

Brand Design Guidelines



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Chapter 01.

Introduction

1. Introduction

The World Taekwondo Federation has undergone a period of rebranding, with the organization renamed as World Taekwondo (WT). This name change was accompanied by an entirely new brand design concept to boost its image and enhance its exposure.

The organization's new logo, becomes a springboard for its rebranding, and is anticipated to change the overall look and feel of WT.

This redesigned and revived logo is expected to reflect a global modern outreach as well as the organization's contemporary outlook.

World Taekwondo (WT) is the International Federation (IF) governing the sport of Taekwondo and is a member of the Association of Summer Olympic International Federations (ASOIF) and International Paralympic Committee (IPC).

See our website for more information:
[/www.worldtaekwondo.org](http://www.worldtaekwondo.org).



Chapter 02.

Brand Architecture

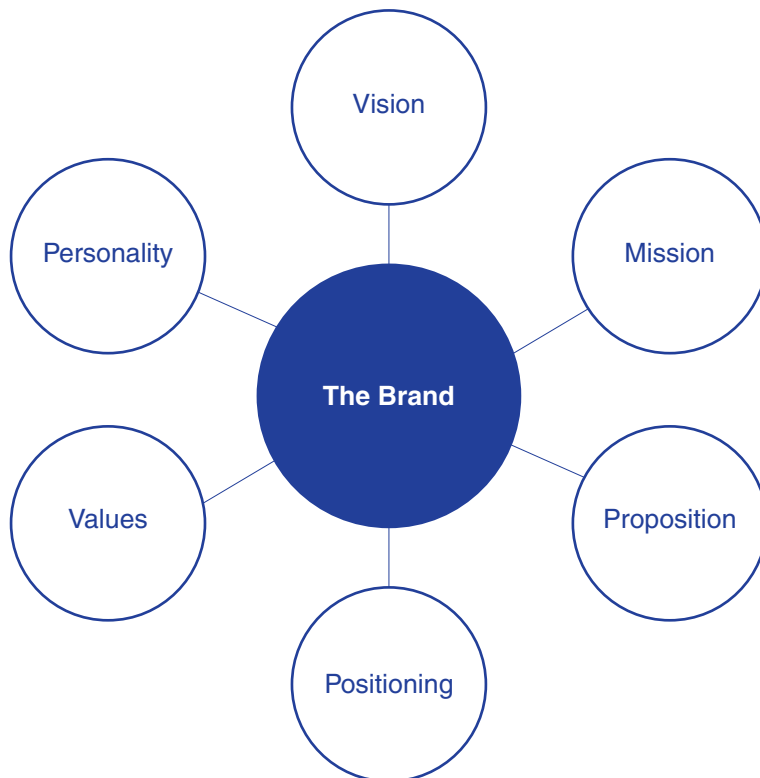
2. Brand Architecture

As a global sports organization, it is important for World Taekwondo to maximize the impact of each and every interaction it has with its target audience.

An effective way to achieve this pervasive impact is for WT to behave like a 'brand' and not just an organization, providing promise and experience to its audience at every touch-point.

With the advance of a new brand architecture, WT aims to define a set of universal attributes ensuring consistency and reliability at each interaction for every member of its target audience.

This document containing WT's brand architecture will consist of the following elements:



2.1. Vision

WT believes that a Vision fully carried through should result in an organization's ideal situation.

It should therefore be aspirational, almost unrealistic, yet ultimately achievable.

Taekwondo for All

2.2. Mission

Develop and grow Taekwondo throughout the world, from a grass roots level all the way through to an elite level, to provide all with the opportunity to play, watch and enjoy the sport regardless of age, gender, religion, ethnicity or ability.

***Develop and grow
Taekwondo all over
the world from a grass roots
level all the way through
to an elite level to provide
everyone the opportunity to
play, watch and enjoy
the sport.***

2.3. Proposition

WT's Proposition is what it offers to the global Taekwondo community and the Olympic Movement.

***WT is responsible for
the development, growth
and administration of
Taekwondo around
the world, ensuring
the sport's fundamental
values remain at its core.***

2.4. Positioning

WT's Positioning looks at how it intends to differentiate itself from other organizations within the Taekwondo and Martial Arts communities as well as within the Olympic Movement.

WT leads the most inclusive and accessible combat sport which combines the values of its ancient Asian heritage with the values of a global elite sport.

2.5. Values

WT's core values include the ideals that the organization stands for and believes in.

