



**Paddle  
Worldwide**

# **Brand guidelines**

Vs 1 – July 2026

# Welcome to the Paddle Worldwide brand guidelines.

These guidelines provide the tools, principles and inspiration needed to bring our brand to life, creating a shared identity that connects people, communities and waterways around the world.

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**Paddle Worldwide marks a significant moment in the evolution of our sport.**

**This is more than a change of name or identity. It is a statement of intent: a move towards a more open, connected and globally relevant future for paddlesport.**

The transition reflects the scale, diversity and ambition of the community we represent. Across disciplines, continents, nations and local clubs, paddlesport is shaped by people with different stories, cultures and relationships with the water. Paddle Worldwide gives us a shared platform to bring those voices together, while creating a clearer and more inclusive way to present the sport to the world.

This brand has been developed as a movement, designed to be adopted, adapted and activated by the whole paddle community. These guidelines provide the tools to help that happen: enabling a consistent global identity, while giving federations, events and partners the flexibility to express what makes their part of the sport distinct.

# Brand foundation

# 01

**Paddle Worldwide is built around a simple idea:**  
**a global sport should have a brand that belongs to everyone who helps shape it.**

From international competition to national development, from elite athletes to local communities, the identity has been designed to connect the full breadth of paddlesport through one shared system.

The approach is intentionally open, inclusive and adaptable. Rather than creating a brand that sits only at the centre, Paddle Worldwide provides a framework that continental and national federations can use, adopt and make their own.

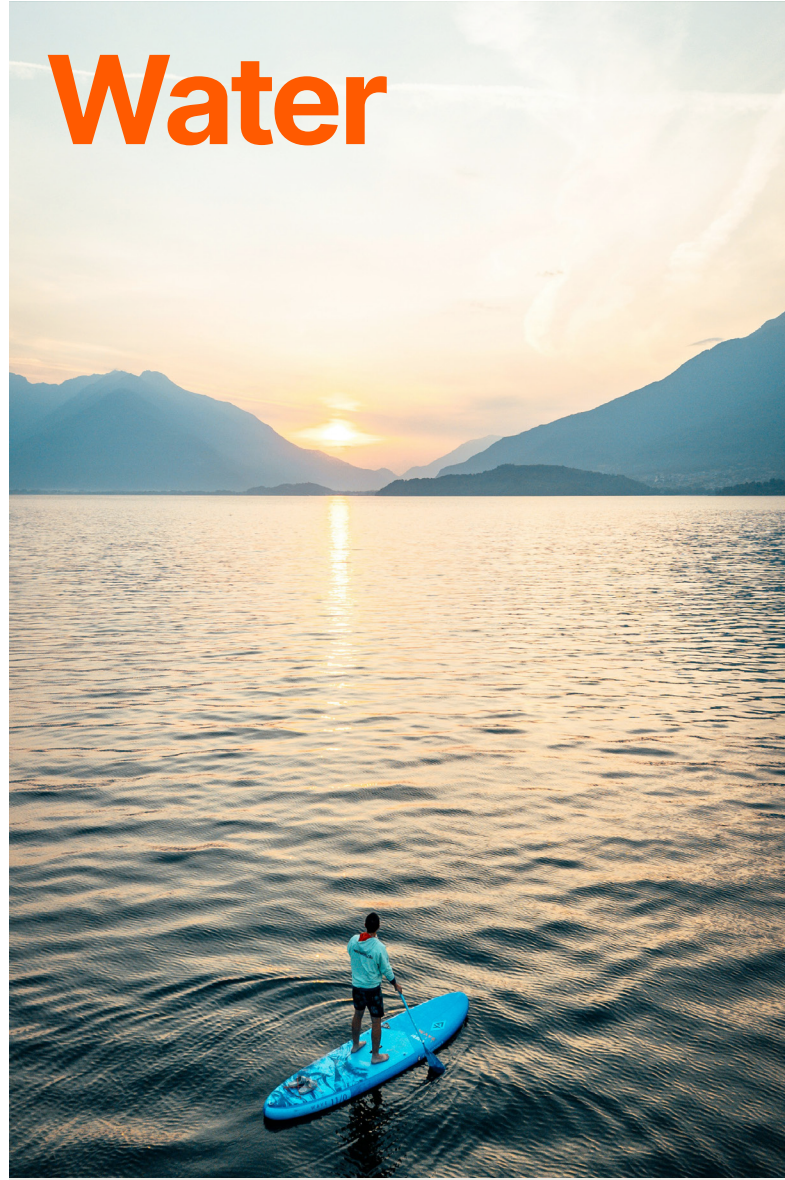
It gives the sport a clearer global voice while still allowing local cultures, communities and events to express their own character.

At its heart, this is a brand about connection: between people and water, between nations and continents, and between the many disciplines that make paddlesport so distinctive.

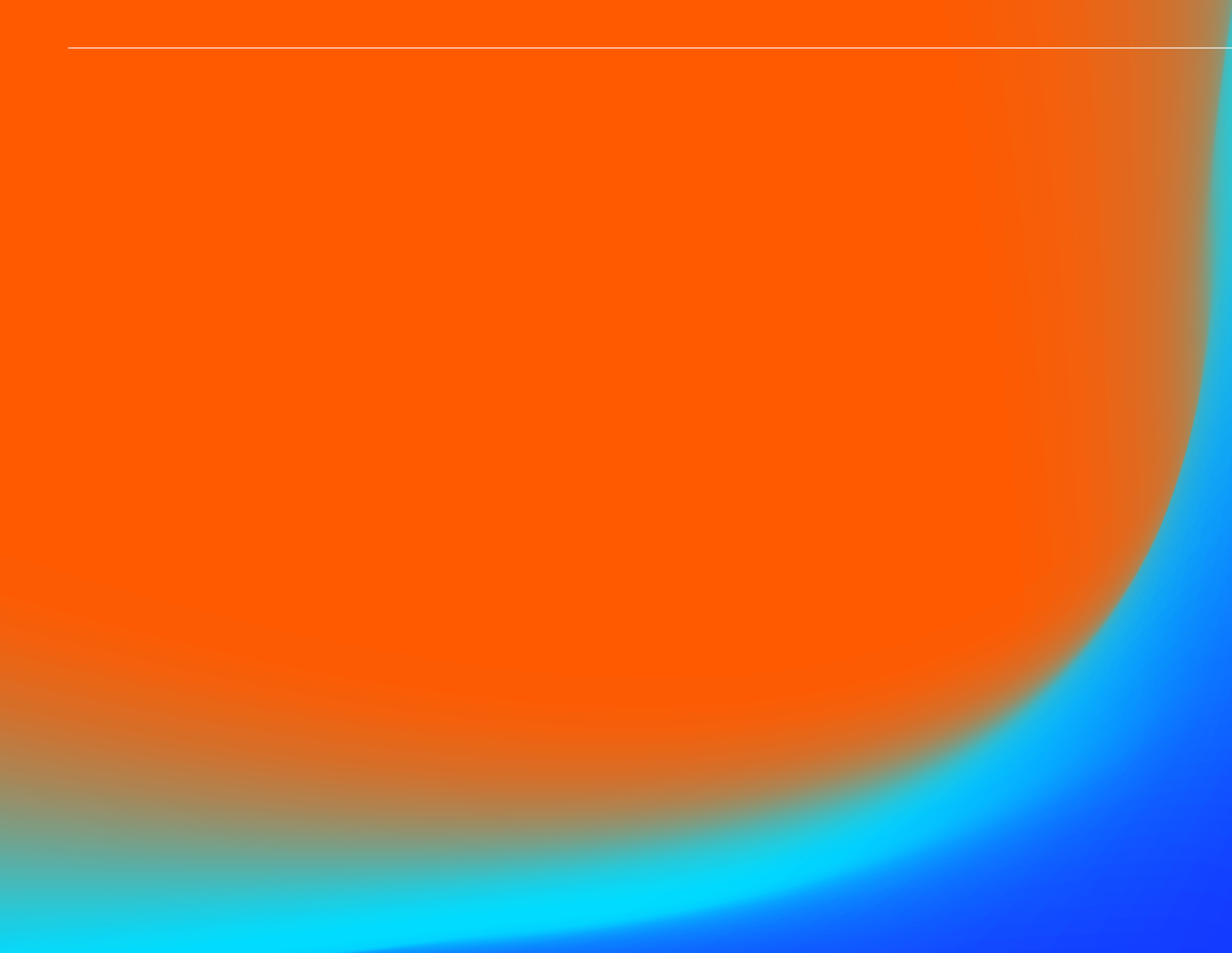
These guidelines are here to protect that shared identity, but also to make it easy to use, practical to apply and flexible enough to grow with the sport.



**Brand principles**  
These principles shape the way Paddle Worldwide shows up in the world. They help ensure every experience, communication and interaction reflects our shared purpose, creating a brand that is welcoming, connected and built for the future of paddlesport.

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <div><h1>Belong</h1></div> <div><p><b>Space for everyone</b></p><p>Paddlesport starts with people. We make space for everyone to feel represented, respected and part of the community - whatever their ability, background or reason for being on the water.</p></div> <div><p><b>Creative cues</b></p><ul style="list-style-type: none"><li>Human-first storytelling</li><li>Diverse and authentic representation</li><li>Real people, real places, real journeys</li></ul></div> | <div><h1>Progress</h1></div> <div><p><b>Every stroke forward</b></p><p>Every journey is different. We build clear participation pathways that carry people forward across every discipline and ambition. From first stroke to elite competition.</p></div> <div><p><b>Creative cues</b></p><ul style="list-style-type: none"><li>Clear navigation and signposting</li><li>Flexible and adaptable systems</li><li>Visual connections between participation and performance</li></ul></div> | <div><h1>Open</h1></div> <div><p><b>Built to share</b></p><p>Our brand is built to be shared. Clear tools, templates and guidance make it easy for federations, partners and communities to adopt and contribute to a connected global identity.</p></div> <div><p><b>Creative cues</b></p><ul style="list-style-type: none"><li>Accessible brand tools and templates</li><li>Consistent but flexible systems</li><li>Open-source thinking</li></ul></div> | <div><h1>Together</h1></div> <div><p><b>Powered by connection</b></p><p>Paddlesport thrives on connection. We create a shared platform that unites communities, organisations and disciplines while allowing local stories and identities to flourish.</p></div> <div><p><b>Creative cues</b></p><ul style="list-style-type: none"><li>Connected identity systems</li><li>Scalable frameworks</li><li>Consistent application across touchpoints</li></ul></div> | <div><h1>Water</h1></div> <div><p><b>Where we meet</b></p><p>Water is more than a place to compete. It connects us to nature, wellbeing, culture and adventure. We celebrate the human, emotional experiences that make paddlesport matter.</p></div> <div><p><b>Creative cues</b></p><ul style="list-style-type: none"><li>Emotion-led storytelling</li><li>Strong sense of place</li><li>Connection to water, nature and community</li></ul></div> |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|





