

PARALYMPICS AUSTRALIA

Brand Style Guide 2026



Paralympics
Australia



Contents

01 **Brandmarks**

02 **Colour**

03 **Typography**

04 **Graphics**

05 **Imagery**

06 **Application**



03

13

18

24

33

38

Brandmarks

01

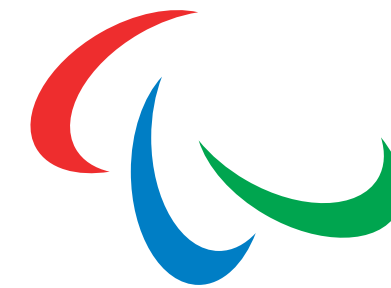


Primary Brandmark – Full Colour

The Paralympics Australia brandmark consists of three key elements.

The stylised animalia national crest, a 7-point Indigenous star and the IPC Agitos symbol.

Alternatives are available for use based on application suitability.



Primary Vertical with AOC Logo



Primary Horizontal

Primary Brandmark – Single Colour



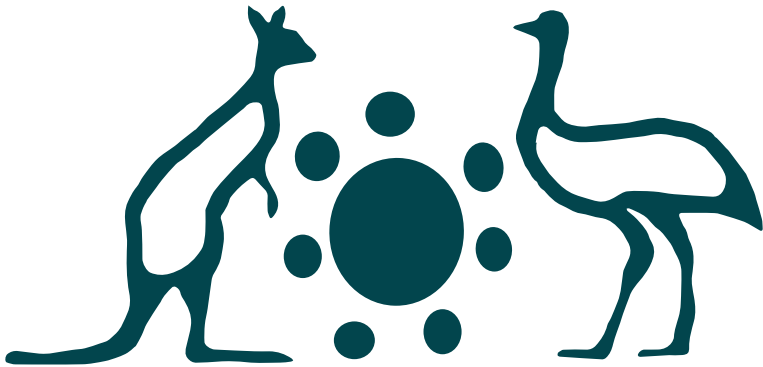
**Paralympics
Australia**



Primary Vertical



Primary Horizontal



**Paralympics
Australia**



Primary Vertical



Primary Horizontal

Secondary Brandmarks – Full Colour

A suite of orientations have been created for use across a wide range of digital and printed applications.

Both full and single colour versions of each orientation are available.



Linear

Typical Usage: Fascia boards, promotional pencils and similar long formats.

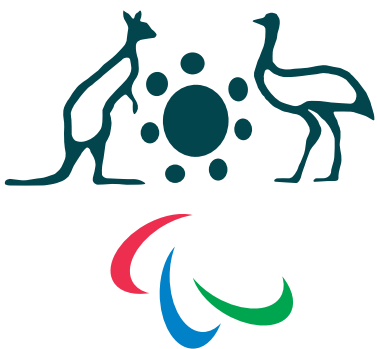
Minimum Size: Print – 80mm wide / Digital 240px wide.



Vertical

Typical Usage: Vertical banners or merchandise tabs.

Minimum Size: Print – 10mm wide / Digital 28px wide.



Abbreviated Symbol

Typical Usage: When space is at a premium.

Minimum Size: Print – 7mm wide / Digital 20px wide.

Secondary Brandmarks – Single Colour

A suite of orientations have been created for use across a wide range of digital and printed applications.

Both full and single colour versions of each orientation are available.



Linear

Typical Usage: Fascia boards, promotional pencils and similar long formats.
Minimum Size: Print – 80mm wide / Digital 240px wide.



Vertical

Typical Usage: Vertical banners or merchandise tabs.
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A suite of orientations have been created for use across a wide range of digital and printed applications.

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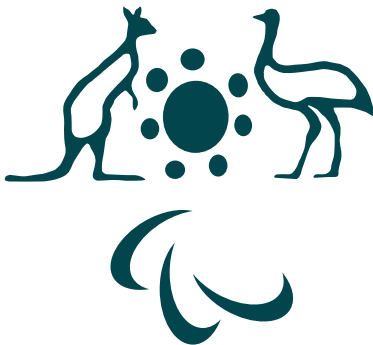
Linear

Typical Usage: Fascia boards, promotional pencils and similar long formats.
Minimum Size: Print – 80mm wide / Digital 240px wide.



Vertical

Typical Usage: Vertical banners or merchandise tabs.
Minimum Size: Print – 10mm wide / Digital 28px wide.