Inclusiveness

Leadership

Respect

Tolerance

Excellence

Integrity

2.6. Personality

Every organization has its own unique characteristics that define its personality. WT's personality traits should be embodied not only by the organization, but also by the people within it.

Friendly
Welcoming
Inclusive
Leader
Professional
Transparent



Chapter 03.

Brand Identity Basic Systems

3.1.1. The Symbol

The Symbol which pertains to the image below has been designed to be considerably developed from the original high-kick icon, and to be relevant for contemporary needs. It represents the World Taekwondo Federation's integrity and spirit that aims to embrace everyone, promoting equality and diversity through participation in sports.

WT's Symbol in its brand identity consists of five colors, which perform the role of eliciting the philosophy of Taekwondo, the five different continents, as well as Olympism.

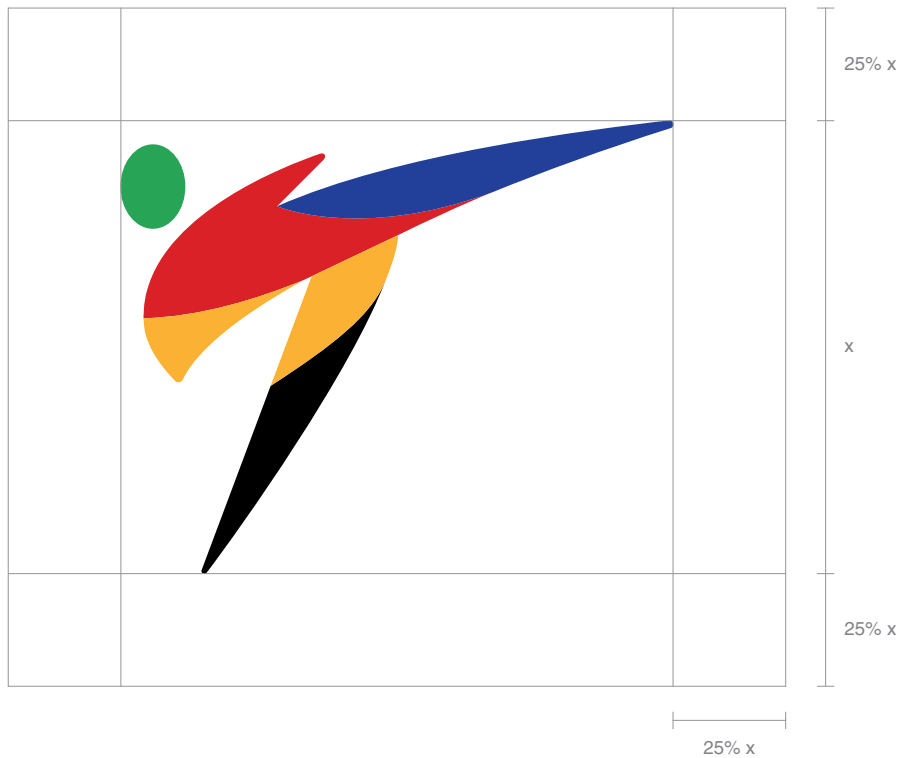


3.1.2. The Symbol: Isolation area and size minimization

Isolation Area: In order to give the WT logo enough room and to ensure legibility, adequate space should be given around it. This space refers to a clear white area that surrounds the logo into which no other graphic elements may be used.

For all the variations of the brand logo, ample space is constructed by measuring the height of the Symbol(x) plus an additional 25% of this measurement all around the logo.

The brand logo may be enlarged or reduced in size, yet should appear no smaller than 10mm height, or 28px height in digital applications. Always ensure that the logo avoids distortion that may affect its proportion.



3.2. Logotype

The logotype represents the World Taekwondo and is closely aligned to WT's mission, which defines the value of the federation, "Taekwondo for all."

**WORLD
TAEKWONDO**

WORLD TAEKWONDO

3.3. Colors

WT's symbol, and in extension, its brand identity consists of five colors. These are Green, Yellow, Red, Blue and Black. These colors were carefully selected to evoke the philosophy of Taekwondo which includes the following: courtesy, integrity, perseverance, self-control, an indomitable spirit, as well as Olympism. These colors are critical factors in delivering World Taekwondo's image.

For consistency, always use the color palette provided in this guide for all materials.

The color palette of the logotype is based on a grey color scale (C0-M0-Y0-K80). When the logo appears on a black background, the black color of the Symbol needs to be changed into the alternative color scale (C0-M0-Y0-K60).