**Brand**  
***system***

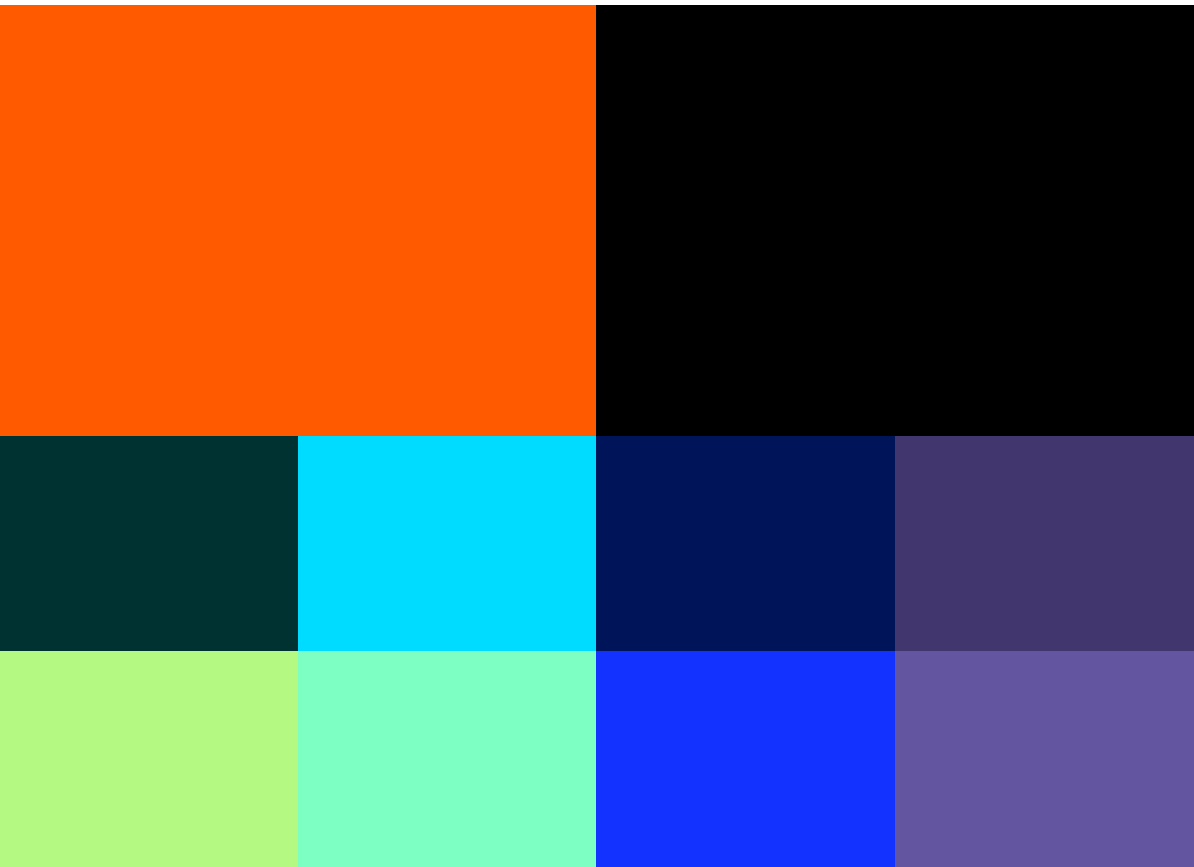
**02**

This is an overview of our Brand system. These elements and the accompanying guidelines will enable you to create dynamic, creative and consistent communications for Paddle Worldwide.

Logo



Colour



Typography

Inter Tight

Light, Regular, Medium, Semibold, Bold

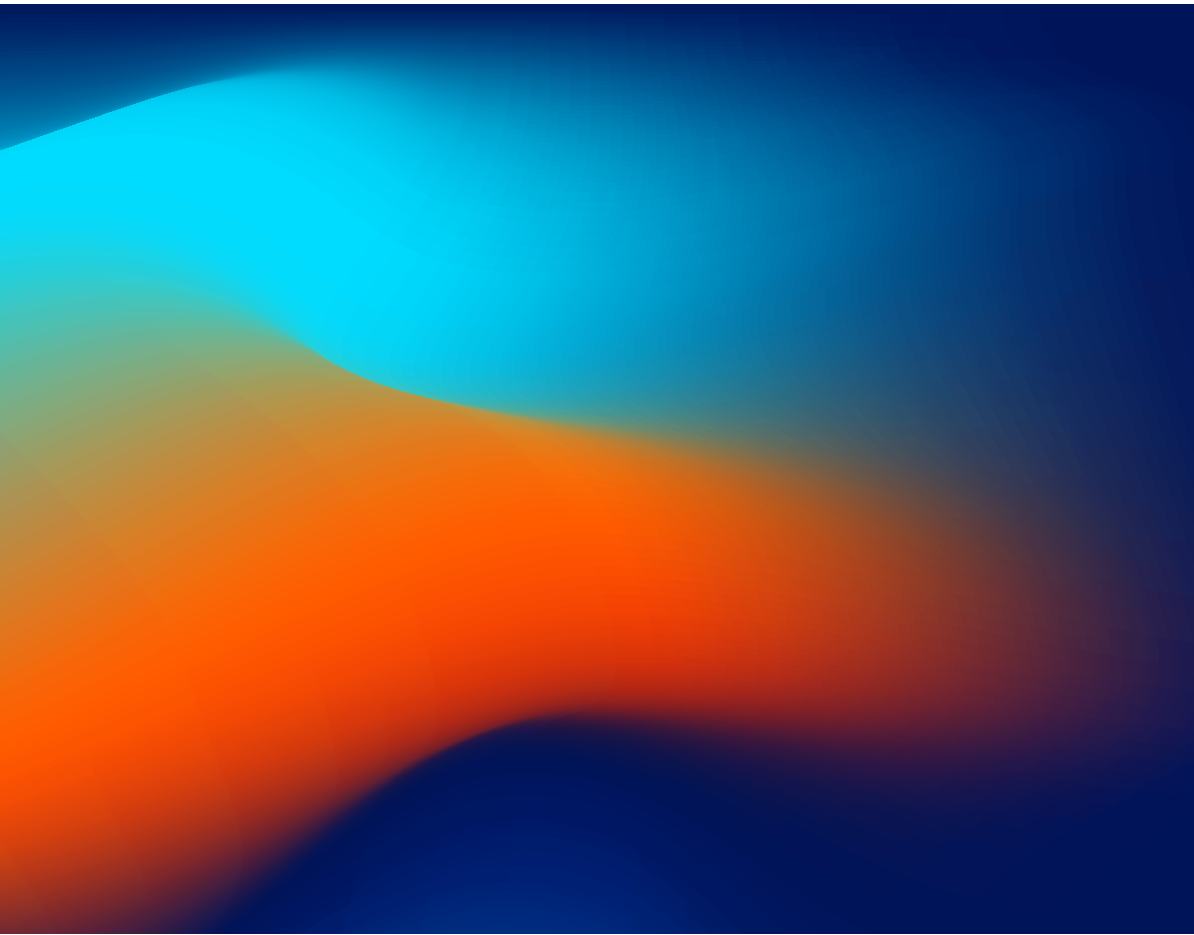
DM Mono

Light, Regular, Medium

Photography



Flow graphic



Application examples





# Logo

Primary logo

The Paddle Worldwide logo combines a distinctive symbol and wordmark to create a clear and recognisable identity.

The symbol

The symbol represents the foundations of paddlesport and the role Paddle Worldwide plays in its development.

The **boat** symbolises structure, movement and progress.

The **shaft** represents guidance and direction, helping steer the sport forward.

The **negative space** forms a paddle, reflecting the shared connection across all paddle disciplines.

The wordmark

The wordmark has been crafted for clarity and legibility across all applications. Its distinctive character ensures strong recognition in digital, print and environmental communications.

Always use the original artwork.

Exceptional use

A stacked versions of the logo are available for applications where space or format constraints make the primary logo unsuitable. They should only be used in exceptional circumstances and where legibility or visual balance would otherwise be compromised.

Primary logo



Symbol

Paddle  
Worldwide

Wordmark

Stacked logo vs1



Paddle  
Worldwide

Stacked logo vs2



Paddle  
Worldwide



Logo colour variations

To maintain consistency and legibility across all communications, the Paddle Worldwide logo is available in a range of approved variations.

Primary Logo

The primary logo is the preferred version and should be used wherever possible.

Black Logo

Use the black logo when a single colour version is required.

Reversed Colour Logo

Use the reversed colour logo on dark backgrounds to maintain visibility and brand recognition.

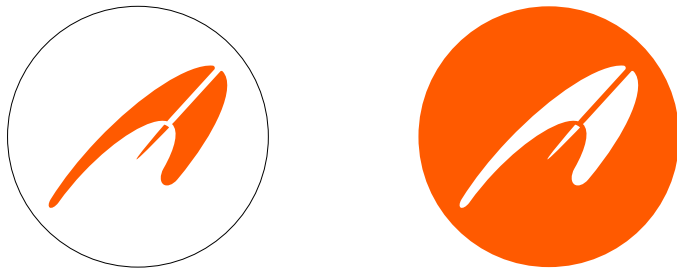
White Logo

Use the white logo on dark backgrounds when a single colour version is required.

Digital applications

The full version of our logo should be used wherever possible, however where space is limited such as on social media and our website address, only the favicon version should be used as shown below.

Favicon – Orange, white



Primary logo



Black logo



Reversed colour logo



White logo



**Continental Logos**  
Continental logos extend the Paddle Worldwide identity across each continent while maintaining a consistent and recognisable brand presence.  
  
All continental logos are available in the same approved colour variations as the primary Paddle Worldwide logo.

Africa logo



America logo



Asia logo



Europe logo



Oceania logo





**Clear space**  
To maintain clarity and legibility across all applications, the recommended clear space around the logo is 0.5x, where x is the height of the logo.

**Sizing**  
To ensure legibility, the logo should never be reproduced below 16mm wide in print or 100px wide in digital applications.

**Positioning**  
The logo should be positioned to ensure clarity and consistency across a wide range of applications and formats. In most cases, it should sit in a corner to support flexible layouts and allow space for content.

Where the logo is the primary focus of communication, it may also be positioned centrally to reinforce brand presence.

**Considerations**  
The logo should only ever be reproduced from approved master artwork and must not be redrawn, stretched or altered.

**Logo artwork formats**  
Logo files are available in formats suitable for both print and digital use, including EPS, SVG, PNG and JPEG.

Clear space



Positioning



Minimum size



16mm  
Minimum print size  
100px  
Minimum screen size

# Colour



Colour inspiration

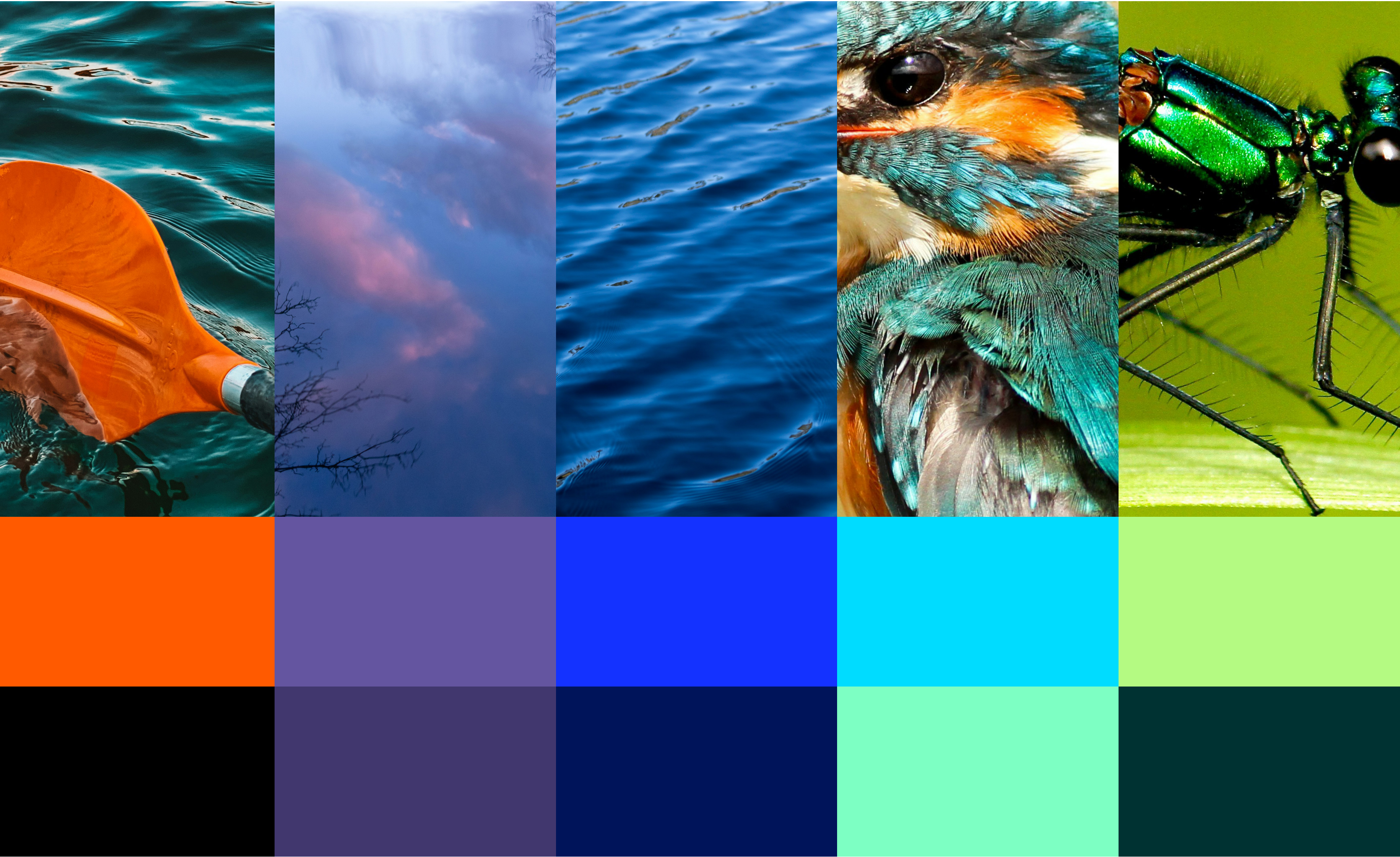
The Paddle Worldwide colour palette draws inspiration from the natural world of paddlesport.

