



BRAND & COMMUNICATION GUIDELINES

Version 1.0 | 2025

Table of Contents

Table of Contents.....	2
1. Introduction.....	3
1.1 About the Uganda Olympic Committee.....	3
1.2 About the Commonwealth Games Uganda.....	3
1.3 Our Brand Values.....	3
2. Logo Usage & Guidelines.....	4
2.1 Uganda Olympic Committee Logo.....	4
2.2 Commonwealth Games Uganda Logo.....	4
2.3 Clear Space.....	5
2.4 Minimum Size.....	5
2.5 Logo Backgrounds & Colour Versions.....	5
2.6 Logo Dos & Don'ts.....	5
3. Typography.....	6
3.1 Primary Typeface.....	6
3.2 Secondary Typeface.....	6
3.3 Fallback / System Typeface.....	6
3.4 Type Hierarchy.....	7
4. Colour Palette.....	7
4.1 Primary Colours.....	7
4.2 Secondary Colours.....	8
5. Photography & Imagery.....	9
5.1 Photography Style.....	9
5.2 Imagery Tone.....	9
5.3 Image Treatment.....	9
5.4 Imagery Dos & Don'ts.....	10
6. Brand Governance & Contact.....	10
6.1 Approvals Process.....	10
6.2 Brand Assets.....	10
6.3 Guideline Updates.....	10
6.4 Contact.....	11

1. Introduction

This Brand and Communication Guidelines document acts as the definitive reference for the Uganda Olympic Committee (UOC) and Commonwealth Games Uganda (CGU). It sets the standards for how our visual identity is presented across all communications, platforms, and materials.

Consistent application of these guidelines guarantees that the UOC and CGU are recognised promptly and positively by athletes, partners, sponsors, media, and the public. Everyone responsible for creating or approving communications on behalf of our organisations must adhere to these standards.

1.1 About the Uganda Olympic Committee

The Uganda Olympic Committee (UOC) is Uganda's National Olympic Committee, recognized by the International Olympic Committee (IOC). The UOC is responsible for fostering and safeguarding the Olympic Movement in Uganda, as well as selecting and preparing athletes to represent Uganda at the Olympics, Youth Olympics, and other multi-sport events recognized by the IOC.

1.2 About the Commonwealth Games Uganda

Commonwealth Games Uganda (CGU) is the organization responsible for Uganda's participation in the Commonwealth Games and is affiliated with the Commonwealth Games Federation (CGF)/Commonwealth Sport (CS). CGU collaborates with UOC to support athletes competing at the Commonwealth Games and to promote the values of sport, excellence, and national pride.

1.3 Our Brand Values

The UOC and CGU brand is built on the following core values:

- Excellence: striving for the highest standards in sport and administration
- Integrity: acting with honesty, fairness, and transparency
- Respect: honouring athletes, partners, and the communities we serve
- Unity: bringing together Uganda's diverse sporting community under one banner
- Pride: celebrating Uganda's achievements on the continental and world stage

2. Logo Usage & Guidelines

Our logos visually represent our identity and must be reproduced accurately, clearly, following this section's rules. No modifications are allowed without UOC/CGU Communications' approval.

2.1 Uganda Olympic Committee Logo

The UOC logo features the Grey Crowned Crane, Uganda's national bird, positioned above the five Olympic rings. The crane symbolises grace, determination, and the spirit of Uganda's athletes on the world stage.



Figure 1: UOC Primary Logo

2.2 Commonwealth Games Uganda Logo

The Commonwealth Games Uganda logo features the Grey Crowned Crane alongside the wordmark 'Commonwealth Games UGANDA' and the Commonwealth Games Federation (CGF) mark. The CGF mark must always be displayed in its authorised form and must not be separated from the wordmark.



Figure 2: Commonwealth Games Uganda Primary Logo

2.3 Clear Space

Clear space is the minimum unobstructed area required to surround each logo. No other graphic element, text, image, or design component may encroach on this area. This protects the integrity and legibility of the logo.

UOC Logo: Minimum clear space: Equal to the height of the Olympic rings on each side

CGU Logo: Minimum clear space: Equal to the cap-height of the letter 'C' in 'Commonwealth' on each side

2.4 Minimum Size

Reproducing the logo at sizes smaller than the minimum affects its legibility and brand integrity. The following minimum sizes must be adhered to:

UOC Logo: Minimum digital size: 50 px wide

UOC Logo: Minimum print size: 15 mm wide

CGU Logo: Minimum digital size: 70 px wide

CGU Logo: Minimum print size: 20 mm wide

2.5 Logo Backgrounds & Colour Versions

The logos are available in the following approved versions:

- Full colour on white or light backgrounds (preferred)
- Full colour reversed on black or dark backgrounds
- Monochrome (black) on white or light backgrounds
- Monochrome (white / reversed) on black or dark backgrounds

Do not place logos on busy photographic backgrounds without an appropriate clear zone or 'holding shape'. Always ensure sufficient contrast between the logo and its background.

