WORLD
CLIMBING

EVENT BRAND BOOK

MARCH 2026
v 1.0

"WE GET THE WORLD CLIMBING"

WORLD CLIMBING

INTRO

Every World Climbing event is part of something bigger than a single competition. It is a moment where athletes test themselves, communities come together, and the sport continues to grow on the global stage.

This Event Brand Book sets out how we create that experience together. It provides the shared principles, tools, and direction that help every event feel consistent, professional, and unmistakably World Climbing, while still allowing each host to bring its own character and local energy.

Our aim is simple. To ensure that wherever an event takes place, it delivers a clear, welcoming, and world class experience for athletes, partners, organisers, and fans alike.

Successful events are built through partnership. World Climbing and each Local Organising Committee work side by side, combining international expertise with local knowledge to deliver competitions that meet the highest sporting and organisational standards.

World Climbing provides the global framework that protects the integrity and future of the sport. Local organisers bring the understanding, infrastructure, and operational delivery that turn plans into reality.

Together, we create events that run with precision, feel inclusive, and showcase climbing at its very best.

LOGO

WORLD
CLIMBING

OUR IDENTITY

An identity built to stand out - simple, strong, and unmistakably ours.

Our logo anchors the brand. As our most recognisable element, it's shaped from handholds forming a globe with subtle climbing paths. The bespoke typography adds precision and personality, reflecting the world of climbing.

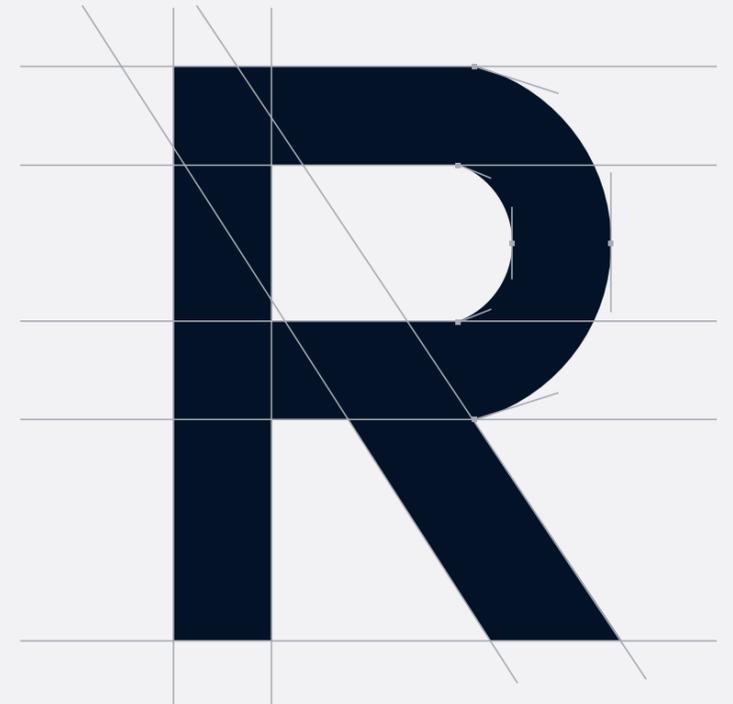1. Refreshed identity
2. Climbing paths
3. Bespoke type

WORLD CLIMBING

EVENT LOGO

The full colour event logo is the primary expression of the World Climbing event identity and should be used by default wherever possible.

The stacked format provides the main vertical lockup for most applications.
The landscape format offers a horizontal option for wider layouts.
The icon may be used independently only in small scale or supporting placements.

Choose the version that preserves clarity and strong visibility across light and dark backgrounds.
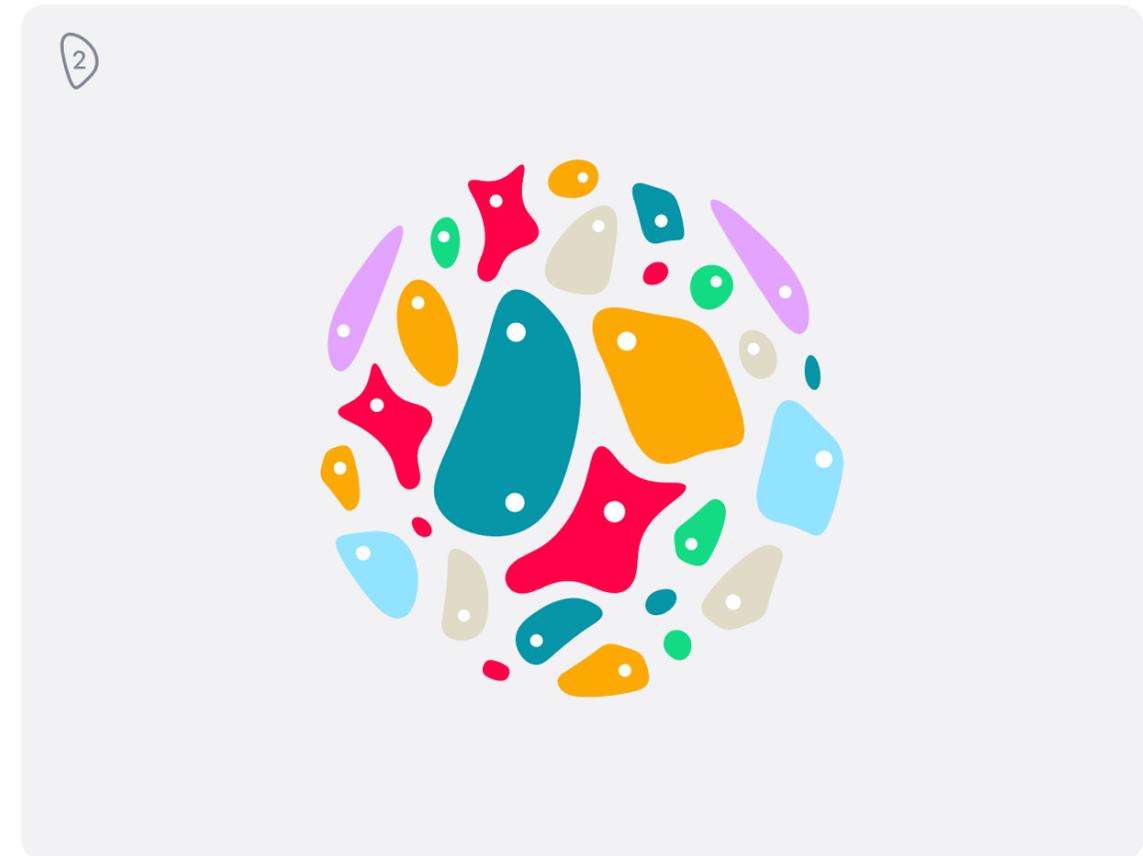
① Event logo stacked on light

② Icon

③ Event logo landscape on dark

①

WORLD CLIMBING
SERIES
CITY 202X

②

③

WORLD CLIMBING
SERIES
CITY 202X

EVENT LOGO MONO

The mono version of the event logo is used when full colour reproduction is not possible or when clarity requires a single colour application.

Use this version for specialist production methods, limited colour environments, or situations where a simplified mark ensures strong visibility and consistency.

1. Event logo stacked mono on light
2. Event logo stacked mono on dark
3. Event logo landscape mono on dark
4. Event logo landscape mono on light

① WORLD CLIMBING SERIES CITY 202X

② WORLD CLIMBING SERIES CITY 202X

③ WORLD CLIMBING SERIES CITY 202X

④ WORLD CLIMBING SERIES CITY 202X

CLEAR SPACE

To look its best, our logo needs space to stand out. We've outlined an exclusion zone to ensure no other elements crowd or compete with it.

For all logo lockups, the defined clear space is the height of the 'W' in World. For the icon, the clear space is one-third of its height
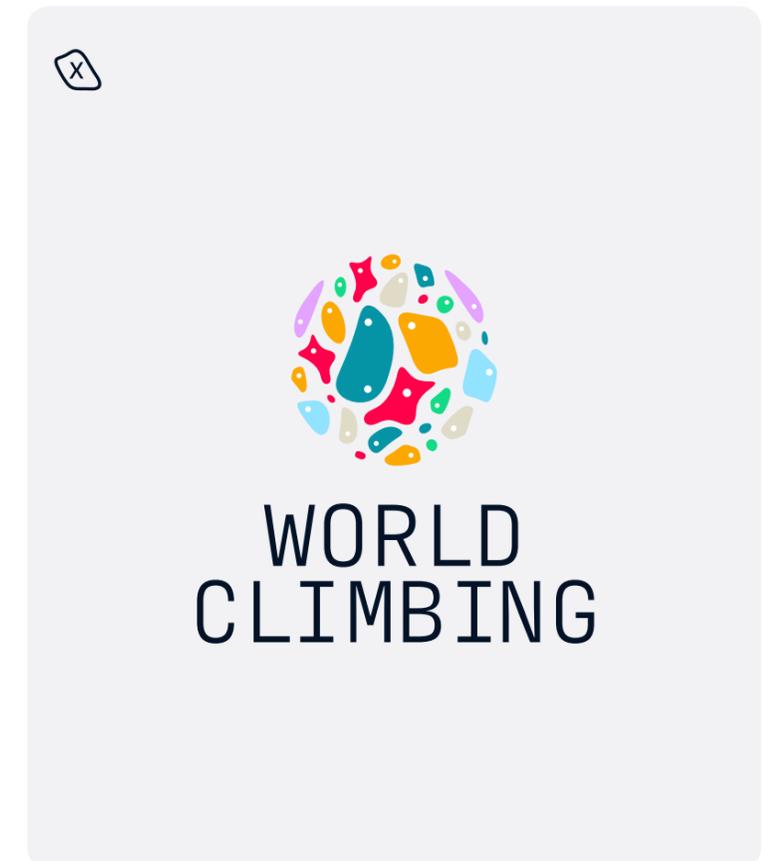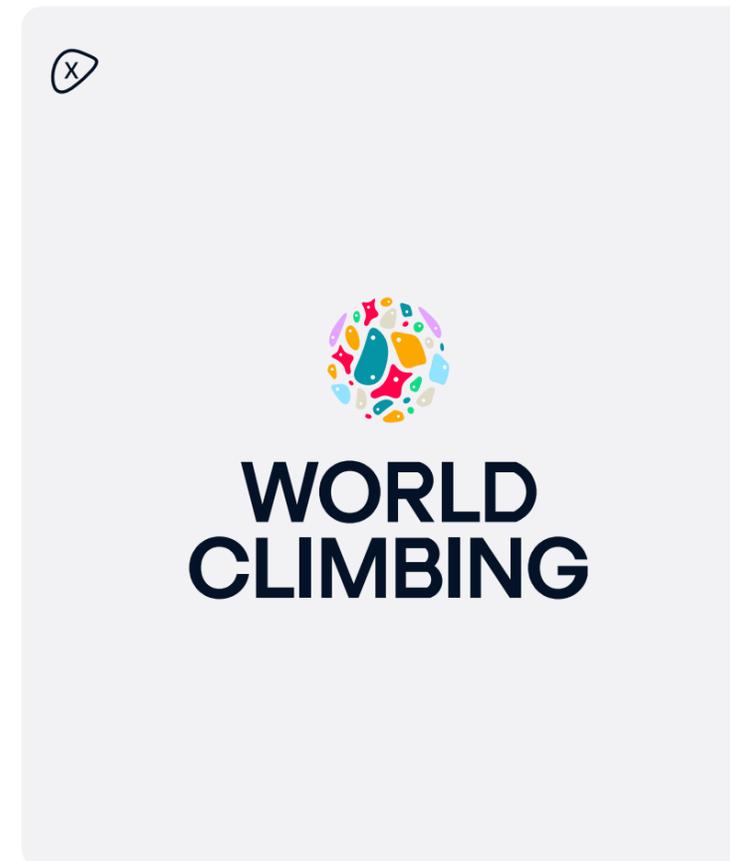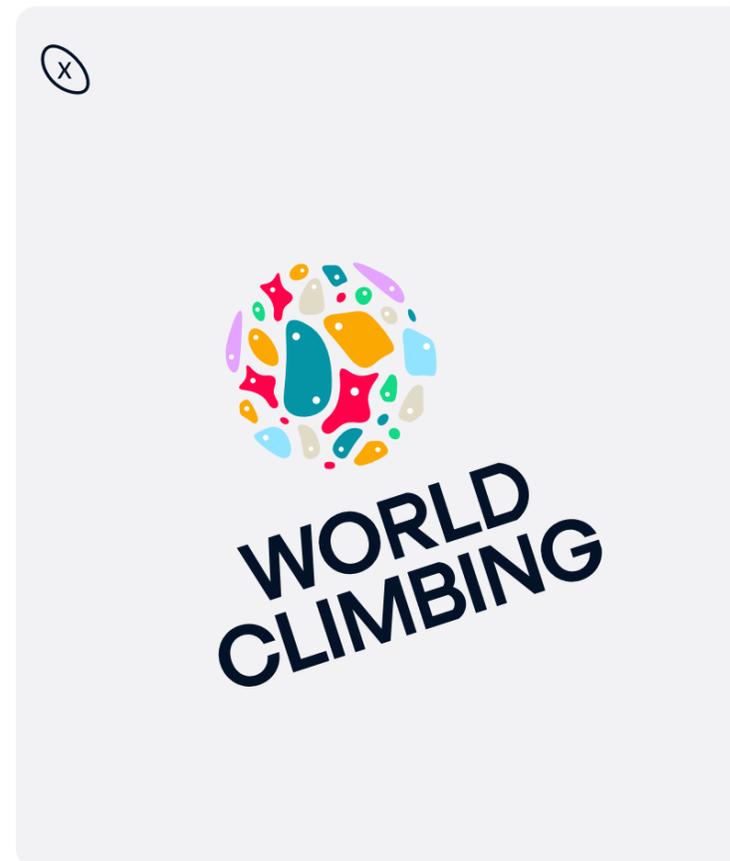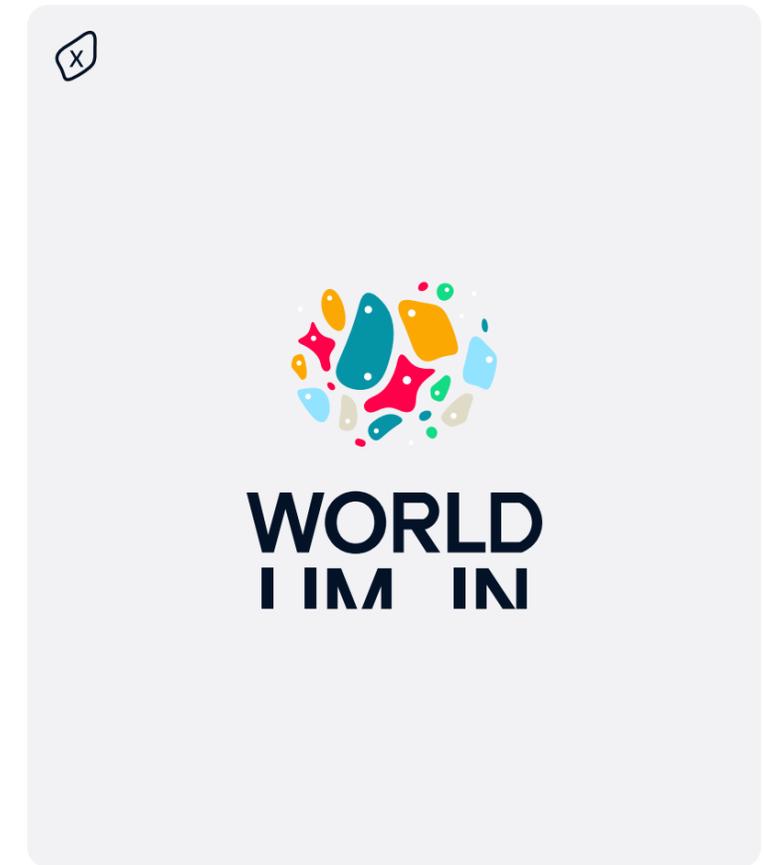
① Logo lockup parameters

② Icon parameters

①

1x

1x

1x

②

1x

3x

1x

USAGE MISTAKES

To keep the logo looking its best, make sure
it's used as intended. Stick to the approved
artwork and avoid changing or rebuilding any
part of it.