Inspired by waterways, landscapes and wildlife from around the globe, the colours reflect the diverse environments where paddling takes place, from rivers and lakes to coastlines and open water.

Bright, vibrant tones capture the energy and visibility associated with paddlesport, while the wider palette echoes the colours found in nature, from kingfishers and dragonflies to reflections on the water and surrounding plant life. Together, they create a flexible visual language that feels connected to both the sport and the environments that support it.

The palette is designed to work in harmony, creating compositions that evoke movement, depth and the ever-changing character of water.

Colour inspiration





**Primary colours**  
The Paddle Worldwide colour palette is led by orange and black, forming the core of the brand identity. The orange is inspired by high visibility elements found across paddlesports, including safety equipment and sporting environments, ensuring strong recognition and energy across all applications.

**Secondary colours**  
Secondary colours are drawn from the natural world of paddlesports. These colours are designed to support the core palette and provide flexibility across different communications.

**Colour use**  
The brand system is intentionally flexible to allow variation across applications, while maintaining a consistent Brand system. Secondary colours should be used with care to avoid visual clutter, with a recommendation to use no more than one dark and one lighter secondary colour per application.

Tints of both primary and secondary colours can also be used to create depth and variation, provided accessibility and contrast are always considered to ensure content remains clear and legible across all formats and audiences.

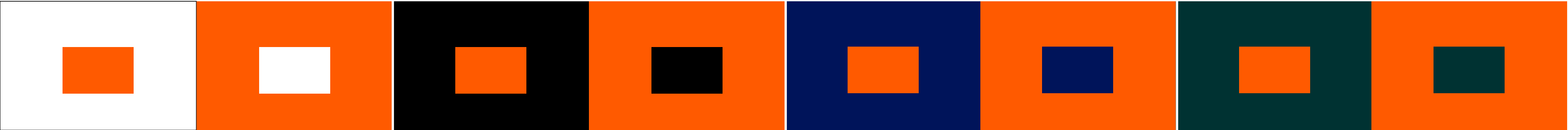
Primary colours

|                                                                                                                    |     |                                                                                                                 |     |
|--------------------------------------------------------------------------------------------------------------------|-----|-----------------------------------------------------------------------------------------------------------------|-----|
| <div>Orange</div> <div>R255 G90 B0</div> <div>Hex #FF5A00</div> <div>C0 M75 Y100 K0</div> <div>Pantone 021 C</div> | 75% | <div>Black</div> <div>R0 G0 B0</div> <div>Hex #000000</div> <div>C0 M0 Y0 K100</div> <div>Pantone Black C</div> | 75% |
|                                                                                                                    | 50% |                                                                                                                 | 50% |
|                                                                                                                    | 25% |                                                                                                                 | 25% |

Secondary colours

|                                                                                                   |     |                                                                                                  |     |                                                                                               |     |                                                                                                  |     |
|---------------------------------------------------------------------------------------------------|-----|--------------------------------------------------------------------------------------------------|-----|-----------------------------------------------------------------------------------------------|-----|--------------------------------------------------------------------------------------------------|-----|
| <div>Dark Green</div> <div>R0 G0 B50</div> <div>Hex #033232</div> <div>C85 M70 Y70 K70</div>      | 75% | <div>Bright Blue</div> <div>R0 G220 B255</div> <div>Hex #00DCFF</div> <div>C70 M0 Y5 K0</div>    | 75% | <div>Dark Blue</div> <div>R0 G20 B90</div> <div>Hex #00145A</div> <div>C100 M90 Y35 K45</div> | 75% | <div>Dark Indigo</div> <div>R65 G55 B110</div> <div>Hex #41376E</div> <div>C80 M82 Y30 K18</div> | 75% |
|                                                                                                   | 50% |                                                                                                  | 50% |                                                                                               | 50% |                                                                                                  | 50% |
|                                                                                                   | 25% |                                                                                                  | 25% |                                                                                               | 25% |                                                                                                  | 25% |
| <div>Bright Green</div> <div>R180 G250 B130</div> <div>Hex #B4FA82</div> <div>C33 M0 Y60 K0</div> | 75% | <div>Bright Aqua</div> <div>R125 G255 B195</div> <div>Hex #7DFFC3</div> <div>C50 M0 Y35 K0</div> | 75% | <div>Mid Blue</div> <div>R20 G50 B255</div> <div>Hex #1432FF</div> <div>C88 M77 Y0 K0</div>   | 75% | <div>Light Indigo</div> <div>R100 G85 B160</div> <div>Hex #6455A0</div> <div>C65 M68 Y2 K0</div> | 75% |
|                                                                                                   | 50% |                                                                                                  | 50% |                                                                                               | 50% |                                                                                                  | 50% |
|                                                                                                   | 25% |                                                                                                  | 25% |                                                                                               | 25% |                                                                                                  | 25% |

Most accessible colour combinations





# Typography

**Typography**  
The Paddle Worldwide typography system is designed to be clear, modern and highly legible across all applications. It balances consistency with flexibility to ensure strong communication across sport, digital and print environments.

**Primary Typeface**  
Inter Tight is the primary typeface used across all Paddle Worldwide communications. It provides strong legibility at all sizes and supports a clean, contemporary tone of voice for the brand.

**Supporting Typeface**  
DM Mono is used as a supporting typeface for numerals, statistics and call to action elements. It introduces contrast and variation within the typographic system, helping to differentiate key data and functional content.

**Availability**  
Both typefaces are Google Fonts and are widely available, making them easy to access and implement across digital and print applications.

**System Typeface**  
In digital applications where Inter Tight and DM Mono are not available, Arial should be used to maintain clarity and consistency across all platforms.

Primary typeface

Inter  
Tight

Weights and characters

Light, Regular, Medium, Semibold, Bold  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890&()—?!

Supporting typeface

DM Mono

Weights and characters

Light, Regular, Medium  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890&()—?!

System typeface

Arial

Weights and characters

Regular, Bold  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890&()—?!



**Type hierarchy**  
Font weights should be kept to a minimum within each communication to maintain clarity and consistency. Inter Tight is used across all communications. DM Mono is used selectively for numerals, statistics and call to action elements to introduce contrast, structure and variation within the typographic system.

**Leading**  
Title leading should be set at 105% of the font size, rounded up to the nearest point. Body copy leading should be set at 110% of the font size, rounded up to the nearest point.

**Spacing**  
Optical kerning should be used with zero tracking. Paragraph spacing should be set at 50% of the line height to maintain consistent rhythm and readability.

**Rules**  
Thin rules may be used to separate sections of content where needed, as shown in examples.

**Please don’t**  
Do not use excessive font weights or type sizes within a single layout. Typography should remain simple, clear and content-led. The focus should always be on the content and products, with design elements kept minimal to avoid distraction.

Hierarchy

**Titles**  
Inter Tight Bold  
Sentence case

Heading am  
idunt auton

**Subheadings**  
Inter Tight  
SemiBold  
Sentence case

**Subheading pediatium quias**  
Body copy quatquo eiciissin restis nis dolo maximod excessinvent omni ut ut qui delia dessequat et laborendanis etus et perestiore nustiist, temoluptamus re nis eatqui diora nonsen delessi magnimi ncient volende storest. Ommodit, sumqui bla con perions editat libusam invelestis con cus, a nessimilit pratur a acia simi, od facil mil maximus.

**Body text**  
Inter Tight Regular  
Sentence case

“Quote aspe intotas modi torib  
usam fugiant istore pa arumq  
soluptae reratia debitaq  
uamusa secab inctis rem.”

**Pull quote**  
Inter Tight  
SemiBold  
Sentence case

Leading

105%  
Heading itae  
quodio culparum

**Subheading pediatium quias**  
110% Body copy quatquo eiciissin restis nis dolo maximod excessinvent omni ut ut qui delia dessequat et laborendanis etus et perestiore nustiist, temoluptamus re. Nis eatqui diora nonsen delessi magnimi ncient volende storest ommodit, sumqui bla con perions.  
150% New paragraph ium aut quundae dolor mos as as inum, con parumqui te moditas pidunt, sam sa quisquam nobit et dus molupta inimagn.

Call to action – DM Mono

LEARN MORE  
LEARN MORE

Numerals and statistics – DM Mono

07  
60%  
1,900  
6.1K

Wider typeface system

Inter Tight leads the Paddle Worldwide identity wherever possible. Arial is the practical system fallback. For languages or scripts not supported by Inter Tight, use the relevant Noto Sans script font and check final local-language artwork with a native speaker or regional reviewer.

| Region        | Typeface    | Fallback | Language alternative                          | Use when                                                                 |
|---------------|-------------|----------|-----------------------------------------------|--------------------------------------------------------------------------|
| Global        | Inter Tight | Arial    | Noto Sans                                     | Inter Tight is available and language support allows                     |
| Europe        | Inter Tight | Arial    | Noto Sans                                     | Extended Latin characters are needed                                     |
| North America | Inter Tight | Arial    | Noto Sans                                     | English, French or Spanish applications                                  |
| South America | Inter Tight | Arial    | Noto Sans                                     | Spanish or Portuguese applications                                       |
| Africa        | Inter Tight | Arial    | Noto Sans / relevant Noto script              | Local languages need broader script support                              |
| Asia          | Inter Tight | Arial    | Noto Sans CJK / Arabic / relevant Noto script | Chinese, Japanese, Korean, Arabic, Hindi, Thai or other regional scripts |
| Oceania       | Inter Tight | Arial    | Noto Sans                                     | Pacific or Indigenous language support is required                       |
| System Safe   | Arial       | Arial    | Local system font                             | Editable files, email, PowerPoint or third-party platforms               |



# Photography



**Photography**  
Photography should capture the full breadth of paddlesport, from elite competition to everyday participation. Our imagery is built around two territories:

**Athletes and Field of Play**

and

**Lifestyle and Environment**

Together, they showcase the people, places and experiences that define paddlesport worldwide. Across both territories, photography should feel authentic, inclusive and immersive.

Photography should capture real moments, genuine emotion and the unique relationship between people, water and movement.





**Athletes in action**

This territory captures the performance, skill and intensity of competitive paddlesport.

From training environments to international competition, imagery should celebrate athletic achievement while representing the full breadth of paddle disciplines.

A balanced mix of flat water and white water imagery should be maintained throughout.

**Principles**

- Focus on action, movement and achievement
- Capture authentic moments of competition and training
- Balance flat water and white water disciplines equally
- Use dynamic, immersive compositions
- Celebrate athletes at all levels

**Avoid**

- Overly staged imagery
- Excessive focus on a single discipline
- Heavy retouching or artificial effects





**Lifestyle and Environment**

This territory celebrates the wider culture of paddlesport and the connection between people and waterways. Imagery should reflect participation, community and exploration, showcasing the diverse experiences that make paddlesport accessible, inclusive and globally relevant.

**Principles**

- Show authentic moments of recreation and discovery
- Reflect a diverse and inclusive paddle community
- Integrate landscapes and waterways naturally
- Capture a sense of belonging, adventure and wellbeing
- Balance people and place within each image

**Avoid**

- Generic stock imagery
- Artificially posed scenes
- Landscapes without a clear human connection





Photography composition and cropping

Our photography should capture the energy, diversity and global reach of paddlesport. From elite competition to everyday participation, imagery should feel authentic, immersive and connected to the water.

A balanced mix of photographic styles helps tell the complete Paddle Worldwide story. Together, these approaches create a visual language that celebrates people, performance and place.

Environment

Wide compositions that showcase the scale and beauty of waterways. These images provide context and emphasise the relationship between people and their environment.

Movement

Dynamic imagery that captures movement, intensity and athletic performance. Use compositions that follow the direction of travel and create a sense of energy and momentum.

People

Authentic moments that focus on people, emotion and community. Capture expressions, interactions and experiences that reveal the human side of paddlesport.

Detail

Tighter crops that highlight technique, equipment and moments often missed at a distance. These images add variety and help bring audiences closer to the sport.

