



PRESS RELEASE

International Gymnastics Federation (FIG) unveils new global identity: World Gymnastics

**Lausanne (SUI), 9 December 2025*

The International Gymnastics Federation (FIG) today announces a major rebrand, introducing its new name: World Gymnastics. The rebrand marks a significant milestone in the organisation's evolution and positions it for the future of the sport.

World Gymnastics engages millions of athletes and fans across 165 member federations, making it one of the most popular participation and spectator sports.

The new brand includes a new logo and visual identity and reflects the organisation's commitment to promoting gymnastics at every level, from grassroots participation to elite international competition.

*"World Gymnastics represents our mission with clarity and purpose," said **Morinari Watanabe**, President of World Gymnastics. "The name reinforces our role as a global centre for athletes, coaches, fans and partners. This change goes far beyond a rebranding. It is a promise to elevate the sport and expand access to gymnastics worldwide."*

In addition to name and brand identity, World Gymnastics will unveil eight distinctive discipline brands, each purpose-built to elevate the identity, visibility and growth of the sport's diverse disciplines. The discipline identities for Gymnastics for All, Men's Artistic, Women's Artistic, Rhythmic, Trampoline & Tumbling, Acrobatics, Aerobics and Parkour will be showcased over the coming weeks.

A future-focused global identity

"World Gymnastics is just the start of a broader transformation," explains Watanabe. "Our new discipline brands give our entire community, including athletes, fans, coaches, judges and partners, a stronger platform to shine, grow and connect."

The rebrand follows extensive consultation with athletes, member federations, fans and global partners, which defined clear priorities:

- Strengthening athlete visibility and safeguarding
- Enhancing fan engagement and event experience
- Expanding global participation
- Clarifying pathways across all disciplines

The visual identity of World Gymnastics emphasises movement, unity and the expressive nature of the sport, placing the athlete firmly at the centre. The eight discipline brands integrate these core elements with distinct artistic styles inspired by each discipline's personality and audience.

"Gymnastics is one of the world's most inspiring and expressive sports," concludes Watanabe. "World Gymnastics captures that energy while strengthening our global foundation for future generations."

The World Gymnastics brand will be rolled out gradually across all World Gymnastics communications platforms, showcasing the full visual identity.

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