(X) Don't recolour the logo

(X) Don't squash or stretch the logo

(X) Don't crop the logo

(X) Don't angle the logo

(X) Don't resize elements

(X) Don't change the font
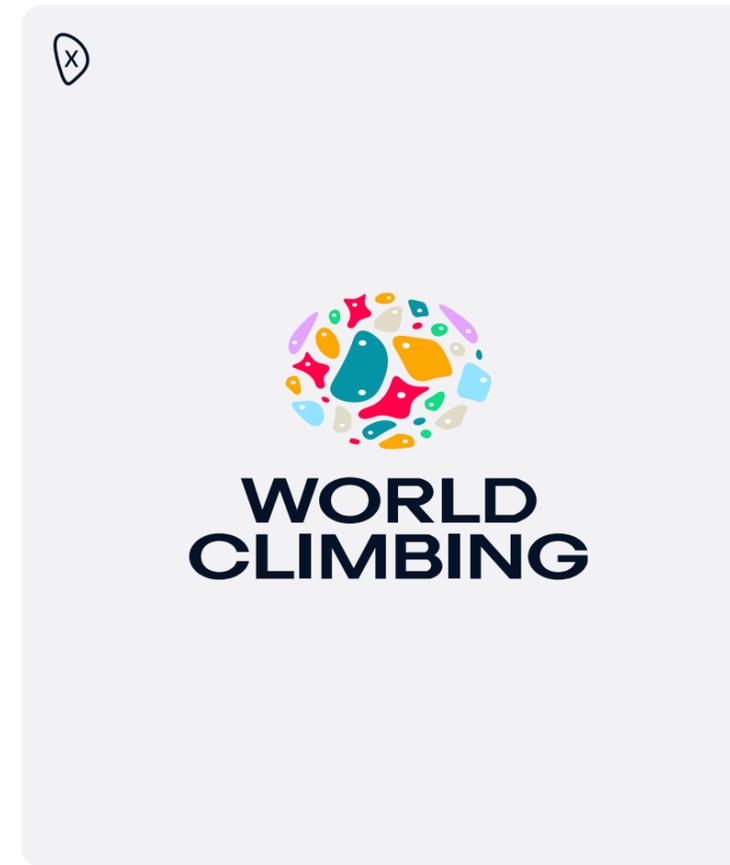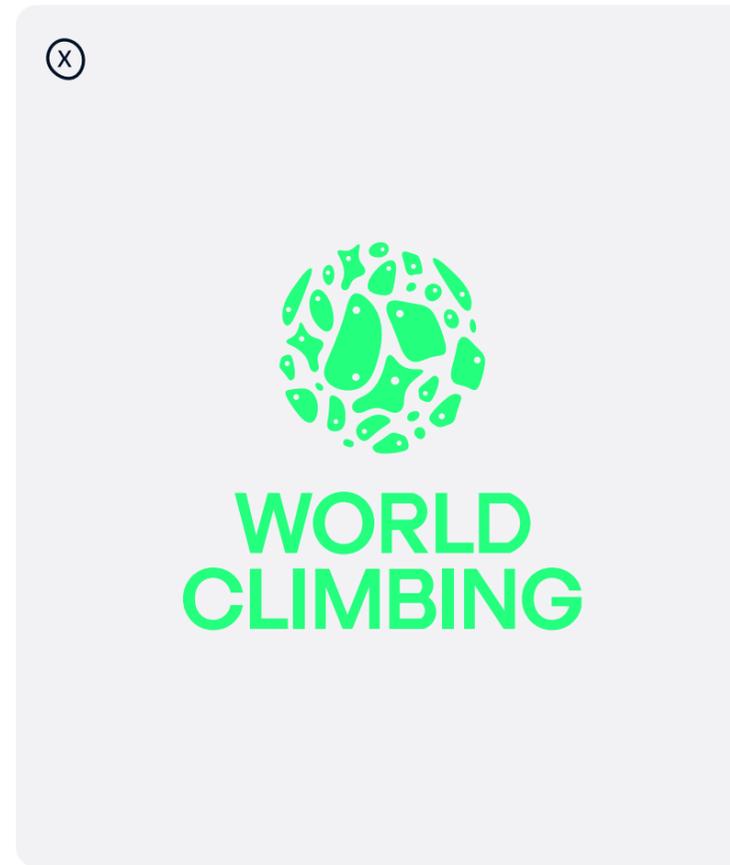
PALETTE

WORLD
CLIMBING

COLOUR VALUES

Anchor colours are the neutral tones of the colour palette.

Discipline colours relate to the three World Climbing disciplines. Red refers to speed, yellow to boulder, and teal to lead.

Accent colours add diversity and energy to our palette. They should be used more sparingly.

Each colour includes a tonal variant intended solely for chalk textures. For details on usage, see the Design section.

SELECTION

If you want to refer to all three disciplines in one asset, pair the trio of discipline colours with any anchor colours. Do not use accent colours.

If you want to refer to one specific discipline, pair the relevant discipline colour with any anchor colours. Do not use accent colours.

When referring to the World Climbing brand generically, a mix of all colour groups can be used. Anchor colours can be used freely. A maximum of one discipline colour can be used. Any number of accent colours can be used to add variety.

① Anchor colours

② Discipline colours

③ Accent colours

① NAVY / WHITE / STONE

NAVY

C100 M90 Y40 K45
R3 G17 B38
#031126

C99 M67 Y0 K63
R7 G24 B52
#071834

WHITE

C1 M1 Y0 K0
R0 G0 B0
#FFFFFF

C10 M8 Y0 K0
R230 G230 B230
#E6E6E6

STONE

C5 M5 Y5 K0
R224 G219 B198
#E0DBC6

C15 M11 Y15 K0
R202 G197 B178
#CAC5B2

②

RED

SPEED
C0 M85 Y45 K0
R255 G0 B73
#FF0049

C0 M100 Y64 K0
R230 G0 B66
#E60042

YELLOW

BOULDER
C0 M30 Y95 K0
R252 G169 B3
#FCA903

C0 M45 Y95 K0
R227 G152 B3
#E39803

TEAL

LEAD
C75 M25 Y25 K5
R4 G149 B166
#0495A6

C85 M30 Y35 K10
R4 G134 B149
#048695

③

PURPLE

C30 M40 Y0 K0
R226 G164 B255
#E2A4FF

C50 M40 Y0 K0
R4 G134 B149
#CB94E6

GREEN

C55 M0 Y60 K0
R18 G219 B132
#12DB84

C65 M0 Y60 K0
R16 G197 B119
#10C577

BLUE

C35 M0 Y0 K0
R146 G227 B255
#92E3FF

C55 M0 Y5 K0
R95 G210 B237
#5FD2ED

TYPOGRAPHY

WORLD
CLIMBING

WORLD CLIMBING

FUNCTIONAL TYPOGRAPHY

For information-led and text-heavy content, this typographic hierarchy provides clarity, structure, and consistency across all communications.

It ensures our messaging remains readable, organised, and distinctly World Climbing.

Headline World Climbing	Kerning: Metrics Tracking: 0 Line height: X 0.85	
Display paragraph General Sans Semi Bold	Kerning: Metrics Tracking: -30 Line height: X 0.97	
Large paragraph General Sans Light	Kerning: Metrics Tracking: 0 Line height: X 0.97	
Normal paragraph General Sans Medium	Kerning: Metrics Tracking: 0 Line height: Auto	
Technical copy Antarctican Mono Book	Kerning: Optical Tracking: 0 Line height: Auto	

LOREM IPSUM DOLOR SIT

LOREM IPSUM DOLOR SIT AMET CONSECTETUR ADIPISCING ELIT

Lorem ipsum dolor sit amet consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua ut enim. Maecenas minim veniam.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Maecenas tempus, tellus eget condimentum rhoncus, sem quam semper libero, sit amet adipiscing sem neque sed ipsum.

LOREM IPSUM
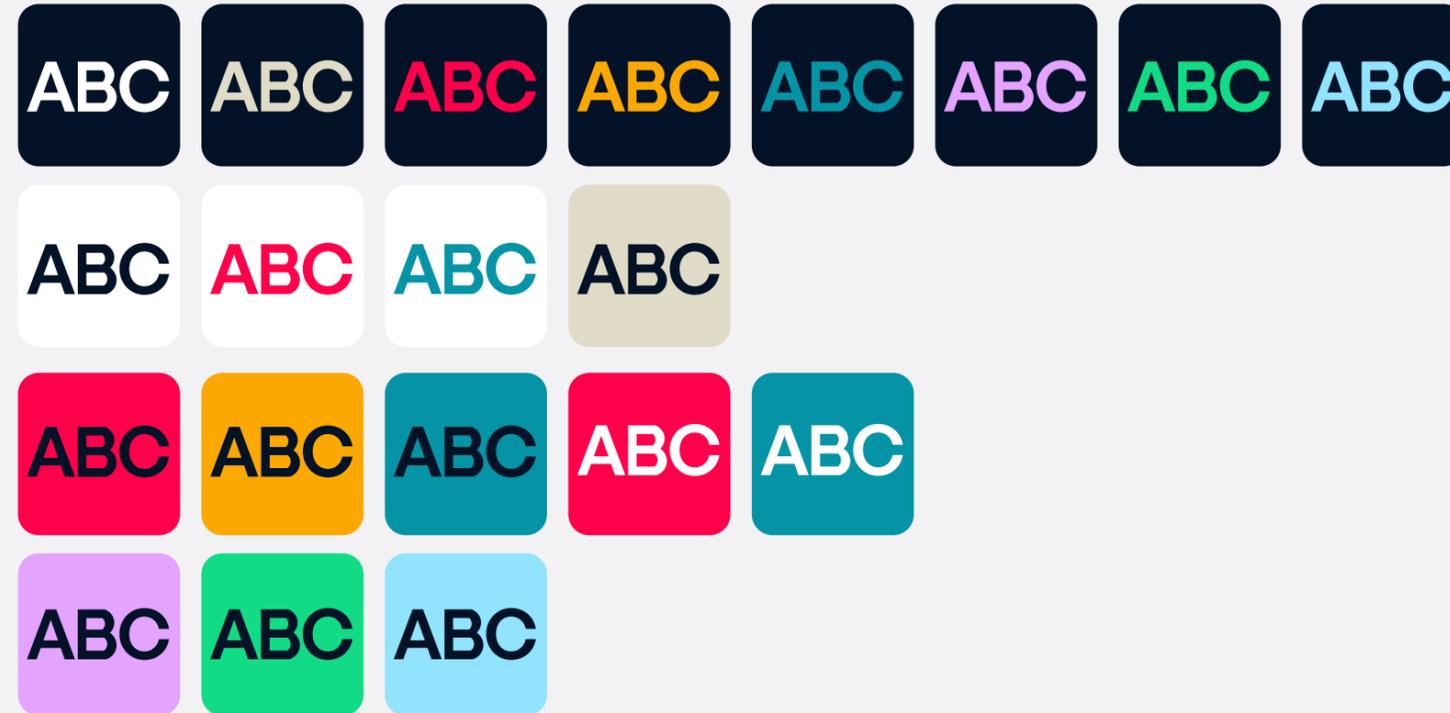2025

LARGE OR DECORATIVE COPY

Large or decorative typography can be paired with specific colour backgrounds.

These approved pairings ensure strong contrast, clarity, and visual impact across all applications. Use only the combinations shown on this page.

① Shows the combinations which meet Level AA accessibility standards for large text.

② Shows combinations that are visually approved but do not meet Level AA accessibility standards.
These should only be used for graphical typography and not important information.

①

ABC ABC ABC ABC ABC ABC ABC ABC

ABC ABC ABC ABC

ABC ABC ABC ABC ABC

ABC ABC ABC

②

ABC ABC ABC ABC ABC

DESIGN

EVENT BRANDING DESIGN • EVENT BRANDING DESIGN • EVENT BRANDING DESIGN

15

WORLD
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SHAPES

Eight handhold shapes, used within the logo system, are available as graphic elements. These simple forms can be applied with freedom and creativity to introduce sparks of visual interest.

When heroing handhold shapes for a particular discipline, use only the relevant handhold and avoid using those from the other two disciplines.

Supplementary holds can be used across all disciplines.

① Discipline holds

② Supplementary holds

①

SPEED   LEAD   BOULDER

②

01   02   03   04   05

CHALK

Chalk is used to add visual texture and reinforce the connection to climbing as a sport.

Chalk is supplied as preset handhold crop and can be applied in two ways. It can be freely positioned as an independent textural accent, or it can be attached to the corresponding solid or outline handhold shape.

Please refer to the application section for examples.

① Chalk freely positioned

② Chalk attached to corresponding solid or outline handhold shape
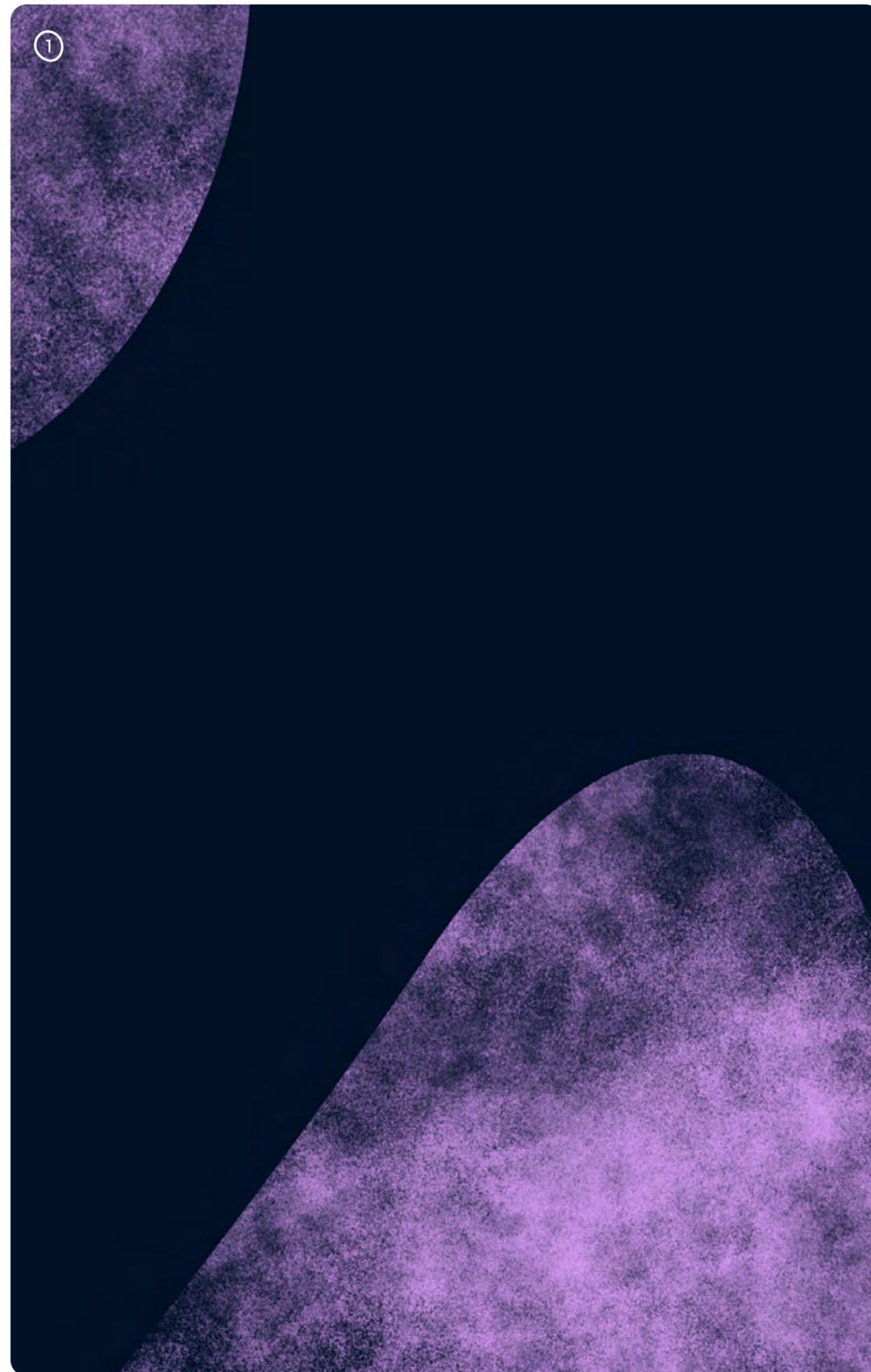
HANDHOLD
COLOUR PAIRINGS

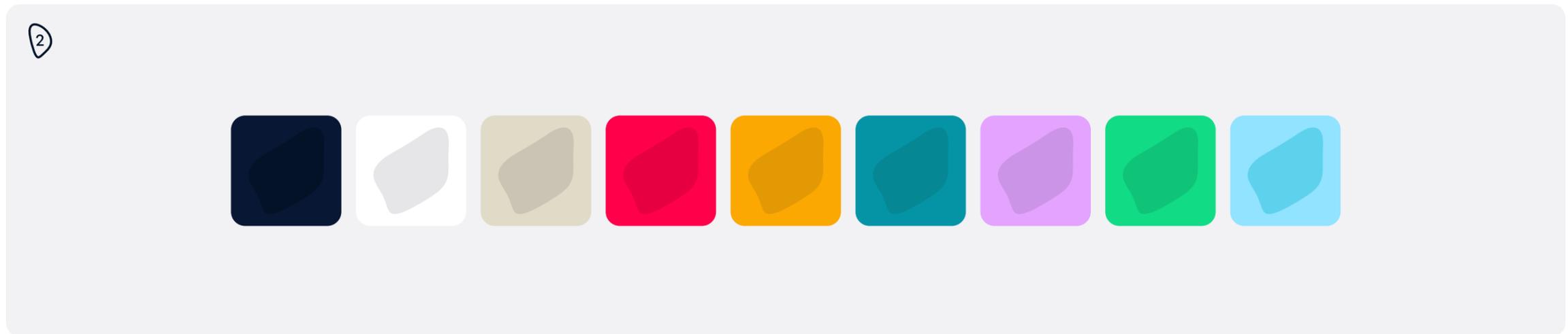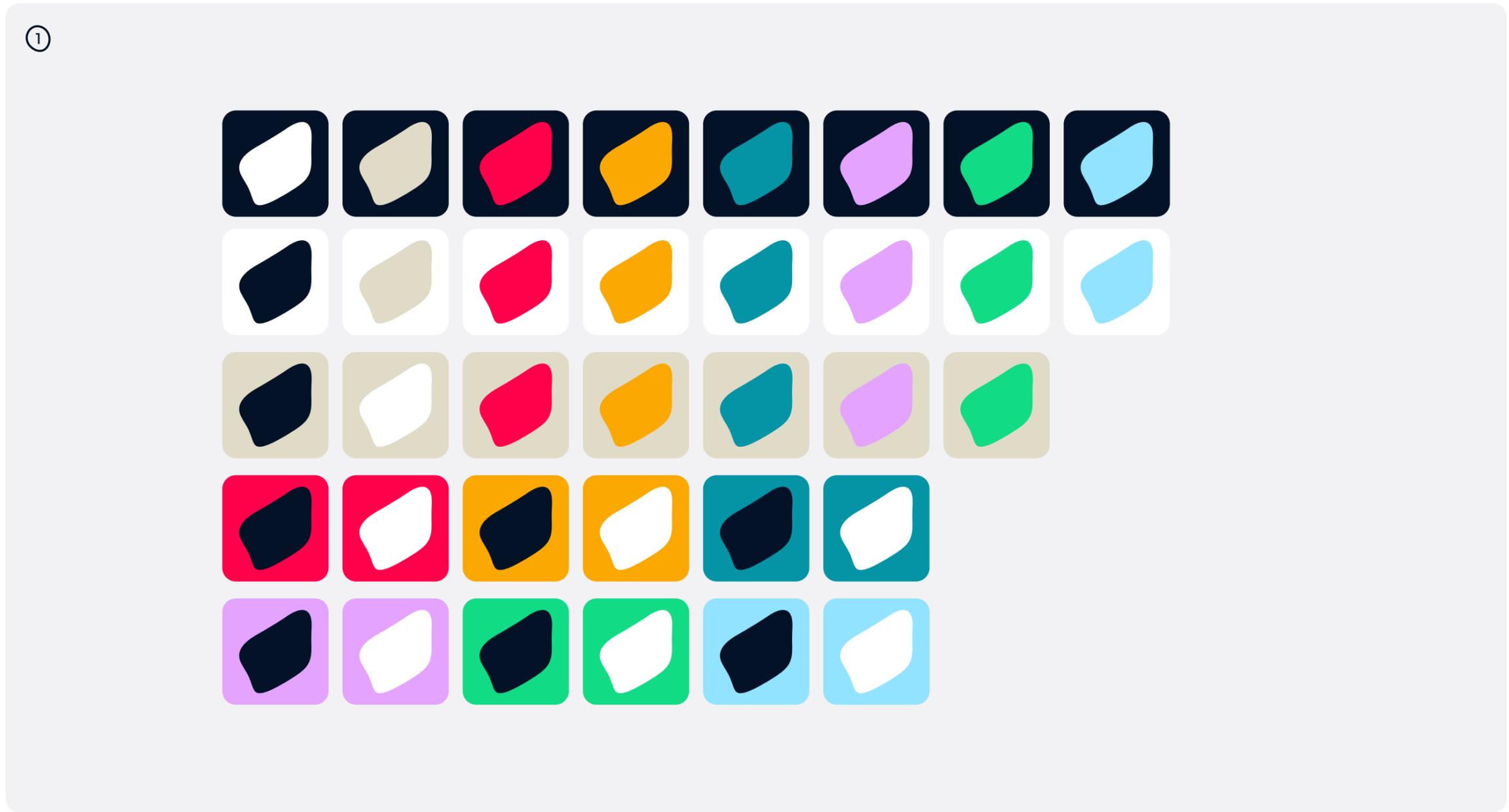These are the permitted colour combinations when using handhold shapes.

