to be adapted for the tournament to include specific details such as CTAs and commercial partner marks. Images will need to be secured and licensed through the correct channels with the correct terms.