Abbreviated Symbol

Typical Usage: When space is at a premium.
Minimum Size: Print – 7mm wide / Digital 20px wide.

Secondary Brandmarks – B&W Reverse

A suite of orientations have been created for use across a wide range of digital and printed applications.

Both full and single colour versions of each orientation are available.



Linear

Typical Usage: Fascia boards, promotional pencils and similar long formats.

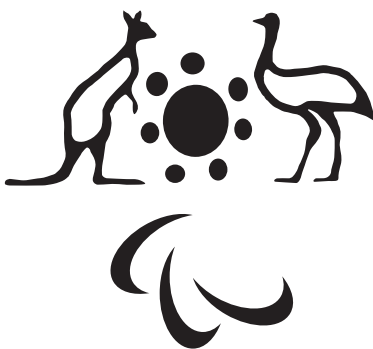
Minimum Size: Print – 80mm wide / Digital 240px wide.



Vertical

Typical Usage: Vertical banners or merchandise tabs.

Minimum Size: Print – 10mm wide / Digital 28px wide.



Abbreviated Symbol

Typical Usage: When space is at a premium.

Minimum Size: Print – 7mm wide / Digital 20px wide.

Secondary Brandmarks – B&W Reverse

A suite of orientations have been created for use across a wide range of digital and printed applications.

Both full and single colour versions of each orientation are available.



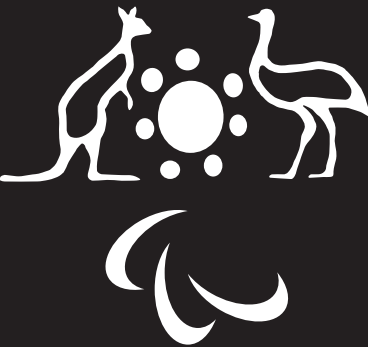
Linear

Typical Usage: Fascia boards, promotional pencils and similar long formats.
Minimum Size: Print – 80mm wide / Digital 240px wide.



Vertical

Typical Usage: Vertical banners or merchandise tabs.
Minimum Size: Print – 10mm wide / Digital 28px wide.



Abbreviated Symbol

Typical Usage: When space is at a premium.
Minimum Size: Print – 7mm wide / Digital 20px wide.

Brandmarks – Clear Space

To retain the integrity of the Paralympics Australia brandmark, clear space guideline should always be adhered to.

‘X’ height is derived from the uppercase ‘P’ from Paralympics.

Clear space is then applied at 1.5X squared.



Rules Governing Use of the Para Prefix:

The Para prefix is a protected term which has been globally trademarked by the International Paralympic Committee (IPC).

There are very specific rules and applications of the prefix.

Except when used as part of the word Paralympic(s), it should be used as follows:

- The Para prefix should always have a capital P
- There should always be a space (not a hyphen) before any word following
- Any words following that are common nouns will generally begin with a lowercase letter (e.g. Para sport, Para athlete) when used within body copy
- Exceptions may be made to capitalisation of words following the prefix where all uppercase or title case would normally be applied

Use of the Para Prefix with Sport Names:

The Para prefix should be applied to all sport names as per the rules governing use, except where a sport is uniquely Paralympic, e.g. wheelchair rugby, goalball, boccia.

The full list of Para sports are:

Summer:

- Para archery
- Para athletics
- Para badminton
- Wheelchair basketball
- Boccia
- Para canoe
- Para climbing
- Para cycling
- Para equestrian
- Wheelchair fencing
- Blind football
- Goalball
- Para judo
- Para powerlifting
- Para rowing

- Wheelchair rugby
- Shooting Para sport
- Para swimming
- Para table tennis
- Para taekwondo
- Wheelchair tennis
- Para triathlon
- Sitting volleyball

Winter:

- Para alpine skiing
- Para biathlon
- Para cross-country skiing
- Wheelchair curling
- Para ice hockey
- Para snowboard

Colour

02



Colour Palette (Primary)

The Paralympics Australia palette consists of two key hues representing Australia's national sporting colours.

A vibrant yellow and a complimentary dark green.

PA Green

RGB: 2.69.77
CMYK: 93.58.55.40
PMS: 316
HEX: 02454D

PA Yellow

RGB: 253.238.47
CMYK: 4.0.90.0
PMS: 107
HEX: FDEE2F

Colour Palette (Primary & Secondary)

A complimentary secondary palette of shades of green and yellow can be used to draw attention to key points and to create contrast in graphs and charts.