They provide either contrasted pairings or tonal variations, depending on the required application.

Outline handholds follow the same colour pairing rules.

Please see the colour section for guidance on selection.

① Contrast pairings
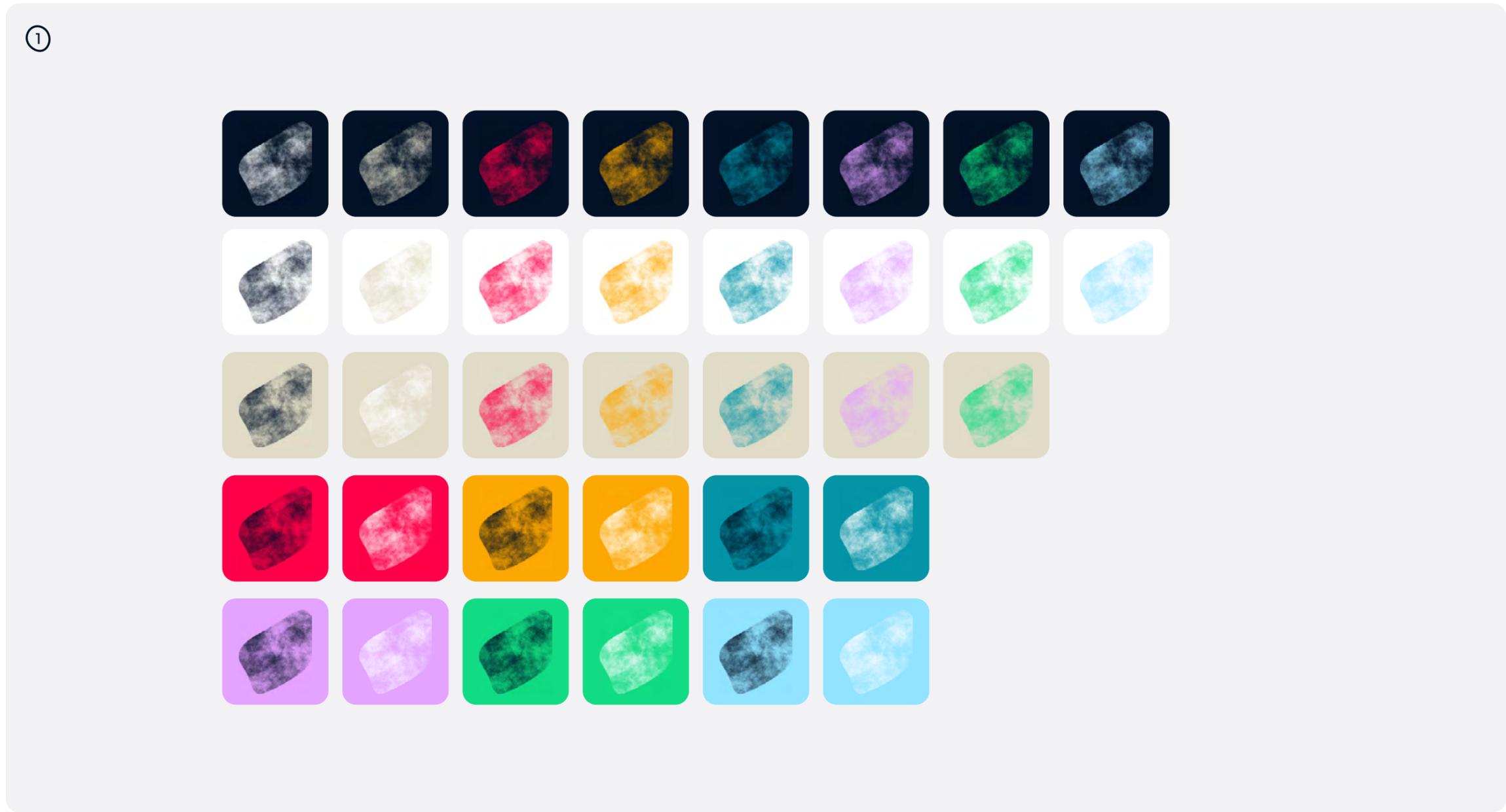
② Tonal pairings

①

②

CHALK COLOUR PAIRINGS

These are the permitted colour combinations when positioning chalk handholds.

They provide either constrasted pairings or tonal variations, depending on the required application.

Please see the colour section for guidance on selection.

① Contrast pairings

② Tonal pairings

①

②

DETAILS

For further visual interest, additional detailing is available. This exists in three forms.
These should be used lightly and sparingly.

Please see applications for examples of use.

1. Rope pattern
2. Arrow
3. Wall pattern
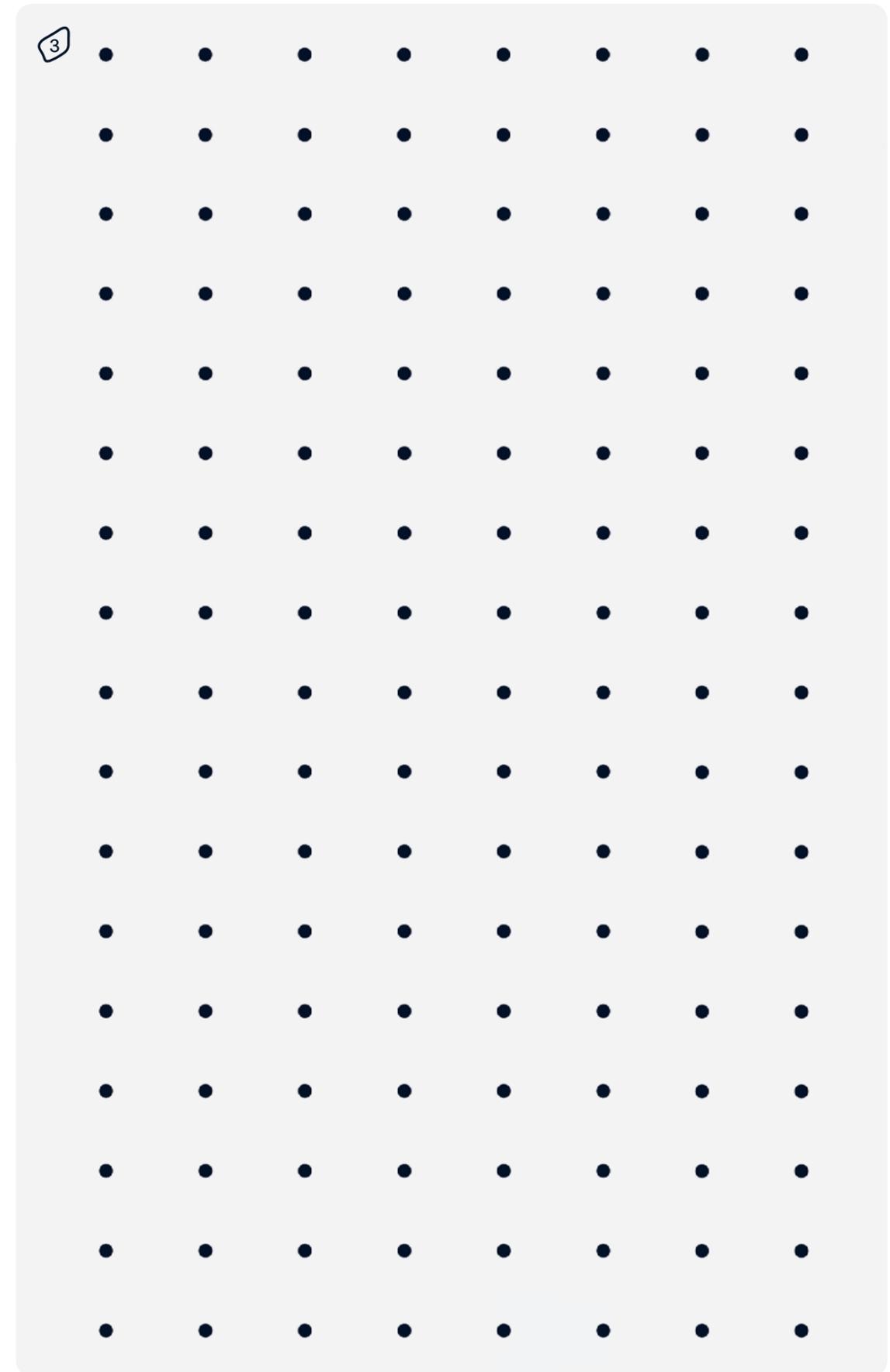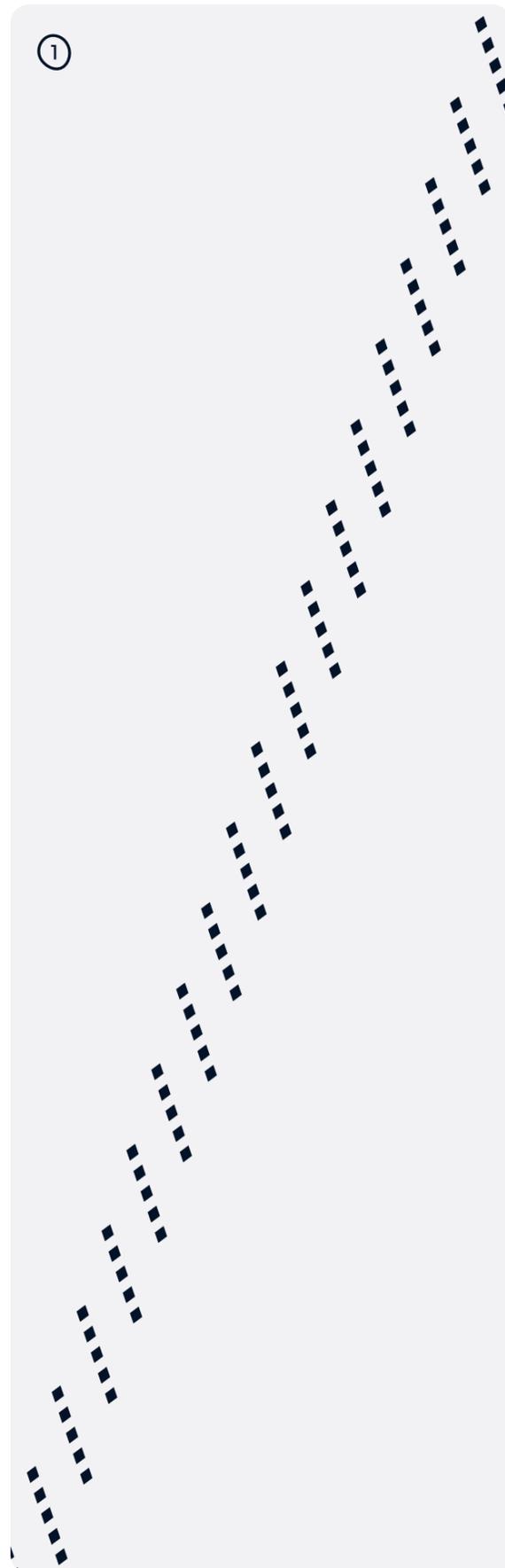
WALL PATTERN

Taking inspiration from climbing hole grids, the wall pattern provides an additional layer of refinement within the identity.

It can be applied in backgrounds, handholds, or typography, and may be used at varying scales.

Always set the pattern at 25% opacity to ensure subtlety.

1. Hole pattern backgrounds
2. Hole pattern & handholds
3. Hole pattern & typography

COPY
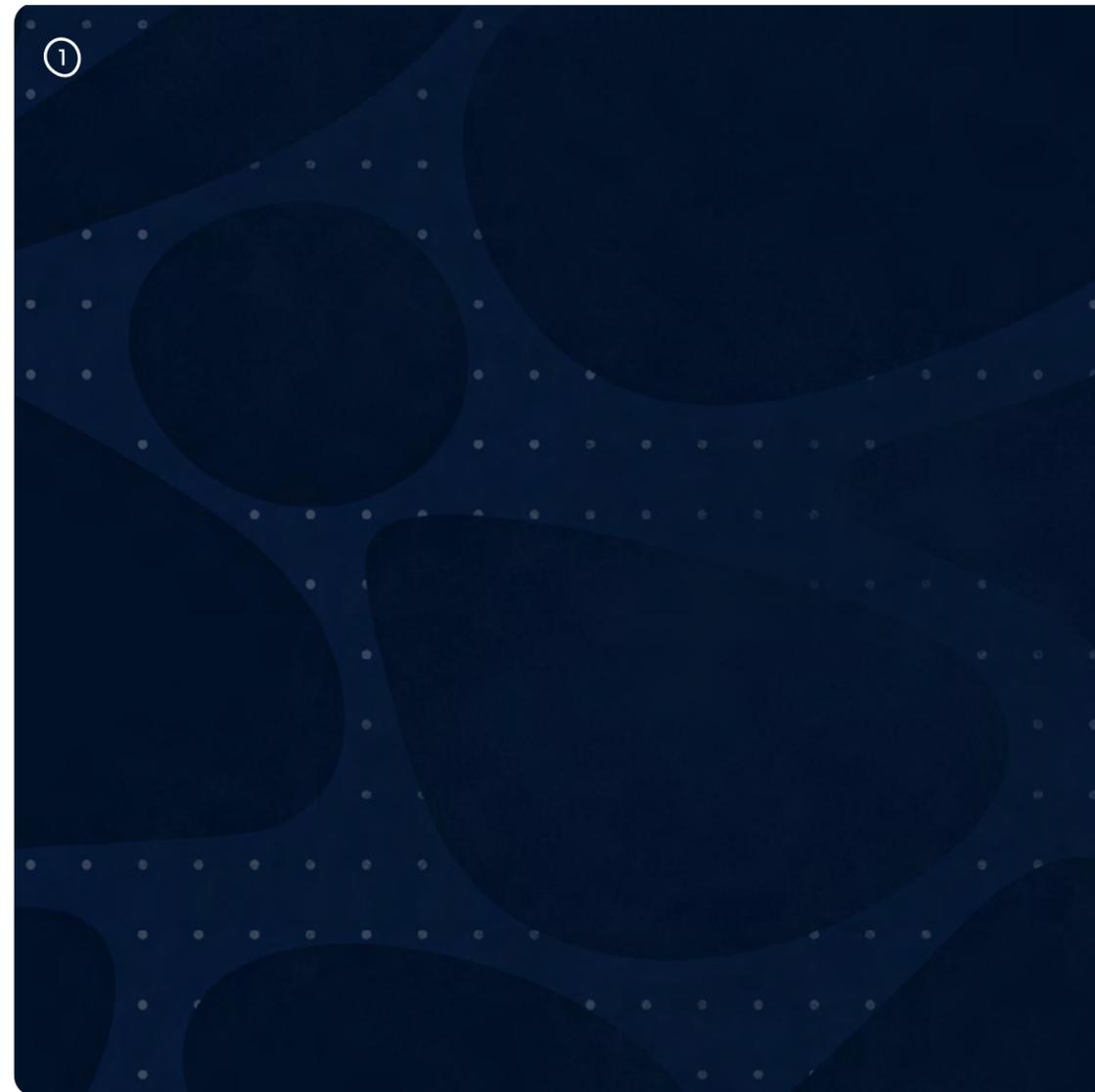
50/50 RULE

WORLD
CLIMBING

50/50 RULE

All event branding must follow the principle of equal visibility between World Climbing and the Local Organising Committee.

