

2026



BRAND GUIDELINES

33.3KM | 4 DAYS

EPIC ADVENTURE SWIM RACE™



WHAT IS IT? EPIC ADVENTURE SWIM RACES

WHERE DOES IT FIT?

A NEW CATEGORY OF OPEN WATER SWIM EVENT

CAPTAIN WEBB INSPIRED: "NOTHING GREAT IS EASY"

CHALLENGING BUT ACCESSIBLE:

**IT'S NOT FOR EVERYONE
BUT EVERYONE CAN DO IT**



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33.3KM | 4 DAYS

CHAPTER 1

LOGO

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PRIMARY LOGO

The version as shown on this slide is our primary logo. The primary logo is used on all UltraSwim 33.3 communications.

There is a digitally defined set of logo artwork available for different purposes, both screen and print. Always use the correct version.

RGB for screen applications, CMYK and PMS for print. The full colour logo can be used on a white surface. The black and white version can be used when technical restrictions require black and white printing or when the full colour logo isn't suitable.

Full colour logo



Black logo



Diapositive logo





EVENT SPECIFIC LOGO

The version as shown on this slide is our event specific logo. This logo is our primary logo with an event descriptor added to the bottom.

Please note that this logo will be only used on:

- Event specific merchandising
- Online when talking about multiple events
- Event specific presentations
- Commercial presentations regarding the specific event
- Onsite branding during the event





ULTIMATE SPECIFIC LOGO

The version as shown on this slide is our **ULTIMATE specific logo**.

Please note that this logo will be only used on:

- ULTIMATE specific promotions
- Event specific presentations
- Commercial presentations regarding the specific event in Croatia





33.3/2 BUILD SPECIFIC LOGO

The version as shown on this slide is our 33.3/2 BUILD specific logo.

The 'Half Channel' option

Please note that this logo will be only used on:

- BUILD specific promotions
- Event specific presentations
- Commercial presentations regarding the specific event where this format applies





PARTNERSHIP LOGOS

For our partners and suppliers we have created a standalone and composite logo.

The standalone logo will be mainly used for UltraSwim 33.3 communications and the composite logo can be used by the supplier or partner.

There are two descriptor options to choose from. 'Official supplier UltraSwim 33.3' and 'Official (product/service name) supplier UltraSwim 33.3'.

All logos are available in full colour and white versions.

Stand alone logo



OFFICIAL TIMEKEEPER
ULTRASWIM 33.3™



Composite logo



OFFICIAL TIMEKEEPER





CHAPTER 2

COLOURS

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OUR COLOUR PALETTE

Primary colour

TEAL
PMS 7465 C
C68 M0 Y41 K0
R64 G181 B166
Hex #40b5a6

Secondary colours

BLACK
PMS Black C
C0 M0 Y0 K100
R0 G0 B0
Hex #000000

PINK
PMS
C0 M70 Y4 K0
R237 G110 B162
Hex #ed6ea2

Supporting colours

BLACK GREY
PMS
C0 M0 Y0 K80
R51 G51 B51
Hex #333333

DARK GREY
PMS
C0 M0 Y0 K60
R102 G102 B102
Hex #666666

MEDIUM GREY
PMS
C0 M0 Y0 K40
R153 G153 B153
Hex #999999

LIGHT GREY
PMS
C0 M0 Y0 K20
R204 G204 B204
Hex #cccccc



CHAPTER 3

TYPOGRAPHY

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PRIMARY TITLE TYPEFACE

DANBURY BOLD

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
PQRSTUVWXYZ
123456790
?!€\$@#%^&*0_+{}:”***

Danbury bold is used for short headings, quotes and pull out copy. The font should always be used in full caps.

***EPIC ADVENTURE
SWIM RACE™
BUT SO MUCH
MORE THAN A RACE***



SECONDARY TITLE TYPEFACE

Ubuntu Bold

AaBbCcDdEeFfGgHhIiJjK
kLlMmNnOoPpQqRrSsTt
UuVvWwXxYyZz
1234567890
?!€\$@#%^&*()_+{ }:"

In instances where the headings or quotes are long, Ubuntu bold is used.

Epic adventure
swim races™
But so much more
than a race



BODY COPY TYPEFACE

Ubuntu Light

AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVv
WwXxYyZz
1234567890
?!€\$@#%^&*()_+{ }:"

Ubuntu Medium

AaBbCcDdEeFfGgHhIiJjKk
LlMmNnOoPpQqRrSsTt
UuVvWwXxYyZz
1234567890
?!€\$@#%^&*()_+{ }:"

Ubuntu Bold

AaBbCcDdEeFfGgHhIiJjKk
LlMmNnOoPpQqRrSsTt
UuVvWwXxYyZz
1234567890
?!€\$@#%^&*()_+{ }:"



FALLBACK TYPEFACE

In instances where Danbury or Ubuntu can’t be used because of technical restraints, Arial can be used as a fallback.