Environment



Movement



People



Detail





**Do's and don'ts**  
In order to retain a consistent brand look and feel, please follow the guidance here.

Do



Real people



Real locations



Real sports

Don't



AI-generated



Heavily filtered Instagram-style



Overly posed or staged stock



Flat, static, and emotionally detached



Extreme crops that lose context



Excessive colour grading, filters or effects



Colour treatments



Stretch or distort



Don't use illustration



# Flow graphic



**Flow graphic – inspired by water**

The Flow graphic takes its inspiration from the movement and behaviour of water. From ripples and currents to reflections and changing light, water creates an ever-evolving visual language that is both dynamic and fluid.

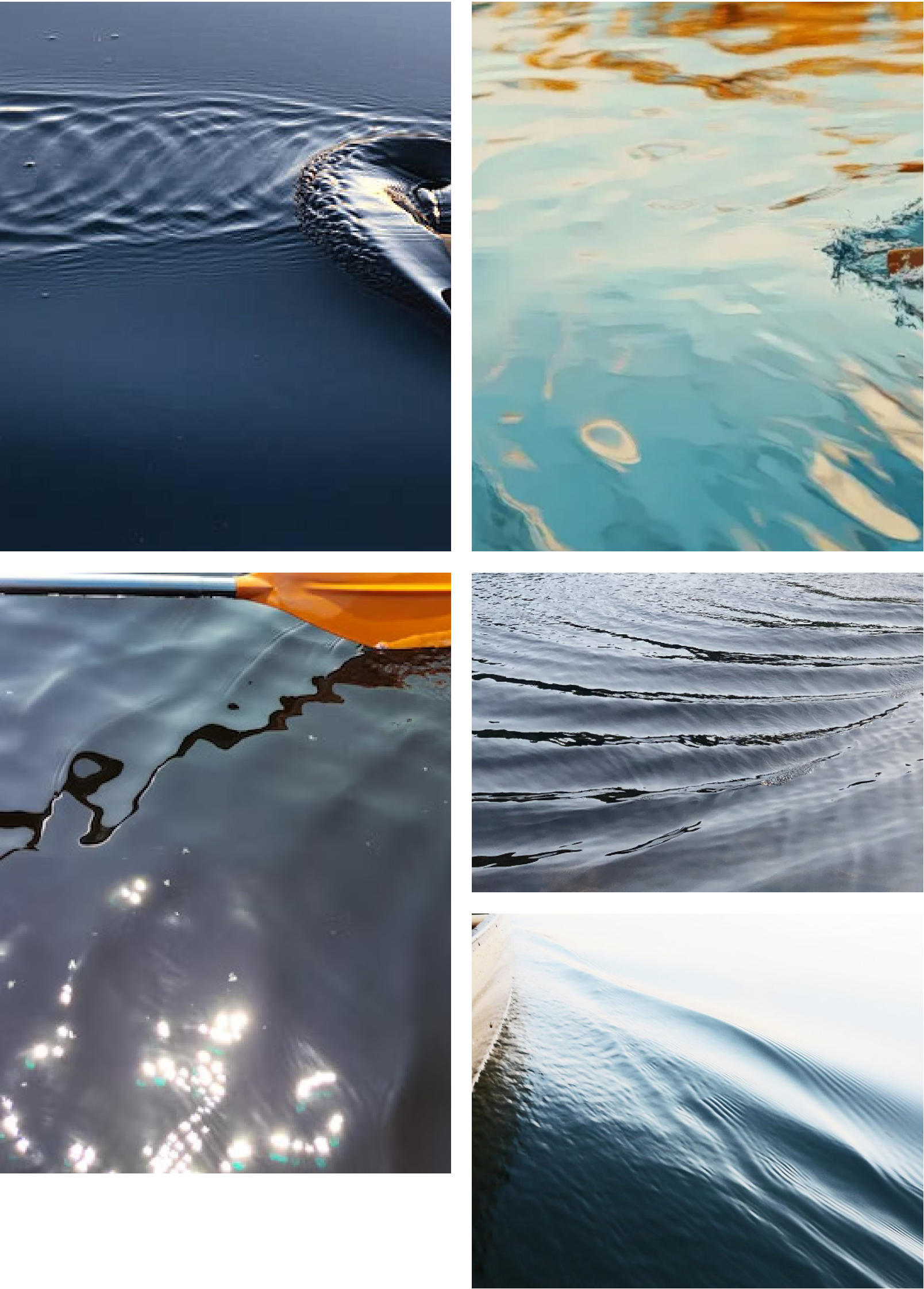
Rather than directly replicating natural forms, the Flow graphic interprets these qualities through abstract shapes, colour and movement. The result is a flexible visual device that captures the energy, diversity and global nature of paddlesport.

When creating new Flow graphics, look to water as the source of inspiration. Consider the interaction of light, colour, depth and movement, and translate these characteristics into simple, balanced compositions that feel fluid, natural and connected to the brand.

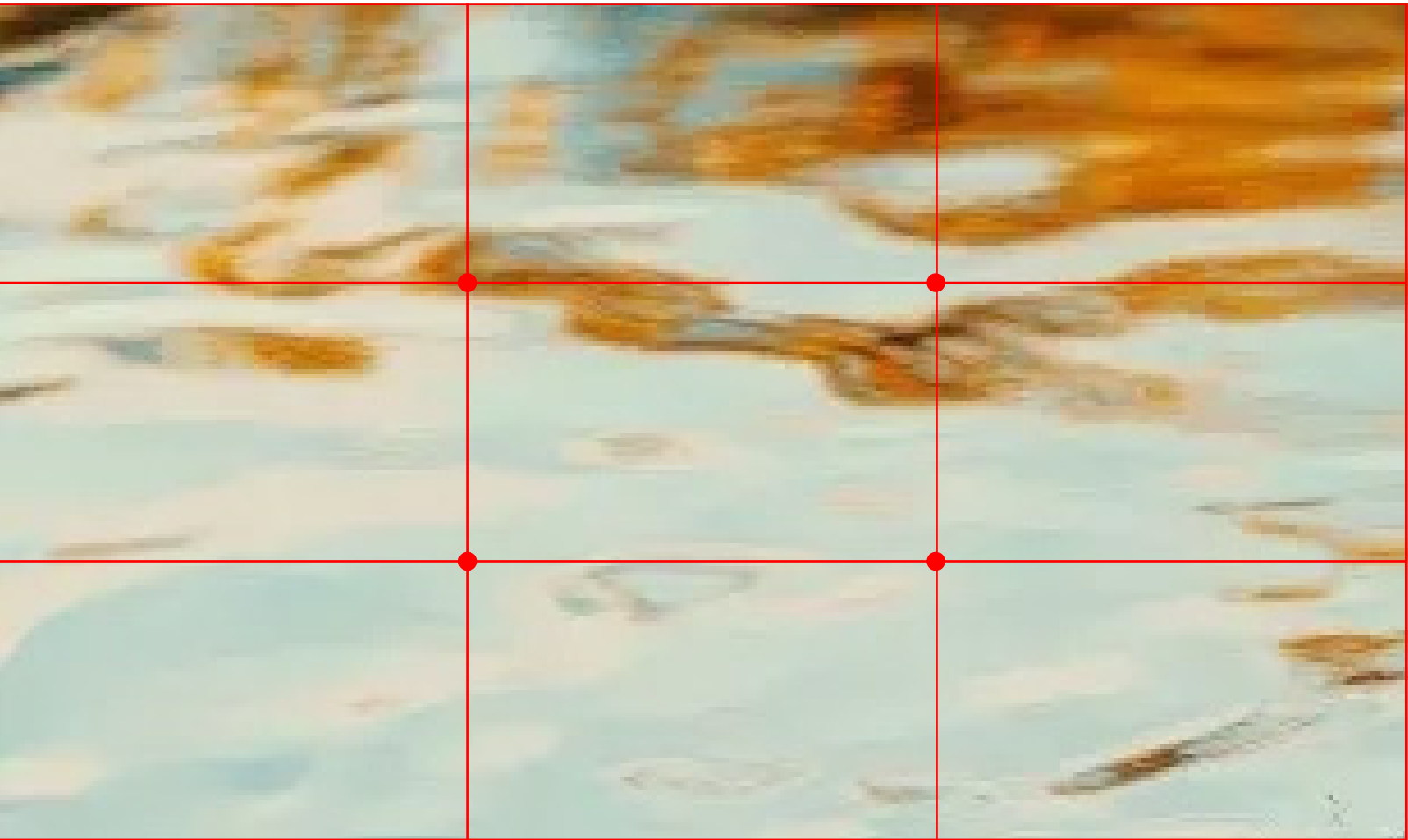
**Flow graphic creation**

Created using Illustrator gradient meshes to abstract and simplify these visual cues.

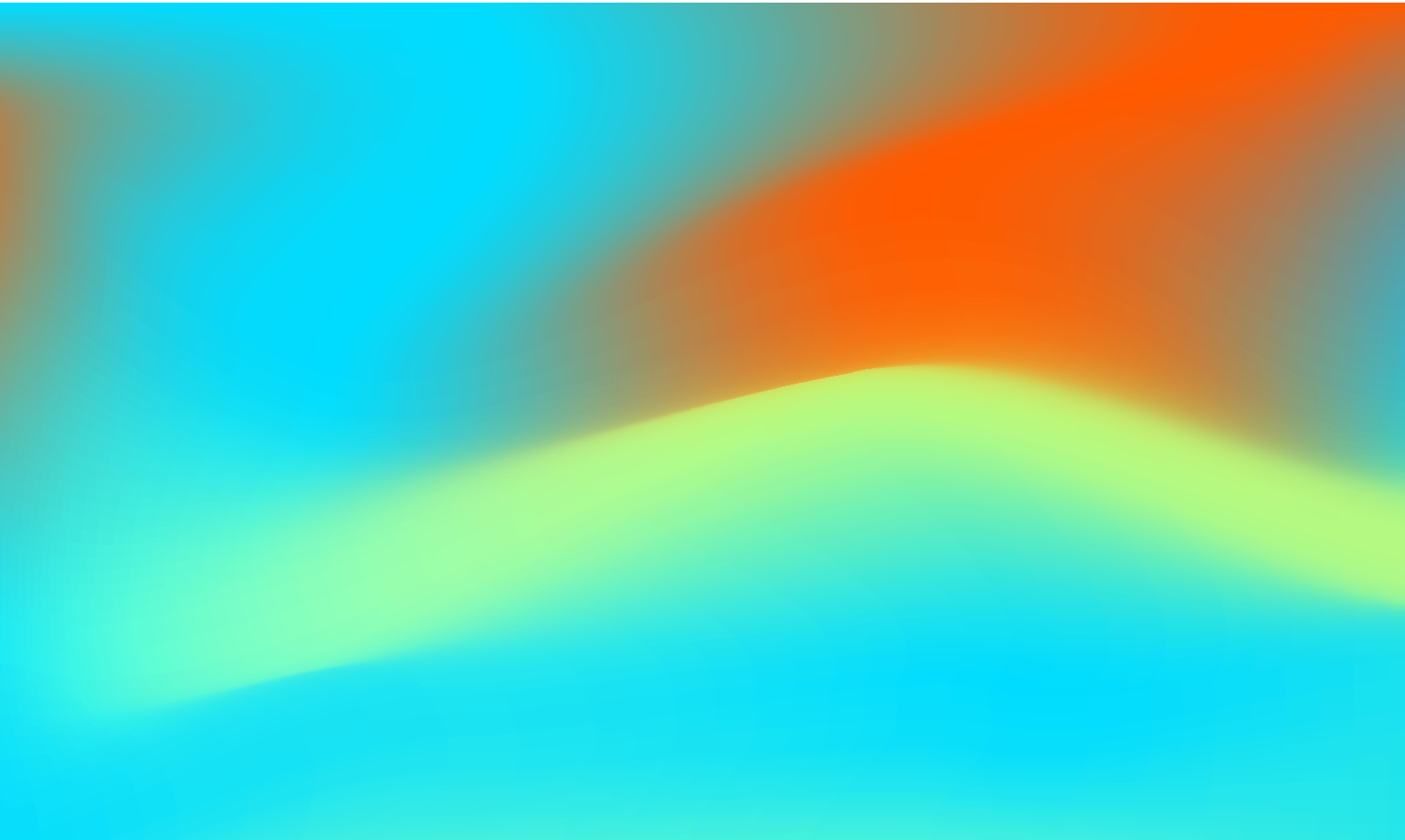
Visual references



Flow graphic inspiration



Flow graphic creation





**Flow graphic**  
Taking inspiration from natural water movement, the Flow graphic is an abstract device based on fluid mesh gradients.

