WORLD
KARATE FEDERATION

WKF

®

GRAPHIC
IDENTITY
MANUAL

WKF
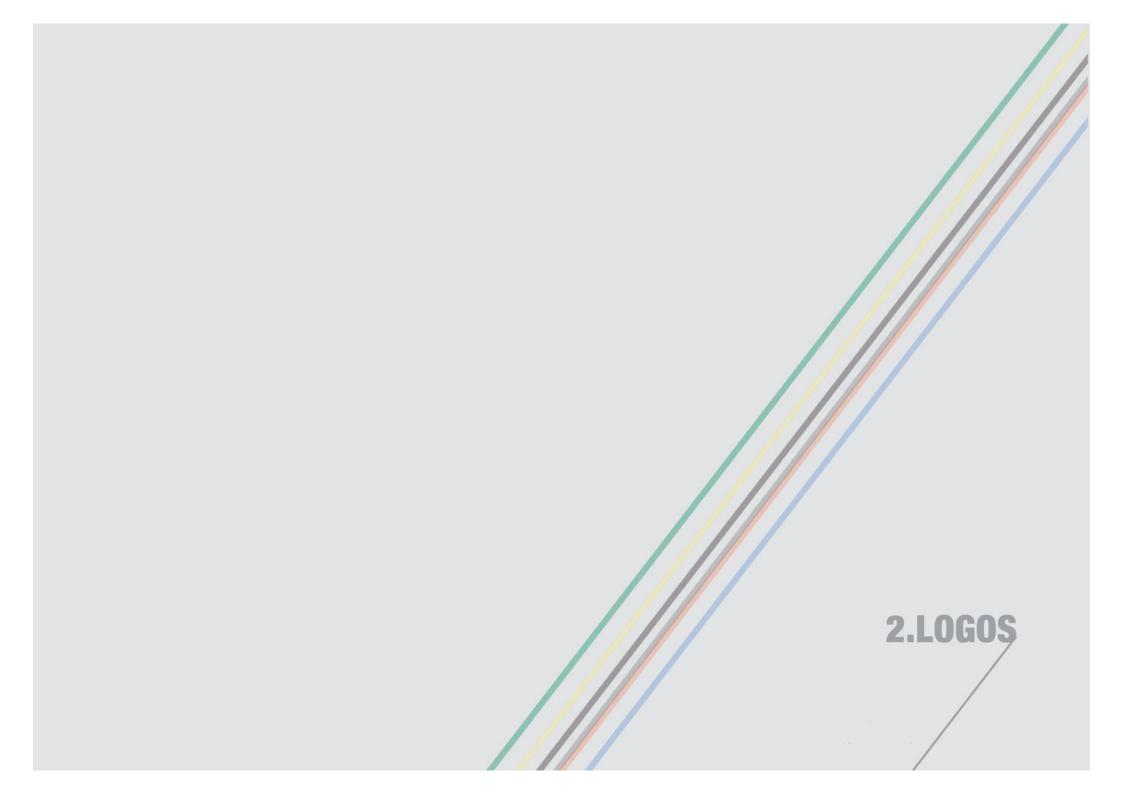
WORLD KARATE
FEDERATION

INDEX

1.GENERAL
TERMS

1. GENERAL TERMS

This corporate identity manual must be provided to designers and printers and, in general, to every person in charge of corporate identity in order to respect procedures, sizes, colors and typesettings defined in the following paragraphs.

This manual defines the brand aspects as well as its applications and its presentation regulations.

Any use of font, composition, color or form not defined in this manual may lead to confusion and spoil corporate image.

Given the important quantity of possible design applications, all the options are not defined in this manual, though main guidelines hereby defined, together with coherence, may help maintain a proper identity in any case.

2.LOGOS

2.1 THE LOGOS

LOGO 1

Main Logo
To be used when an official
identification as a Federation is
required.

Main Uses:
Official Identifications.
Federation Stationery.

LOGO 2

Secondary Logo

For commercial use.
® identification must always be
attached.

Main Uses:
WKF approved items.
Merchandising Items.

