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 conceps.

Perspective, to represent speed, dynamism
Blue color as corporate one, representing water;
Upper Torch with corporate color, plus green, yellow and red.

Symbol

International Waterski & Wakeboard Federation

Logotype

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

a.

b.

c.

d.

e.

f.

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 1,5 cm in height.
This ensures legibility across a variety of applications.
IWWF business cards provide an example of the signature at its minimum size.

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
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890, . ? !

Collateral - Headline

Calibri Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890, . ? !

R54 **G**100 **B**173 — **C**91 **M**69 **Y**0 **K**0 ::: **WEB** #3664AD **PANTONE** P105-14U

R59 **G**156 **B**88 — **C**81 **M**16 **Y**93 **K**2 ::: **WEB** #3B9C58 **PANTONE** P146-6U

R255 **G**242 **B**18 — **C**0 **M**0 **Y**100 **K**0 ::: **WEB** #FFF212 **PANTONE** Process Yellow U

R237 **G**50 **B**55 — **C**0 **M**100 **Y**100 **K**0 ::: **WEB** #ED3237 **PANTONE** P48-8U

R0 **G**50 **B**0 — **C**0 **M**0 **Y**0 **K**100 ::: **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

International Waterski & Wakeboard Federation

International Waterski & Wakeboard Federation

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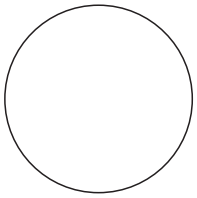
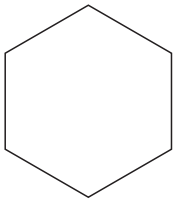
Confederations' Logos

International Waterski & Wakeboard Federation

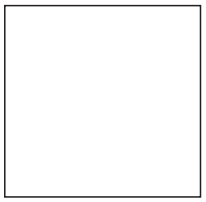
International Waterski & Wakeboard Federation



IWWF
World Open
Waterski Championships



IWWF
World
Open Waterski
Championships



IWWF
World
Open Waterski
Championships

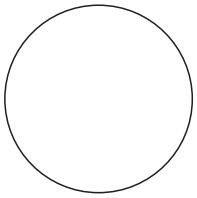
I W W F
W o r l d
O p e n
W a t e r s k i
Championships

Event Logo - IWWF World Titled Events

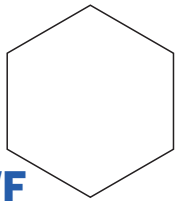
The abbreviation "IWWF" will be integrated into the competition logo for all IWWF World Title events. The competition logo will be submitted to the IWWF President or his appointed representative for approval prior to any publication and a minimum of 8 months before the competition.

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

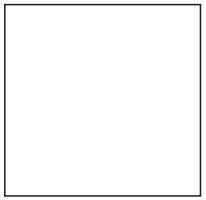
IWWF World Cable Wakeboard Championships
IWWF World Waterski Racing Championships
IWWF World Wakeboard Championships
IWWF World Show Ski Championships
IWWF World Barefoot Championships
IWWF World Cableski Championships
IWWF World Disabled Waterski Championships



IWWF
Confederation
Event
Waterski Championships



IWWF
Confederation
***Event* Waterski**
Championships



IWWF
Confederation
Event Waterski
Championships

I W W F
Confederation
E v e n t
W a t e r s k i
Championships

Event Logo - IWWF Confederation Events

We kindly request that the abbreviation "IWWF" be included into the name of the event and integrated into competition logo.

IWWF Asia & Oceania Waterski Championships
IWWF Pan Am Waterski Championships
IWWF Europe & Africa Waterski Championships

Proposed Council Logos

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

Proposed Council Logos

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

Important Notes

- Never recreate or alter the IWWF logo.
- IWWF logos can be downloaded at http://www.iwwfed.com/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.

International Waterski & Wakeboard Federation

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executive@iwwfed.com
http://www.iwwfed.com/

June 28, 2017

To Whom It May Concern,

Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Etiam lobortis facilisis sem. Nullam nec mi et neque pharetra sollicitudin. Praesent imperdiet mi nec ante. Donec ullamcorper, felis non sodales commodo, lectus velit ultrices augue, a dignissim nibh lectus placerat pede. Vivamus nunc nunc, molestie ut, ultricies vel, semper in, velit. Ut porttitor. Praesent in sapien. Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Duis fringilla tristique neque. Sed interdum libero ut metus. Pellentesque placerat. Nam rutrum augue a leo. Morbi sed elit sit amet ante lobortis sollicitudin. Praesent blandit blandit mauris. Praesent lectus tellus, aliquet aliquam, luctus a, egestas a, turpis. Mauris lacinia lorem sit amet ipsum. Nunc quis urna dictum turpis accumsan semper.

