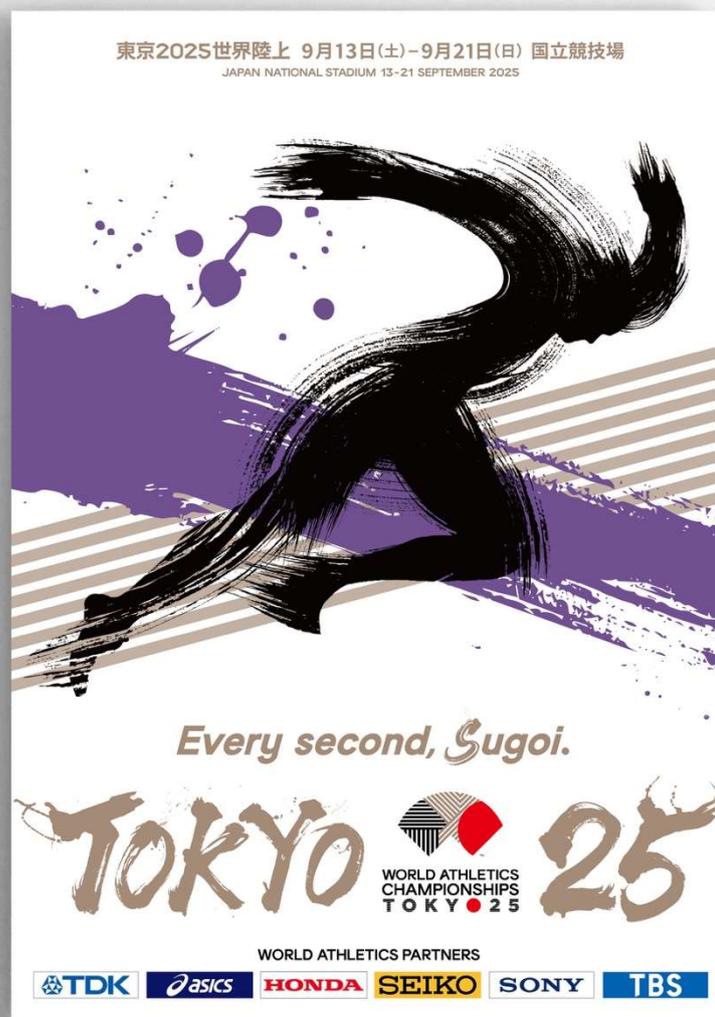


22 January 2025

The Local Organising Committee of the World Athletics Championships Tokyo 25

## Official Motto and Visual Identity Released for World Athletics Championships Tokyo 25

The Local Organising Committee of the World Athletics Championships Tokyo 25 (WCH Tokyo 25) today unveiled the official motto and visual identity for this year's highly anticipated event. The visual identity is represented by an official poster that strikes a powerful visual representation of the dynamism of athletics as a sport and was designed to captivate and inspire audiences across the world. The poster features the official motto for the 20th edition of the Championships; *Every second, SUGOI!*. These bold graphics also lay the groundwork for the overarching stadium look and feel, promising an unforgettable experience for athletes and fans alike.



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## Official Motto

Every second, “SUGOI”

### Extended version:

In a sport where every second counts,  
Are you ready to be a part of a thrilling nine days?  
Where everyone will unite with one loud cheer,  
To celebrate greatness in a land bursting with passion.  
Every second. Every cheer. At the highest level!

**Every second, “SUGOI”**

### Behind the Motto

The official motto of WCH Tokyo 25, ‘Every second, SUGOI’, carries a powerful message—one that aspires to re-frame the Japanese word ‘SUGOI’ (amazing, extraordinary) into a global expression of awe and inspiration. Through these Championships, the world will once more look to Tokyo for sporting inspiration, with people from every corner of the globe embracing and echoing the meaning of ‘SUGOI’.

‘Every second, SUGOI’ signifies that every moment of this year’s Championships, from start to finish, will be extraordinary, creating a once-in-a-lifetime event where the spirit of ‘SUGOI’ resonates with everyone.

This motto also marks a historic first for the World Athletics Championships by combining both the language of the host country, Japanese and the English language. It reflects the LOC’s ambition to transcend language barriers, encouraging people worldwide to connect through shared emotions and a love for sport. With this, WCH Tokyo 25 will stand as a platform for people across the world to unite through the universal language of athletics.

## Visual Identity

### Behind the Visual Identity

The official visual identity for the World Athletics Championships Tokyo 25 captures the energy and dynamism of athletics, while embracing the spirit of the Championship’s motto, ‘SUGOI’, as well as elements of the extended motto; “A land bursting with passion”. It highlights Japan’s passion for sport, the timeless elegance of the culture, and the prestige of the World Athletics Championships.

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The visual identity constitutes the defining design elements that symbolise this year's iconic event. Used across various materials, including official posters, venue look and feel, event programmes, and tickets, these striking visuals are key to shaping the Tokyo Championships' unique character in the minds of athletes and spectators alike. Designed to make a lasting impact, they will not only leave a lasting impression on people around the world but will also be forever intertwined with the legacy of the Championships, marking their place in history. This visual identity is set to elevate the spectator experience, leaving an unforgettable imprint on Tokyo, Japan and the global stage.

## The Development Process

The visual identity of the Championships was developed through a collaborative effort with World Athletics media partner and WCH Tokyo 25 principal supporter, TBS Television. This partnership focused on creating a cohesive design that seamlessly integrates both the stadium's look and feel and graphic elements that will be used in television broadcasts, ensuring a unified and engaging visual experience for spectators worldwide.