PA Green

RGB: 2.69.77
CMYK: 93.58.55.40
PMS: 316
HEX: 02454D

PA Yellow

RGB: 253.238.47
CMYK: 4.0.90.0
PMS: 107
HEX: FDEE2F

Primary

PA Green 02

RGB: 53.106.113
CMYK: 81.45.47.17
HEX: 356A71

PMS316 @80%

Green 01

RGB: 0.153.134
CMYK: 100.0.56.11
HEX: 009986

Green 02

RGB: 130.205.183
CMYK: 49.0.35.0
HEX: 82CDB7

Yellow 01

RGB: 246.203.40
CMYK: 4.18.94.0
HEX: F6CB28

Secondary Highlight Palette

Colour Palette

The IPC ‘Agitos’ consists of three colour-arcs when used full colour on white or light coloured backgrounds.



Green

RGB: 0.166.81
CMYK: 92.0.84.20
PMS: 355
HEX: #0A651

Blue

RGB: 0.120.208
CMYK: 100.40.0.0
PMS: 3005
HEX: #0078D0

Red

RGB: 240.40.45
CMYK: 0.95.90.0
PMS: 192
HEX: #F0252D

Typography

03



Typography

Pact
P®

Pact (Primary)

Pact Set
P®

Pact Set (Secondary)

Typography (Primary)

A bespoke typeface developed exclusively for Paralympics Australia, the Pact font family consists of four weights.

The lighter weights should be used at medium to large sizes for acccessibilty.

Pact is available ‘licence-free’ for any party producing Paralympics Australia branded comms.

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&*()?:”**

Pact Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&*()?:”**

Pact Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&*()?:”

Pact Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&*()?:”

Pact Light

Typography (Secondary)

Pact Set is a supporting type family available in four corresponding weights to that of Pact.

This font should only be used for headlines and display purposes.

All other text should utilise the regular Pact suite.

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&*()?:”**

Pact Set Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&*()?:”**

Pact Set Medium

Typography (Alternative)

As an alternative font, Verdana can be substituted in circumstances where Pact is unsuitable i.e. digital applications with ‘live text’.

It’s freely available and normally pre-installed on both PC and Mac platforms.

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&*()?:'"**

Verdana

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&*()?:'"

Verdana Regular

Typography (Accessibility)

Accessibility standards in HEX/RGB mode are defined as AAA rating (preferred) or AA rating (acceptable).

Minimum font size for large text should be 18px bold text or 24px regular text.

Minimum font size for small text should be 15px bold text or 21px regular text.

AAAA Large Text	AAAA Small Text
AAAA Large Text	AAAA Small Text
AAAA Large Text	AAAA Small Text
AAAA Large Text	AAAA Small Text
AAAA Large Text	AAAA Small Text
AAAA Large Text	AAAA Small Text
AAAA Large Text	AAAA Small Text

Graphics

04



Graphic



“The Celebration” graphic device has been created to complement the First Nations story in the organisational brandmark.

