



PUBLIC GUIDELINES

 **UCI**
CYCLING WORLD
CHAMPIONSHIPS



GLASGOW
SCOTLAND

Introduction

- Overview
- Benefit to Scotland

Branding & Logos

Get Involved

Content

Contact

Introduction Overview

THE WORLD'S BIGGEST CYCLING EVENT... EVER!



13 UCI WORLD CHAMPIONSHIPS

11 INCREDIBLE DAYS



1 MEGA EVENT



10
HOST
REGIONS



**WORLD
CHAMPIONS
CROWNED
EVERYDAY**



200+ RAINBOW JERSEYS



INTEGRATED
PARA-CYCLING ROAD
PARA-CYCLING TRACK



4,000 AMAZING VOLUNTEERS

8000+ ELITE AND AMATEUR COMPETITORS



FROM 120+ COUNTRIES

Introduction

- Overview
- Benefit to Scotland

Branding & Logos

Get Involved

Content

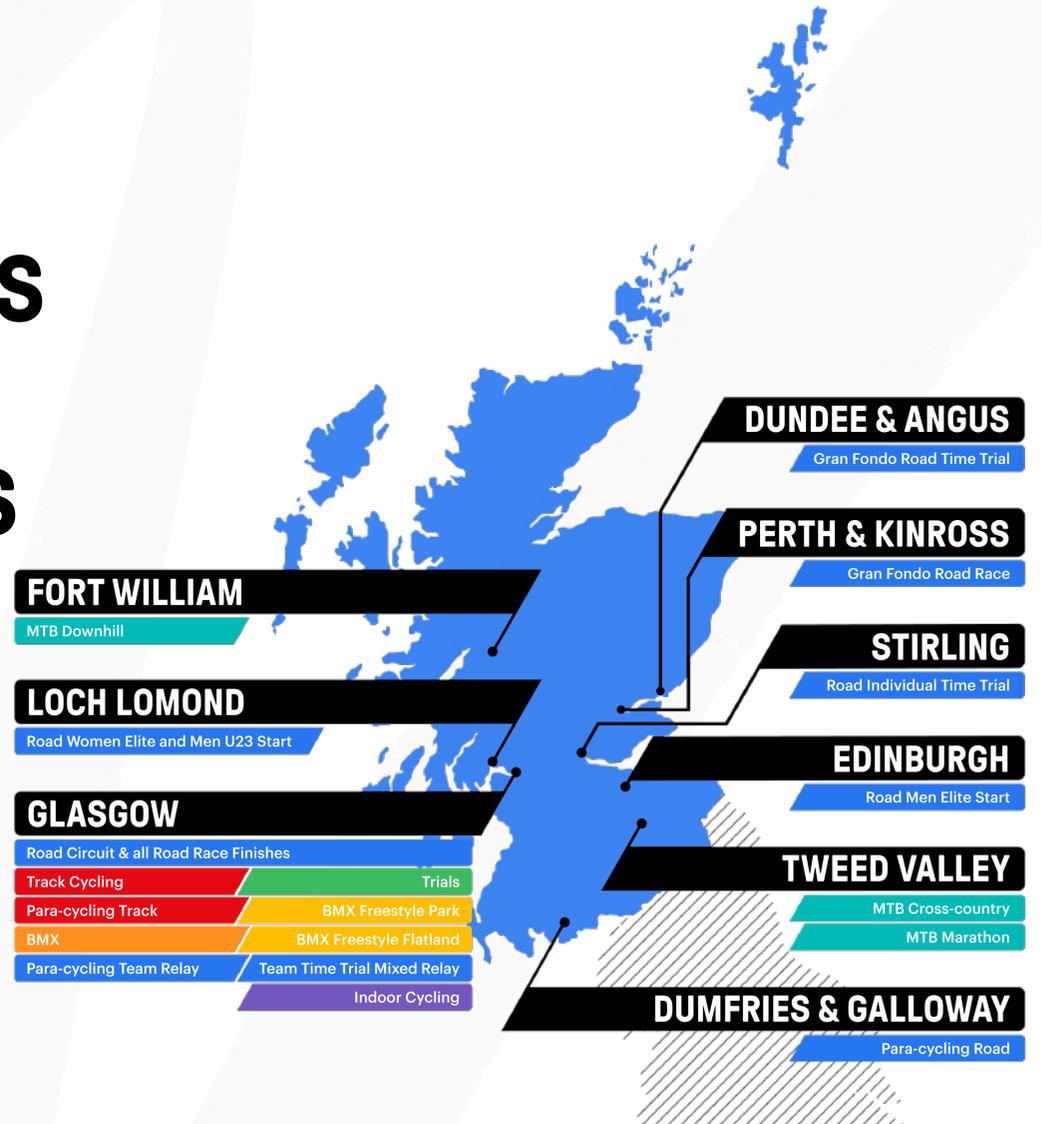
Contact

Introduction Overview

FREE & TICKETED EVENTS ACROSS 13 UCI WORLD CHAMPIONSHIPS

For the first time ever, the UCI Cycling World Championships unite 13 individual events in a single ambition: maximising impact for each of them.