In consultation with World Athletics, the visual identity was crafted to convey the dynamic energy of athletics, incorporating calligraphic elements that symbolise not only traditional Japanese calligraphy, but also movement and strength. The fluid brush strokes reflect the intensity of athletic performance, capturing the power of athletes as they push their bodies to the limit. To infuse the design with both vitality and modernity, renowned calligrapher Bisen Aoyagi, who has contributed artwork to the Japan National Stadium, was enlisted to provide creative direction and bring these elements to life.

The visual identity, prominently featured in the official poster, places the athlete at the forefront, as a sweeping calligraphy brushstroke. The design utilises a sophisticated colour palette of four shades: the main WCH Tokyo 25 colour of Edo purple, along with black, gold, and red, which are also used in the WCH Tokyo 25 logo. This combination creates a dynamic yet refined aesthetic, capturing the excitement of the Championships while maintaining a prestigious and elevated tone.

## TBS Television Comment

"TBS Television is proud to announce the official visual identity for this year's World Athletics Championships, set to take place in Tokyo. Over the past eight months, we have worked closely with the Local Organising Committee and World Athletics to refine a design that we believe truly embodies the spirit of this prestigious event. This marks the first time TBS Television has created the official visual identity for the World Athletics Championships, and we are honoured to have led this exciting project through our dedicated creative team. The design incorporates brushstroke imagery to capture the dynamic energy of the athletes, the vibrant excitement of the crowd, and the rich legacy of the Championships. This technique was brought to life with the collaboration of renowned calligrapher Bisen Aoyagi. We are thrilled to present our vision for the 2025 Championships, with these elements being featured not only in the Japan National Stadium's look and feel, but also across our broadcasts, helping to bring the global spectacle to audiences around the world".

## Calligrapher Bisen Aoyagi Profile

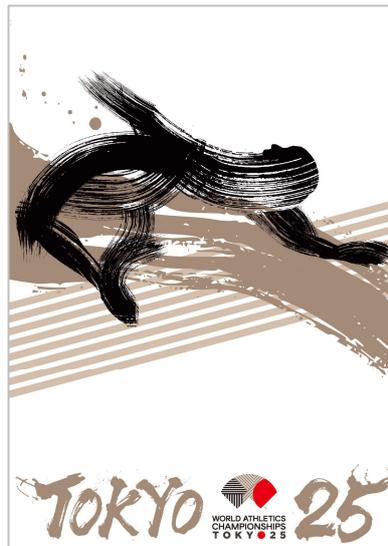
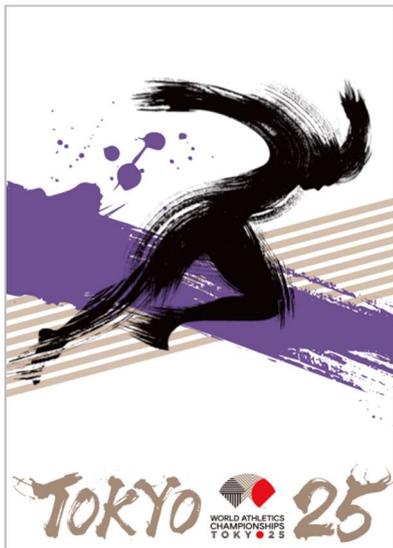


- Name: Bisen Aoyagi
- Occupation: Calligrapher, artist
- Born: 1990, Osaka
- Professional accomplishments:
- Bisen has showcased her calligraphy in over 10 countries worldwide, including Japan, France, the United States, and the United Arab Emirates.
- She has a proven track record of calligraphy and providing artworks at the Japan National Stadium.



Japan National Stadium  
VIP room folding screen

## Visual Identity Example:



## Tickets

In keeping with the official poster design and visual identity, the tickets will feature the same elegant calligraphy brushstrokes that highlight three key aspects of athletics: running, throwing, and jumping. Each ticket design will be unique to a specific seating category, giving spectators the exciting opportunity to discover which design will appear on their tickets.

Ticket holders who purchased tickets during the pre-sale period will receive their e-tickets via email between 28 and 30 January 2025. Additionally, e-tickets will be issued as of Friday 31 January at 18:00 JST through their My Page on the WCH Tokyo 25 ticketing site. Ticket holders who purchased their tickets through the Ticket Pia or TBS Ticket websites will have their tickets issued starting from Friday January 31 at 18:00 JST. Please refer to each website for further details.

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Please note that these designs are exclusive to tickets purchased through the official WCH Tokyo 25 ticketing site.

## Asset Download

The following assets are available for download at the URL below until Wednesday 5 February 17:00 JST  
<https://x.gd/n8ZEL>

- World Athletics Championships Tokyo 25 official poster (.jpg / .pdf)
- World Athletics Championships Tokyo 25 official motto text image (.jpg)
- Photos of calligrapher Bisen Aoyagi and her work (.jpg)

*Please note: These assets are intended for use by media organisations solely for editorial purposes, such as in broadcasts, newspapers, magazines, or online articles, and must not be altered. When using these assets, please include the credit '©WCH Tokyo 25'. These assets may not be used for promotional or commercial purposes, even by media organisations.*

## Contact and Inquiries

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[WCH Tokyo 25 Official website](https://worldathletics.org/en/competitions/world-athletics-championships/tokyo25)

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WEB



X



Instagram



YouTube

## World Athletics Championships Tokyo 25

<b>Organiser</b>	World Athletics
<b>Period</b>	Nine days from Saturday 13 to Sunday 21 September 2025
<b>Venue</b>	Japan National Stadium and other venues (marathon and race walking will be held in Tokyo)
<b>No. of athletes</b>	approx. 2,000
<b>No. of countries/regions</b>	approx. 200
<b>No. of events</b>	49

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CHAMPIONSHIPS  
TOKYO 25

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