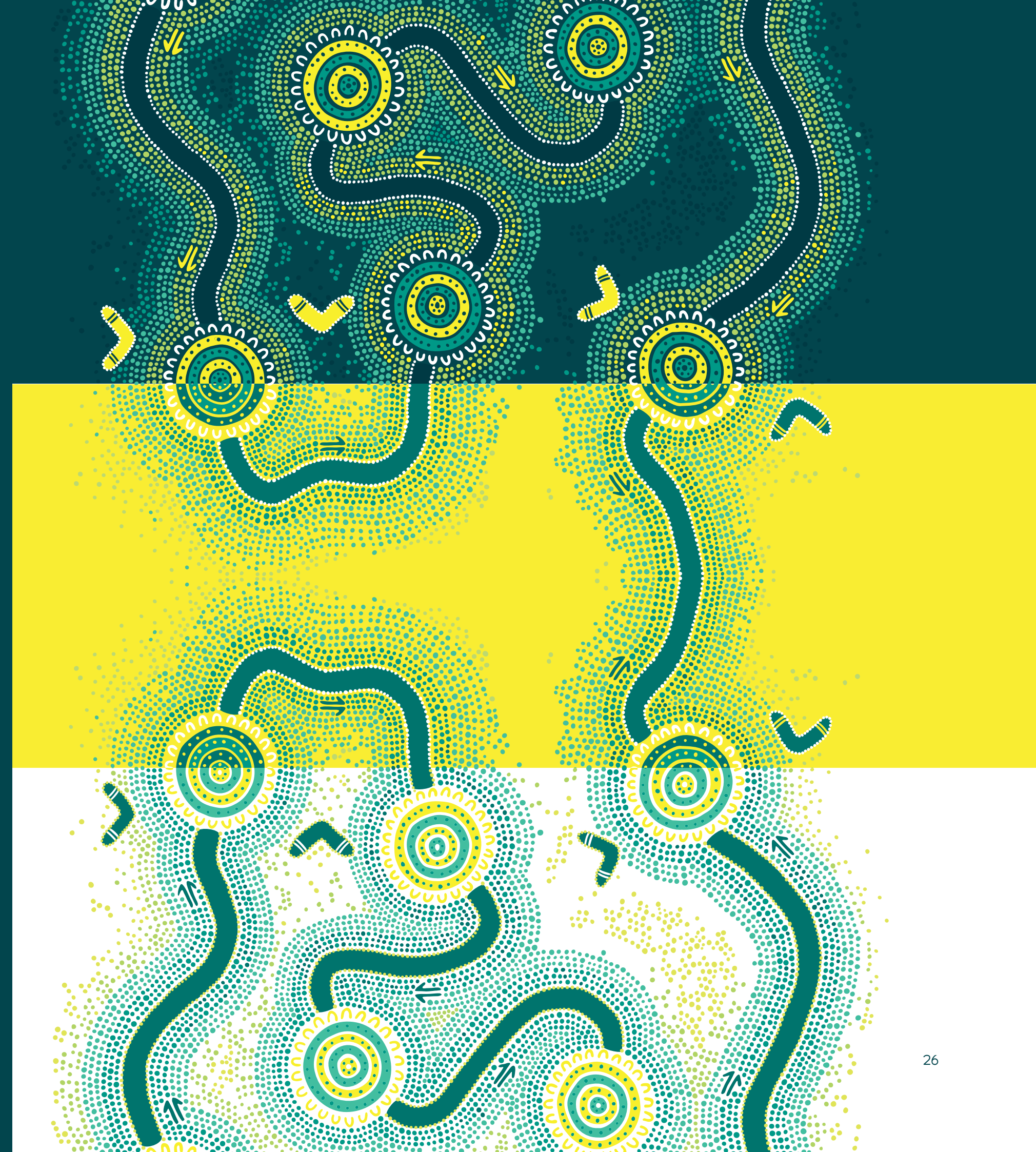
It visually represents community and the world coming together in shared celebration of sporting achievement.

It should only be used in limited circumstances with approval required from the Paralympics Australia Brand & Marketing team.

The Journey

This is our core team graphic for broad application to all team collateral and uniforms. It has been designed for flexible application and is provided as vector art in a number of colourways.

The full colour version of the journey can only be used in conjunction with athletes, however, the tonal versions (green on green or yellow on yellow) are able to be used for other applications.