LOGO 3

Outlined Logo
Use restrained to highly specific
applications.

Main Uses:
WKF approved sport items.
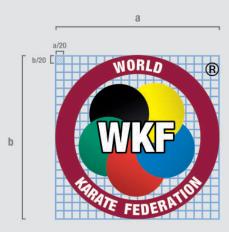Merchandising Items.

2.2 MAIN
LOGO

2.2.1 BASIC ELEMENTS

2.2.1.1 BASIC STRUCTURE

A proper representation of the logo may respect a pattern with equal width and height in order to avoid proportions and placement mistakes.

Due to multiple elements in the logo compostion, an accurate pattern may be composed of 400 cells (20 x 20) in order to assure a correct placement of each item.

2.2.1.2 COLORS

The official logo colors are yellow, blue, red, green, black and grey.
The color for all font typing is white. (WKF central initials surrounded in black).
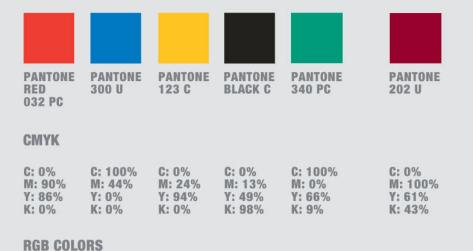
PANTONE COLORS

OUTTER RING

PANTONE RED 032 PC	PANTONE 300 U	PANTONE 123 C	PANTONE BLACK C	PANTONE 340 PC	PANTONE 202 U

CMYK

C: 0% M: 90% Y: 86% K: 0%	C: 100% M: 44% Y: 0% K: 0%	C: 0% M: 24% Y: 94% K: 0%	C: 0% M: 13% Y: 49% K: 98%	C: 100% M: 0% Y: 66% K: 9%	C: 0% M: 100% Y: 61% K: 43%

RGB COLORS

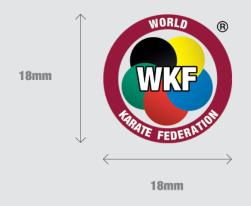|					
RGB R:229 G:53 B:44	RGB R:0 G:113 B:185	RGB R:253 G:198 B:0	RGB R:39 G:34 B:19	RGB R:0 G:139 B:108	RGB R:153 G:4 B:47

2.2.1.3 REDUCTION LIMITS

**The logo size should allow the perfect
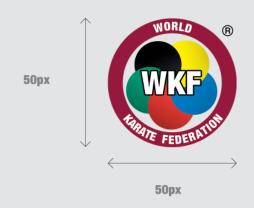readability of the different parts of the brand, both in printed and web versions.**

PRINTED LOGO SIZE

The minimum dimensions for printed version are:

WEB LOGO SIZE

The minimum dimensions for any form of screen displaying are:

18mm

18mm

50px

50px

2.2.1.4 BLANK AREA AND COEXISTENCE WITH OTHERS BRANDS

In order to avoid interferences with other brands or graphic elements,
a blank area has to remain free of any element around the logo.
Width of said area may be at least 1/8th of logo vertical dimension.

2.2.1.5 INCORRECT USES

The logo size should allow the perfect readability of the different parts of the brand, both in printed and web versions.

Central circles must be ordered properly and follow the correct color order.

No mixed version of two logos is allowed.
The main logo must include the purple ring.

The correct font must be used inside the logo.
Wording may be typed and positioned properly.

Logo must not be rotated.
Wording may be typed and positioned properly.

2.2.1.6 TYPESETTING - FONTS

Typesetting is a crucial tool in publications design. A proper use allows a correct interpretation of the information transmitted in different published supports.

The font election is also important as it contributes to identify and reinforce corporate image.