Symbol Color

GREEN	YELLOW	RED	BLUE	BLACK
C80 M10 Y90 K0 R41 G164 B87 Pantone 354 C #28A456	C0 M34 Y90 K0 R252 G177 B51 Pantone 143 C #FBB133	C10 M100 Y100 K0 R218 G33 B40 Pantone 185 C #DA2028	C100 M90 Y0 K0 R33 G64 B154 Pantone Blue 072 C #213F99	C100 M100 Y100 K100 R0 G0 B0 Pantone Black C #000000

Logotype Color

GREY
C0 M0 Y0 K80 R88 G89 B91 Pantone Cool Gray 11 C #58585B

Sub Color

Light GREY
C0 M0 Y0 K60 R128 G130 B133 Pantone Cool Gray 8 C#808284

3.4. Typeface

The World Taekwondo Primary logo(p.22) uses Futura Bold Oblique typeface as shown below. And The World Taekwondo Circular logo(p.34) uses Futura Bold typeface as shown below. Only designated typefaces, boldness, and proportions should be used in all materials. Regardless of scale, use upper case letters for all communications. The main text is left-aligned at all times.

Typeface plays a critical role in building the overall look of WT's brand. Recognizing this is a critical part in maintaining quality and complying with all rules that are supplied.

Futura Bold Oblique

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz***

Futura Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz**

3.5. Four variations of the Logo Signature

There are four variations of the Primary logo which pertains to the symbol and the logotype that meet different design needs. Depending on the types of media used, the most appropriate variation should be selected. Primary logo 1 (L1) should be used for the majority of communications. L2 through L4 can be used to focus on World Taekwondo's vision, which is to promote, expand, and improve the practice of Taekwondo worldwide, in short, to demonstrate "Taekwondo for all." Only supplied artworks are to be used, without alteration.

* Other than the Primary logo options, there are more options shown later in the guideline.

L1: Main logo of WT. This will be used as the primary logo for most occasions.

L2: Can be used to define the value of Taekwondo as pursuing equality and diversity. Can be used in events that involve the elderly, the disabled, or the socially vulnerable classes, not only for sporting events.

L3: Can be used when there is limited space for the L1 logotype.

L4: Can be used when there is limited space for the L2 logotype.

(L1) Primary logo



(L2) Primary logo with slogan



(L3) Circular logo



(L4) Circular logo with slogan



3.6.1. The Primary Logo Signature(L1): Structure

The World Taekwondo brand identity consists of two basic elements: The Symbol and the Wordmark. By including the internationally renowned Taekwondo high-kick, the Symbol delivers WT's integrity, energy, and spirit in a contemporary way. The Wordmark represents the World Taekwondo Federation. These two elements are carefully positioned in relation to one another to create a feeling of harmony and excellence.

WT uses two major logo structures, the Primary and the Circular. The Primary signature is as

shown below. As the name suggests, use of the Primary design with its designated colors is the preferred choice and is used in most media/ printing materials. In certain circumstances, when space is limited, the Circular signature may be used. The color of the Symbol should appear consistently and accurately as it is chosen to communicate the spirit of the WT brand, which stands for is dynamism, perseverance, respect, and unity. Only designated colors should be used in order to maintain the quality of the WT brand.



3.6.2. The Primary Logo Signature(L1): Isolation area and size minimization

Isolation Area: In order to give the WT logo enough room and to ensure legibility, adequate space should be given around it. This space refers to a clear white area that surrounds the logo into which no other graphic elements may be used.

The brand logo may be enlarged or reduced in size, yet should appear no smaller than 10mm height, or 28px height in digital applications. Always ensure that the logo avoids distortion that may affect its proportion.

For all the variations of the brand logo, ample space is constructed by measuring the height of the SYMBOL(x) plus an additional 25% of this measurement all around the logo.



3.6.3. The Primary Logo Signature(L1): Background

WT's logo consists of six colors. These are Green, Yellow, Red, Blue, Black and Grey. These colors were carefully selected to evoke the philosophy of Taekwondo which includes the following: courtesy, integrity, perseverance, self-control, an indomitable spirit, as well as Olympism. These colors are critical factors in delivering the image of World Taekwondo. For consistency, always use the color palette provided in this guide for all materials.

When the logo appears on a darker background, please follow the instructions as shown below. When the logo mainly appears on a white background, the Symbol is to be multi-color and

the Wordmark in grey (C0-M0-Y0-K80). On a black background, use the black color of the Symbol is to be grey (C0-M0-Y0-K60) and the Wordmark in white (with the other colors remaining the same).

