

13 May, 2024
The Local Organising Committee of World Athletics Championships Tokyo 25

World Athletics Championships Tokyo 25 Logo Unveiled

We are pleased to announce that the official logo for the World Athletics Championships Tokyo 25 (WCH Tokyo 25) has been decided. The Local Organising Committee of WCH Tokyo 25 (LOC) developed the official logo through a public submission. The final choice from 368 entries was selected by the logo design selection committee comprising design experts, athletes and selected members of the public.

World Athletics Championships Tokyo 25 Logo



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Design of the Official WCH Tokyo 25 Logo

■ Design concept

World - Tokyo - Connecting. The logo was designed under the theme of “The World - Tokyo - Connecting.” The stripes in the logo, which are based on TYO - the city code for Tokyo - represent the connection between athletes from around the world, Japan and Tokyo. The stripes represent the lanes of a track and field track. The logo design evokes a sense of speed and dynamism, but also brings to mind traditional Japanese beauty.

■ Color concept

The black of the T is a way to harmonize a range of colors from various countries,
The gold of Y is the precious quality to aim for the best,
The red of O represents the Japanese flag of the rising sun.

■ Design Producer

Ryo NAKAGAWA



Profile

- Prefecture: Tokyo
- Occupation: Creative director and designer
- B.F.A. in Design, Osaka University of Arts
- Work experience: Involved in corporate identity (CI), visual identity (VI) and logo design for major companies. Worked on logo design for a brand consulting firm and corporate branding as a director of a company involved in athlete programs and sports brands. 1998-2008, 2023- Private CI and logo design business under the name “DOT”.

LOC President's Comment

■ Mitsugi OGATA, President,

The Local Organising Committee of World Athletics Championships Tokyo 25

We are delighted to announce the new logo, which was developed with the participation of many people, including design experts, athletes and members of the logo design selection committee, who were selected from the general public. We hope the new logo will inspire competing athletes and become familiar to many people, both in Japan and abroad.

Selection Committee Member Comments



(From left to right, Committee members Suminaga, Takai, Fukushima, Kimura, Akiyama, Suetsugu and Ho)

■ Committee Chairman

Masahiko KIMURA, President, GK Graphics Incorporated; Executive Director, GK Design Group Inc.; graphic designer

One key outcome of the logo design selection committee was allowing athletes, audience members and designers to pool their perspectives, experiences, and wisdom in the judging process to create a logo that will reach people's hearts and become unforgettable. I would like to reaffirm how meaningful and above all, enjoyable, it was to have all three parties learning together. We hope that the logo we selected will support the success of the competition and play a role in conveying dreams, inspiration and human potential from Tokyo to the world.

■ Committee Members

Kaori AKIYAMA, Representative Director, STUDIO BYCOLOR Inc.; designer

The passion for the World Athletics Championships was tangible in many of the entries. The final design, which was selected after exchanging valuable opinions with athletes Mr. Suetsugu and Ms. Fukushima, has a color scheme synonymous with Japan and a design that clearly and beautifully incorporates the city code of the host city, Tokyo, in a fan pattern. The logo design is reminiscent of various developments, and we hope it will greatly enhance this event. We would like to express our deepest gratitude for the opportunity to be involved in this valuable step toward hosting the WCH Tokyo 25.

Henry HO, President/Creative Director, GTDI Co., Ltd.; graphic designer

I enjoyed judging the selection, leveraging my experience in creating many international designs and considering how to incorporate an international perspective. On this occasion, design professionals, athletes with an enthusiasm and passion for sports and the general public, who are the audience and will see the logo most frequently, collaborated to select the logo. The selection process allowed us to proceed while discussing mutual values and perspectives from different angles and, in my view, allowed us to make an objective and fair final decision.

Shingo SUETSUGU, Professional sprinter; specially appointed associate professor at Seisa University

Thank you very much for allowing me to serve as a member of the WCH Tokyo 25 logo design selection committee. I am very excited and looking forward to seeing the logo that was selected following lively debate among the selection committee members and which will be transmitted worldwide on the occasion of the World Athletics Championships. I sincerely hope that both people in Japan and those around the world will remember the logo and that it will contribute to the success and history of the WCH Tokyo 25.

Chisato FUKUSHIMA, Former sprinter; Specially appointed assistant professor at the Faculty of Health and Sports Science, Juntendo University

It was a great honor to be involved in selecting the logo for the WCH Tokyo 25. I was surprised and very grateful to see so many logo designs submitted, and the number of people involved in the selection process. The insights into how a logo is created moved me and I felt it was similar to how we athletes express ourselves in our performances. I hope that this logo, along with the athletes' performances, will leave an indelible impression in everyone's memories and help preserve special memories of the WCH Tokyo 25 forever.