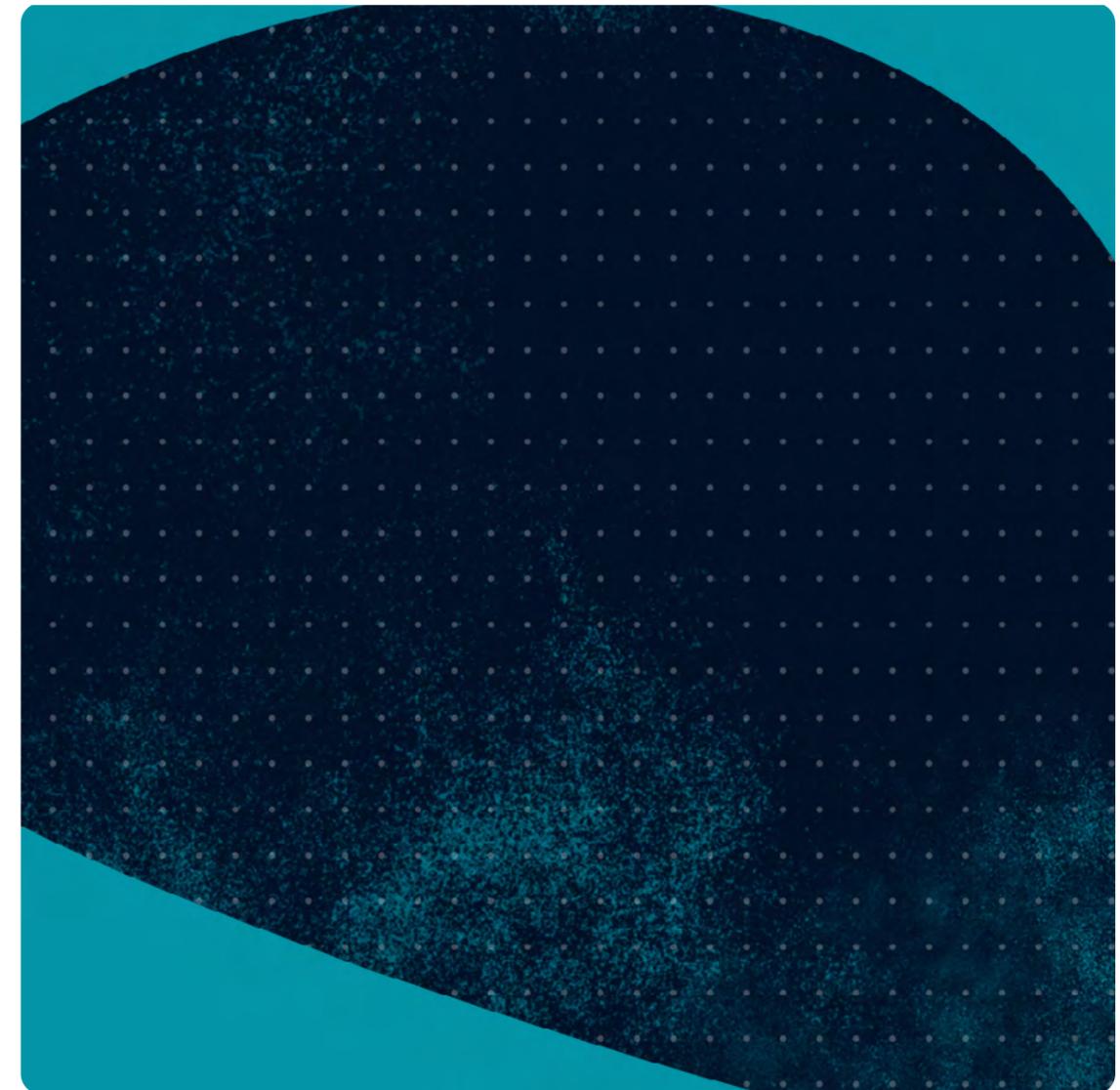Each branded surface must allocate fifty percent of the available space to World Climbing and its partners, and fifty percent to the Local Organising Committee and its partners.

The number of logos on either side does not affect this ratio. Space distribution must always remain equal.

This requirement applies to all branded environments and materials.

Where this rule cannot be applied due to technical, spatial, or production constraints, the proposed solution must be reviewed and formally agreed with World Climbing staff before implementation.

PROMOTIONS

WORLD
CLIMBING

EVENT POSTER

The event poster is the primary public communication asset for each World Climbing competition. It introduces the event at a glance and ensures audiences can immediately recognise the discipline, location, and dates.

The poster must clearly present the essential event information while maintaining strong visual consistency with the World Climbing identity. Key elements include the discipline, event title, host location, and competition dates.

Athlete imagery is selected in coordination between World Climbing and the Local Organising Committee to ensure suitability, quality, and alignment with the overall event communication strategy.

* The visual shown is a draft and may slightly differ from the templates depending on the competition running.

BOULDER SPEED

WORLD CLIMBING

📍 COUNTRY
Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam **nonummy nibh** euismod tincidunt ut

MONTH
00 – 00

WORLD CLIMBING
SERIES
CITY 202X

TICKETING
Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam **nonummy nibh** euismod tincidunt ut

WORLD CLIMBING PARTNERS   ORGANISER MAIN PARTNERS   ORGANISER

PARA LEAD

WORLD CLIMBING

📍 COUNTRY
Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam **nonummy nibh** euismod tincidunt ut

MONTH
00 – 00

WORLD CLIMBING
SERIES
CITY 202X

TICKETING
Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam **nonummy nibh** euismod tincidunt ut

WORLD CLIMBING PARTNERS   ORGANISER MAIN PARTNERS   ORGANISER

DIGITAL TEMPLATES

Digital assets provide a flexible communication system for promoting World Climbing events across social media and digital platforms. They are designed to work across multiple formats, supporting both standard social posts and wider banner or header applications.

Each template must present key event information in a structured and readable way while maintaining strong visual hierarchy and alignment with the official colour, typography, and branding guidelines.
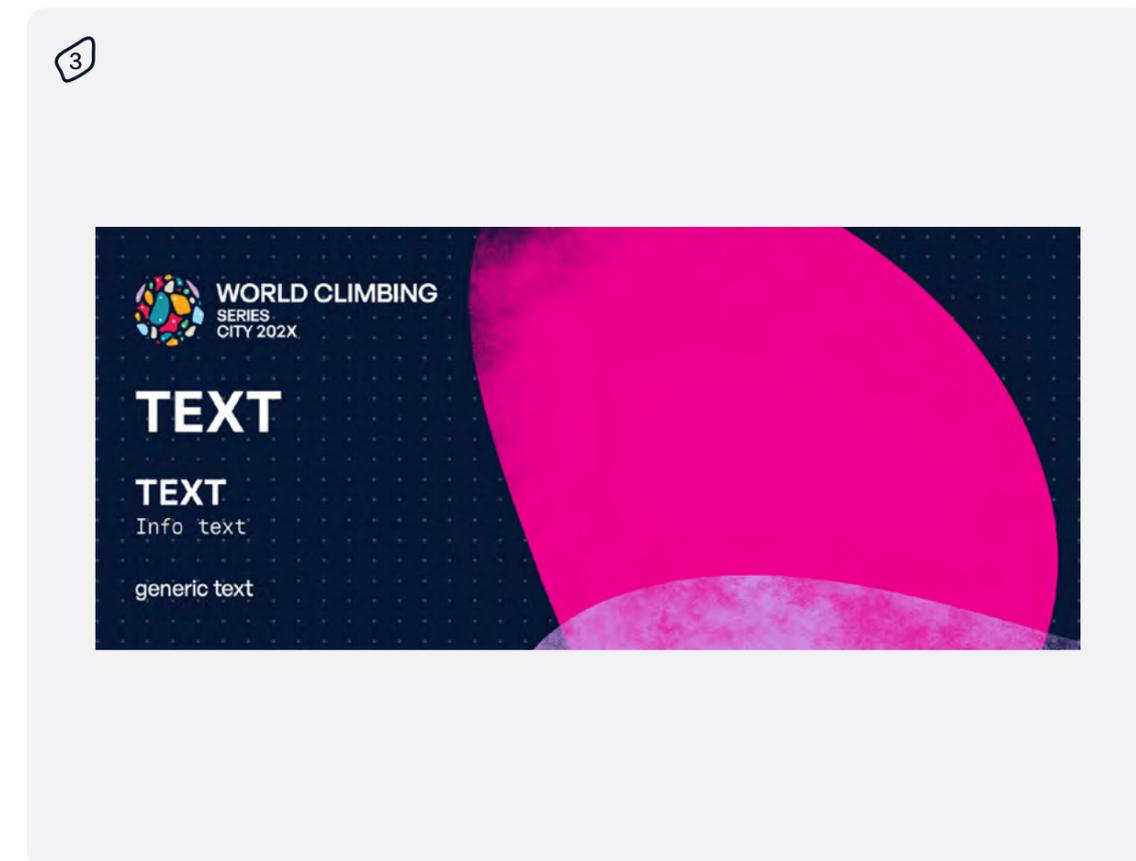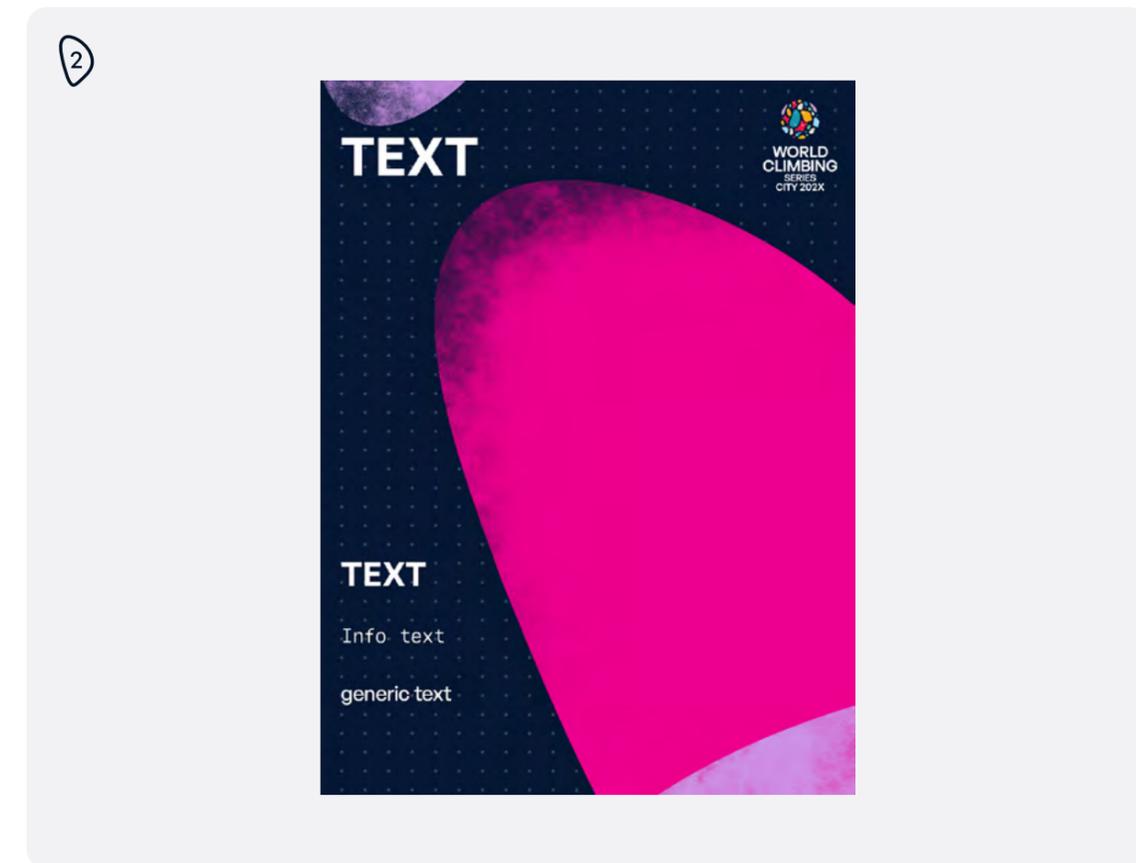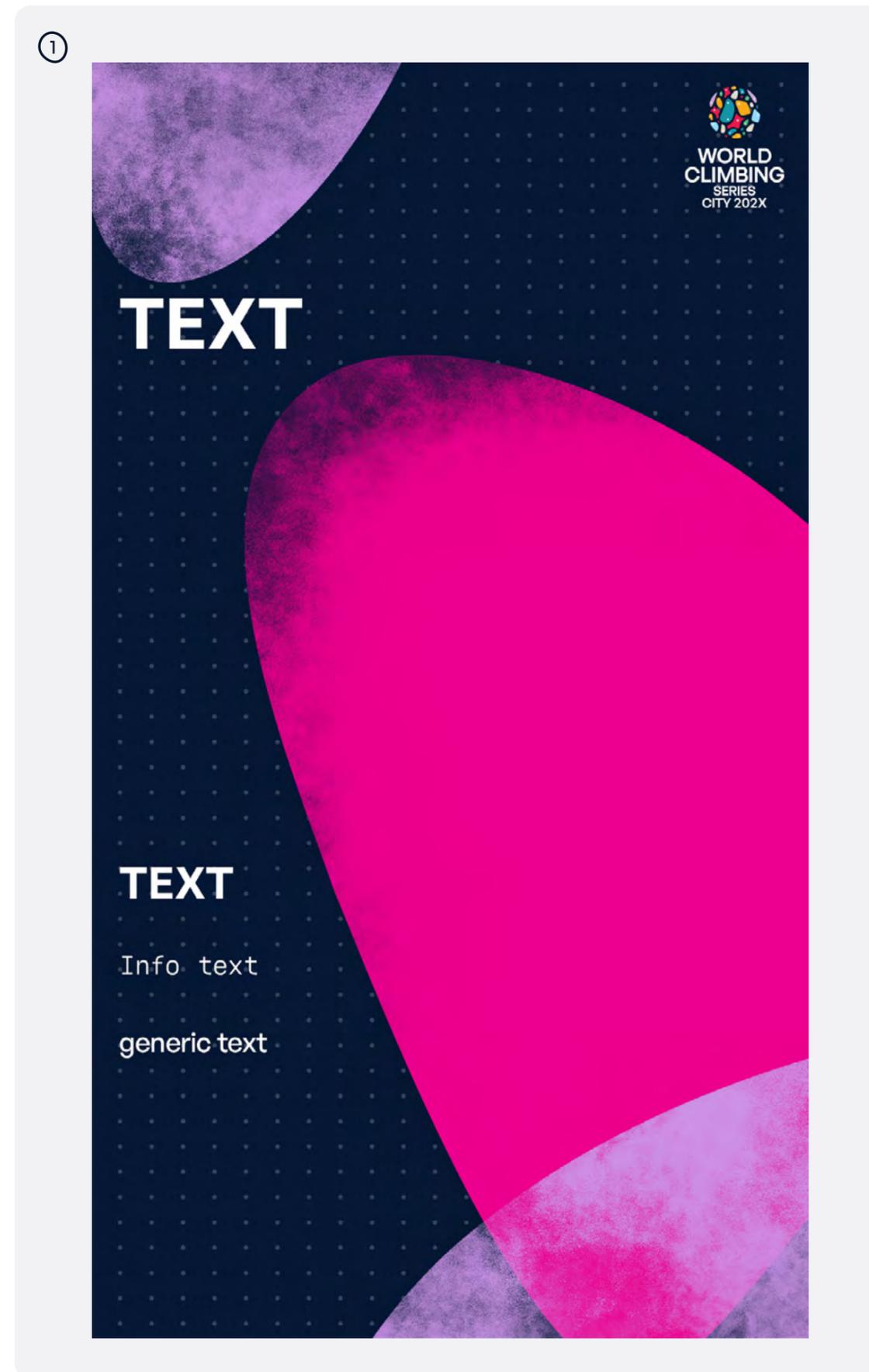
Templates may be adapted to suit different communication needs, but the core layout structure and brand elements must remain unchanged to protect consistency across all event communications.

1. 9 : 16 vertical asset
2. 3 : 4 asset
3. 2 : 3 horizontal asset

* The visual shown is a draft and may slightly differ from the templates depending on the competition running.

INVITATION CARD

The invitation card is used for official event communications with stakeholders, partners, and invited guests. It provides a clear and formal introduction to the event while maintaining full alignment with the World Climbing visual identity.

The card must present essential event information in a structured and readable format, including the event title, location, dates, and relevant attendance details where required.

Both front and back layouts are designed to ensure clarity of information while preserving a strong visual hierarchy and consistent branding across all materials.

Content may be adapted to suit the specific audience or occasion, but the approved layout structure, typography, and brand elements must remain unchanged to ensure consistency across all World Climbing events.

Back

Front

WORLD CLIMBING
SERIES
CITY 202X

TEXT

TEXT
Info text

generic text

WORLD CLIMBING

WORLD CLIMBING
SERIES
CITY 202X

WORLD CLIMBING PARTNERS

ORGANISER MAIN PARTNERS

ORGANISER

WORLD CLIMBING
SERIES
CITY 202X

* The visual shown is a draft and may slightly differ from the templates depending on the competition running.

EVENT EQUIPMENT

WORLD CLIMBING

ACCREDITATIONS

Accreditation passes are used to manage access, security, and operational flow across the event venue. They are issued to staff, workforce, media, and authorised personnel to control entry to designated areas.

Each pass must clearly display the holder's identity and assigned access level to allow fast and reliable verification by event staff and security teams.

The front of the pass must include personal identification details and the relevant access permissions following the Accreditation Table document.

Accreditation cards must include at least one hole at the top for lanyard attachment. Adequate space must be reserved in this area to ensure that logo elements or essential branding are not damaged during production.
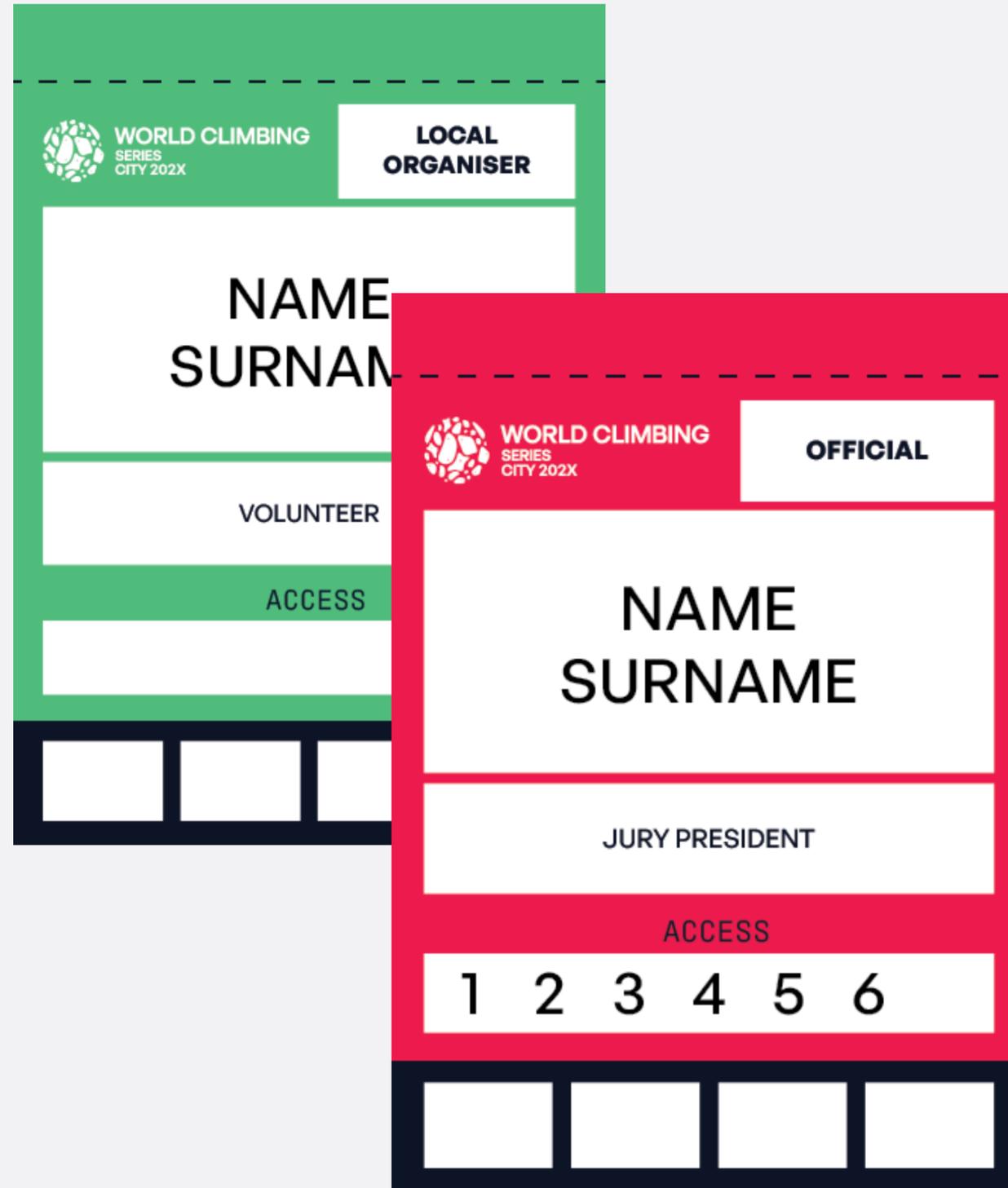
* The visual shown is a draft and may slightly differ from the templates depending on the competition running.

