



# STYLE GUIDE

2012 GAMES WEBSITE

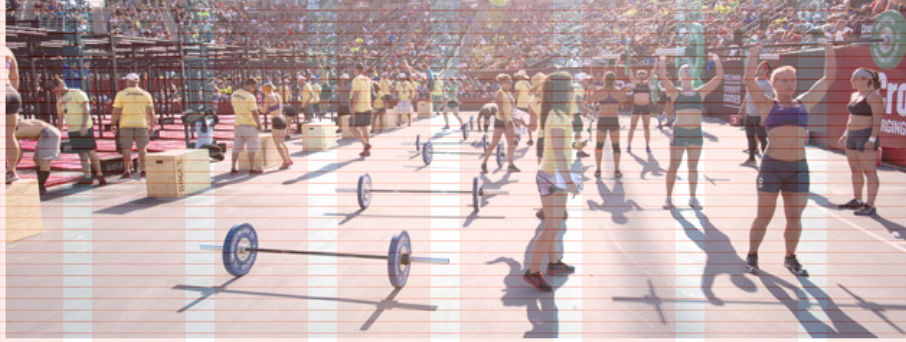
AUTHOR: PLY INTERACTIVE

8 COLUMNS: 640 PX

# ABOUT THE GAMES

## FINDING THE FITTEST ON EARTH

The CrossFit Games are the world's premier test to find the Fittest on Earth™. They are world-renowned as a grueling test for the world's toughest athletes, and a thrilling experience for spectators. Since their inception in 2007, the CrossFit Games have become "one of the fastest growing sports in America," according to Forbes.



First ever competition with more than 26,000 athletes.  
Photo credit

3 COLUMNS: 215 PX

*The goal is to find the fittest athletes, not to produce an easily replicable workout program.*



Public interest has also grown greatly.

5 COLUMNS: 405 PX

### There is no other true test of fitness

The Games were created to fill a void; no other true test of fitness existed. From Ironman triathlons to the NFL, all other athletic events neglected to accurately test fitness. Even decathlons, while testing a relatively wide range of abilities, missed vital components of physical fitness.

CrossFit Games events are composed of a broad range of functional movements. Functional movements move large loads, long distances, quickly. These movements also form the basis of our exercise program. Make no mistake, however, the CrossFit Games are designed to test, not train fitness. The goal is to find the fittest athletes, not to produce an easily replicable workout program.

### A Three-stage Journey

The Games season is a three-stage journey. The first step is the Open, a worldwide, inclusive, five-week competition that kicks off on February 22. Want to participate? [More info is available here.](#)

The top athletes from the Open in each of 17 regions will qualify for the second step of competition – Regionals. The Regional competitions will run for five weeks from April 27 to May 27 at one venue in each region for three days of live competition.



A variety of challenges helps test athletes and ensures only the best progresses.  
Credit: Photographer

### May only the Best Win

The Games are a playing field where the fittest athletes are given a chance to distinguish themselves through consistently exceptional performances. In a single weekend, the CrossFit Games test athletes' capabilities across broad time and modal domains. We intentionally include a wide variety of different event types. In the past, these have ranged from dusty hill sprints to sandbag carries, and ocean swims. Future events will contain even more surprises.

In order to be satisfied that the Games winners are truly the Fittest on Earth™, we need to be confident the champions would also win other good tests of fitness.

HEADER: H1  
LEAGUE GOTHIC  
COLOR: #C41230  
SIZE: 50 PX

# ABOUT THE GAMES

HEADER: H2  
LEAGUE GOTHIC  
COLOR: #FFFFFF  
SIZE: 30 PX

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LARGE IMAGE  
WIDTH: 630 PX  
HEIGHT: 235 - 473



First ever competition with more than 26,000 athletes.

CAPTION & CREDIT  
GEORGIA ITALIC  
COLOR: #454545  
SIZE: 11PX  
LINE HEIGHT: 14

PULL QUOTE  
GEORGIA REGULAR  
COLOR: #454545  
SIZE: 20 PX  
LINE HEIGHT: 30 PX  
*(SPACER RULES ABOVE AND BELOW QUOTES ARE ADDED AUTOMATICALLY)*

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SUBHEAD: H3  
SANS-SERIF  
COLOR: #252525  
SIZE: 18 PX  
LINE HEIGHT: 26 PX

BODY COPY  
SANS-SERIF  
COLOR: #252525  
SIZE: 13 PX  
LINE HEIGHT: 20PX

SPACER RULE

3 COLUMN IMAGE  
WIDTH: 205 PX  
HEIGHT: 115 - 154



Public interest has also grown greatly.