Tadashi SUMINAGA, Committee member selected by the general public; Company Employee

I found the activity of selecting the WCH Tokyo 25 logo very inspiring and educational. Going forward, we feel that the selected logo will be remembered alongside the memories of the WCH Tokyo 25 and will symbolise the uniqueness of athletics and Japan. Many logos were submitted during the public selection period. I would like to thank all those who were involved in the logo selection process. As a fan of the event, I look forward to it and hope that it will energise the people involved.

Miki TAKAI, Committee member selected by the general public; Company Employee

Thank you for selecting me as a member of the WCH Tokyo 25 logo design selection committee! I am just an athletics enthusiast, but I learnt a lot and gained valuable experience and I feel that I was able to help select a great logo. I think the biggest reason is that I could spend meaningful time with the chairperson and other selection committee members. I would be happy if the WCH Tokyo 25 could inspire excitement among many people, not only track and field fans, through the chosen logo as soon as possible.

Official WCH Tokyo 25 Logo Development Process

Date	Process
30 November, 2023	Open call for official WCH Tokyo 25 logo design and selection committee members
25 December, 2023	Deadline for public committee member applications (total number of applicants: 29)
15 January, 2024	Deadline for the WCH Tokyo 25 logo design applications (total number of entries: 368)
	Check requirements (exclude designs that violate application requirements)
29 January, 2024	Preliminary selection meeting (narrowed down from a design perspective)
21 February, 2024	Primary Selection Committee (top entries selected)
March, 2024	WA approval → Trademark search
22 March, 2024	Secondary Selection Committee (select one work)

Official Championship Logo Development Policy

■ Policy 1: People will be familiar with and have a lot of participation

→ To establish momentum and provide an opportunity for TMG residents to participate, a public call for design proposals was held.

→ Some Selection Committee members were selected via an open recruitment process.

■ Policy 2: Children, future world leaders, can participate in the World Athletics Championships

→ Junior track and field athletes' "expectations for the WCH Tokyo 25, track and field events and their thoughts on hosting the event in Tokyo" are reflected in the concept of the call for applications.

■ Policy 3: Communicate the attractions of Tokyo and Japan to the world

→ Reflecting designs (art, culture, architecture, etc.) that symbolise Tokyo, the host city and Japan.

Initiatives for Children, future world leaders, to Participate in the WCH Tokyo 25

The LOC conducted interviews with junior track and field athletes last November in preparation for the call for the WCH Tokyo 25 logo designs. Here are some of their comments.

■ Expectations for the WCH Tokyo 25

- The Championships that convey the wonders of Japan and Tokyo to the world.
- The Championships in which as many countries as possible can participate and be seen by as many people from as many countries as possible.
- Athletes' equality competition, without racial discrimination and across borders and gender barriers.
- The Championships that mark a reboot from the COVID-19 pandemic, which paralysed so many things.
- The Championships that can be seen by wide-ranging customers of all ages and which all audiences can cheer and enthuse about.
- The Championships that will bring all onlookers closer to athletics and arouse their interest.
- The Championships where people cooperate with each other, regardless of position, to forge a sense of unity.
- The Championships where sportsmanship is valued and sweat and tears come to the fore.



■ What to expect from the WCH Tokyo 25 logo

- A logo reminiscent of Tokyo and Japan.
- A logo expressing the charm, culture, traditions, scenery, climate and seasons of Tokyo and Japan.
- A uniquely Japanese logo, but one with global appeal.
- A logo overflowing with passion for athletics.
- A logo expressing diversity.



Official Materials

Official materials for the World Athletics Championships Tokyo 25 Logo can be downloaded from the following URL.

URL: <https://ent.box.com/s/3qn016b8ytmwz6abit4v3s53ef5pd0i>

Contents: logo data (JPEG and PDF), short video (MP4), logo guideline (for media)

Credit: Downloadable until: Friday 17 May 2024 17:00

These materials may only be used by media organisations for reporting purposes (use in broadcasts, in newspapers, magazines, web articles, etc.). Media organisations may not use the material for their own promotional or commercial purposes.

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WEB <https://worldathletics.org/en/competitions/world-athletics-championships/tokyo25>
X <https://twitter.com/WATokyo25>
Instagram <https://www.instagram.com/wchtokyo25/>
YouTube www.youtube.com/@WATokyo25

World Athletics Championships Tokyo 25

Organiser	World Athletics
Period	9 days from Saturday 13 to Sunday 21 September 2025
Venue	Japan National Stadium and other venues (marathon and race walking will be held in Tokyo)
No. of athletes	approx. 2,000
No. of countries/regions	approx. 210
No. of events	49 (planned)

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