**THIS IS ONE SCOTLAND
AT ITS BEST.**



Introduction

- Overview
- Benefit to Scotland

Branding & Logos

Get Involved

Content

Contact

Introduction

Benefit to Scotland

BENEFITTING COMMUNITIES ACROSS SCOTLAND



£9.4M
FUND TO INVEST
IN CYCLING FACILITIES AND
EVENTS ACROSS SCOTLAND

29 PROJECTS ACROSS	42 ORGANISATIONS SUPPORTED ACROSS
14 LOCAL AUTHORITIES ALREADY FUNDED	32 LOCAL AUTHORITIES



EYES OF THE WORLD
ON SCOTLAND FROM

3-13
AUGUST

WORLDWIDE
TV COVERAGE

LAND ART

SPECTATORS

BUNTING, BICYCLES
AND RAINBOWS

Introduction

Branding & Logos

- The UCI brand
- Squiggly Bike logo

Get Involved

Content

Contact

Branding & Logos

The UCI brand

EXCLUSIVE RIGHTS

The 2023 UCI Cycling World Championships are funded by sponsors and partners. Sponsors and partners have exclusive rights to use the 2023 UCI Cycling Worlds Championships brand and logo to promote their businesses and organisations.

A brand represents much more than the sum of its parts. It is a valuable piece and intellectual property and therefore a key asset to any organisation owning it.

As such it is important that prior approval is sought before using the 2023 UCI Cycling World Championships - Glasgow and across Scotland visual brand components. The 2023 UCI Cycling World Championships will facilitate this process on behalf of partners and stakeholders.

If you need further advice, please contact us hello2023@cyclingworldchamps.com.



Introduction

Branding & Logos

- The UCI Brand
- Squiggly Bike logo

Get Involved

Content

Contact

Branding & Logos

Squiggly Bike logo

USING THE RIGHT LOGO

We have created the Squiggly Bike logo to enable everyone across Scotland to get involved with the 2023 UCI Cycling World Championships, without infringing the exclusive rights of sponsors and partners.

Download the Squiggly Bike toolkit [here](#). And if you need any advice, please contact **Hello 2023** at hello2023@cyclingworldchamps.com.



Exclusive use for
official partners
and sponsors



Can be used
by everyone

Introduction

Branding & Logos

Get Involved

- What you can do

- Squiggly Bike

- Colour

Content

Contact

Get Involved

What you can do

EMBRACE THE EVENT

This mega event is much more than just a bike race, it is an exciting time for communities and businesses across Scotland to come together to celebrate the 2023 UCI Cycling World Championships:

- The earlier you can get your plans in place, the more you stand to benefit, so get together and set up a local planning group.
- Produce special cycling-themed products and packages or rename items on your menu.

- Get creative, dress your towns, gardens, streets, business and windows in bunting, bikes and rainbows – the bigger, bright and bolder the better.
- Make land art – those giant creations which appear along race routes and in host locations. Creating everything from huge murals to striking street art in fields, squares, parks and rooftops that celebrate your local community, and could be included on the international TV coverage.



Introduction

Branding & Logos

Get Involved

- What you can do

- Squiggly bike

- Colour

Content

Contact

Get Involved

What you can do

- Download our toolkit [here](#) and use the Squiggly Bike logo across your own communication channels including your website, email signatures, flyers and social media channels or go that little bit extra and create a stencil to sprinkle chocolate onto cappuccinos.
- Follow our social media channels on Twitter, Facebook, Instagram, YouTube, LinkedIn and TikTok to join in the conversation and help build excitement about the Championships.
- Sign up to [Hello 2023](#) for all the breaking news and advise all customer-facing staff what they need to know about the championships coming to your community.
- Always use the hashtags **#PowerOfTheBike** and **#GlasgowScotland2023**.
- Get on your bike and join our **23 MILLION MILE CHALLENGE** which launches on 25 April.
- Join the crowds during Championships time and wave your flags as proud hosts of the first ever 2023 UCI Cycling World Championships.



Introduction

Branding & Logos

Get Involved

- What you can do?

- Squiggly Bike

- Colour

Content

Contact

Get Involved

Squiggly Bike examples

The Squiggly Bike is our legacy logo. From websites to social media, email signatures to flyers, use the free-to-use Squiggly Bike logo across your own communications about the 2023 UCI Cycling World Championships.



Introduction

Branding & Logos

Get Involved

- What you can do?

- Squiggly Bike

- Colour

Content

Contact

Get Involved
Colour



PAINTING A RAINBOW ACROSS SCOTLAND

Please do decorate and dress your communities, schools, villages, towns and cities with colourful bunting, bikes, and rainbows.

The five colours of the UCI **MUST NOT** be used for commercial gain across your business or products.

