



Corporate Identity and Branding Guidelines



International Waterski & Wakeboard Federation

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International Waterski & Wakeboard Federation

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.



International Waterski & Wakeboard Federation

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.



Logo Elements

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.

X		X
X		X

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.

OK



A



B



C



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, . ? !



R54 G100 B173

C91 M69 Y0 K0 :: WEB #3664AD PANTONE P105-14U

R59 G156 B88

C81 M16 Y93 K2 :: WEB #3B9C58 PANTONE P146-6U

R255 G242 B18

C0 M0 Y100 K0 :: WEB #FFF212 PANTONE Process Yellow U

R237 G50 B55

C0 M100 Y100 K0 :: WEB #ED3237 PANTONE P48-8U

R0 G50 B0

C0 M0 Y0 K100 :: WEB #000000 PANTONE Black

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.



International Waterski & Wakeboard Federation

Identity and Branding



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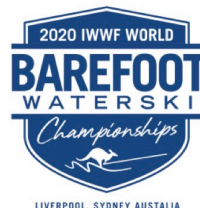
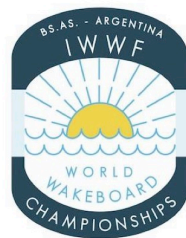
Confederations' Logos



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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 <https://iwwf.sport/branding-formats/>
- 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.sport if you have any questions or requests.
- Please check on RESOURCES section of iwwf.sport for updates.



Branding for Broadcast



Head Gear



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



Athlete Bibs

Examples



white background example

*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.*



colored background example

*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.*



image/photo background example

*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.*



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iwwf.sport

iwwf.sport



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iwwf.sport



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iwwf.sport



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iwwf.sport



Banners Examples



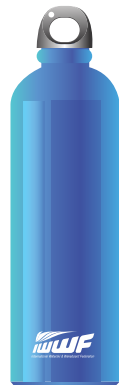
Decals Examples



***Feather Flags
Examples***



Promotional Merchandise Examples



Promotional Merchandise Examples