It can be used as a background element across communications to support and enhance the overall design system.

The rules are flexible, but the graphic should remain simple and balanced. No more than three colours should be used within a single composition and black should not be used.

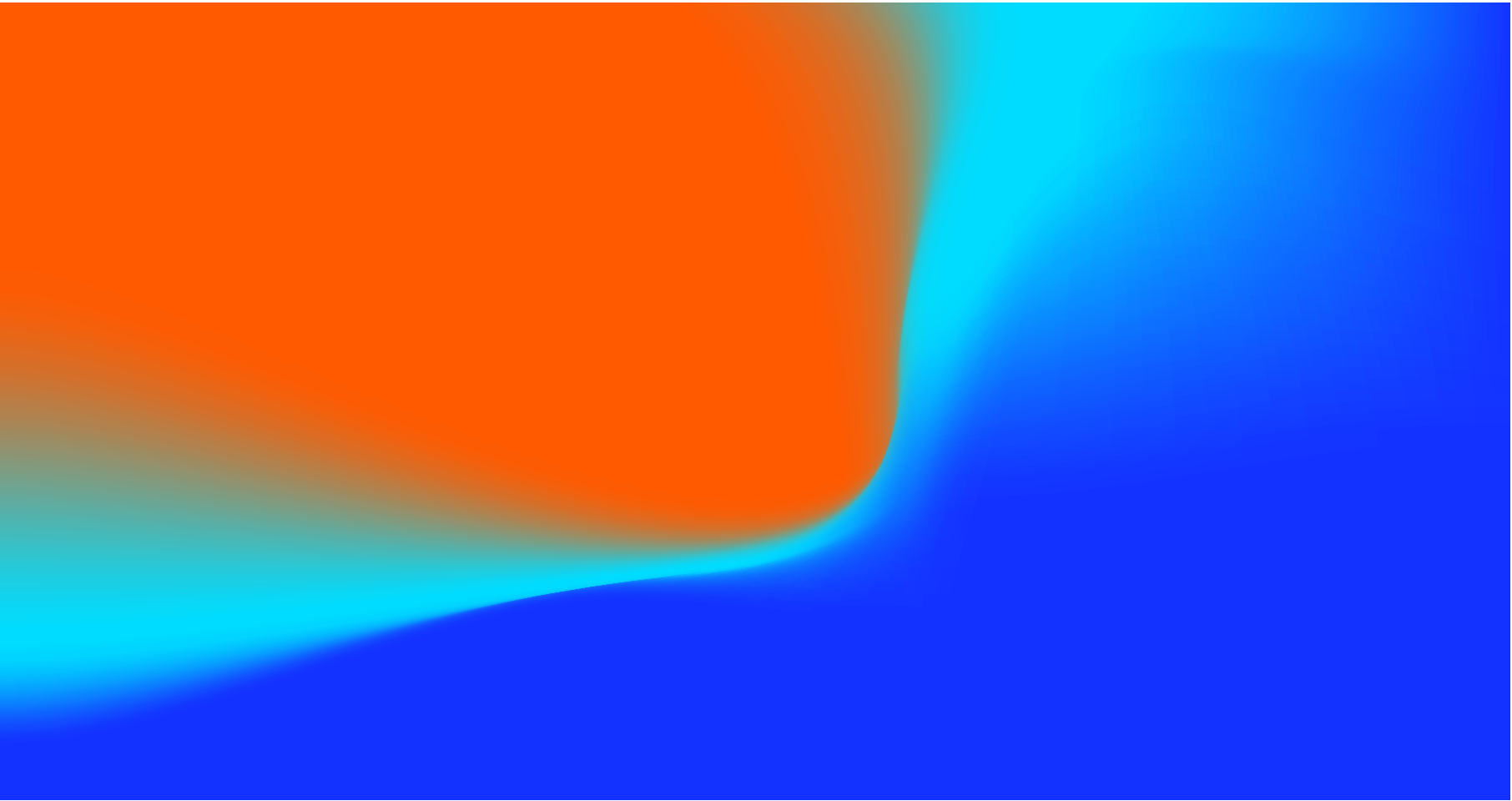
A considered balance of light, dark and bright tones should be maintained to ensure clarity and visual harmony.

Orange is optional but preferred where appropriate to reinforce brand identity.

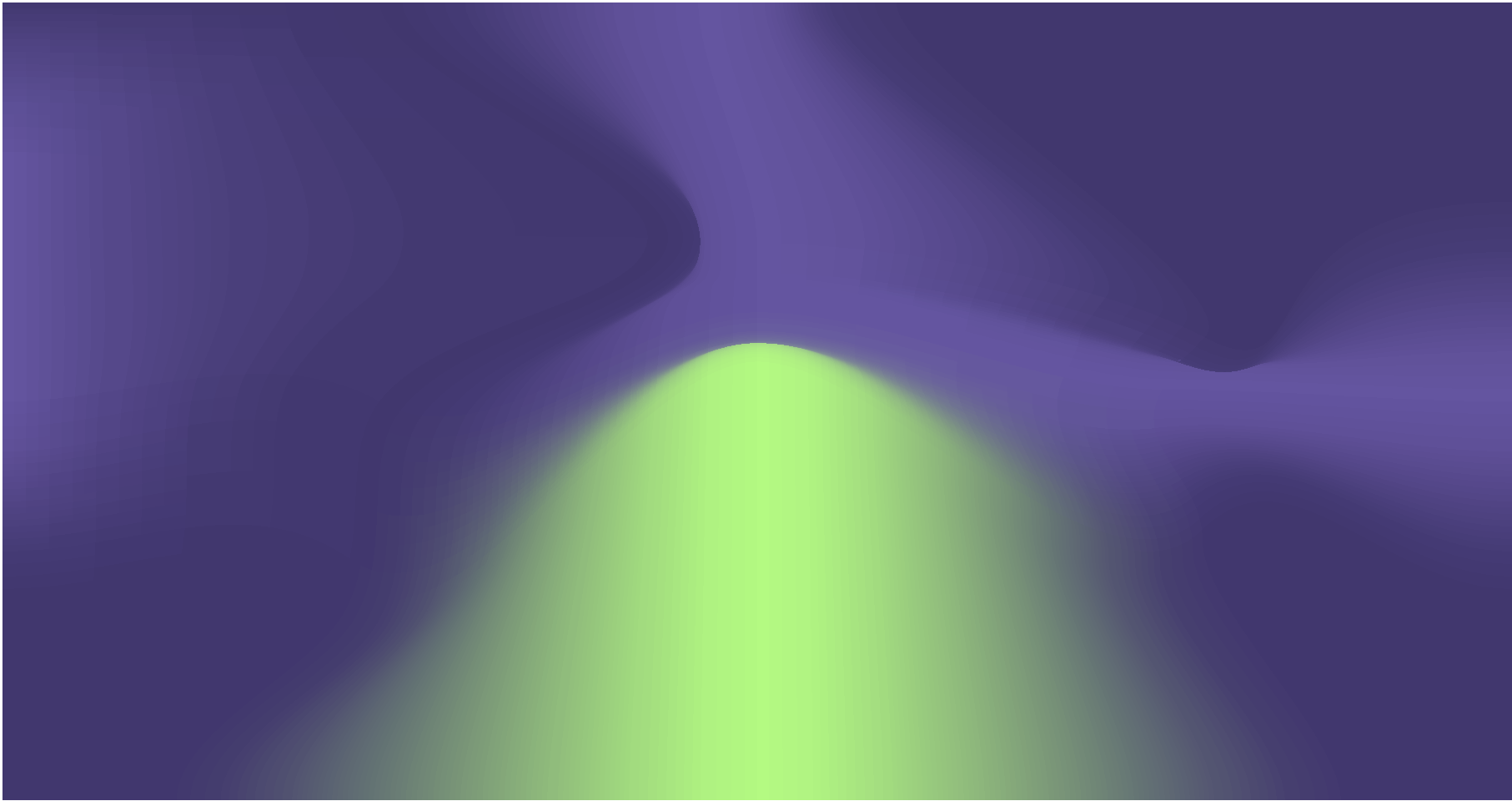
Forms should remain flowing and cohesive, with either soft or structured edges, but should avoid overly complex or cluttered compositions.

Colour combinations should feel harmonious, such as pairing related tones like dark and bright blues or greens, with accent colours introduced where needed.