The colours of the UCI palette (blue, red, black, yellow, and green) represent the five continents and are the same as those which appear in the rings on the Olympic flag. The rainbow stripes are used for all nine UCI-governed cycling disciplines, including road racing, track racing, cyclo-cross, BMX, trials, para-cycling, and mountain biking.



Introduction

Branding & Logos

Get Involved

Content

- Promotional and
editorial content

- Promotional dos
and don'ts

- Editorial dos
and don'ts

Contact

Content

Promotional and editorial content

What's the difference between promotional and editorial content?

Promotional content is created to assist your business or organisation. It can include a website, brochure, poster, banner, leaflet, social media post etc. It may be persuasive and may include a 'call to action'. You should avoid making 2023 UCI Cycling World Championships references within promotional content.

Editorial content is factual and informative, with the primary purpose not to persuade anyone to take action.

Introduction

Branding & Logos

Get Involved

Content

- Promotional and editorial content

- Promotional dos and don'ts

- Editorial dos and don'ts

Contact

Content

Promotional dos and don'ts

Do use your own online banner to promote the 2023 UCI Cycling World Championships - Glasgow and across Scotland linking to cyclingworldchamps.com.

Do use '(insert location) welcomes the world' to promote the event in your community, in print and online with approval from 2023 UCI Cycling World Championships.

Do use your own cycling photographs with consent from the photographer and people in the photo.

Don't call something the official 2023 UCI Cycling World Championships in Glasgow and across Scotland product. i.e., "Official 2023 Cycling World Championships Hotel". You can say "to celebrate the 2023 UCI Cycling World Championships - Glasgow and Across Scotland we are providing a special...".

Don't use the "2023 UCI Cycling World Championships in Glasgow and Across Scotland" logo or any elements of it.

Don't reproduce, copy, or use any images or artwork from the 2023 UCI Cycling World Championships.

Don't use wording from 2023 UCI Cycling World Championships brochures, leaflets, or any other literature both on and offline.

Don't use the 2023 UCI Cycling World Championships route map images to promote your business.

Don't suggest a link between your business and the 2023 UCI Cycling World Championships unless you are an official sponsor or partner.

Don't sell products that feature the UCI rainbow stripes colours, the words '2023 UCI Cycling World Championships in Glasgow and across Scotland' or the logos unless you have an official license to do so from the UCI or 2023 UCI Cycling World Championships.

Introduction

Branding & Logos

Get Involved

Content

- Promotional and editorial content

- Promotional dos and don'ts

- Editorial dos and don'ts

Contact

Content

Editorial dos and don'ts

Providing editorial and factual information about the 2023 UCI Cycling World Championships - Glasgow and across Scotland.

If you produce a newspaper, community newsletter, etc, you may wish to provide information on the 2023 UCI Cycling World Championships - Glasgow and across Scotland.

It is also acceptable to have a separate page on your business's website which gives factual information regarding the championships.

Do use "(insert location) welcomes the world" to tell people about the championships in a factual / editorial context. We advise this phrasing to be used when describing any events, you may wish to hold as a community that are not official UCI or 2023 UCI Cycling World Championships events.

Do use the 2023 UCI Cycling World Championships in Glasgow and across Scotland route map images to inform people about the event if it is relevant to do so.

Do keep any references to the 2023 UCI Cycling World Championships in Glasgow and across Scotland proportionate.

Do always seek permission from the 2023 UCI Cycling World Championships for approval before anything is published.

Do use the full name of the event in the **CORRECT** order "2023 UCI Cycling World Championships" - Glasgow and across Scotland or one of these three acceptable abbreviations once you use the full event name - **2023 UCI Cycling World Champs, 2023 UCI Cycling Worlds, or The Championships.**

*Only acceptable once made explicitly clear you are talking about the 2023 UCI Cycling World Championships.

Don't ever use the following abbreviations - 2023 CWC, Glasgow 2023, Scotland 2023, Glasgow'23 or Scotland '23.

Introduction

Branding & Logos

Get Involved

Content

Contact

- Advice & approvals

- Keep up to date

Contact
Advice and approvals



ADVICE AND APPROVALS

For further clarification, advice or for approving promotion and editorial content, artwork, and copy, please contact **Hello 2023** at hello2023@cyclingsworldchamps.com.



#POWEROFTHEBIKE



#POWEROFTHEBIKE

Introduction

Branding & Logos

Get Involved

Content

Contact

- Advice & approvals

- Keep up to date

Contact
Keep up to date



SPREAD THE WORD

Email: hello2023@cyclingworldchamps.com

Website: cyclingworldchamps.com

Facebook: @2023 UCI Cycling World Championships

Instagram, TikTok and YouTube: @uci_cyclingworlds

Twitter: @CyclingWorlds

#PowerOfTheBike

#GlasgowScotland2023

Join our mailing list

Sign-up to our mailing list to get the inside track on all our latest news, updates and exclusive 2023 UCI Cycling World Championships content [here](#).





**THE BIGGEST
CYCLING EVENT
IN THE WORLD
3-13 AUGUST 2023**

#PowerOfTheBike