



PANATHLON INTERNATIONAL
Ludis Jungit

***Handbook
of graphic symbols***

GRAPHIC IDENTITY HANDBOOK



*Panathlon International
Villa Porticciolo, Rapallo, (Liguria) Italia*

The International Board, at its meeting held on 1 november 1996, approved the rules to be applied to the drawing, colours and uses of Panathlon's emblem and logotype, both by the International Bodies and Clubs all over the world.

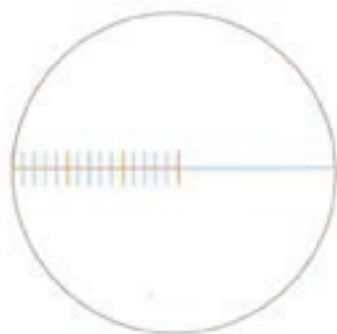
When you receive this handbook, you are kindly asked to conform all identification material (paper, pennants, flags, banners, etc.) to these rules that as from 2001 will be compulsory.

EMBLEM

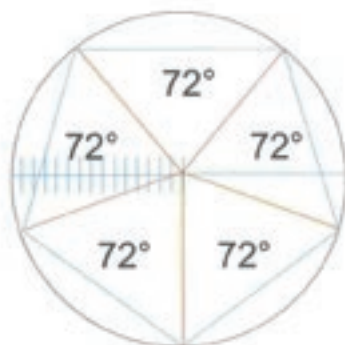


The emblem is the major identification sign and symbol.
Art. 1 para. 2 of Panathlon International Statute states: *"its motto is Ludis lungit and its symbol is a blue disk with at its centre the flaming Olympic torch in gold with the words Panathlon International. The whole is contained in a double circle with five divisions for the colours of the Olympic rings"*.

Design of the emblem



Drawing of the flame



Official colours of the emblem



PANTONE	C.M.Y.K.				R.G.B		
Proc. Blue	100	50					255
Proc. Yellow			100		255	255	
Proc. Black				100			
Green	100	10	100			255	
Red 192		100	100		255		
Proc. Cyan	100					173	255
Gold 871		30	100	10	255	204	

Letter types of Logotype

The Switzerland type, also called Swiss or Arial.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Switzerland Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Switzerland

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Switzerland Italic

Use of Logotype

International Bodies shall use the full name PANATHLON INTERNATIONAL

International Bodies differ from peripheral organs in the letter type of the word INTERNATIONAL

Clubs will only use the word: PANATHLON

PROPORTIONS and SPACING

International Bodies

PANATHLON INTERNATIONAL

"LUDIS IUNGIT"

Peripheral Organs

PANATHLON
INTERNATIONAL

"LUDIS IUNGIT"

Clubs

PANATHLON
Club ROMA

PANATHLON
Club VALPARAISO
VIÑA DEL MAR

Proportions between logotype and emblem

In free-drawing communication objects, proportions between the word PANATHLON and the emblem must be taken into consideration.



1/4

PANATHLON
Club ROMA

"LUDIS IUNGIT"



1/2

PANATHLON
Club ROMA

"LUDIS IUNGIT"



3/4

PANATHLON
Club ROMA

"LUDIS IUNGIT"

1/1



PANATHLON
Club ROMA

"LUDIS IUNGIT"

These proportions between the logotype, the emblem and related spacing confer harmony, so please observe them. However proportions may also be changed, including the letter type, if the designer may deem it proper in order to stress regional identification.

The emblem may be isolated, if its size clearly highlights the word
PANATHLON

Coloured emblem



Where possible the emblem should be coloured and preferably on a white background.

The background can be of any colour.



The background must not be of the same light blue as the disk.



If the background is rather confused, the emblem should be inserted inside a white box.



One-colour emblem

On a white background, the emblem must be black, light blue or gold.



Other colours change the identity.



The emblem must be in positive or negative on a coloured background to highlight it.



Errors



Do not change the shape indicated in the Statute.



Do not try to highlight the emblem on a coloured background by adding circles of other colours.



The emblem cannot be used as an additional element in a drawing. It can only be associated with the Panathlon logotype.



There should not be any written text around it.

Clarification

Elements taken from the emblem can be used in freely created drawings: colours, torch, etc. to create a completely new drawing, that need not comply with the above instructions.

In this case, the emblem must stand out clearly, identified somewhere in the drawing, in order to avoid any confusion between a fantasy drawing and the official emblem.

Communication instruments

Institutional identification

All elements identifying the association or the clubs must follow the same international guidelines. These are achieved by paying special attention to symbols: emblem and logotype.



Pins (badges)

A Panathlete's personal identification. They are normally purchased from the official supplier of Panathlon's materials. Presidents, Past Presidents and Governors have their position reported in the lower part of the pin.

Posters

Painted, modelled, concrete monolith.
Diameter: 1 m.



Signs



Signs or monoliths at town entrance, airports, railway stations, etc. inform on the existence of a Panathlon Club in that town.



The drawing is adapted to the size that can be obtained...

Communication instruments

Institutional identification

Flags

Standard proportion: 1.5 x 1



Suggested size :
1.50 x 1.00

Flags are used in solemn events.
White is reserved for Panathlon
International and sky blue for the
presidency.

PANATHLON INTERNATIONAL Official flag

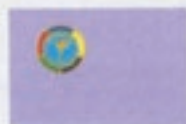
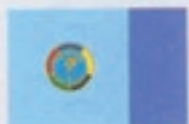


PRESIDENCY

Flag and
pennant

CLUBS

Free creativity



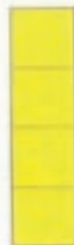
Communication instruments

Institutional identification

Banner

Known as a medieval standard, this element is highly decorative, and in a large space more banners can be displayed. If preferred, it may only bear the club characteristic colours with no writing.

Standard proportion:
1 x 4
Suggested size:
0.50 x 2.00



Communication instruments

Regional identity

These communication instruments may highlight the Club territorial identity, based on the local culture, geography, history and on whatever else characterises the area.

PENNANTS

Pennants are generally used as a present for sports authorities, guests, members and during exchanges between Clubs. The local identity must be clearly highlighted.



Standard proportions:
1x2

Suggested size
0.15 x 0.30



STANDARD

Normally affixed behind the main table at dinner-meetings, the standard must be clearly visible in photographs.



Standard proportions:
1 x 1.5

Suggested measure:
0.90 x 1.35



Communication instruments

The headed paper is an official document and shall bear the same design for all International Bodies, Governors and Clubs. Governors will include in all their material the flag of their country and Clubs may also include their regional identification symbol.



To promulgate Panathlon's philosophy and ideals it is important to inform everybody on the existence of this movement.

In many nations and towns it is very difficult to do this through the media, for many different reasons.

Clubs and panathletes must therefore use all means available to be known.

A harmony among identification elements is essential to define an image, but this will be useless if these elements are not exhibited.

Clubs must make all possible efforts to have their own specific elements and to exhibit them in all occasions: dinner-meetings, meetings, conferences, official documents, etc.

Panathletes must be proud to wear the badge of a highly moral Movement.

Public or private actions undertaken by Panathlon Clubs must always be well organised and must follow a precise programme, avoiding improvisations.

All items must be perfectly exhibited; they must be of good quality; nothing must give the impression of decay.

A stimulating action must be undertaken, so as to create further stimuli for new items, with a creative design, but in compliance with instructions set for institutional symbols.

Headquarters

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