

BHM 2025

WORLD POLICE & FIRE GAMES
BRAND IDENTITY STANDARDS



2025

WORLD POLICE & FIRE GAMES

JUNE 27TH – JULY 6TH



The Games of Heroes

V3.2023



Introduction

This standards manual has been developed to establish clear guidelines for identity and corporate communications for the 2025 World Police & Fire Games.

It is everyone's responsibility to adhere to these guidelines. Only by communicating a consistent message, will we be able to build a strong global identity. If you have any questions about how to use this tool, if you encounter any situation not covered in this manual or if any of the guidelines causes problems, please contact the following:

For questions related to advertising and publications:
Steven Tricarico at STEVEN@BHM2025.com or at (703) 819-7988.

For questions related to use of BHM 2025 Logo and or use of WPFPG logo:
Jay B. Hall at JAY@BHM2025.com or (713) 898-7064.



BHM 2025 Identity

World Police & Fire Games Federation service marks, logo, art work, identifications and other symbols associated with the 2025 World Police & Fire Games and the World Police & Fire Games Federation are the exclusive property of the World Police & Fire Games Federation.

BHM 2025's service marks, logo, art work, identifications and other symbols associated with the 2025 World Police & Fire Games are the exclusive property of Birmingham 2025.

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BHM 2025 Logos

The primary and more formal BHM 2025 logo (both horizontal and vertical) utilizes the entire name “BHM 2025 World Police & Fire Games.” This mark should always be the most prominent expression of the BHM 2025 identity in any visual communication.

The secondary BHM 2025 logo utilizes the initials “BHM 2025 WPFG.” The “shorthand” logo should only be used when associated verbiage (a headline, for example) contains the entire name “BHM 2025 World Police & Fire Games.” It should always be readily apparent what the initials “BHM 2025 WPFG” stand for.



Primary Horizontal



Primary Vertical



Secondary Logo



Embroidery Logo



Logo Spacing

An appropriate amount of “white space” must surround the BHM 2025 logos to separate them from other text or graphics.

“X” equals the height of the principle “B” from its base to its shoulder. Whenever possible use more than the minimum clear space required.





Logo Colors & Fonts

The primary colors in the BHM 2025 logo are BHM 2025 Red, BHM 2025 Blue, BHM 2025 Orange and BHM 2025 Gray. If using the full-color logo, these colors must be used unless permission is granted from the BHM 2025 to substitute others.



PMS 485
R: 225 G: 37 B: 27
C: 6 M: 98 Y: 100 K: 1
#E1251B

**BHM 2025
RED**



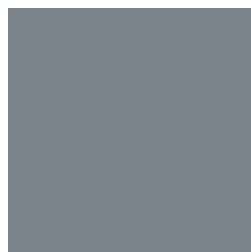
PMS 540
R: 0 G: 48 B: 87
C: 100 M: 80 Y: 38 K: 37
#003057

**BHM 2025
BLUE**



PMS 144
R: 241 G: 138 B: 0
C: 3 M: 54 Y: 100 K: 0
#F18A00

**BHM 2025
ORANGE**



PMS 430
R: 123 G: 134 B: 140
C: 55 M: 41 Y: 38 K: 5
#7B868C

**BHM 2025
GRAY**



Red Gradient



Blue Gradient

The BHM 2025 primary font is DIN FAMILY. The use of the font Helvetica Neue LT Std is also acceptable. These fonts are widely available in Windows and Mac formats and may be used in various weights.

BHM 2025 ————— Bungee Inline

BHM 2025] ————— DIN FAMILY
(light, medium, bold, black)

BHM 2025]

BHM 2025 ————— Helvetica Neue LT Std
(87 Heavy Condensed Oblique)



One-Color Logo

We encourage our sponsors to use the BHM 2025 Official Sponsor Lockup Logo on their promotional materials. While we prefer the lockup logo be reproduced in full color we recognize our sponsors may want to utilize their own graphic identity systems. To accommodate our sponsors' individual marketing needs, the lockup or one-color BHM 2025 logo may be reproduced in a sponsor's corporate color. However, using either logo in these colors requires advance approval by BHM 2025.



