



**UGANDA
CLIMBING**

OFFICIAL VISUAL IDENTITY

BRAND GUIDELINES.



A practical guide for athletes, clubs, partners,
media and anyone creating official Uganda
Climbing communications.

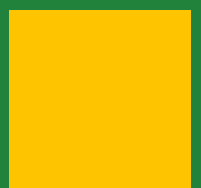


VERSION 1.0 - SEPTEMBER 2026

ONE MOVEMENT. MANY WAYS UP.

Uganda Climbing stands for a bold, safe and united climbing community. Our identity should feel energetic, welcoming and unmistakably Ugandan.

- Athlete first - safety, growth and athlete voice lead every decision.
- Inclusive - every region, background and ability belongs on the wall.
- Ambitious - we prepare people and systems for excellence at every level.
- United - athletes, clubs, coaches, partners and communities move together.



THE OFFICIAL MARK.



**UGANDA
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PRIMARY HORIZONTAL LOCK-UP



SYMBOL-ONLY MARK

Use the primary horizontal lock-up whenever space allows. The symbol-only mark is reserved for avatars, favicons, badges and compact formats where Uganda Climbing is already clear from context.

- Digital minimum: 160 px wide for the lock-up; 48 px for the symbol.
- Print minimum: 30 mm wide for the lock-up; 12 mm for the symbol.
- Use approved master artwork. Do not redraw the symbol or retype the wordmark.

GIVE IT ROOM TO MOVE.



**UGANDA
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CLEAR SPACE = AT LEAST 10% OF THE FULL LOGO WIDTH

- Preferred: full-colour logo on white or warm-white backgrounds.
- On dark backgrounds, use an approved reversed version supplied by Uganda Climbing.
- Keep strong contrast. Avoid placing the logo directly over faces, holds or busy photography.
- Never allow text, borders or partner marks to enter the clear-space area.

UGANDA IN FULL COLOUR.

Use black and warm white as the foundation. Green, yellow and red provide recognition and energy. Grey is a supporting neutral, not a lead colour.

CLIMBING BLACK

#0B0B0B

WARM PAPER

#F7F7F3

UGANDA GREEN

#21823B

UGANDA YELLOW

#FFC400

UGANDA RED

#EF2521

SUPPORTING GREY

#A6A6A6

Accessibility: body text should remain black on light surfaces or white on dark surfaces. Do not use yellow or light grey for small text.

BOLD. CLEAR. HUMAN.

GEIST SANS / PRIMARY

Headlines, body copy and digital interfaces

GEIST MONO / SUPPORTING

SECTION LABELS, INDEXES, REFERENCES AND DATA

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- Lead with the athlete or community outcome.
 - Use short, active sentences and plain language.
 - Sound confident and welcoming, never corporate or distant.
 - Use sentence case for body copy and strong uppercase headlines sparingly.
 - Preferred fallback fonts: Arial and Helvetica.

KEEP IT AUTHENTIC.

NEVER

- Stretch, squash, rotate or crop the logo.
- Change the official colours or add shadows and effects.
- Rearrange the mark and wordmark or add new wording.
- Place the logo on a background that reduces clarity.

PHOTOGRAPHY

- Prioritise real Ugandan athletes, clubs and communities.
- Show movement, concentration, joy and the climbing environment.
- Do not alter a person's face or physical identity with AI.
- Obtain and record parent or guardian consent before publishing a child.

When in doubt, pause publication and ask the federation office. Brand consistency and athlete dignity matter more than speed.

USE THE RIGHT FILES.

For federation communications, use only the approved artwork supplied by Uganda Climbing. External, partner, sponsor and commercial uses should be confirmed in writing before publication or production.

BRAND AND ARTWORK ENQUIRIES

office@ugandaclimbing.org

Please include the organisation, intended use, publication channel, deadline and a draft layout when requesting approval.



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