Front

Back

WORLD CLIMBING
SERIES
CITY 202X

LOCAL ORGANISER

NAME
SURNAM

VOLUNTEER

ACCESS

WORLD CLIMBING
SERIES
CITY 202X

OFFICIAL

NAME
SURNAME

JURY PRESIDENT

ACCESS

1 2 3 4 5 6

WORLD CLIMBING
SERIES
CITY 202X

Access details:

1. Field of Play
2. Isolation Zone
3. Media Zone
4. Press Room
5. Mixed Zone
6. LOC Area
7. Lounge

Event
Info Sheet

WORLD CLIMBING PARTNERS

ORGANISER MAIN PARTNERS   ORGANISER

ATHLETES BIBS

Each bib must display the athlete's competition number and any required event branding in a clear and readable format to allow immediate recognition during performance.

Bibs must be produced to maintain strong legibility from distance and across broadcast coverage, ensuring numbers and key elements remain visible under all competition conditions.

The approved layout, typography, and branding placement must be used without modification to ensure consistency across all World Climbing events.

Qualifications

Semi-finals & Finals

* The visual shown is a draft and may slightly differ from the templates depending on the competition running.

WALL SIGNS

Wall signs are used across competition disciplines to provide clear visual information for athletes, officials, and event teams. All signs must be produced to ensure maximum readability, stability, and visibility under competition conditions.

Signs must be printed on a rigid, flat material with minimal surface reflection to maintain clarity under venue lighting and broadcast coverage. The standard production material is Forex 3 mm or an equivalent rigid substrate.
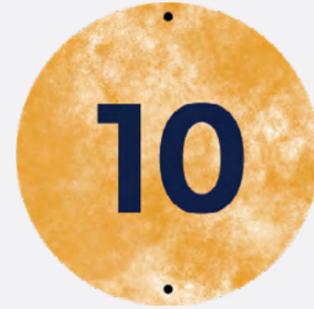
All signs must be securely fixed to the wall to prevent movement or rotation during use. Round or shaped signs in particular must be mounted using screws.

Predefined 3 mm mounting holes can be included to indicate the correct screw positions and ensure consistent installation.

① Signs' examples 1
② Signs' examples 2

①

10 MEN'S SEMI-FINAL 30

②

WOMEN AL1 TOP B

BOULDER SIGNS

Boulder signs identify each competition problem and indicate the corresponding route section.

They must be highly legible to ensure immediate recognition for athletes, judges, officials, and broadcast teams.

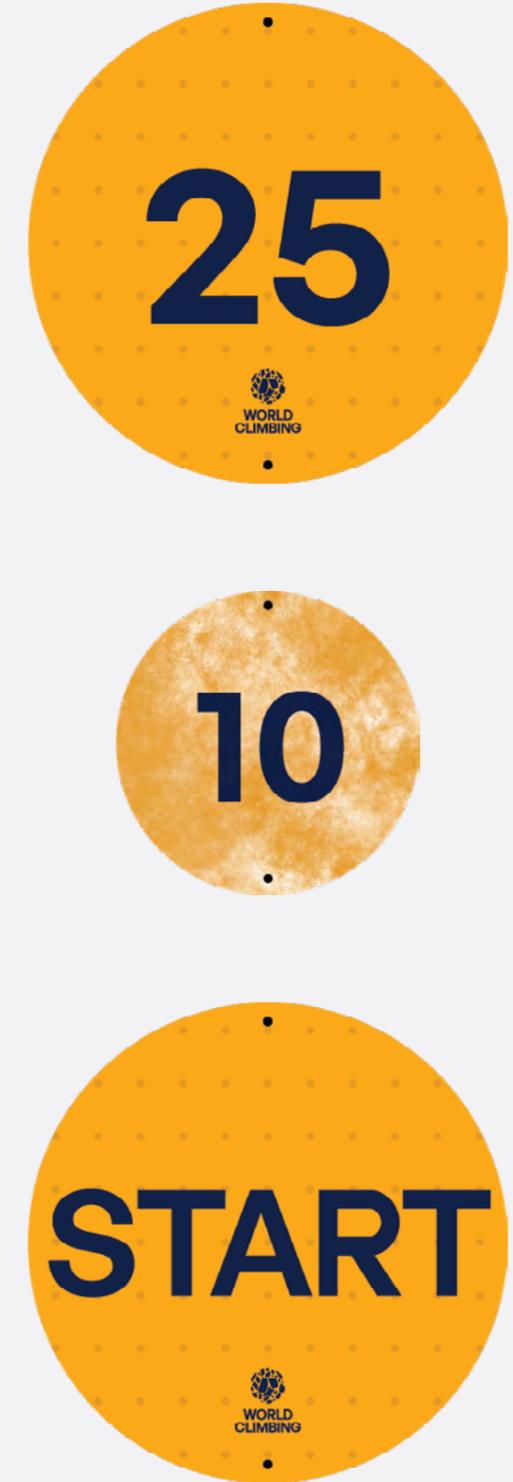① Women's Route signs

② Start, 10, 25 signs

③ Men's Route signs

①

W1

②

25

10

START

③

M1

LEAD SIGNS

Lead signs identify the competition route and mark key positions along the climb.

Top sign indicates the finishing hold. Numbered markers identify relevant holds during the route, and rectangular signs indicate the Men's and Women's route and the round.

All signs must be highly legible to ensure immediate recognition for athletes, judges, officials, and broadcast teams.

① Top sign

② Hold marker signs

③ Lead routes signs

①

TOP

WORLD
CLIMBING

②

40

30

20

10

③

MEN'S
SEMI-FINAL

WOMEN'S
FINAL
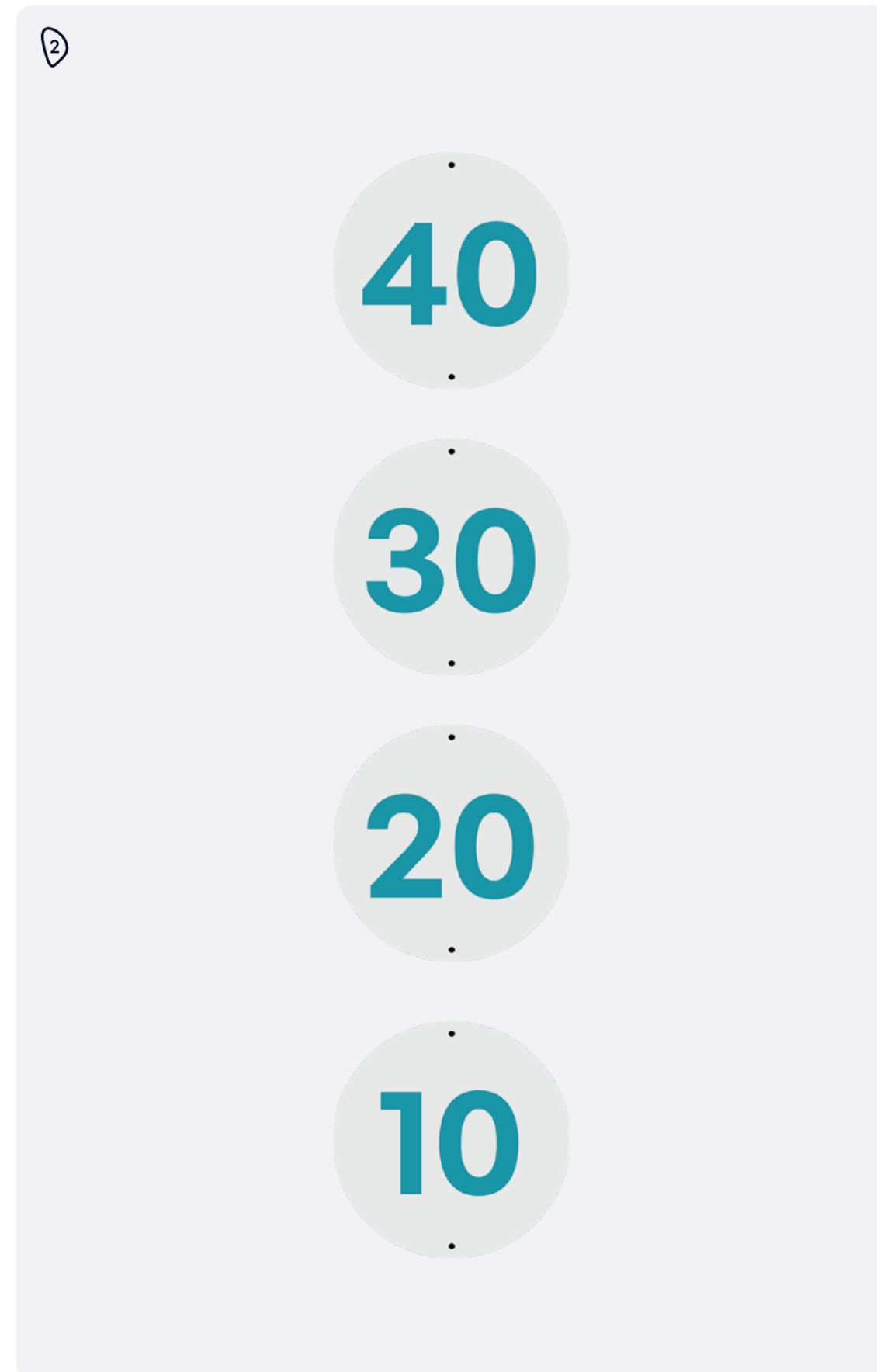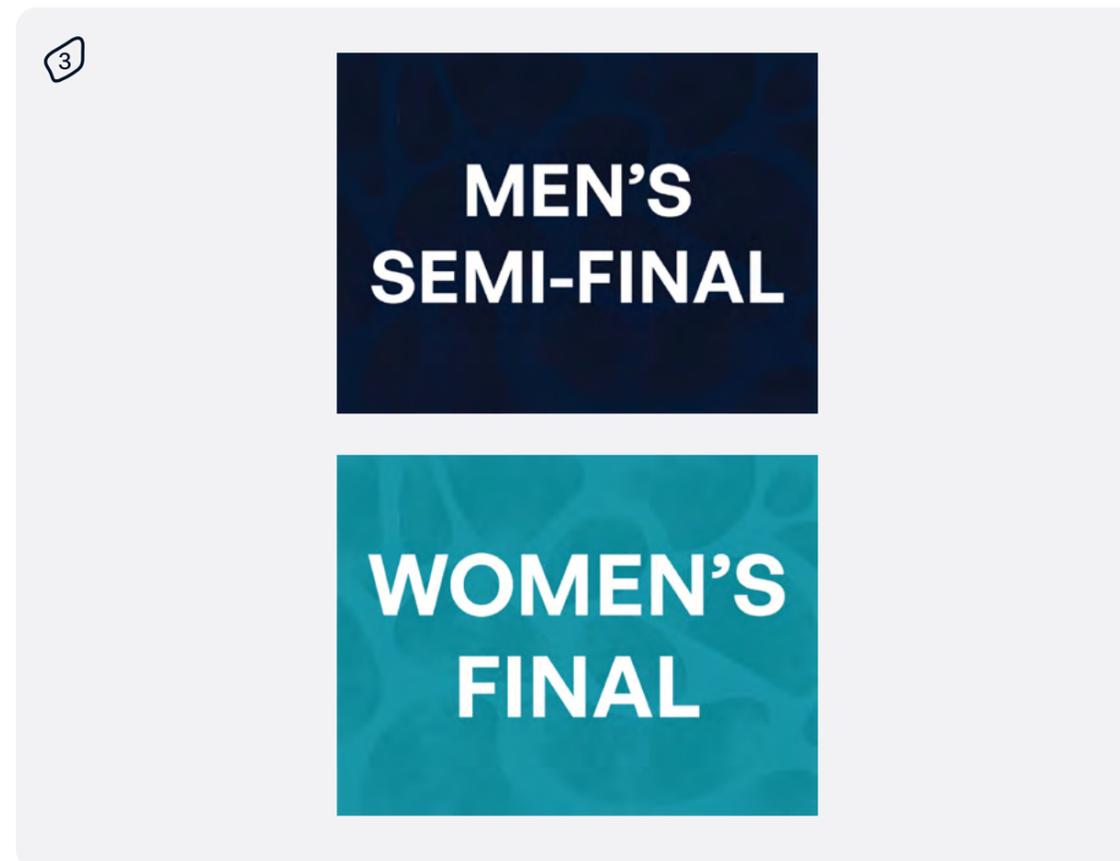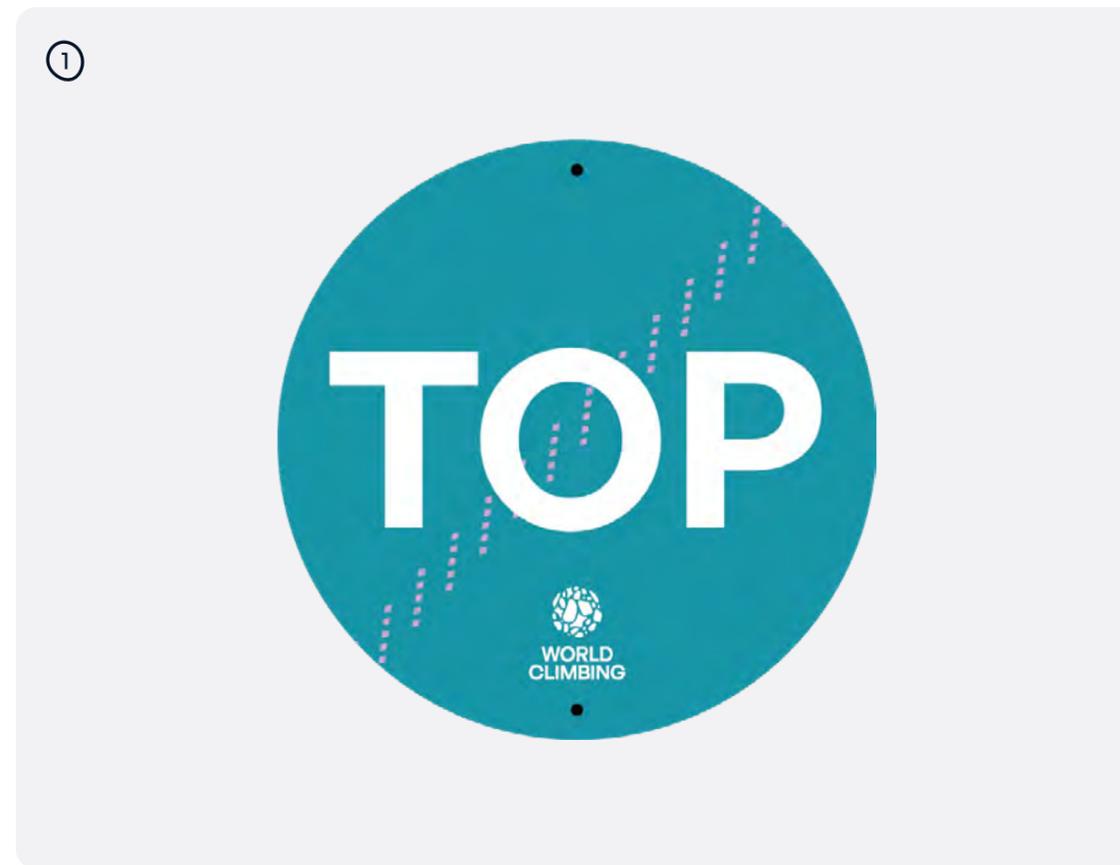
SPEED SIGNS

Speed signs identify each competition lane and ensure clear orientation for athletes, judges, and event teams.
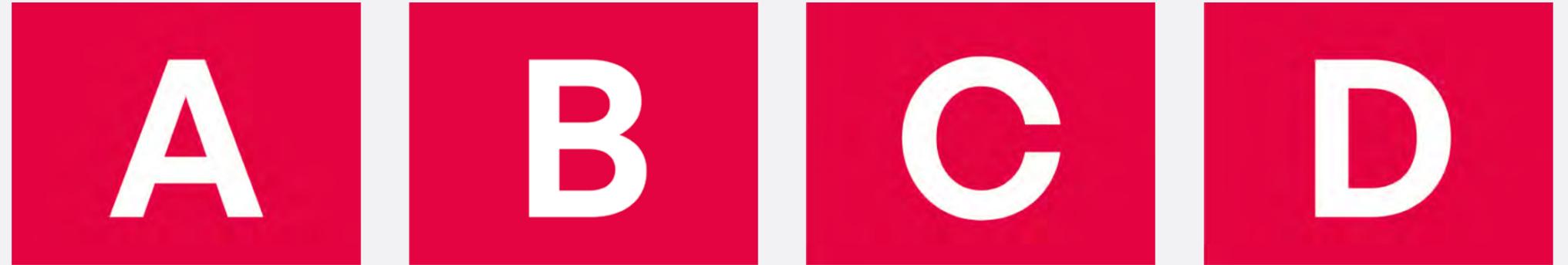
Lane markers must be highly legible to ensure immediate recognition for athletes, judges, officials, and broadcast teams.