Sincerely

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*AFFILIATED WITH **GLOBAL ASSOCIATION OF INTERNATIONAL SPORT FEDERA TIONS** (GAISF)*
*AFFILIATED WITH THE **INTERNATIONAL WORLD GAMES ASSOCIATION** (IWGA)*
*AFFILIATED WITH THE **ASSOCIATION OF IOC RECOGNIZED INTERNATIONAL SPORTS FEDERATIONS** (ARISF)*

The International Waterski & Wakeboard Federation Limited is a Company Limited by Guarantee
Company Registration No. 4906594 (England and Wales)
Registered Office: The Forum, Hanworth Lane, Chertsey, Surrey KT168JX, England

Letterhead

Business Card

International Waterski & Wakeboard Federation

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executive@iwwfed.com
http://www.iwwfed.com/

June 28, 2017

To Whom It May Concern,

Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Etiam lobortis facilis
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lectus tellus, aliquet aliquam, luctus a, egestas a, turpis. Mauris lacinia lorer
Nunc quis urna dictum turpis accumsan semper.

Sincerely

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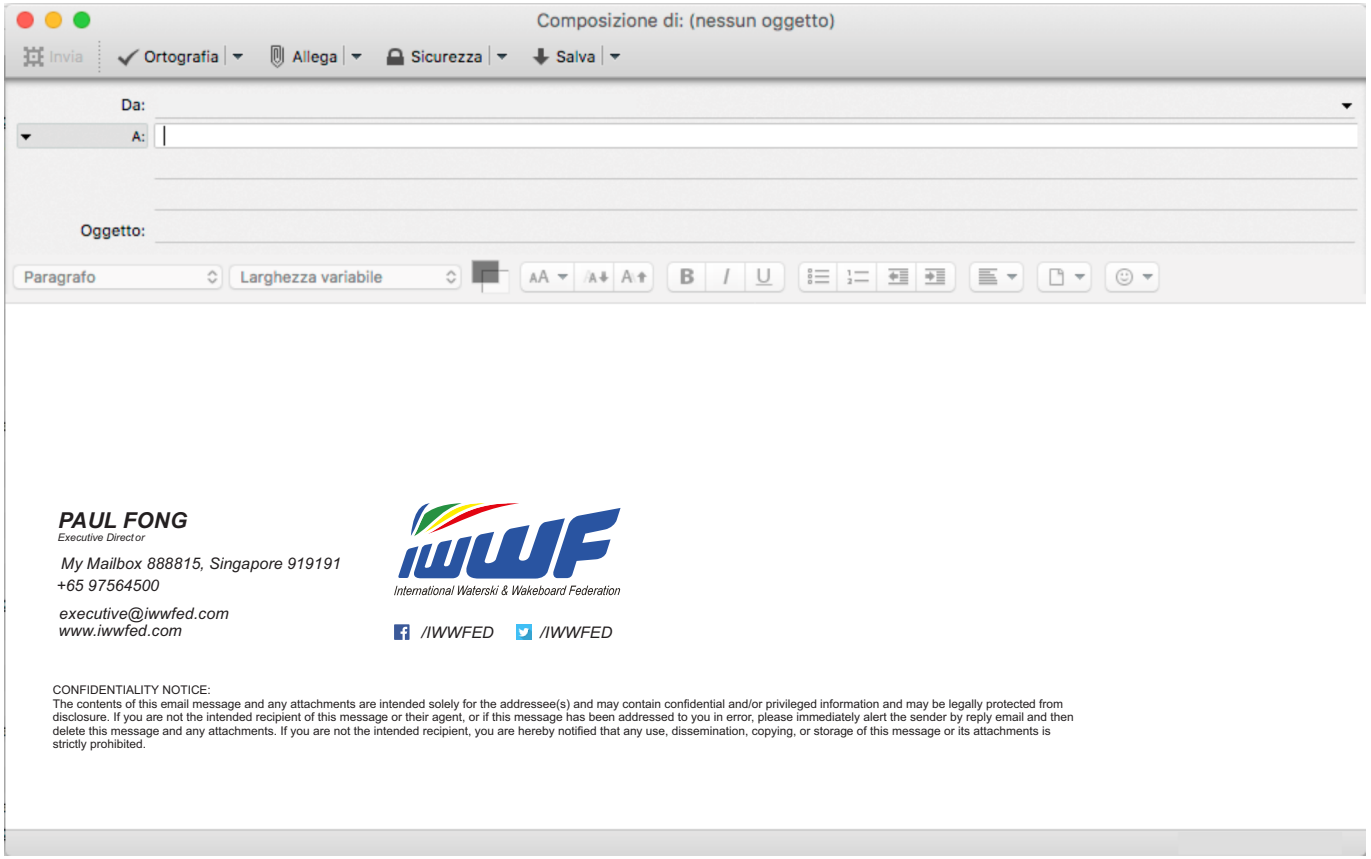