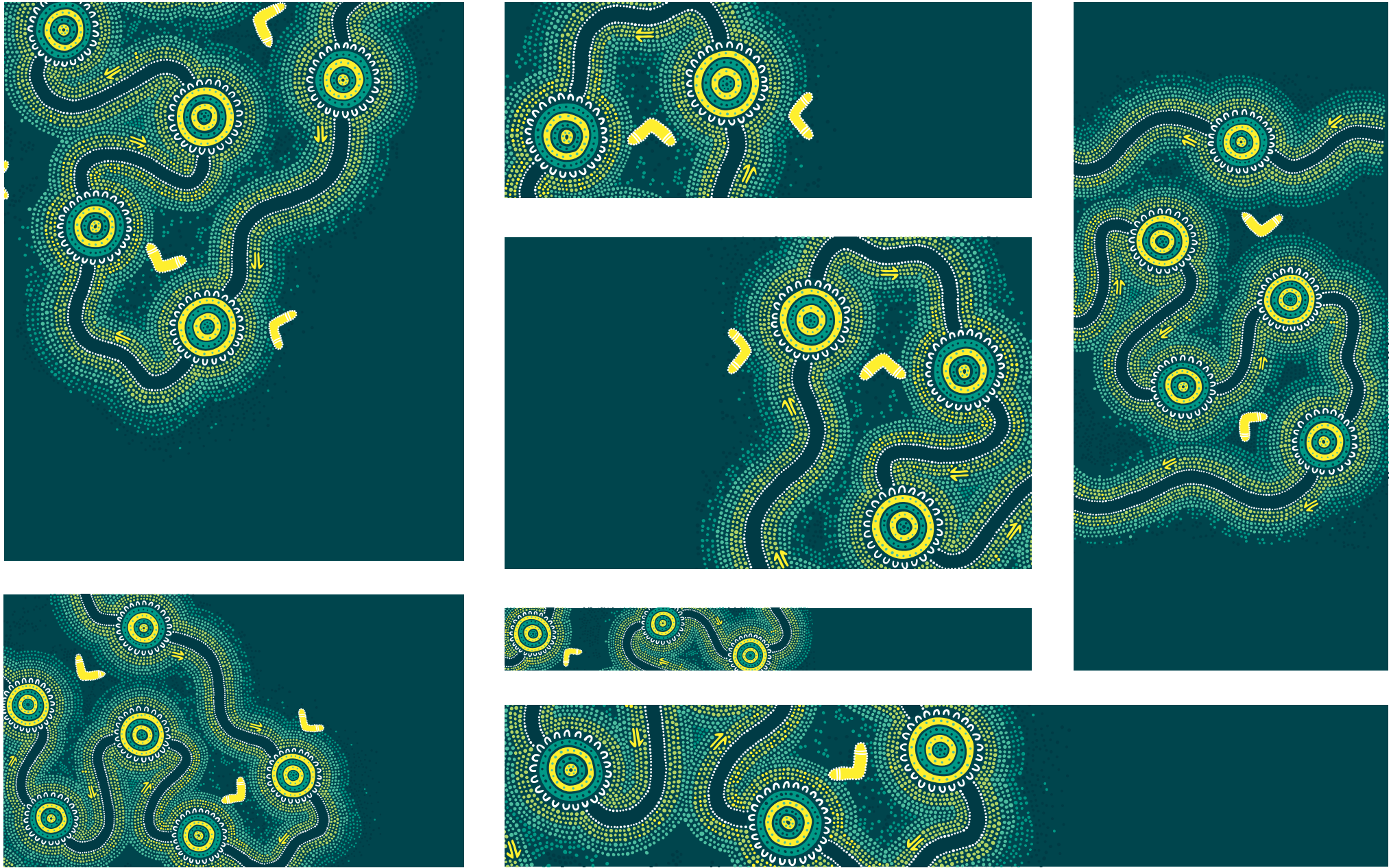


This graphic can be cropped and rotated please follow these key principles:

- The preference is to keep the circles whole shapes.
- The intention and story of The Journey should be considered and conveyed by having at least the trail and two circles present.
- Crop at least the two end edges where The Journey finish. More edges can be cropped as shown.
- Where the graphic wraps around a 3D item (such packaging) the circles should not be positioned on a corner.

The examples on the following page demonstrate the correct and incorrect ways to crop and rotate the art.

The Journey



Correct Use

In all these examples there is a sense of The Journey. At least two circles are shown. The two ends of the graphic are always cropped.

The Journey full colour graphic can only be used in association with Para-athletes representing Australia. The single colour variants can be used by the organisation as required.



Incorrect Use

Avoid cropping the circles, showing the end of the graphic, showing only one circle, distorting or losing the sense of The Journey.

Incorrect Use

Icons are simplified solid colour visual representations with soft round edges to compliment the brand typography.

The image displays a collection of 48 circular icons arranged in a 6x8 grid. Each icon represents a different Paralympic sport. The icons are designed in a minimalist, stylized manner, using dark blue and yellow colors. The sports depicted include archery, wheelchair basketball, swimming, cycling, and various other athletic activities. The icons are organized into six rows and eight columns, with alternating background colors for each icon.

Video Endframe (16:9)

Wide format video endframes consist of the horizontal brandmark, a call-to-action and URL on a solid green background.



Video Endframe (9:16)

Portrait format video endframes consist of the primary brandmark, a call-to-action and URL on a solid green background.



Imagery

05



Imagery (Brand)

Brand athlete portraiture should always personify strength, passion and sheer determination.

They should always appear focussed, driven, proud or triumphant.