HELVETICA NEUE CONDENSED BLACK

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!?%&@( ) , .*+

TEXT SAMPLE 10/12

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin faucibus ligula et sem sollicitudin sollicitudin. Maecenas elit mauris, aliquam eu eleifend non, eleifend non sem. In vel semper metus. Duis quam turpis, eleifend eu luctus eu, faucibus quis enim.
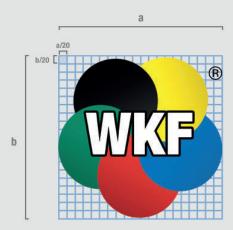
3. HOMOLOGATED ITEMS

3.1.1 BASIC STRUCTURE

A proper representation of the logo may respect a pattern with equal width and height in order to avoid proportions and placement mistakes.

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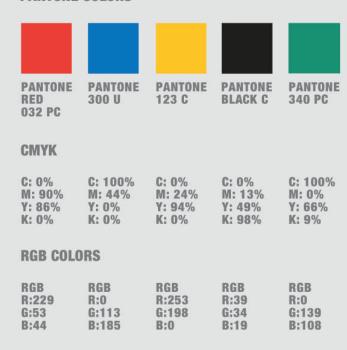
3.1.2 COLORS

The official logo colors are yellow, blue, red, green, black and grey.
The color for all font typing is white. (WKF central initials surrounded in black).

PANTONE COLORS

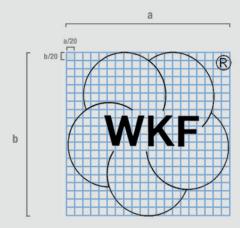| PANTONE RED 032 PC	PANTONE 300 U	PANTONE 123 C	PANTONE BLACK C	PANTONE 340 PC

CMYK

C: 0%	C: 100%	C: 0%	C: 0%	C: 100%
M: 90%	M: 44%	M: 24%	M: 13%	M: 0%
Y: 86%	Y: 0%	Y: 94%	Y: 49%	Y: 66%
K: 0%	K: 0%	K: 0%	K: 98%	K: 9%

RGB COLORS

RGB	RGB	RGB	RGB	RGB
R:229	R:0	R:253	R:39	R:0
G:53	G:113	G:198	G:34	G:139
B:44	B:185	B:0	B:19	B:108

3.2.1 BASIC STRUCTURE

A proper representation of the logo may respect a pattern with equal width and height in order to avoid proportions and placement mistakes.

Due to multiple elements in the logo compostion, an accurate pattern may be composed of 400 cells (20 x 20) in order to assure a correct placement of each item.
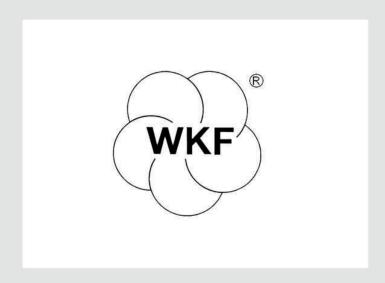
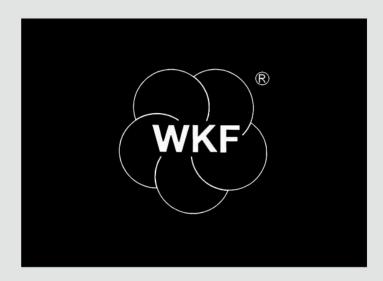Font (unless for logo initials WKF) is ARIAL BOLD.

3.2.2 MONOCHROME

In some cases, backgrounds or materials, only monochrome printing may be available.
In these cases only, monochrome printing may be black or white and strictly restrained to the outlined logo.

White or light background / black printing.

Black or dark background / white printing.

3.2.3 COLORS

The official logo color is black.
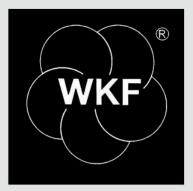The color for all font typing is black.

PANTONE COLORS

PANTONE
BLACK C

CMYK

C: 0%
M: 13%
Y: 49%
K: 98%

RGB COLORS

RGB
R:39
G:34
B:19

3.3
MERCHANDISING
EXAMPLES OF USE

3.3.1.1 EXAMPLES OF USE. LOGO 2

MALE FRONT

MALE BACK

WORLD KARATE FEDERATION

3.3.1.2 EXAMPLES OF USE. LOGO 3

MALE FRONT

MALE BACK

WORLD KARATE FEDERATION

WKF

WKF

WKF