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SUBHEAD: H4  
SANS-SERIF  
COLOR: #252525  
SIZE: 14PX  
LINE HEIGHT: 20 PX

LINK: A  
SANS-SERIF  
COLOR: #C41230  
SIZE: 13 PX  
LINE HEIGHT: 20PX



A variety of challenges helps test athletes and ensures only the best progresses.  
Credit: Photographer

5 COLUMN IMAGE  
WIDTH: 395 PX  
HEIGHT: 222 - 296 PX

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35 PX

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30 PX

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30 PX

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30 PX



10 PX

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30 PX

30 PX

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30 PX

30 PX



10 PX

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30 PX



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30 PX

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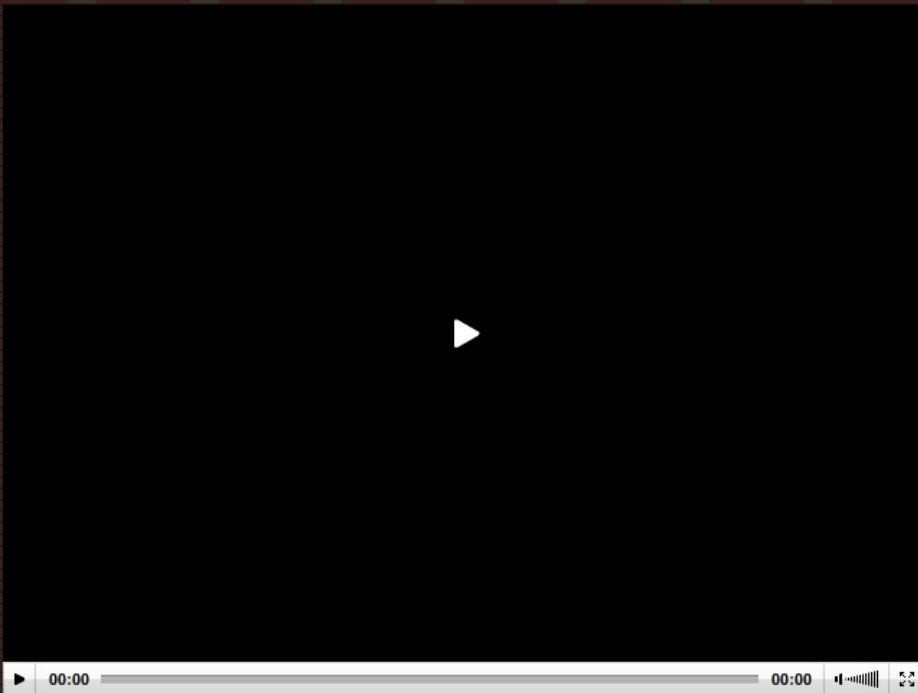
60 PX

PHOTO ROTATOR (HOME PAGE AND REGIONAL LANDING PAGES)



IMAGE WIDTH: 960 PX  
 IMAGE HEIGHT: 315 PX  
 IMAGE SUBJECT SHOULD BE IN THE CENTER OF THE PHOTO SINCE THE LEFT AND RIGHT SIDES ARE COVERED BY TEXT OR THUMBNAILS  
 THUMBNAILS ARE AUTO-GENERATED  
 KEEP TITLES TO TWO LINES  
 SUMMARY TEXT TRUNCATES AT 100 CHARACTERS

VIDEOS (MEDIA PAGES OR STATIC PAGES)



VIDEO WIDTH: 640 PX  
 VIDEO HEIGHT: 480 OR 360 PX  
 POSTER FRAMES SHOULD BE THE SAME SIZE AS THE VIDEO  
 USE IFRAME EMBED METHOD WHEN ADDING YOUTUBE VIDEOS TO STATIC PAGES

MEDIA THUMBNAILS (HOME PAGE, REGIONAL PAGES, MEDIA PAGES)

**IN THE SPOTLIGHT**

MAKE SURE ALL MEDIA THUMBNAILS ARE THE PROPER PROPORTION (4:3 OR 16:19 OR SOMEWHERE INBETWEEN).