



**WORLD  
COUNCIL OF  
INDIGENOUS GAMES**



[www.indigenousgames.org](http://www.indigenousgames.org)

**WIG**

# Brand Guide

Logo Guidelines | Award Program

# Vision, Mission and Values

- ❖ WIG vision is to build a better environment through Indigenous Games.
- ❖ WIG mission is to promote & develop Indigenous Games and the olympic values in society, with a focus on young people.
- ❖ WIG values is to achieve of its mission & deliberate goals WIG focus on delivering values to members through excellence, respect & friendship.

# Origins of Our Name

The WIN Games were first proposed at a global conference of aboriginal leaders in 1977 by Wilton Littlechild. Littlechild was a member of the 1977 Indigenous delegation to the United Nations and worked on the UN's Declaration on the Rights of Indigenous Peoples. He has also consistently advocated for the creation of the World Indigenous Games, which provides competitive events for Indigenous athletes from around the world.

WIG (WORLD COUNCIL OF INDIGENOUS GAMES), was officially formed in Tamilnadu, India and its statutes registered with the law courts of Tamilnadu, India. WORLD COUNCIL OF INDIGENOUS GAMES is a non governmental and non profit organization registered according to Indian law at the Tamilnadu. The WIG General Assembly is the supreme governing body of INDIGENOUS GAMES and elects the WIG Board of Directors every five years.

World Council of Indigenous Games (WIG) works in over 100+ countries and territories to promote & develop Indigenous Games.

# Graphic Standards



**WORLD  
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The logo for World Council of Indigenous Games (WIG) has been carefully researched from a legal standpoint. The name is registered under as per India's law also properly registered with Income Tax department and the logo design protected by Creative Commons - Attribution - Noncommercial 4.0 International. In order to obtain the logo benefit as per the CC image package, it must be used consistently throughout the organization — locally, regionally, statewide and nationally. Additionally, the CC, Giving there is no restriction by legal terms or technological measures.

## Name Identification

WIG will be identified as World Council of Indigenous Games. The complete name will be spelled out in all written materials. The acronym WIG may be used in text once the complete name has been used.

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### Primary Logo



**WORLD  
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### Circle Logo Usage

Usage of the below logo is permitted in formats shown.



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### Usage Guide



Above logo should be used with sizes based on the members or partners site, social media or any other forms. Color changing is not permitted. Exceptions may be made at the approval of the WIG.

### Incorrect Logo Usage



Changing the WIG color or logos must not be permitted to use. In these cases, the logo used should be a one-color treatment for visibility and clarity.

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### Logo – Member Guidelines

Arial - 15pt Bold - Uppercase  
(minimum font size permitted)



MEMBER OF  
**WORLD  
COUNCIL OF  
INDIGENOUS GAMES**

Arial - 24pt Bold - Uppercase  
(minimum font size permitted)



**MEMBER OF**

# WIG

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### Logo – Partner Guidelines

Arial - 15pt Bold - Uppercase  
(minimum font size permitted)



PARTNER OF  
**WORLD  
COUNCIL OF  
INDIGENOUS GAMES**

Arial - 24pt Bold - Uppercase  
(minimum font size permitted)



**PARTNER OF**

# Brand Signature

**Email  
Signature**



**Name**

Designation  
Organization Name  
Phone:  
Email:  
Website:



**Name**

Designation  
Organization Name  
Phone:  
Email:  
Website:

**Letter  
Signature**



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### WIG Indigenous Awards Program



World Council of Indigenous Games (WIG) Awards Program Called as “WILTON AWARD” which is announced every year on the occasion of April 1<sup>st</sup> Week. This award consist of only one category which is given to any individuals or Organization for exceptional and distinguished service. This award winners is consider as Global Celebrity.

The following guidelines have been established for the “WILTON AWARD” logo identity:

- The size of the identity may in 7.91 CM (width & height).
- The full color identity must be navy blue and light rose.
- The one-color version will be printed in navy blue .

\*EXCEPTION: There are a few exceptions where the logo of the WIG incorporated into the “WILTON AWARD” logo identity can be used as a stand-alone image, but only when it is being used to represent or promote through social media.

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### Official WIG Logo



World Council of Indigenous Games (WIG) logo is one of long-standing tradition. The emblem is to be used for development purposes only.

The logo may be used for the organization development at the local, state, national and International level.

"SPORTS FOR DEVELOPMENT AND PEACE" is the slogan for World Council of Indigenous Games (WIG). The knot circle shield stands for honor and dignity and the importance of Indigenous Games globally. The inside athlete circle represent collaboration globally through sports.

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