Arial Standard

AaBbCcDdEeFfGgHhIiJjKk
LlMmNnOoPpQqRrSsTtUu
VvWwXxYyZz
1234567890
?!€\$@#%^&*()_+{}:”

Arial Bold

AaBbCcDdEeFfGgHhIiJj
KkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz
1234567890
?!€\$@#%^&*()_+{}:”

Arial Black

AaBbCcDdEeFfGgHhIi
JjKkLlMmNnOoPpQqRr
SsTtUuVvWwXxYyZz
1234567890
?!€\$@#%^&*()_+{}:”

CHAPTER 4

GRAPHIC STYLE



DESIGN ELEMENT

The design element of the visual identity is a visual representation of the 33.3km, 4 day event. It visualizes the swim distances of each day.

The design elements are available in teal, black, grey and white.



CHAPTER 5

TONE OF VOICE

33.3KM | 4 DAYS



HOW WE WRITE

Event description short	UltraSwim 33.3® - Epic Adventure Swim Races™
Event - full	UltraSwim 33.3® - Epic Adventure Swim Races™, SO MUCH MORE THAN JUST A RACE. “NOTHING GREAT IS EASY” THIS IS NOT FOR EVERYONE, BUT EVERYONE CAN DO IT!
Event description	A new category of open water swim event. Complete 33.3km, the iconic English Channel distance, over a 4 day long weekend, in a timed point-to-point open water ‘off-road’ format (we hate laps!). Set in iconic and stunning global locations, with varied and challenging conditions which will push you up against your physical and mental limits. And beyond. But you’ll get through it, with amazing support around you, and you’ll be rewarded! Sharing this experience with incredible like-minded swimmers from all over the world, special memories and lifelong bonds will be formed. Do it all backed by world class event management, the highest levels of safety cover and premium support services - we want you to be able to swim like a pro. Choose from 2 sporting formats: 33.3 CLASSIC (the big monster option!), 33.3/2 BUILD (The “Half Channel” distance) Then choose your service package level: ULTRA (Dive into the essentials - This is our standard package, without the frills) ULTRA+[4*] Our recommended package The ‘swim like a pro’ experience the UltraSwim 33.3 concept ULTRA+[5*] ULTRA+[4*] with significant hotel upgrade, and options for higher category room ULTRA++ This is everything taken care of, our luxury concierge service with all you can imagine included. Come as a couple or family: they get involved in the event, or make the most of the great location. Swimming all done by lunchtime every day! More details www.ultraswim333.com
General Rules	Always use the new version of the logo with the ® Always type the name as UltraSwim 33.3® ®THIS NEEDS TO BE A SUPERSCRIPT Not like ® Always call an event #2Montenegro Always use ™ with Formula One™ Always use ™ with Epic Adventure Swim Races™ Always use km and not just k Use the following description to describe the event: UltraSwim 33.3® #2Montenegro Use the following description to describe an images: UltraSwim 33.3® #2Montenegro - Day 4 - Vesla to Rose Always name an image as UltraSwim333_#2Montenegro_Day4_Imagenumber.JPG
NEVER	Call UltraSwim 33.3 a swimvaction - or swim holiday



HOW WE WRITE

2 sporting formats & a team prize category	CLASSIC - the big monster option! BUILD - the 'Half Channel' option
4 Service package levels	ULTRA ULTRA+[4*] ULTRA+[5*] ULTRA++
Event description	A new category of open water swim event Epic adventure swim races™ So much more than just a race “Nothing great is easy” This is not for everyone, but everyone can do it! Swim like a Pro World class event management, safety and premium support services Premium support services Every finisher is a winner Accessible to all determined open-water swimmers Challenging and varied conditions Pushing you to your limits More details www.ultraswim333.com
Key Words	Adventure Challenging Rewarding 4 days Point to point Timed challenge Skins or wetsuits

CHAPTER 6

RESOURCES

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RESOURCES



Please visit our resources centre, where you can select and download photos and videos, to support your activation of our partnership with you.

For specific requests - please email us with any additional requirements if you are trying to find something specific - we have a much greater amount of content, raw footage available.

Please note copyright on all images ©UltraSwim 33.3

UltraSwim 33.3 Partners' Resource Centre

Any questions please contact us **HERE**