Branding or graphic elements must not be placed on the finishing pads.
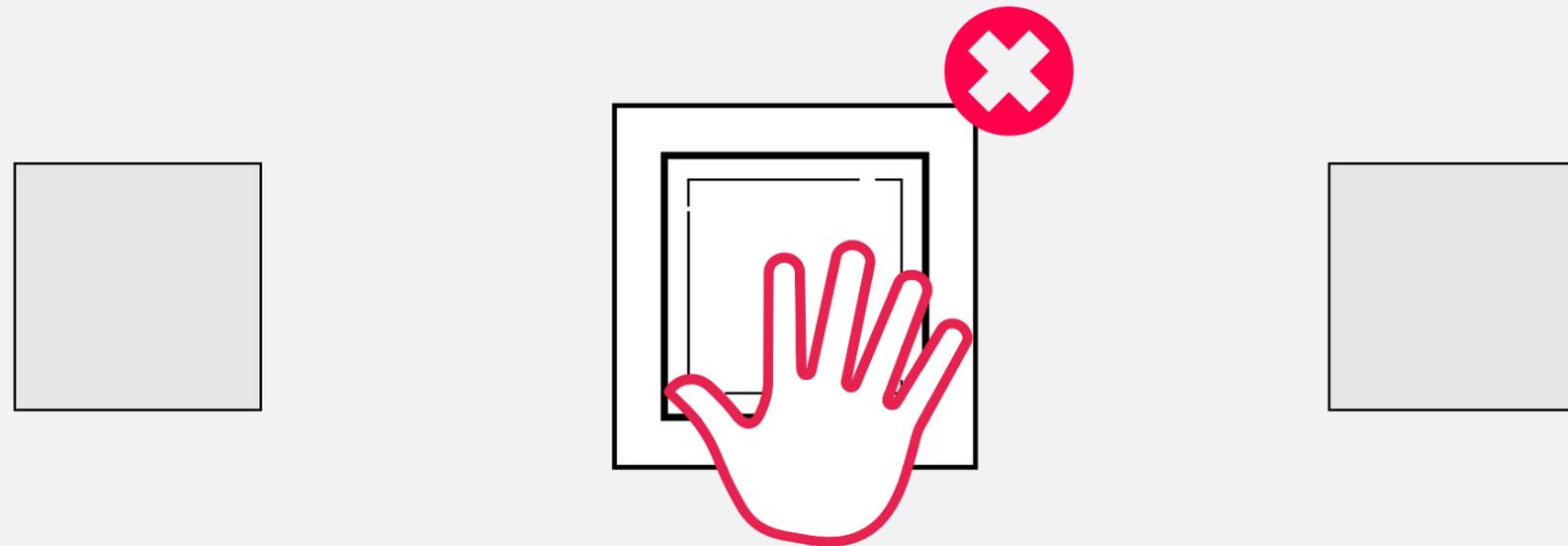
① Lane marker signs

② No branding on finish pads

①

A B C D

②

PARA LEAD SIGNS

Para climbing signs identify the competition route and indicate the correct route for each para climbing category.

All signs must be highly legible to ensure immediate recognition for athletes, judges, officials, and broadcast teams.

RP2

WOMEN
AL1

YOUTH CATEGORY SIGNS

Youth category signs identify the athlete category assigned to each competition lane or route.

They are used in addition to the standard discipline signs for Boulder, Lead, or Speed to ensure the correct category is clearly indicated and to support accurate athlete guidance and event operations.

All signs must be highly legible to ensure immediate recognition for athletes, judges, officials, broadcast teams, and event staff.

UNDER 21

UNDER 19

UNDER 17

DIRECTION SIGNS

Direction signs guide athletes, officials, staff, and spectators to the correct locations within the venue.

They must clearly indicate key areas such as competition zones, athlete spaces, operational areas, and public access points to support safe and efficient movement throughout the event.

Recognised pictograms or icons may be used where appropriate to support accessibility and improve immediate understanding across different languages.

FIELD OF PLAY

WORLD
CLIMBING

PODIUM BACKDROP

The podium backdrop provides the official branded background for medal ceremonies and post competition photography. It must ensure clear and consistent visibility of the event identity and partner logos during broadcast, photography, and media coverage.

Logo placement on the backdrop must follow the 50 50 visibility principle, ensuring equal exposure for World Climbing and Local Organising Committee partners.

Backdrop dimensions may be adapted to suit the available structure and venue space, provided the approved layout, logo proportions, and visibility requirements are maintained.

Recommended production materials include PVC, Forex, or equivalent rigid substrates suitable for flat installation and strong visual clarity.

The visual shown is a draft and may slightly differ from the templates depending on the competition running.

INTERVIEW BACKDROP

The interview backdrop provides the official branded background for athlete interviews, media appearances, and broadcast coverage, ensuring the correct event context and partner visibility at all times.

The backdrop may be produced as a modular system, allowing multiple units to be combined where required to extend background coverage and maintain a consistent branded environment.

Recommended production materials include PVC, Forex, or equivalent substrates suitable for flat installation and strong visual clarity.

* The visual shown is a draft and may slightly differ from the templates depending on the competition running.

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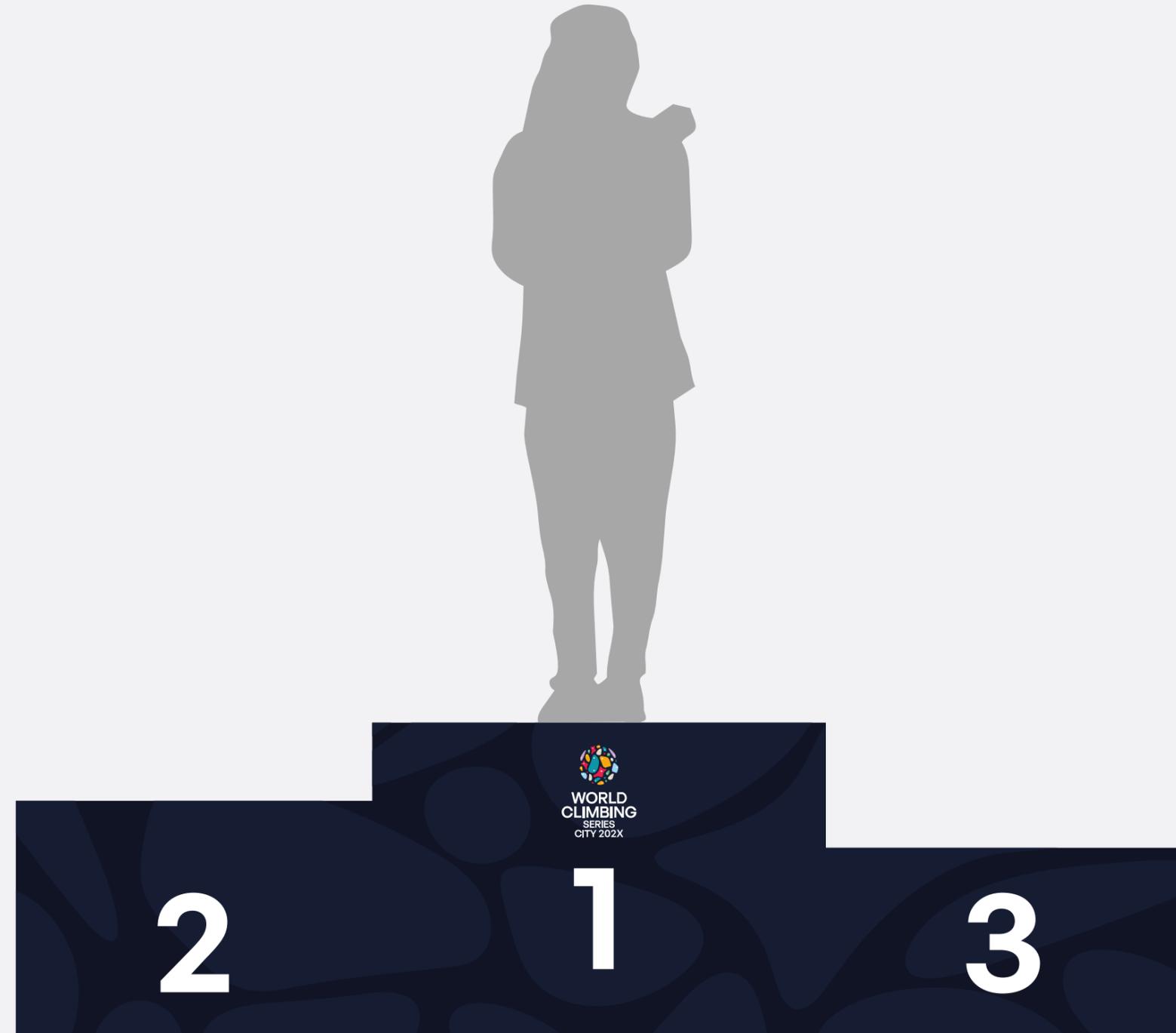
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PODIUM COVER

The podium forms the official branded
platform for medal ceremonies, photography,
and broadcast coverage.

Branding must be positioned to remain clearly
visible from primary camera angles and
audience viewpoints.

Recommended materials include durable
printed vinyl, PVC coverings, or equivalent
secure applications.

** The visual shown is a draft and may slightly differ from
the templates depending on the competition running.*

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ATHLETES GATE

The athlete gate banner marks the official entrance to the Field of Play and frames athletes as they enter the competition area.

It defines the transition between backstage and competition zones while ensuring clear visibility of event branding and partner logos during athlete entry and broadcast coverage.

Recommended materials include PVC, Forex, or equivalent durable substrates.

The visual shown is a draft and may slightly differ from the templates depending on the competition running.

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WALL TOP/BOTTOM BANNER

Wall banners may be positioned at the top of climbing walls as a primary branding location and, where venue configuration allows, may also be placed at the bottom of certain walls to provide additional partner visibility within the Field of Play.

Banners may be produced as a single continuous panel or as multiple aligned sections to suit the dimensions and structure of each wall. Where segmented banners are used, layouts must be arranged to avoid cutting through logos or essential branding elements.

Due to the varying size and shape of competition walls, including wider boulder walls, banner configuration may be adapted as required, provided the approved layout, proportions, and visibility requirements are maintained.

Recommended production materials include PVC, Forex, or equivalent durable substrates suitable for secure installation and strong visual clarity.

1. One section of the top/bottom banner

2. Trimming section to be swapped

3. Junction between two sections

* The visual shown is a draft and may slightly differ from the templates depending on the competition running.
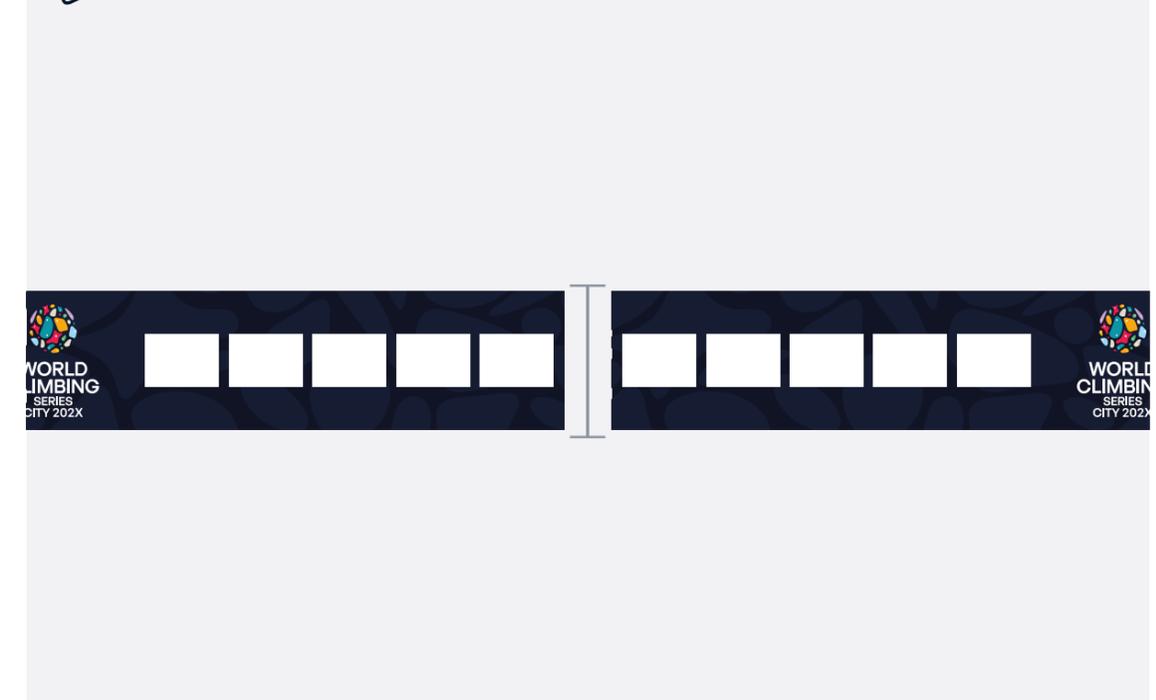
WALL VERTICAL BANNER

Wall vertical banners provide additional Field of Play branding on vertical wall surfaces, supporting the same visibility function as top and bottom wall banners.

They may be positioned in the centre of the wall in Speed competitions, or along the side sections of Boulder and Lead walls, depending on the venue layout and wall configuration.

Banners may be produced as single panels or multiple aligned sections to suit the available vertical space, provided the approved layout, proportions, and visibility requirements are maintained.

Recommended production materials include PVC, Forex, or equivalent durable substrates suitable for secure installation and strong visual clarity.

1. One section of the vertical banner
2. Trimming section to be swapped
3. Junction between two sections

* The visual shown is a draft and may slightly differ from the templates depending on the competition running.
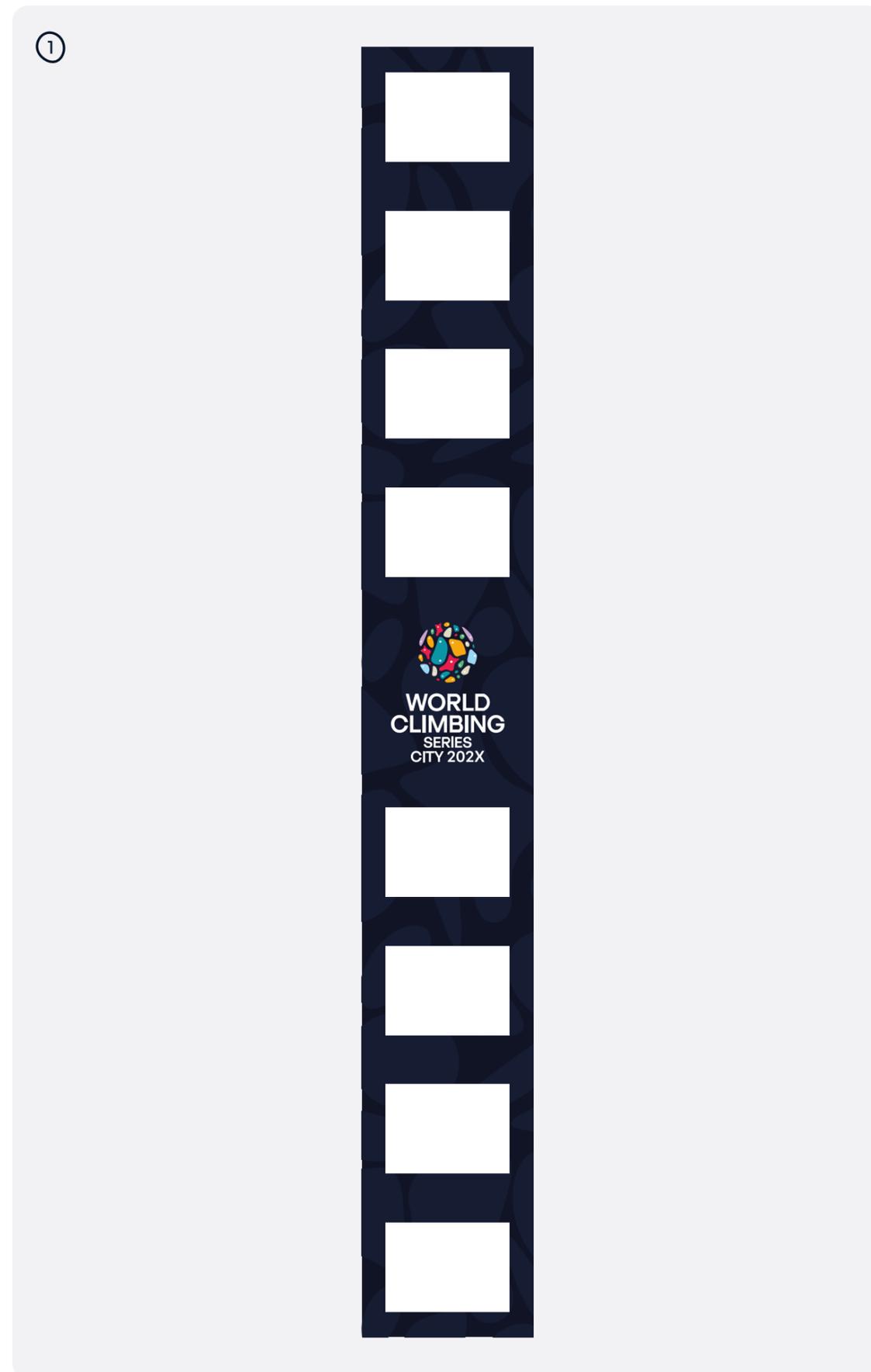
STAGE BANNER

The stage banner provides the official branded frontage for presentation stages, ceremony areas, or event platforms, ensuring clear event context and partner visibility within the Field of Play.

Stage banners must be adaptable in length to suit different stage dimensions. They may be resized as required, provided the approved layout, logo proportions, and visibility requirements remain unchanged.

Branding must be positioned to remain clearly readable from audience viewpoints and across event photography.