BHM 2025 RED



BHM 2025 BLUE



BHM 2025 ORANGE



BHM 2025 GRAY



BHM 2025 BLACK



Reverse Logo

We encourage our sponsors to use the BHM 2025 Official Sponsor Lockup Logo on their promotional materials. While we prefer the lockup logo be reproduced in full color we recognize our sponsors may want to utilize their own graphic identity systems. To accommodate our sponsors' individual marketing needs, the lockup or one-color BHM 2025 logo may be reproduced in a sponsor's corporate color. However, using either logo in these colors requires advance approval by BHM 2025.



Reverse on
BHM 2025 Blue



Reverse on
BHM 2025 Red



Reverse on
BHM 2025 Orange



Reverse on
Gray



Reverse one-color on
Black



Reverse solid on any
background color that provides
sufficient contrast



Tagline Logo

The Tagline The Games of Heroes may be used as a graphic element. Typically this will not be used as a stand alone element and only with BHM 2025 Logos.

The Games of Heroes
The Games of Heroes



The Games of Heroes

Full-color BHM Blue with proper spacing



Reverse one-color on Black



Full-color on Black



The Games of Heroes

Full-color BHM Blue with proper spacing



Unacceptable Logo Use

Here is a series of examples of how NOT to use the Identity Marks. Do NOT change the color of the marks. Do NOT skew or alter the aspect ratio of the marks. Do not change the position or scale of the text in relation to the flame. These examples apply to all Identity Marks.



X Do not recreate the logotype or alter the letterforms



X Do not separate or rearrange components



X Do not distort or visually alter the signature



X Do not reassign BHM 2025 colors or attempt to create three color logos



X Do not substitute other colors for official core palette colors or add embellishments



X Do not place the logo in a containing shape



X Do not place the logo on a background that does not provide sufficient contrast



X Do not place the reverse logo on a background that does not provide sufficient contrast



X Do not place the full-color logo on BHM 2025 Red or BHM 2025 Blue backgrounds



X Do not place the halftone logo on different colors



X Do not place the one-color halftone logo on a full-color background



X Do not place the reverse halftone logo on a full-color background



Acceptable Backgrounds

Here is a series of examples of how TO use the Identity Marks. These examples apply to all Identity Marks.



✓ Do place the full-color logo on a light-color background



✓ Do place the reverse logo on a light background which provides sufficient contrast



✓ Do place the one-color logo on a light background which provides sufficient contrast



✓ Do place the reverse full-color logo on a dark background



✓ Do place the reverse full-color logo on a background of the opposite solid BHM 2025 color



✓ Do place the reverse full-color logo on a background of the opposite solid BHM 2025 color



✓ Do place the full-color logo on a light photographic background



✓ Do place the reverse logo on a dark photographic background the provides sufficient contrast



✓ Do place reverse full-color logo over simple, light graphics that do not interfere with legibility



Supporting Brand Elements

The following brand elements are to be used in support of the BHM 2025 Logos. They are NOT to be used as a stand alone element without a identity of the mark in relation to the final product.





Sponsor Logo Use

We encourage our sponsors to use the BHM 2025 Official Sponsor Lockup Logo on their promotional materials. While we prefer the lockup logo be reproduced in full color we recognize our sponsors may want to leverage their own graphic identity systems. To accommodate our sponsors' individual marketing needs, the lockup or one-color BHM 2025 logo may be reproduced in a sponsor's corporate color. However, using either logo in these colors requires advance approval by BHM 2025.



Official Designation



Official Designation



Official Designation

SPONSOR LOGO
GOES HERE



Sample lockup logo use

BIRMINGHAM

Greater Birmingham Convention & Visitors Bureau

Sample advertisement





Merchandise Use

Below are example uses of BHM 2025 Logos on merchandise material. If you would prefer to use a BHM 2025 logo differently please get prior approval from BHM 2025.





Federation Logo & Color

The Federation Mark Colors are Pantone® Reflex Blue C and White.

Process colors may be used in place of the specified spot colors. When using process or RGB colors, specified percentages must be used to guarantee the proper match.



REFLEX BLUE C
 R: 0 G: 20 B: 137
 C: 100 M: 89 Y: 0 K: 0
 #001489
 WPGF
 BLUE



Primary Logo



Reverse Logo



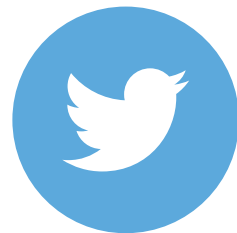
Federation &
Host City Logo



Reverse Federation &
Host City Logo



CONNECT
WITH US
@BHM2025



BHM2025.COM

GAMES DATES: JUNE 27TH - JULY 6TH

The Games of Heroes

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