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Introduction

These guidelines have been created to introduce and coordinate the appearance, personality and appropriate implementation of our identity. They are meant to inform all future brand communication decisions.

The IWWF Logo is the primary expression of the Federation's identity. It's proper application is essential for promoting, maintaining, and protecting the value of our brand.
The Masterbrand

The IWWF identity embodies different concepts.

Perspective, to represent speed, dynamism
Blue color as corporate one, representing water;
Upper Torch with corporate color, plus green, yellow and red.
The Logo combines the two most important visual elements of the brand: the IWWF symbol and the IWWF logotype. Position, size, and color, along with the spatial and proportional relationships of the Logo elements, are standardized and should never be altered.

Always keep the signature elements together – never use the symbol or logotype alone.
**Logo Don’ts**

a. Don’t use any kind of shadow.  
b. Never modify inclination of the logo.  
c. Never change colors of the symbol or logotype (see monochrome options).  
d. Never use element individually, or modify logotype proportions.  
e. Never distort the Logo.  
f. Never violate clearspace superposing any object or cropping any part of the Logo.
Clearspace

Clearspace refers to the area surrounding the Logo. It must be kept free of graphics, text, other logos, and the edges of an electronic document or printed piece. Whenever possible, clearspace dimensions should be increased so that the impact of the signature can be maximized.
Minimum Size

The Logo, when printed in full color, should never be smaller than 3,5 cm in width to ensure legibility across a variety of applications.

If a smaller size logo is absolutely necessary, subject to IWWF approval, please use the logo option without text.
Background Don’ts

A: Never place the logo over a graphic pattern.
B: Never place the logo over a photo.
C: Never place the logo over a color other than white.

OK: white shapes can be used in between logo and any background color or image.
Monochrome Uses and background Colors

The use of a monochrome logo may be permitted for specific cases subject to IWWF's approval.

- Black (100% black over white background)
- Grey (90% black over 100% background)
- Blue (official one, C:91 M:69 Y:0 K:0)
- Dark Blue (tone over tone, C:100 M:80 Y:14 K:2)
- White (over black or medium grey and blue background)
Typography

**Corporate Identity Logotype**  Arial Regular *Italic*

*abcdefghijklmnopqrstuvwxyz*
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*
*1234567890, . ? ! &*

**Collateral - Body**

Calibri Regular
*abcdefghijklmnopqrstuvwxyz*
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*
*1234567890, . ? !*

**Collateral - Headline**

Calibri Bold
*abcdefghijklmnopqrstuvwxyz*
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*
*1234567890, . ? !*
Color Palette

You may use the PANTONE® colors shown here, the standards for which can be found in the current edition of the PANTONE Color Formula Guide.

The colors shown in these standards have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standards. PANTONE® is a registered trademark of Pantone, Inc.
Identity and Branding
Confederations’ Logos
Event Logo - IWWF World Titled Events

The abbreviation “IWWF” will be prominently integrated into the competition logo for all IWWF World Titled events.

The competition logo will be submitted to the IWWF President or his appointed representative for approval prior to any publication and a minimum of 8 months before the competition.

- IWWF World Open Waterski Championships
- IWWF Over-35 Waterski Championships
- IWWF Under-21 Waterski Championships
- IWWF Under-17 Waterski Championships

- IWWF World Cable Wakeboard Championships
- IWWF World Waterski Racing Championships
- IWWF World Wakeboard Championships
- IWWF World Show Ski Championships
- IWWF World Barefoot Championships
- IWWF World Cableski Championships
- IWWF World Disabled Waterski Championships
Event Logo - IWWF Confederation Events

We kindly request that the abbreviation “IWWF” be included into the name of the event and will be prominently integrated into competition logo.

IWWF Asia & Oceania Waterski Championships
IWWF Pan Am Waterski Championships
IWWF Europe & Africa Waterski Championships
IWWF Councils, Committees & Commissions

We kindly request that the abbreviation “IWWF” be included into the name of each committee and commission.

Some examples:

IWWF Athletes Commission
IWWF World Medical Committee
Council Logos
Important Notes

- Never recreate or alter the IWWF logo.
- IWWF logos can be downloaded at http://www.iwwf.sport/logos/
- The IWWF logo must appear on all print material at IWWF World Titled Events.
- The IWWF logo must appear on all IWWF-related print collateral.
- Contact executive@iwwfed.com if you have any questions or requests.
- Please check on RESOURCES section of iwwfed.com for updates.
To Whom It May Concern,


Sincerely

June 28, 2017
June 28, 2017

To Whom It May Concern,


Sincerely

EXECUTIVE DIRECTOR

PAUL FONG

Mailing Address: My Mailbox 888815, Singapore 919191

Cell +65 97564500
executive@iwwfed.com
http://www.iwwfed.com

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PRESIDENT

JOSE ANTONIO PEREZ PRIEGO

Camino Santa Teresa 1381-1
Jardines del Pedregal
01900 CDMX
Mexico

Mobile: +52 55 54009831
Email: president@iwwfed.com
www.iwwfed.com

SECRETARY GENERAL

GILLIAN HILL

4 Quartier Gafary
83440 Fayence
France

Phon: +33 4947 65012
Mobile: +33 6152 02098
Email: secgen@iwwfed.com

TREASURER / HEADQUARTERS

PETER FREI

P.O. Box 18,
Im Blatt D6 CH 6345 Neuheim
Switzerland

Mobile: +41 79 4143740
Email: peter frei@freipw.ch

RECOGNIZED BY THE INTERNATIONAL OLYMPIC COMMITTEE (IOC)
AFFILIATED WITH THE GLOBAL ASSOCIATION OF INTERNATIONAL SPORT FEDERATIONS (GASF)
AFFILIATED WITH THE INTERNATIONAL WORLD GAMES ASSOCIATION (IWGA)
AFFILIATED WITH THE ASSOCIATION OF IOC RECOGNIZED INTERNATIONAL SPORTS FEDERATIONS (ARISF)

Headquarters: P.O. Box 18, Im Blatt D6, CH-6345 Neuheim, Switzerland. Phone: +41794143740
Email Signature

It should be configurated in HTML with server side stored logo
Branding for Broadcast
Apparel
Minimum size of IWWF Logo on Athletes Bibs
IWWF Logo to appear on both sides, front and back

please refer to page 10 of this manual for monochrome options
**IWWF Logo minimum size on Back Drops**

- **IWWF logo must appear on each row of logos;**
- **The Number of rows will depend on size of the Back Drop;**
- **There should not be more than 3 logos in between IWWF logos.**

**Event Back Drops**

**IWWF World Waterski Championships**
Open, Junior, Under-21, Over -35
IWWF logo must appear on each row of logos;
The Number of rows will depend on size of the Back Drop;
There should not be more than 3 logos in between IWWF logos.
IWWF Logo **minimum size** on Back Drops

IWWF logo must appear on each row of logos;
The Number of rows will depend on size of the Back Drop;
There should not be more than 3 logos in between IWWF logos.
Banners
Examples
Decals
Examples
Feather Flags Examples
Promotional Merchandise
Examples
Promotional Merchandise
Examples