Recommended production materials include PVC, Forex, or equivalent durable substrates suitable for secure installation and strong visual clarity.
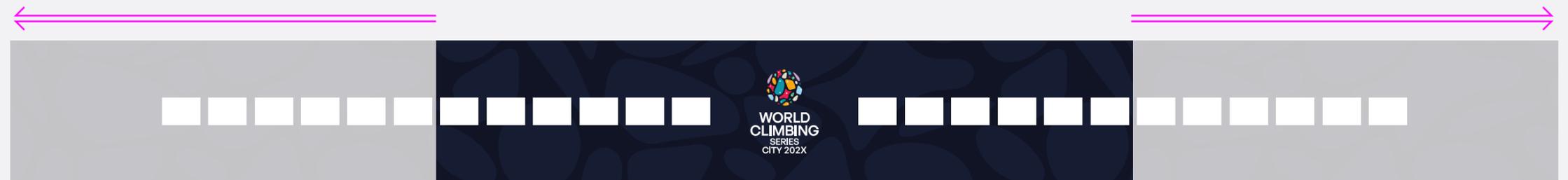
① Stage banner

② Resizing the banner

* The visual shown is a draft and may slightly differ from the templates depending on the competition running.

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CROWD BARRIER BANNERS

Crowd barrier banners provide branded coverage along spectator barriers and Field of Play boundaries, helping to define the competition perimeter and maintain a consistent visual environment throughout the venue.
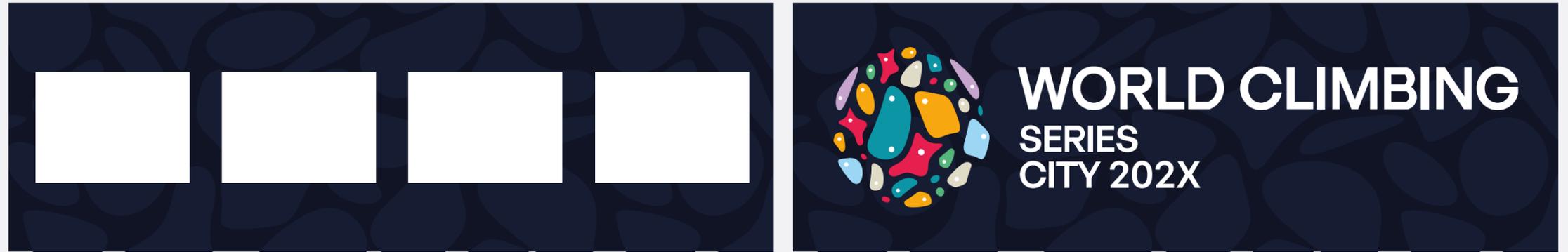
They may be installed on crowd control barriers or perimeter fencing, depending on venue configuration. Banners may either fully cover the barrier structure or be produced as rectangular panels and securely fixed to the barrier surface using appropriate mounting methods.

Banners must be securely installed and positioned so they remain clearly visible while not obstructing safety routes, operational access, or spectator sightlines.

Recommended production materials include PVC, mesh banner material, or equivalent durable substrates suitable for high traffic or outdoor installation.

1. Two sections of the banners
2. Full wrap event logo banner
3. Full wrap event partners banner

The visual shown is a draft and may slightly differ from the templates depending on the competition running.

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PERIMETER FENCES BANNER

Perimeter fence banners provide large scale branded coverage for venue boundaries and major separation structures within the event site. They help define the overall competition perimeter and clearly distinguish operational, competition, and public areas.

They may be installed on large perimeter fencing or structural barriers used to enclose the venue or divide major sections within the event area. Banners should be produced as mounted panels sized to fit the fence structure and securely fixed using appropriate installation methods.

Banners must remain stable and positioned so they do not obstruct safety routes, operational access, or required visibility.

Preferred production materials include TNT fabric or equivalent breathable textile substrates suitable for large outdoor installation.

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SPECTATORS ENTRANCE BANNER

The spectator entrance gate marks the official public access point to the event venue and provides the primary branded welcome for attendees.

It must clearly identify the entrance location and support smooth spectator flow while maintaining strong visibility of the event identity and approved partner branding.

The entrance structure may be produced as a freestanding gate, banner frame, or installed frontage, depending on the venue configuration, provided the approved layout, proportions, and visibility requirements are maintained.

Branding must remain clearly readable and must not obstruct safety signage, emergency information, or access control operations.

Recommended production materials include PVC, textile banner material, or equivalent durable substrates suitable for outdoor installation.

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TRIBUNES BANNER

Tribune banners provide branded coverage along the side structures of spectator tribunes, helping to integrate seating areas into the overall event branding environment and maintain a consistent visual appearance throughout the venue.

They may be installed on the external or lateral faces of tribune structures, depending on the venue configuration and available mounting surfaces.

Banners must be securely fixed and positioned so they remain stable and do not obstruct stairways, emergency exits, access routes, or spectator sightlines.

Recommended production materials include PVC, textile banner material, or equivalent durable substrates suitable for large format installation.

* The visual shown is a draft and may slightly differ from the templates depending on the competition running.

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POLE FLAGS

Pole flags provide elevated branded visibility throughout the venue and may be installed on vertical flagpoles at entrances, walkways, perimeter areas, or other designated locations.
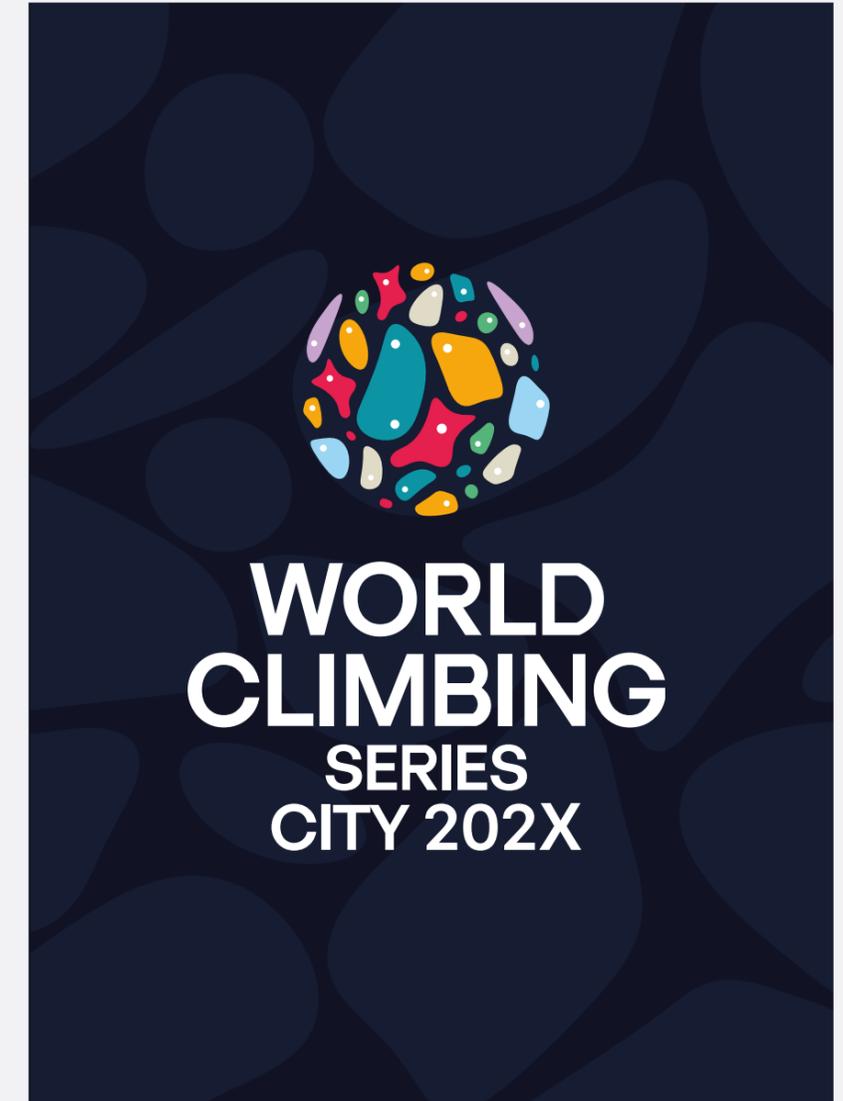
They must be securely mounted and produced in materials suitable for outdoor conditions to ensure stability, durability, and clear readability in varying weather.

Recommended production materials include textile flag fabric or equivalent lightweight outdoor substrates designed for pole mounted installation.

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GENERIC COVERING

For camera towers, empty barriers, and large unbranded walls that require coverage with banners or panels displaying branding, it is mandatory to display only the Official World Climbing Event logo in these areas. Sponsors are not permitted.

* The visual shown is a draft and may slightly differ from the templates depending on the competition running.

PARTNER SIGNAGE

Partner signs provide official branded visibility for approved event partners within the Field of Play. They are positioned directly on competition walls in designated areas to ensure structured, balanced, and consistent partner exposure during all competition phases.

Partner signs must be produced in the approved dimensions defined for each discipline and installed only within the specified placement zones. The total number of signs per wall or per problem must not exceed the maximum allowed for that discipline.

Signs must be printed on rigid, flat substrates suitable for secure wall installation. Recommended production materials include Forex, PVC panel, or equivalent rigid support with minimal surface reflection.

Detailed discipline specific placement guidance is provided in the following sections.

1   Boulder sign

2   Lead sign

3   Speed sign
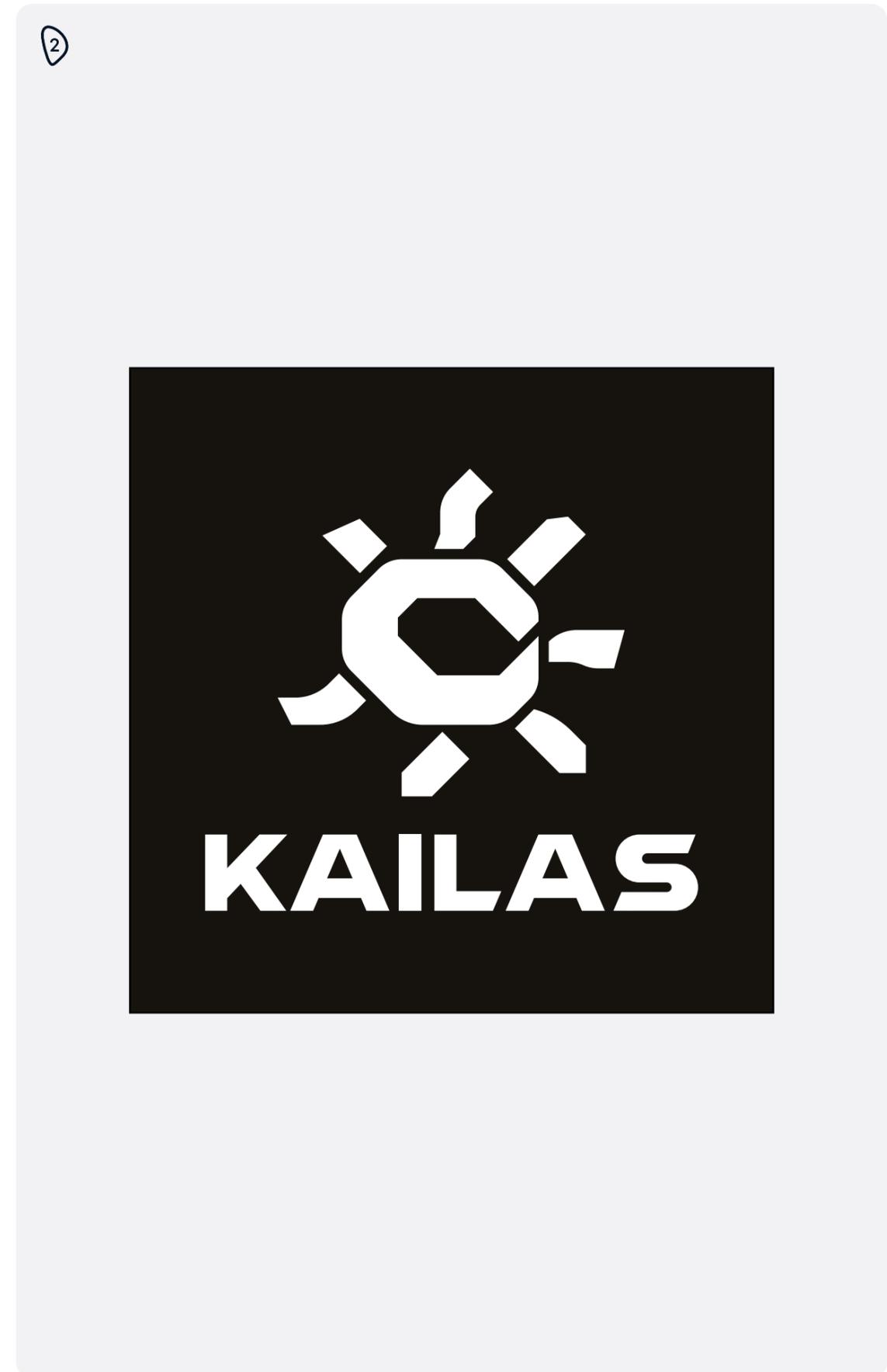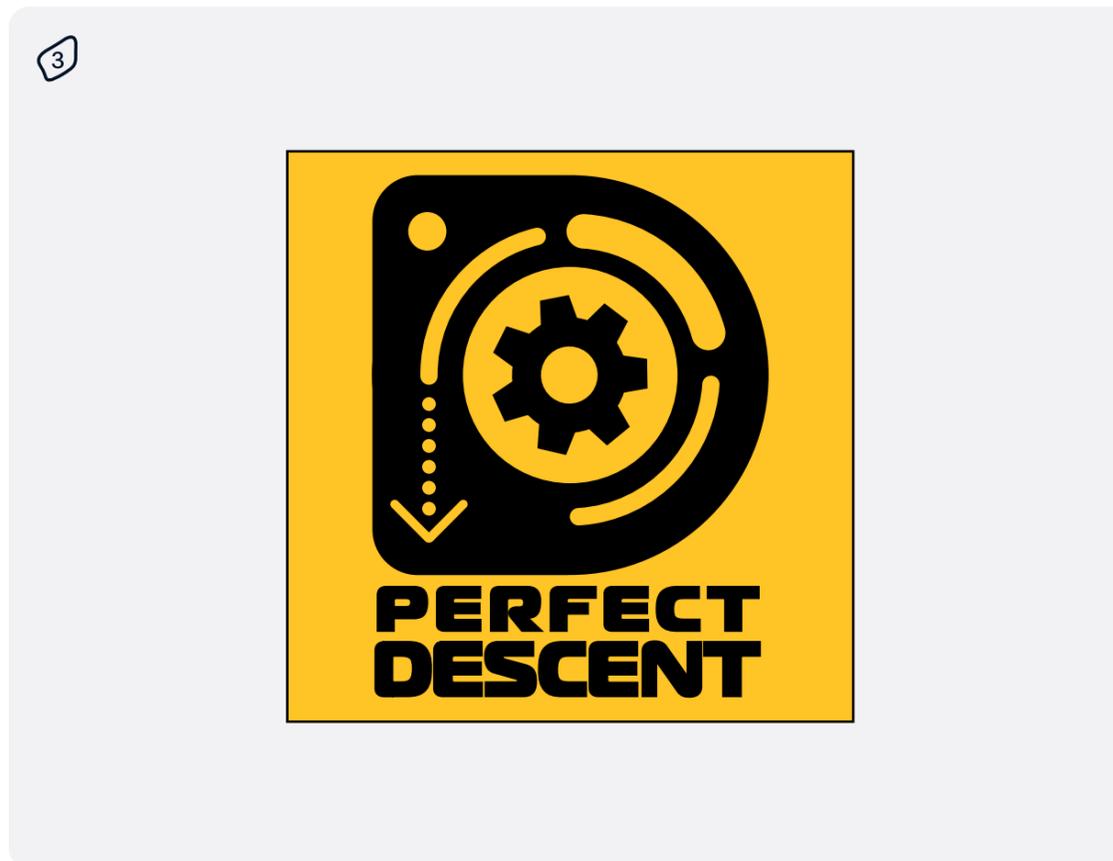
BOULDER SIGNS PLACEMENT

Boulder partner signs must be positioned within three defined wall sections: Start, Middle, and Top.

For walls featuring more than four boulder problems, signs must be limited to the Start and Top sections only. This configuration prevents excessive visual density and ensures the wall remains clear for competition and judging. This placement is typically applied during qualification rounds.

For walls featuring five or fewer boulder problems, all three sections must be used, allowing signs to be positioned in the Start, Middle, and Top zones. This configuration is typically applied during semi finals and finals.