2.6 Logo Dos & Don'ts

Refer to the table below for approved and prohibited uses of the UOC and CGU logos:

✓ DO	X DON'T
<ul style="list-style-type: none"> • Always use the approved master artwork files 	<ul style="list-style-type: none"> • Do not stretch, distort, or skew the logo in any direction
<ul style="list-style-type: none"> • Maintain the required clear space around the logo 	<ul style="list-style-type: none"> • Do not alter the colours of any element of the logo
<ul style="list-style-type: none"> • Reproduce the logo at or above the minimum specified size 	<ul style="list-style-type: none"> • Do not add drop shadows, outlines, or effects to the logo
<ul style="list-style-type: none"> • Use the correct logo version for the background colour 	<ul style="list-style-type: none"> • Do not separate the crane from the Olympic rings or the CGF mark
<ul style="list-style-type: none"> • Seek written approval before any co-branding application 	<ul style="list-style-type: none"> • Do not rotate the logo

3. Typography

Typography plays a vital role in communicating our brand's personality, professional, approachable, and dynamic. Consistent use of approved typefaces across all materials reinforces brand recognition and ensures clarity of communication.

3.1 Primary Typeface

The primary typeface for all UOC and CGU communications is:

Arial

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm

Arial is the primary typeface for all UOC and CGU communications. It is universally available, highly legible at all sizes, and projects a clean, professional identity across both digital and print materials.

Weights in use: Regular, Italic, Bold, Bold Italic

Usage: Headlines, sub-headings, navigation, pull quotes, titles, UI text

3.2 Secondary Typeface

The secondary typeface for body copy and supporting text is:

Arial Nova

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm

Arial Nova is a refined extension of the Arial family with additional weights and improved letterforms. It is used for body copy, captions, and longer-form text where enhanced readability and typographic variety are needed.

Weights in use: Light, Light Italic, Regular, Italic, Bold, Bold Italic, Condensed variants

Usage: Body copy, captions, data tables, footnotes, longer articles and reports

3.3 Fallback / System Typeface

When Arial Nova is unavailable, for example, on systems that do not have the font installed, or in certain web and email contexts, the following typeface should be used as the designated fallback:

GEORGIA

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm

Georgia is a widely available serif typeface with excellent screen legibility. It serves as the fallback for body copy when Arial Nova is unavailable and may be used in long-form editorial contexts.

Usage: Fallback body copy, editorial text, formal correspondence

Under no circumstances should decorative, novelty, or unbranded typefaces be used in official UOC or CGU communications.

3.4 Type Hierarchy

A consistent typographic hierarchy ensures clarity and visual order across all materials. The following hierarchy should be observed:

Level	Size	Weight	Usage
Display / Hero	48–72 pt	Extra Bold	Campaign headlines, event posters
Heading 1	32–40 pt	Bold	Page/section titles
Heading 2	24–28 pt	Bold	Sub-section headings
Heading 3	18–20 pt	Bold / Regular	Sub-headings, callouts
Body Copy	10–12 pt	Regular	Running text, articles, reports
Caption / Label	8–9 pt	Regular / Italic	Image captions, footnotes, labels

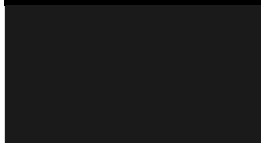



4. Colour Palette

Our colour palette is drawn from the visual elements that define the UOC and CGU identity: the Grey Crowned Crane, the Ugandan flag, and the spirit of elite sport. Consistent use of these colours strengthens brand recognition and ensures a unified visual language across all materials.

NOTE: The colours listed below are indicative placeholders. Final approved HEX, RGB, CMYK, and Pantone values will be confirmed and updated in a subsequent version of these guidelines.







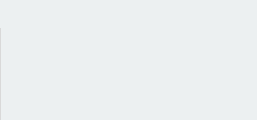
4.1 Primary Colours

The primary colour palette forms the foundation of our brand identity and must be used in all primary communications:

Swatch	Colour Name	Usage
	Brand Black #1A1A1A	Primary backgrounds, crane body, text on light backgrounds
	Crane Red #C0392B	Crane plumage accent, calls-to-action, key highlights
	Crown Yellow #F1C40F	Crane crown, accent on dark backgrounds
	Pure White #FFFFFF	Backgrounds, reversed text, clean layouts

4.2 Secondary Colours

The secondary palette is anchored by the five official Olympic ring colours, supplemented by supporting neutrals. These colours provide flexibility for infographics, data visualisations, social media assets, and supporting materials. Olympic ring colours must always be reproduced using the official IOC values listed below:

Swatch	Colour Name	Usage
	Olympic Blue #0085C7	Olympic ring 1: digital highlights, CTAs, links RGB: 0, 133, 199 CMYK: 100, 33, 0, 22 Pantone: 285 C
	Olympic Yellow #F4C300	Olympic ring 2: accent on dark backgrounds, iconography RGB: 244, 195, 0 CMYK: 0, 20, 100, 4 Pantone: 116 C
	Olympic Black #000000	Olympic ring 3: body text, backgrounds, strong contrast RGB: 0, 0, 0 CMYK: 0, 0, 0, 100 Pantone: Black C
	Olympic Green #009F6B	Olympic ring 4: data visualisations, success states RGB: 0, 159, 107 CMYK: 100, 0, 33, 38 Pantone: 355 C
	Olympic Red #DF0024	Olympic ring 5: alerts, energy, supporting accents RGB: 223, 0, 36 CMYK: 0, 100, 84, 13 Pantone: 032 C
	Steel Grey #7F8C8D	Crane wing detail, supporting text, borders RGB: 127, 140, 141
	Light Grey #ECF0F1	Backgrounds, table alternating rows, dividers RGB: 236, 240, 241

Secondary colours should be used sparingly and should never overpower the primary palette. Always ensure sufficient contrast ratios for accessibility (minimum WCAG AA: 4.5:1 for normal text).

5. Photography & Imagery

Photography and imagery are powerful storytelling tools that bring the UOC and CGU brand to life. The images we choose reflect our values: excellence, determination, unity, and Ugandan pride. All imagery used in official UOC and CGU communications must adhere to the following guidelines.

5.1 Photography Style

Our photography should feel authentic, energetic, and human. We favour images that capture genuine moments of athletic performance, team spirit, and celebration rather than overly staged or stock photography.

- Action photography: sharp, dynamic images capturing athletes at peak performance
- Portrait photography: natural, confident, and respectful, celebrating the individual athlete
- Community photography: warm, inclusive images that reflect Uganda's diversity
- Event photography: wide-angle shots that communicate scale and atmosphere

5.2 Imagery Tone

All photography should convey the following qualities:

- High energy and dynamism favouring motion, determination, and focus
- Authenticity of real athletes in real situations, wherever possible
- Pride and positivity, celebrating achievement, not hardship
- Technical quality: well-lit, sharp, and appropriately composed

5.3 Image Treatment

When processing and editing images for UOC and CGU use:

- Maintain natural, true-to-life colour grading avoid heavy filters or artificial tones
- Ensure images are high resolution: minimum 300 dpi for print, minimum 72 dpi for digital
- Crop images to emphasise the subject, remove distracting backgrounds where appropriate
- Overlay text on images only when sufficient contrast is maintained
- A subtle darkening overlay may be applied when placing white text over imagery

5.4 Imagery Dos & Don'ts

✓ DO	X DON'T
<ul style="list-style-type: none"> Use images that reflect Uganda's sporting identity and achievements 	<ul style="list-style-type: none"> Do not use heavily filtered or stylised imagery that misrepresents reality
<ul style="list-style-type: none"> Ensure athletes and subjects have given consent for image use 	<ul style="list-style-type: none"> Do not use clip art, generic stock images, or unrelated cultural imagery
<ul style="list-style-type: none"> Credit photographers appropriately in published materials 	<ul style="list-style-type: none"> Do not place logos over the faces of athletes in imagery
<ul style="list-style-type: none"> Use high-resolution source files for print applications 	<ul style="list-style-type: none"> Do not stretch or distort images to fill a layout
<ul style="list-style-type: none"> Represent diversity across gender, sport, and community 	<ul style="list-style-type: none"> Do not use imagery of athletes without appropriate rights clearance

6. Brand Governance & Contact

These guidelines are owned and maintained by the Uganda Olympic Committee Communications and Marketing department. Any questions regarding the application of these guidelines, requests for master artwork files, or approvals for non-standard applications should be directed to the UOC Communications team.

6.1 Approvals Process

All external communications, publications, and branded materials produced by or on behalf of UOC or CGU must receive written approval from the Communications department before publication. This includes:

- Press releases, media kits, and official statements
- Social media campaigns and digital advertising
- Event signage, banners, merchandise, and uniforms
- Sponsor and partner co-branded materials
- Any third-party use of UOC or CGU logos or brand assets

6.2 Brand Assets

Master logo files in SVG, EPS, PNG, and JPEG formats in all approved colour versions are available from the UOC Communications department. External agencies and partners must request access to the brand asset library in writing before commencing any design work.

6.3 Guideline Updates

These guidelines are a living document and will be reviewed and updated as the UOC and CGU brand evolves. The version number and date on the cover page indicate the current release. Recipients are responsible for ensuring they are working from the most current version. Please contact the Communications department to confirm you have the latest edition.

6.4 Contact

Organisation: Uganda Olympic Committee / Commonwealth Games Uganda

Website: www.nocuganda.org

Communications: uoc@nocuganda.org