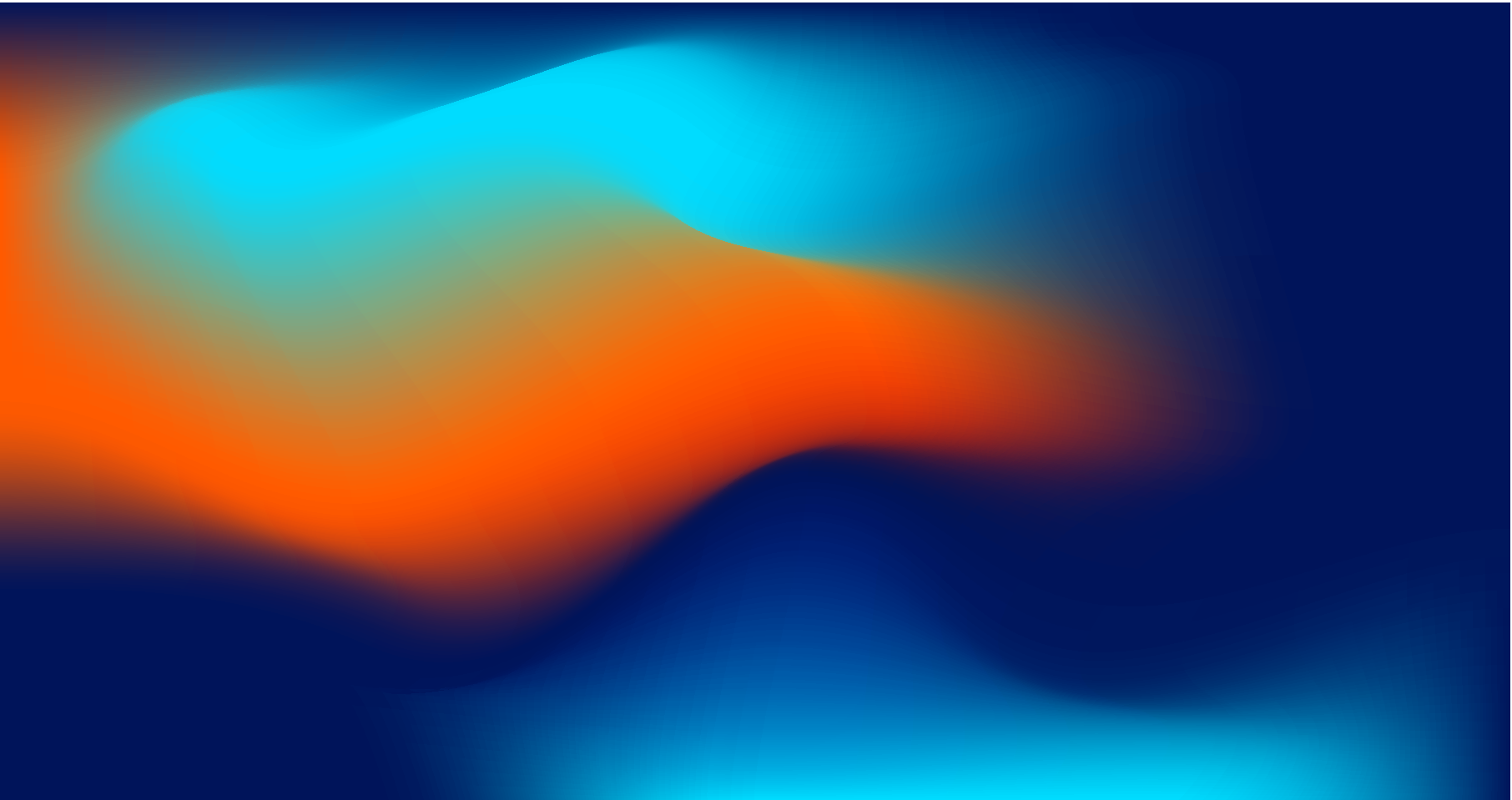
Flow graphic 01



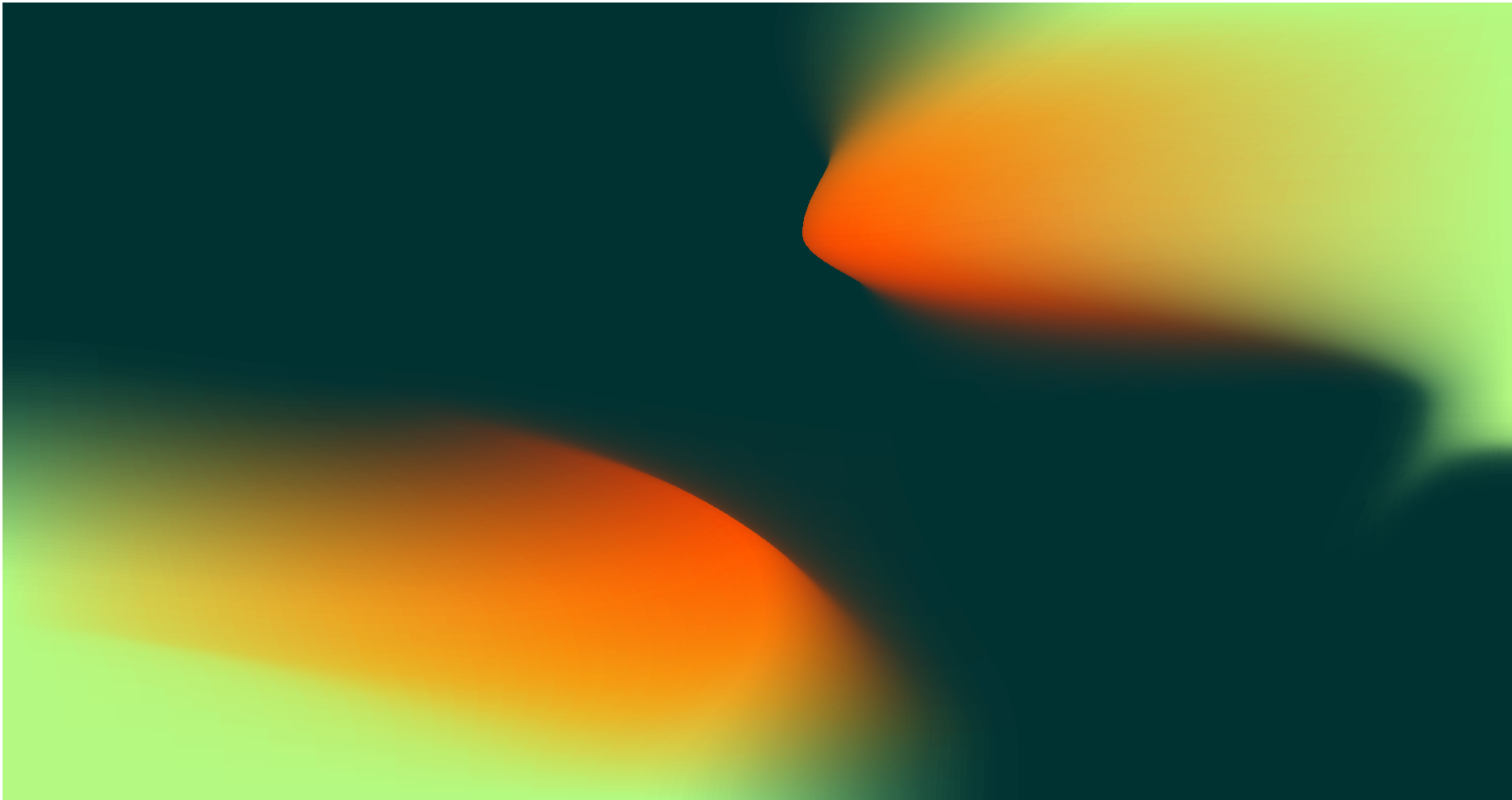
Flow graphic 02



Flow graphic 03



Flow graphic 04





# Brand architecture

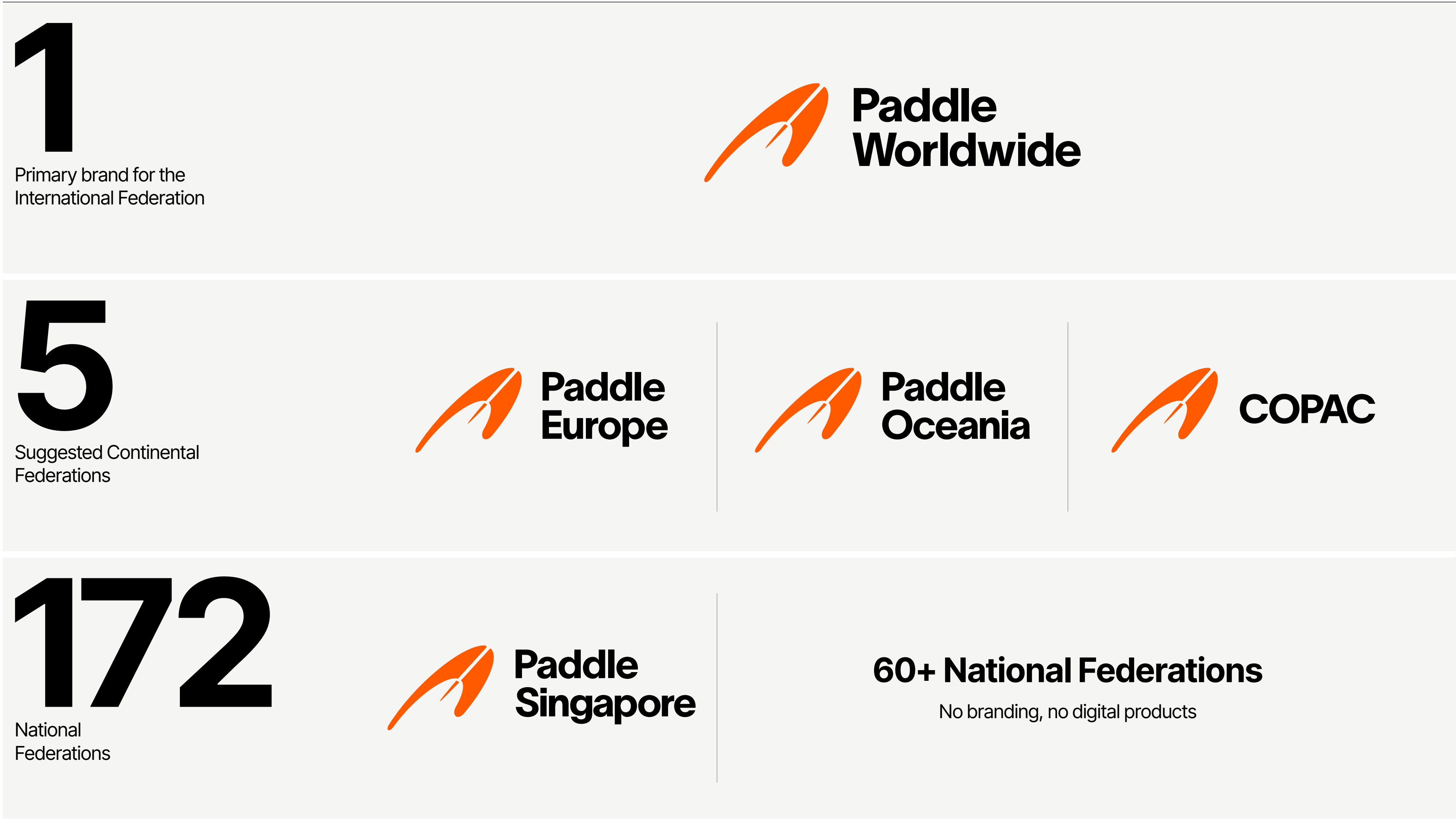
# 03



**Overview**  
The Paddle Worldwide brand is designed as a connected global system.

A single master brand sits at the top, providing a clear and consistent identity that can be adopted across continental and national federations.

This approach creates a unified global presence while allowing each organisation to maintain its own local relevance and recognition.



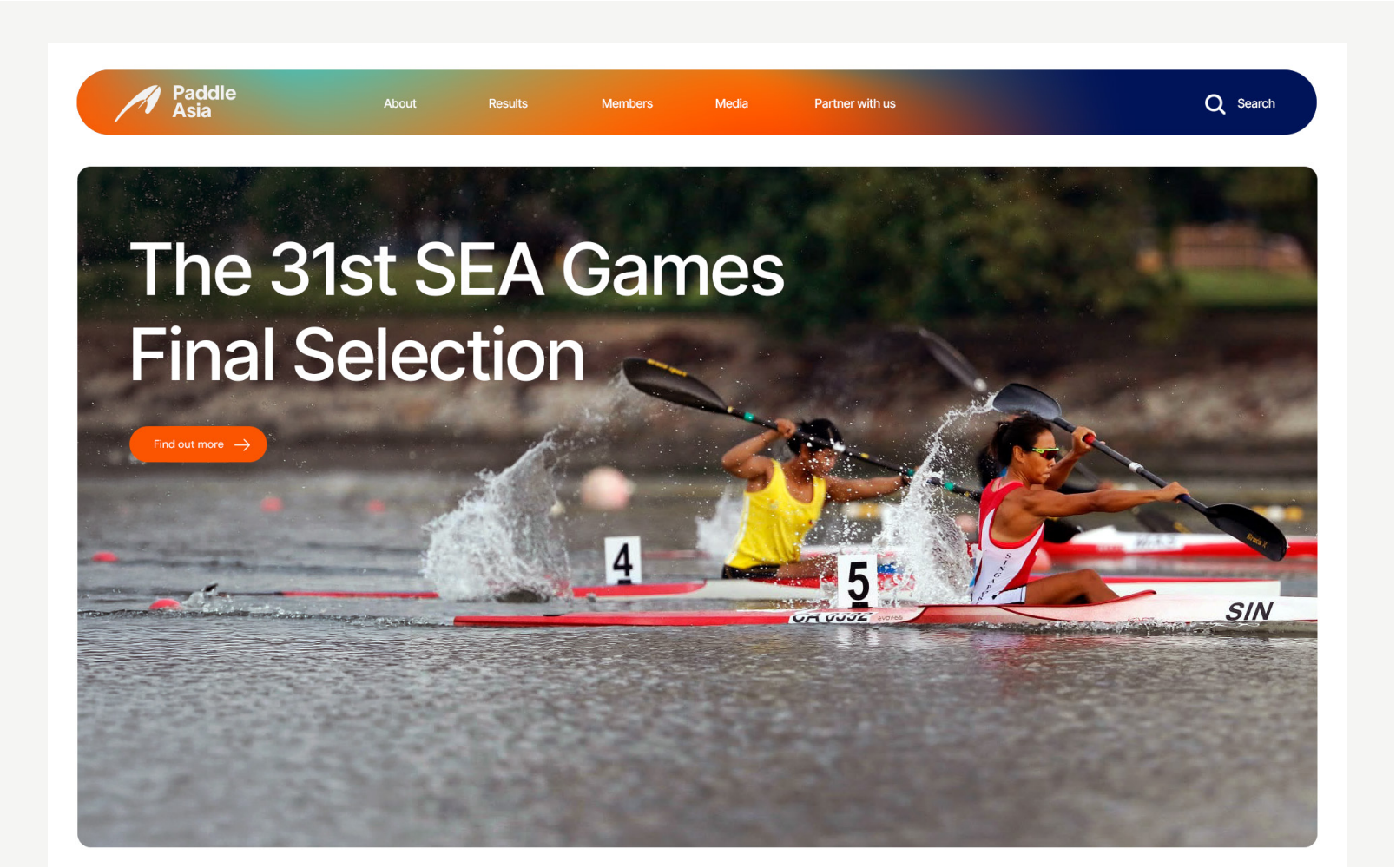


Continental adoption

By giving each continent access to a shared set of brand components, Paddle Worldwide can support a wide range of visual applications, from social posts and web headers to event graphics and presentation assets, without everything needing to be created from scratch.

The approach gives continental federations the tools to express their own role, region and community, while staying clearly connected to the global Paddle Worldwide identity. It creates a more inclusive and practical system: one that can be adopted locally, scaled easily and still feel part of the same global movement.

Application examples





**Event design**  
Each event should have enough freedom to feel distinct, connected to its discipline, its athletes and its host location.

The dedicated typeface, event-specific colour palette and gradient mesh give each property its own character, while the graphic expression can shift to reflect the energy and movement of the discipline. This creates a system that feels flexible and alive, rather than one masterbrand being applied in the same way everywhere.