In all cases, signs must be positioned so they remain clearly visible while not interfering with athlete movement, route setting requirements, or safety considerations.
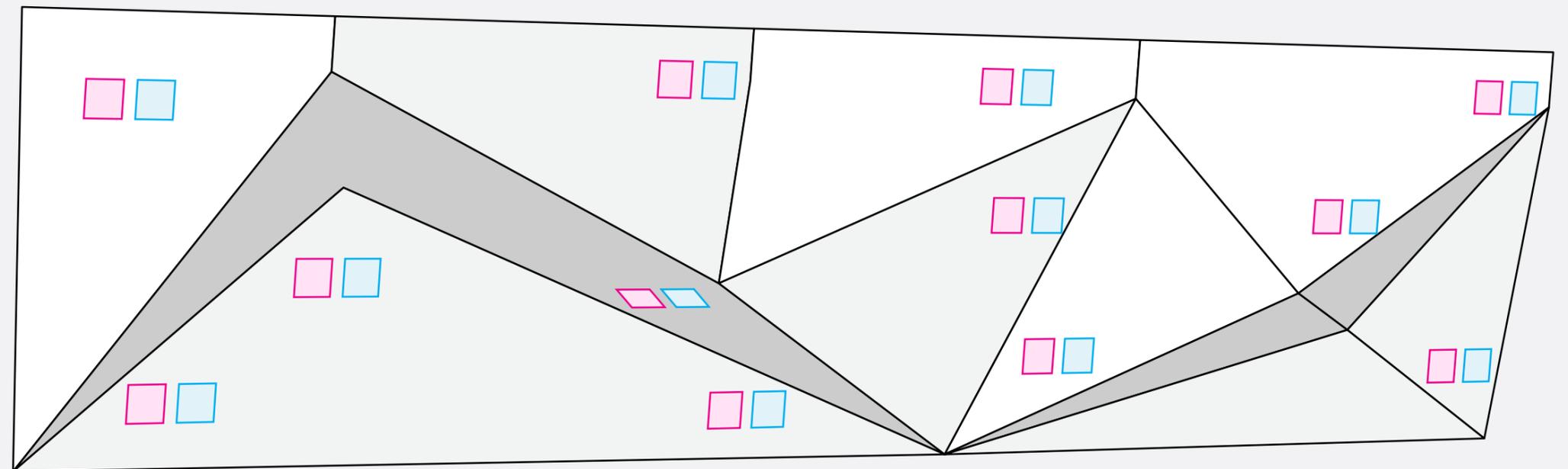
① Disposition for more than 4 boulders

② Disposition for less than 4 boulders
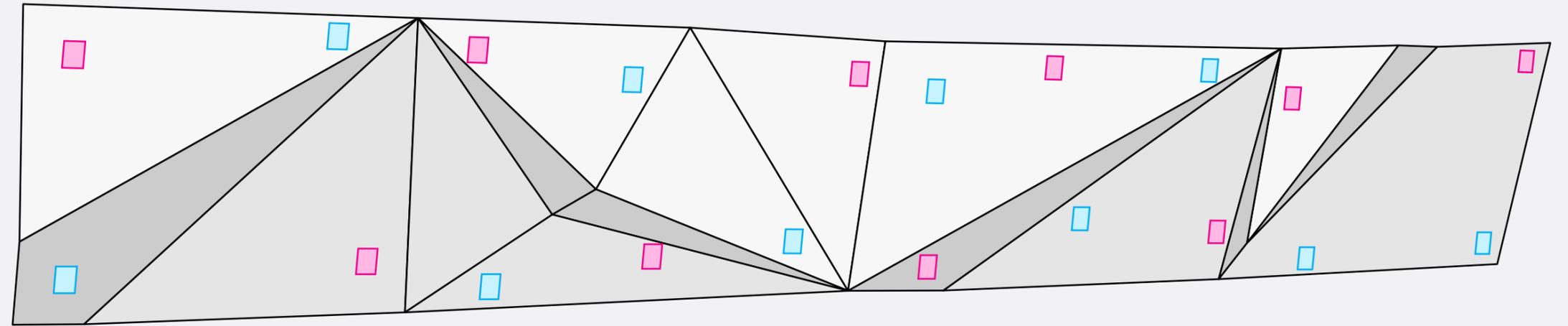
* This sketch is for illustrative purposes only. The exact sponsor sign placement will be finalised in agreement with the Routesetters and the Event Delegate.
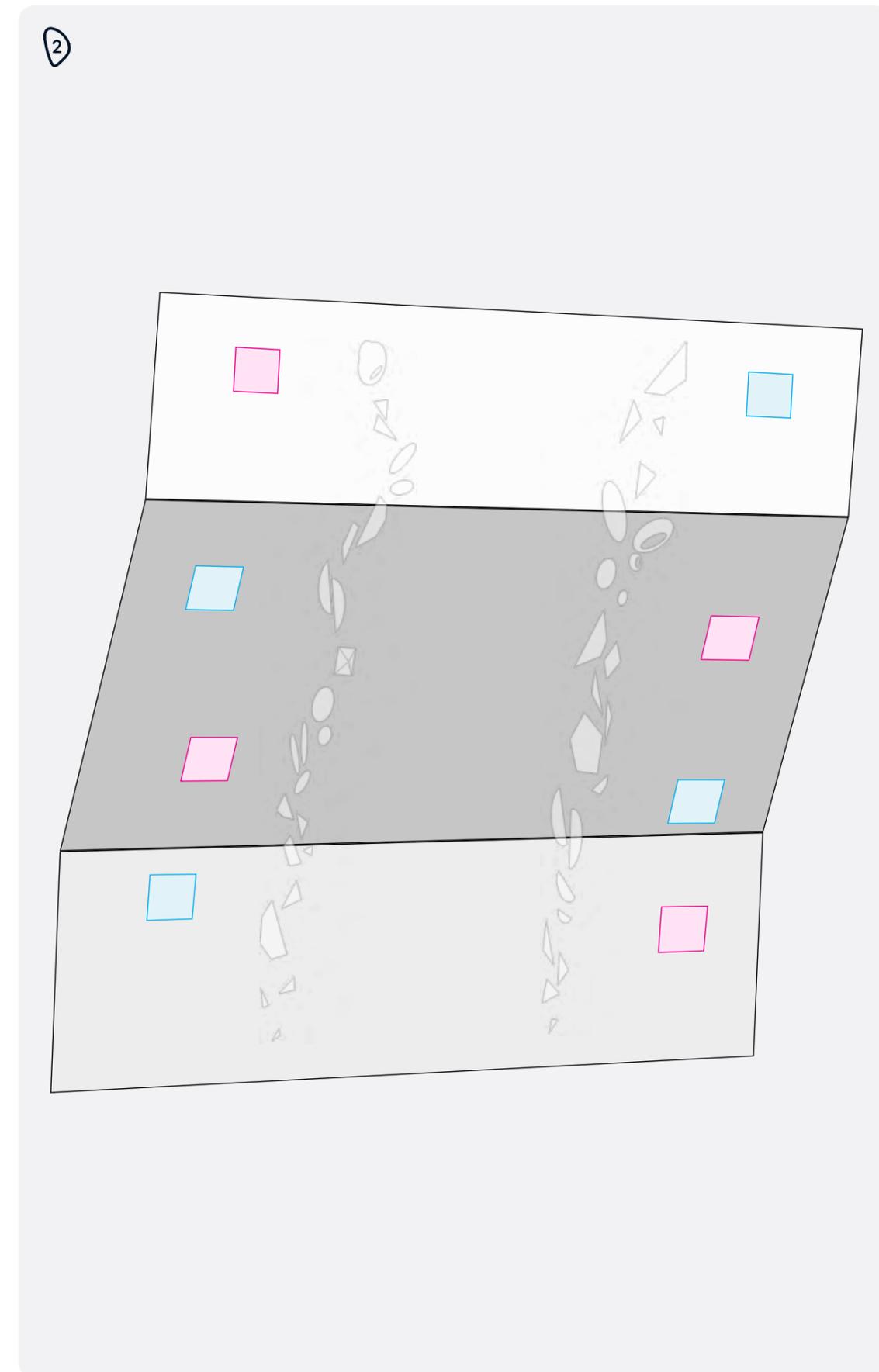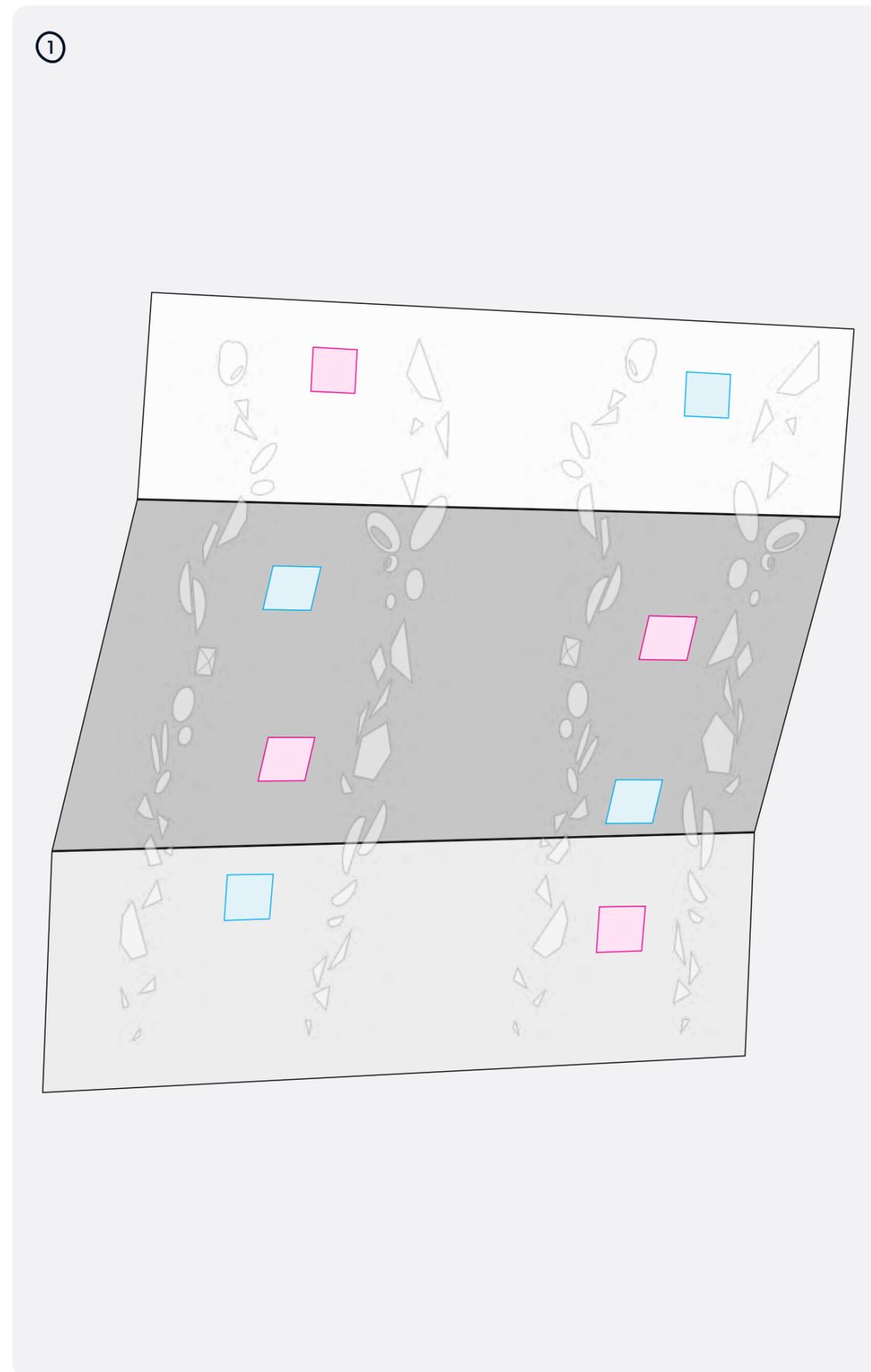
LEAD SIGNS PLACEMENT

Lead partner signs may be installed on the
competition wall with a maximum allocation of
eight signs per route.

Depending on the wall configuration and venue
layout, signs may be positioned either along the
side sections of the wall or within the route area
itself. When positioned within the route area,
signs must be placed so they do not interfere
with athlete movement, route setting, judging
visibility, or safety requirements.

① Four lead routes scenario

② Two lead routes scenario

** This sketch is for illustrative purposes only. The exact
sponsor sign placement will be finalised in agreement with
the Routesetters and the Event Delegate.*

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SPEED SIGNS PLACEMENT

Speed partner signs must be installed with a maximum of two signs per lane.

Signs must be positioned on the side areas adjacent to the finish pad and spaced sufficiently to ensure clear visibility while maintaining a safe and unobstructed competition zone.

Placement must not interfere with athlete movement, timing equipment, safety requirements, or judging visibility.

Placement can be reapeated also for the Speed four lanes format.

1 Speed wall

2 Multiple Speed lanes wall
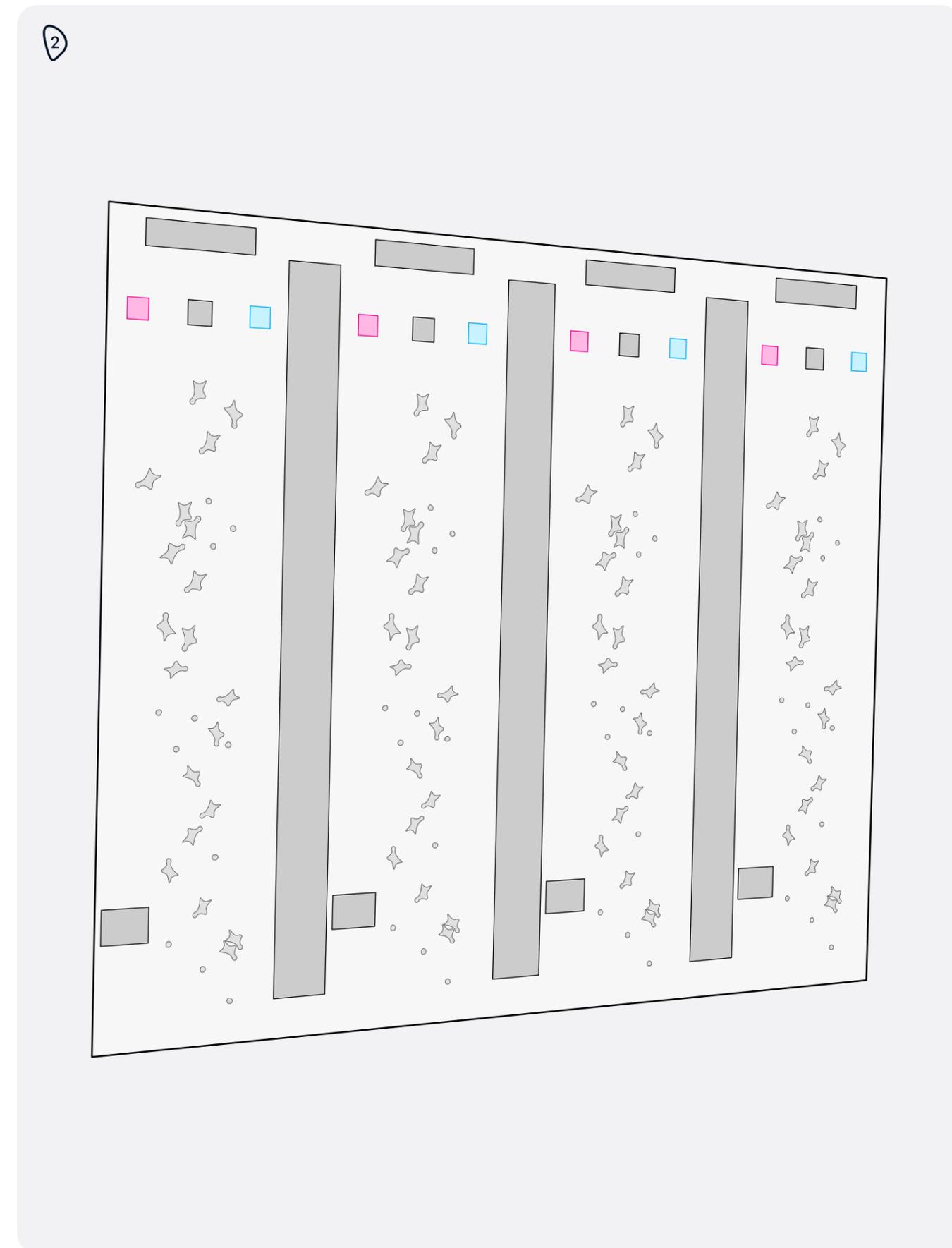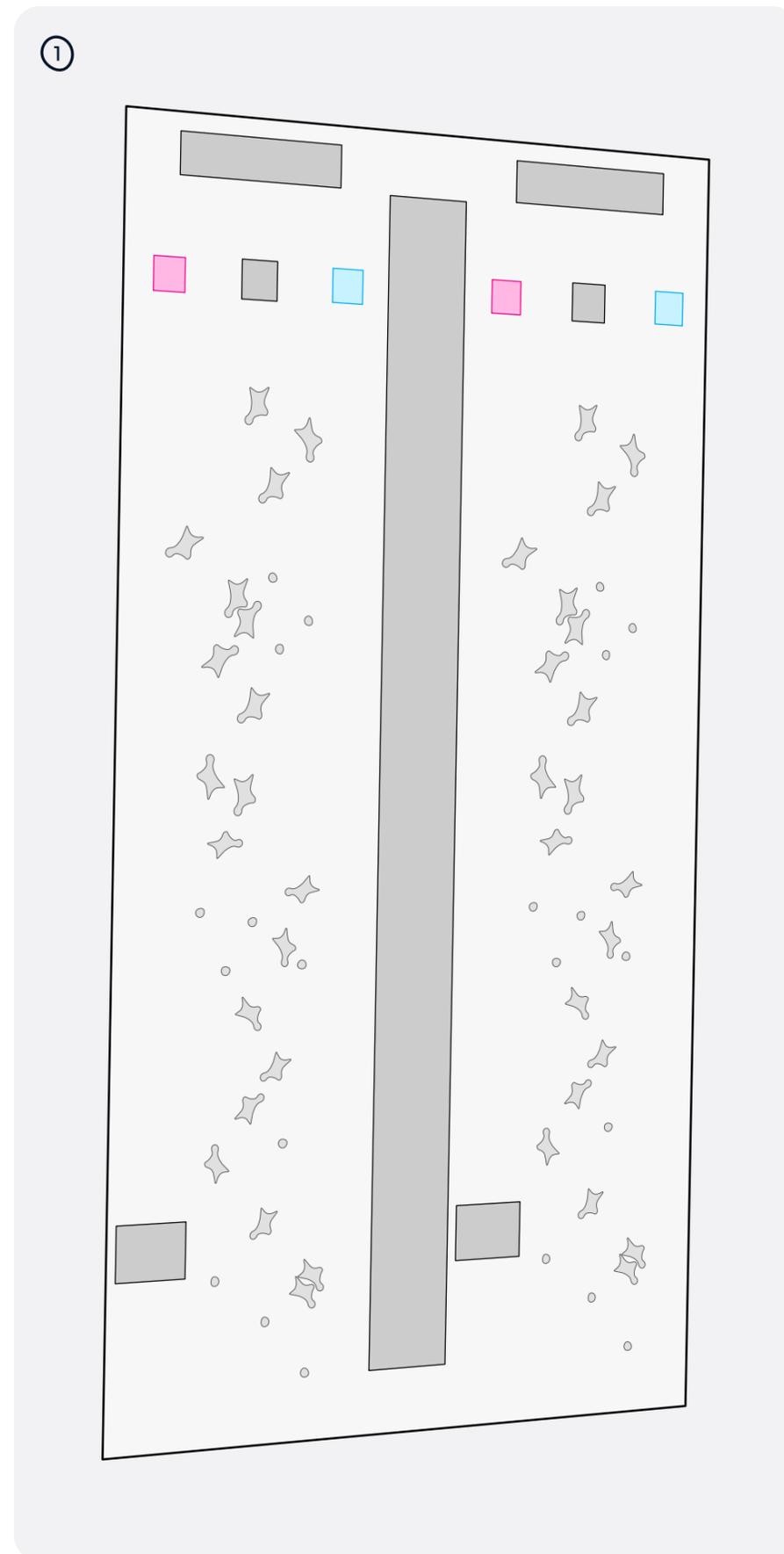
CONTACTS

MEDIA & COMMUNICATIONS DEPARTMENT:
communications@worldclimbing.com

www.worldclimbing.com

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