Imagery (Editorial)

Editorial imagery should always capture the commitment of training, the comradery of the national team, the battle of competition and the elation of victory or personal achievement.





Imagery (Treatment)

Using multiple layers of brand graphics, text and integrated/overlapping elements of featured talent adds depth of field to layouts.



Application

06



Outdoor

IMAGINE WHAT
WE CAN DO

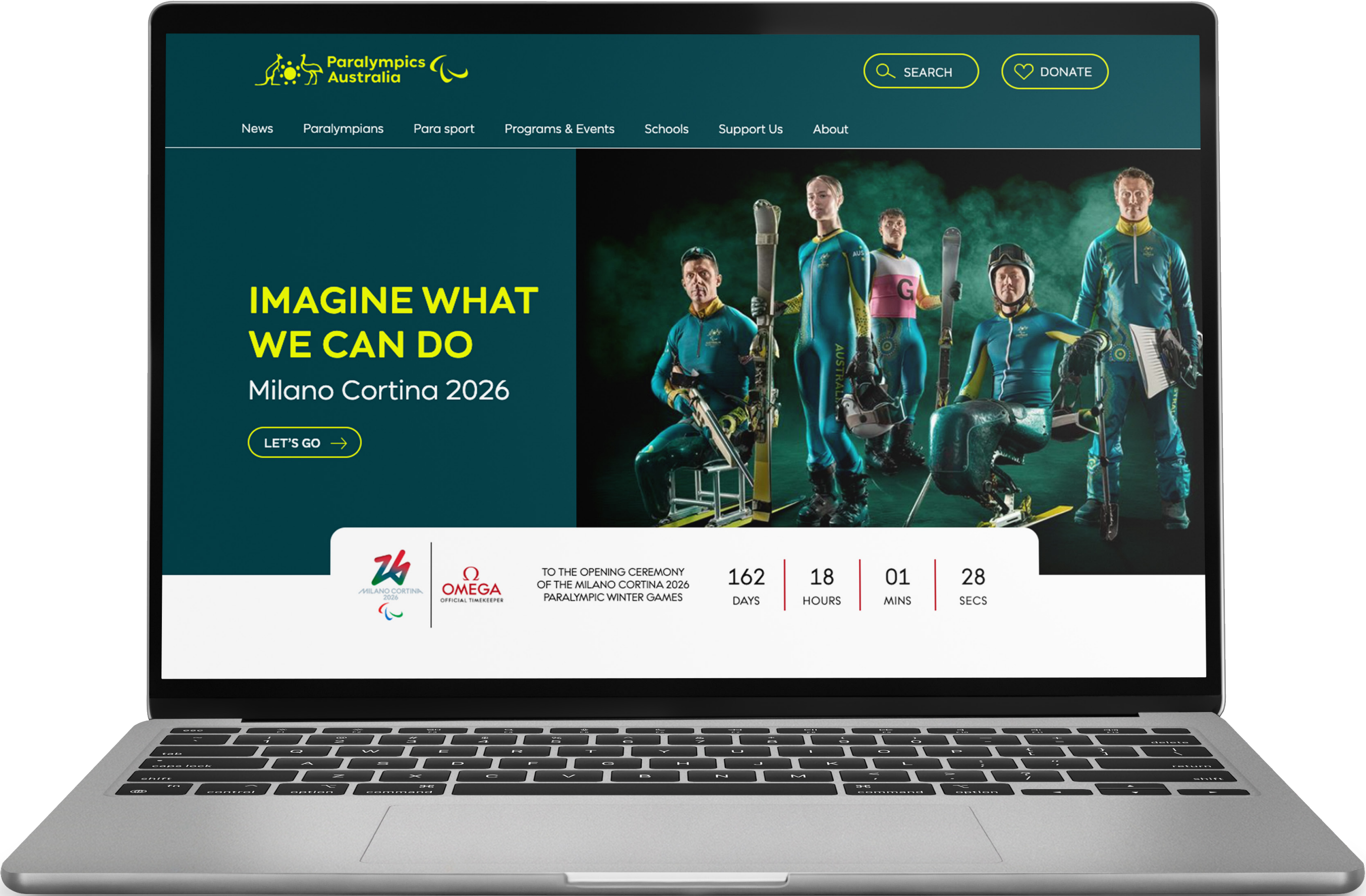
paralympic.org.au

Outdoor

IMAGINE WHAT WE CAN DO

paralympic.org.au





Apparel