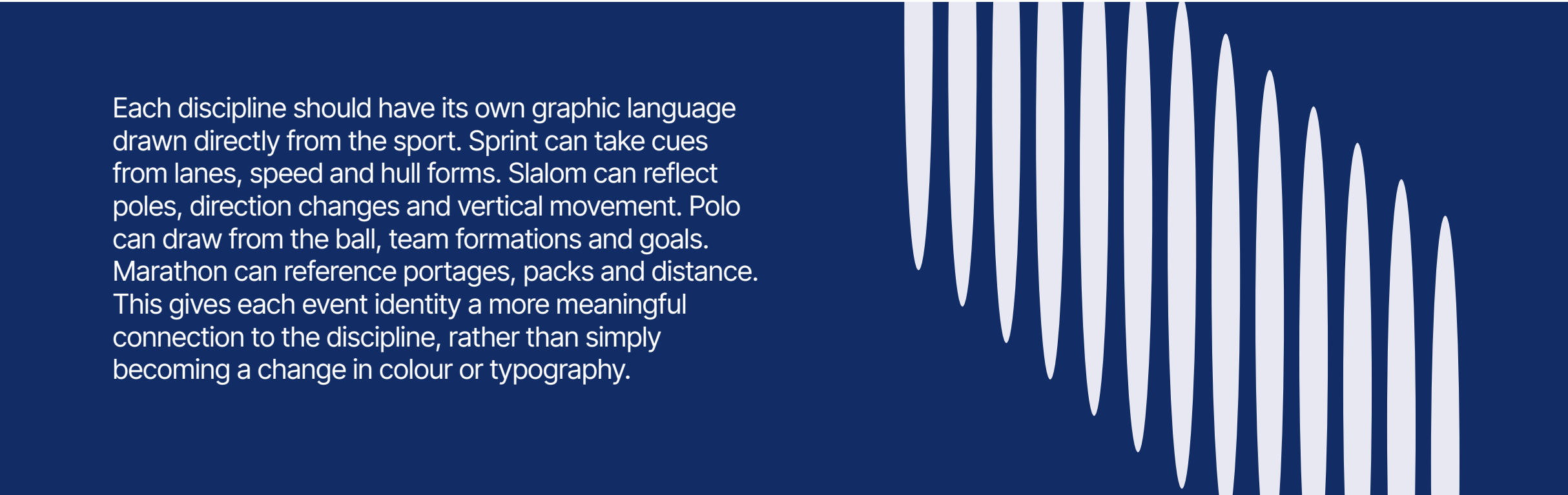
At the same time, every event needs to feel part of Paddle Worldwide. The swoosh device creates a clear link back to the global logo, while the event lockup provides a consistent structure that can scale across championships, venues and local organising committees.

Photography should bring the human side forward, celebrating the athletes and the emotion of competition. The result is a connected family of events, each one locally relevant and visually distinct, but always recognisable as part of the wider Paddle Worldwide brand.

Dedicated typeface for logo & flow graphic specific to the event



Graphic expression to reflect discipline



Swoosh device to connect back to the global logo



Photographic art direction that celebrates the athletes



Event lockup based on a global system

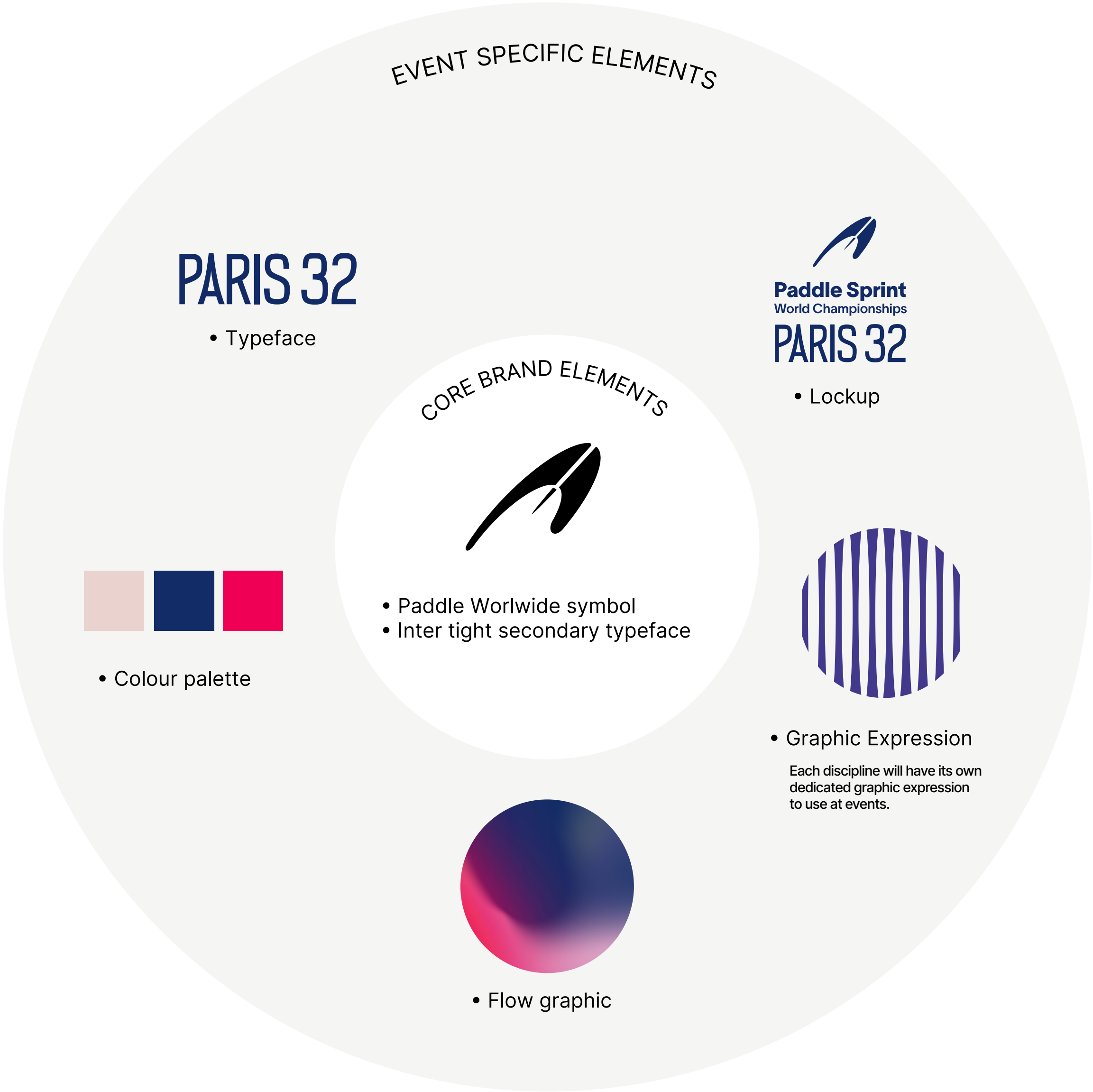




**The system**  
The system should be built around a clear balance of fixed and flexible elements. Core brand assets, such as the Paddle Worldwide symbol, should remain consistent to protect recognition and create a clear link back to the masterbrand. Around this, more fluid elements can be adapted to each event, including colour, graphic language, flow graphic and photographic direction. This allows every event to have its own personality, rooted in its discipline and location, while still feeling connected to the wider Paddle Worldwide brand.

**The elements on this page are indicative of the system that will be defined from July26 – Jan27**

- Timeline**
- July 26**  
Launch at Congress
  - July 26 – Jan 27**  
Specifics around event design system
  - Jan 27**  
Name change





Event in application

The examples shown here demonstrate how the Paddle Worldwide co-branding system can be applied across event branding and communications, creating a clear and consistent partnership presence.

Event application examples





Co-branding lock-ups

Shown here are the approved co-branding lock-ups for use with partner organisations, sponsors and affiliated brands. These lock-ups create a clear and balanced relationship between identities while maintaining the integrity and visibility of the Paddle Worldwide brand.

A thin key line separates the Paddle Worldwide logo from partner identities, with a spacing of 0.5x, where x is the height of the Paddle Worldwide logo.

Partner logos should be scaled visually to achieve equal prominence. Due to varying logo proportions, optical balance should always take precedence over fixed sizing and partner logos should not exceed the overall height or width of the Paddle Worldwide logo.

The key line should extend the full height or width of the lock-up and remain visually light, providing clear separation while maintaining balance across all applications.

Horizontal co-branding lock-up



Vertical co-branding lock-up





# Application

# 04



Brand in application

The following pages show examples of how the Paddle Worldwide brand can be applied across a variety of channels and formats.

While each application is unique, the principles of clarity, consistency and connection should remain at the heart of every execution.

Social media

Social media is an opportunity to share stories, celebrate achievements and connect with paddlesport communities around the world. Content should be engaging, authentic and easy to consume, using strong imagery, clear messaging and a consistent visual identity to build recognition and encourage participation.

Social media examples





Brochures

Brochures provide an opportunity to tell the Paddle Worldwide story in a clear, engaging and visually compelling way. They should combine strong photography, concise messaging and thoughtful layouts to communicate key information while reflecting the energy, inclusivity and global nature of paddlesport.

Brochure example





**Email newsletter**  
Newsletters provide a regular opportunity to engage and inform audiences around the world. They should feel clear, approachable and easy to navigate, combining compelling stories, updates and calls to action within a flexible and consistent layout.

Email newsletter example



Newsletter 05

August 2026



# Find your flow

This month, we’re celebrating the people, places and stories that continue to shape paddlesport around the world. From grassroots initiatives and athlete achievements to community projects and upcoming events, discover what’s happening across the Paddle Worldwide community.



**Community spotlight**  
Comni si cuptiorectum ut veleni



Comni si cuptiorectum ut veleni  
ius alicim verum quo corenienis  
consedi tatenes equae. Nam  
facstom diorem incil intur as qui  
ea nis et is iur, ilit libernat.



**Athletes journey**  
Comni si cuptiorectum ut veleni  
ius alicim verum quo corenienis  
consedi tatenes equae. Nam  
facstom diorem incil intur as qui  
ea nis et is iur, ilit libernat.

## Event preview



# The road to the World Championships

Fuqiat earchil lendae voluptatur ressedis



**Email signature**  
Email signatures are an important part of the Paddle Worldwide identity system, helping to create a consistent and professional presence across everyday communications. They should remain simple, clear and easy to read, ensuring key information is accessible while reinforcing the brand.

Email signature

Aximinci aut invendem consequere di de in eos dellabor molore net quis exerior itiberum esequam, sequam, te et dolupta none essin natur. Quia custis sus, se nam ut ea volum evelestent hilcil ilique exerio ipis et dolesti bearitiae con eicatet omnienimet harum, to odis undae. Eperspiscium dit oditae volor reris eatassi quas quat.

