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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.
2.1 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.
2.2.1.1 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 composition, 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

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

CMYK

<table>
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<th>M</th>
<th>Y</th>
<th>K</th>
</tr>
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RGB COLORS

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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:
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
3. HOMOLOGATED ITEMS
3.1 BASIC ELEMENTS LOGO 2
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.

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

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PANTONE COLORS

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<th>Code 3</th>
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<td>PANTONE 300 U</td>
<td>123 C</td>
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<tr>
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<td>340 PC</td>
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CMYK

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<th>Y</th>
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<td>0%</td>
</tr>
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<td>44%</td>
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<td>0%</td>
</tr>
<tr>
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<tr>
<td>PANTONE BLACK</td>
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<td>13%</td>
<td>49%</td>
<td>98%</td>
</tr>
<tr>
<td>PANTONE 340 PC</td>
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RGB COLORS

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<td>PANTONE BLACK</td>
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<td>108</td>
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<tr>
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<td>0</td>
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</table>
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 composition, 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

CMYK

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

RGB COLORS

RGB
R: 39
G: 34
B: 19
3.3.1.1 EXAMPLES OF USE. LOGO 2

MALE FRONT

MALE BACK

MERCHANDISING | T-SHIRT AND CUP

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3.3.1.2 EXAMPLES OF USE. LOGO 3