Email Signature

It should be configurated in HTML with server side stored logo

International Waterski & Wakeboard Federation

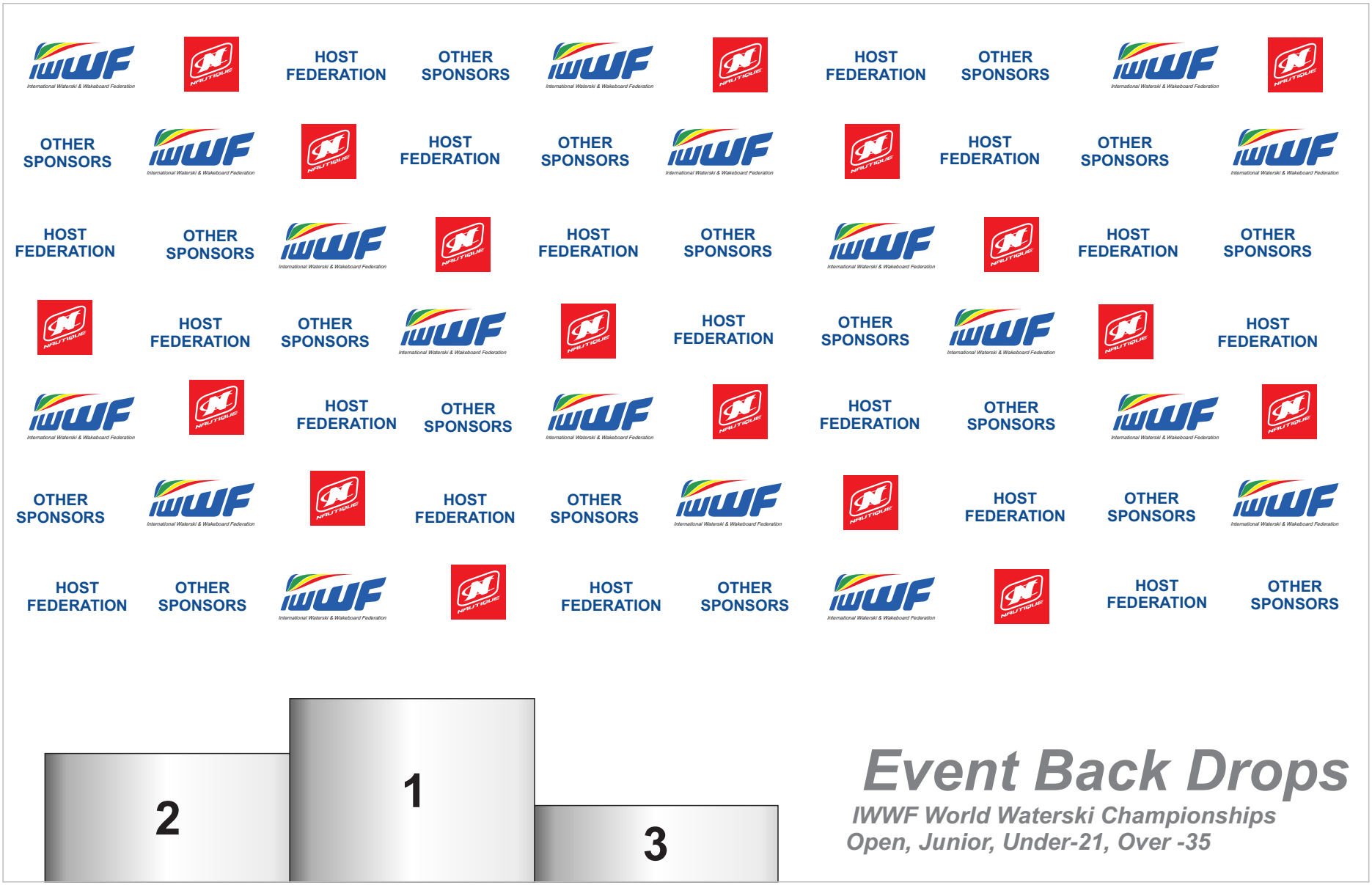
Logo Application

Cap & Visor

Polo-Shirts
T-Shirts
Wind Breakers

Athlete Bibs

Examples



Event Back Drops

IWWF World Waterski Championships
Open, Junior, Under-21, Over -35

white background example

Event Back Drops

IWWF World Wakeboard Championships

colored background example

image/photo background example

Banners
Examples

Decals

Examples

Feather Flags

Examples

Promotional Merchandise

Examples

Promotional Merchandise

Examples