Sincerely,  
Firstname

**Name**  
Inter Tight SemiBold  
Sentence case

**Firstname Secondname**  
Position Here  
01234 567890  
firstnamesecundname@paddleworldwide.com  
paddleworldwide.com



**Contact details**  
Inter Tight Regular  
Sentence case





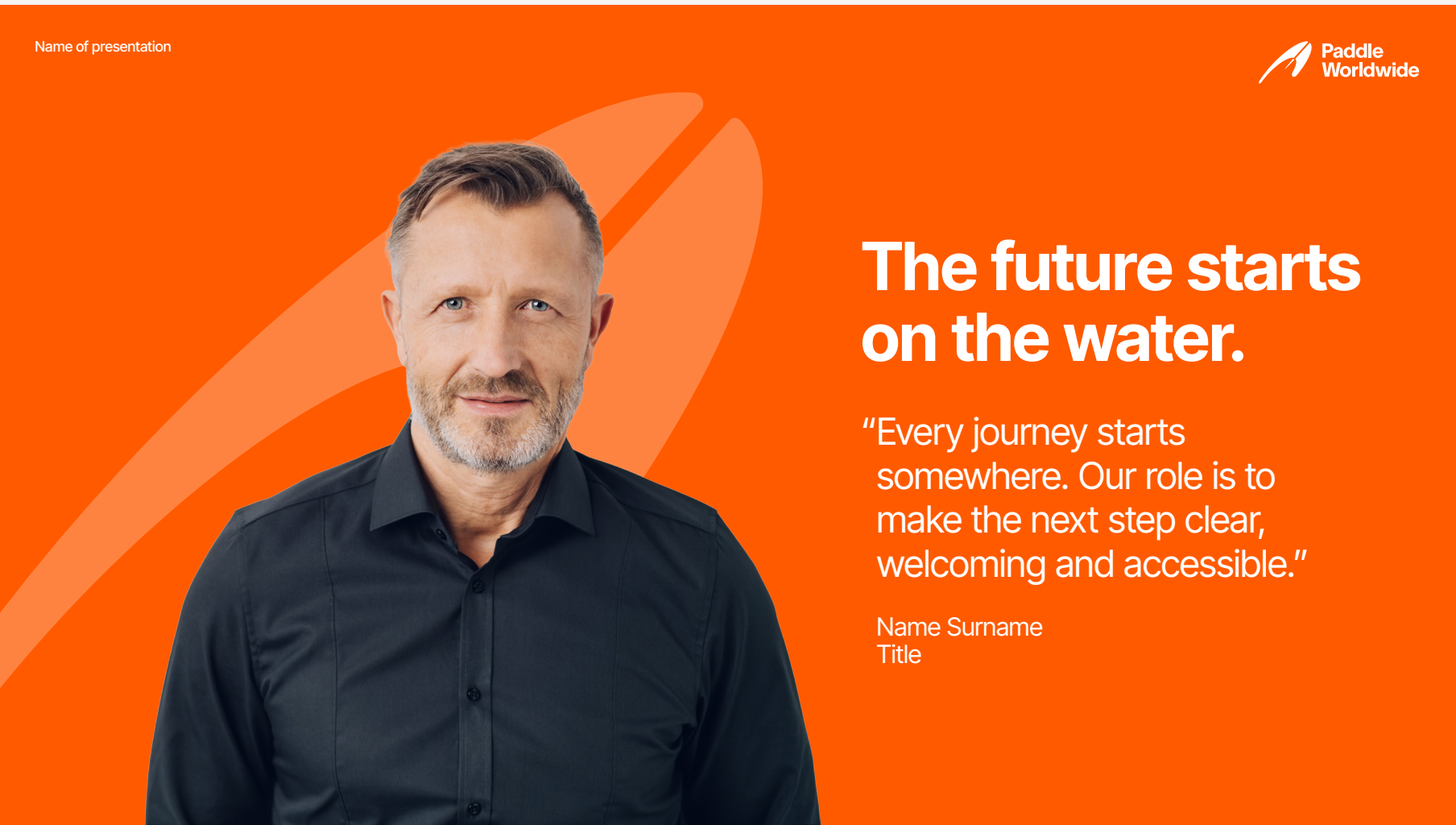
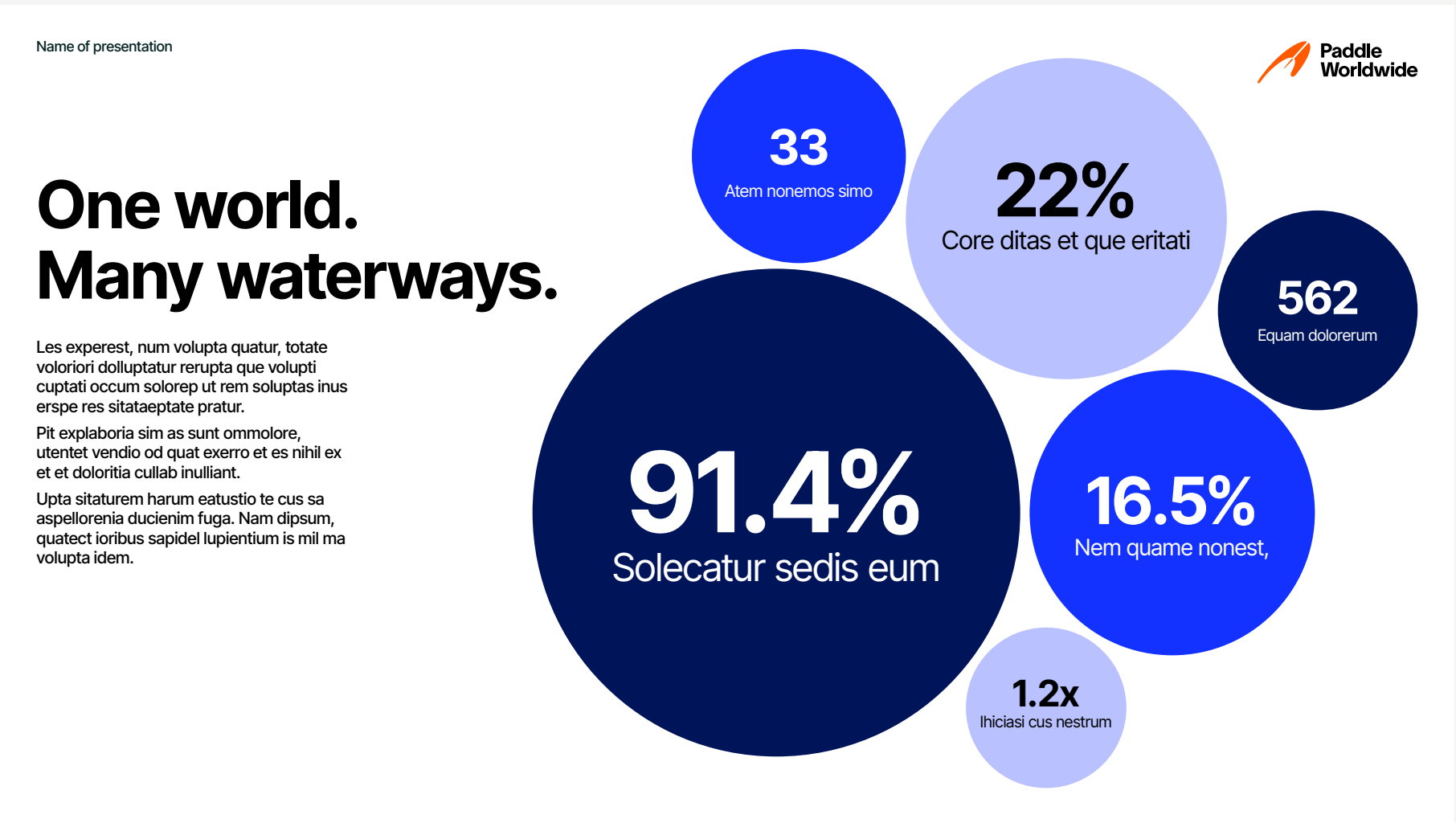
**PowerPoint**  
Presentations should feel clear, engaging and easy to navigate. Use the full Paddle Worldwide colour palette to create variety and maintain audience interest, while ensuring each slide remains balanced and visually cohesive.

Legibility should always be prioritised. Use clear typography, strong colour contrast and concise messaging to ensure content can be easily understood in both digital and live presentation environments.

Avoid overcrowding slides with excessive text, imagery or data. Focus on a single key message per slide and use space purposefully to create hierarchy and improve comprehension. Simple, impactful layouts are often more effective than complex compositions.

Photography, graphics and colour should be used to support the story being told, creating presentations that feel dynamic, confident and recognisably Paddle Worldwide.

PowerPoint title and content slide designs





**Merchandise**

Merchandise provides an opportunity to extend the Paddle Worldwide brand beyond traditional communications. Designs should be simple, considered and instantly recognisable, using bold messaging, strong typography and clear branding to create products that people are proud to wear and use.

Whether applied to apparel, accessories or event merchandise, items should express the spirit of the brand while maintaining clarity and consistency.

Water bottle and tote bag design





# Messaging and Tone of Voice

# 05



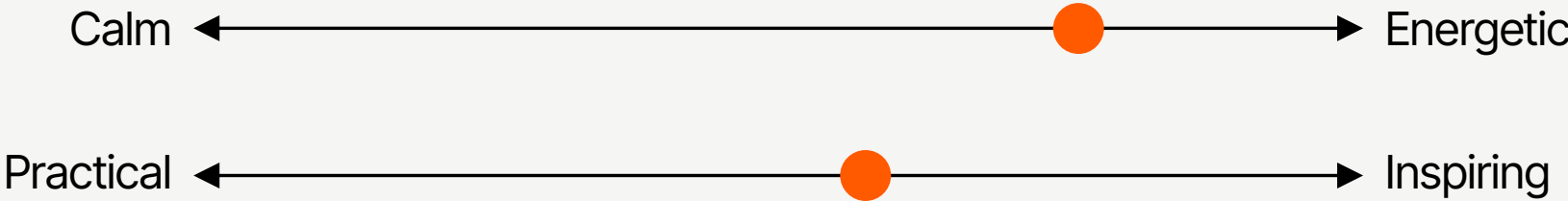
**Tone of Voice**  
Our personality remains consistent: inclusive, positive, trustworthy, open and community-led. These sliders show how the voice flexes for different audiences.

**Our Voice**  
Paddle Worldwide speaks with the confidence of a global movement and the openness of a welcoming community.

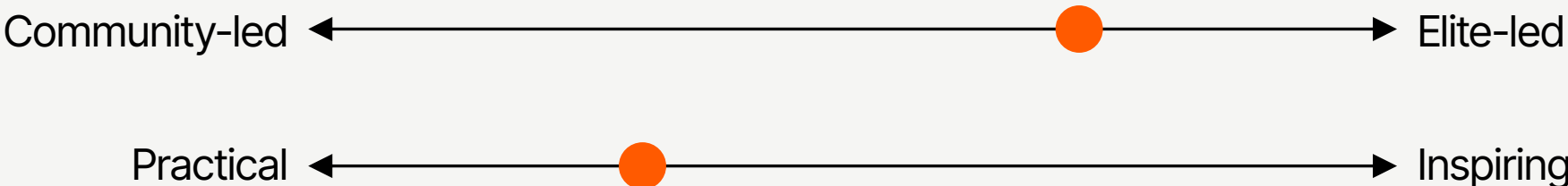
Our voice should inspire people to discover paddling, support their progression and unite audiences around a shared connection to water.

Tone of Voice

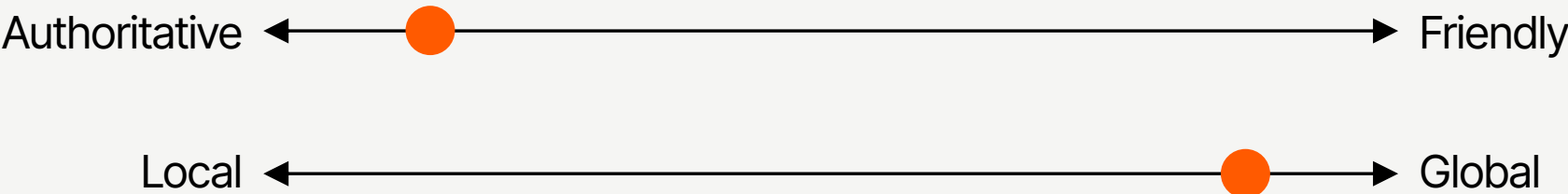
Fans



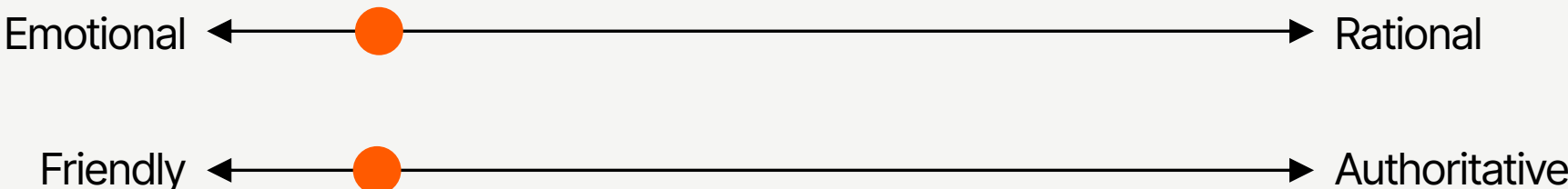
Athletes



Institutions & Stakeholders



Recreational / Lifestyle



Brand Voice

**Inclusive Optimism**  
A voice that is welcoming, positive and globally minded.

What our voice must reinforce

**Global paddle community**  
One connected movement that welcomes everyone onto the water.

**Belonging before performance**  
Participation and inclusion come before competition and achievement.

**Progression for everyone**  
Every paddler has a pathway to grow, learn and develop.

**Water as a positive force**  
Paddling supports wellbeing, adventure, community and connection to nature.



Paddle Worldwide  
info@paddleworldwide.com  
www.paddleworldwide.com

# Contact