In the case that the logo is placed on a gradient background or a background containing various colors other than black and white, it is essential to use the outlined Symbol to leverage the visual impact. On any color background other than black and white, use the Wordmark in white.

Depending on the design circumstances, the logo can be replaced all in white as shown below.

Background Color - White



Background Color - Black



Background Color - Colored/Gradient



Background Color - Colored/Gradient



3.6.3. The Primary Logo Signature(L1): Background

When the colors are used consistently, the logo will help maintain a strong brand identity. Depending on the design circumstances, the colors on the logo can be replaced, specifically the

Green, Yellow, Red, Blue, and Black colors can be either inside or outside the Symbol and Wordmark as shown below.



3.6.4. The Primary Logo Signature(L1): Tinted Background

When the multi-color logo shares the same color as their background, there must be sufficient contrast - minimum 50% in value. However, Red and Yellow are excluded.

Dos



0% background, 100% contrast

Don'ts



75% green background, 25% contrast



25% green background, 75% contrast



25% red background, 75% contrast



50% green background, 50% contrast



50% yellow background, 50% contrast

3.6.4. The Primary Logo Signature(L1): Tinted Background

When the multi-color logo shares the same color of the symbol as their background, there must be sufficient contrast - minimum 50% in value. However, Red and Yellow are excluded.

Don'ts



75% blue background, 25% contrast



75% red background, 25% contrast



75% black background, 25% contrast



75% yellow background, 25% contrast

3.6.5. The Primary Logo Signature(L1): Don'ts

WT's logo is the key visual symbol that portrays it as the world's most authoritative Taekwondo organization. Maintaining its consistency is an essential part of protecting the brand. To control the logo's quality and to comply with every rule specified, always make sure not to recreate or

alter it. The following examples represent several cases in which the brand may be devaluated. Do not follow these examples and do not recreate the artwork. Failure to do so might result in violating the legal protection of the copyright of the World Taekwondo Federation.



Do not alter the typeface of the wordmark.



Do not minimize the thickness of the wordmark.



Do not change the proportions of the logo.



Do not transform the angle of the symbol.



Do not transform the angle of the symbol.



Do not alter the direction of the symbol.



Do not adjust the tint of the logo.



Do not alter the colors of the symbol.



Do not alter the color of the wordmark.



Do not use the logo with a background that includes one of the symbol's colors.



Do not arrange the logo on a complex graphic design.



Do not arrange the logo on a picture.

3.6.5. The Primary Logo Signature(L1): Don'ts

WT's logo is the key visual symbol that portrays it as the world's most authoritative Taekwondo organization. Maintaining its consistency is an essential part of protecting the brand. To control the logo's quality and to comply with every rule specified, always make sure not to recreate or

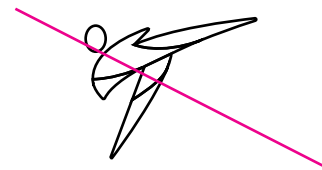
alter it. The following examples represent several cases in which the brand may be devaluated. Do not follow these examples and do not recreate the artwork. Failure to do so might result in violating the legal protection of the copyright of the World Taekwondo Federation.



Do not change the position of the symbol.



Do not change the position of the symbol.



Do not change the symbol into a line.



Do not change the position of the symbol.



Do not change the position of the symbol.



Do not change the position of the symbol.



Do not alter the colors of the symbol.



Do not alter the colors of the logo.



Do not alter the colors of the symbol.



Do not use the logo with a background that is less than 40% contrast between the logo color and the background.



Do not alter the color of the wordmark.



Do not use the outlined wordmark.

3.7.1. The Primary Logo Signature(L2): Structure

The World Taekwondo brand identity consists of two basic elements: The Symbol and the Wordmark. By including the internationally renowned Taekwondo high-kick, the Symbol delivers WT’s integrity, energy, and spirit in a contemporary way. The Wordmark represents the World Taekwondo Federation. These two elements are carefully positioned in relation to one another to create a feeling of harmony and excellence.

The Primary Logo Signature with slogan(L2) can be used to define the value of Taekwondo as pursuing equality and diversity. Can be used in events that involve the elderly, the disabled, or the socially vulnerable classes, not only for sporting events.



3.7.2. The Primary Logo Signature(L2): Isolation area and size minimization

Isolation Area: In order to give the WT logo enough room and to ensure legibility, adequate space should be given around it. This space refers to a clear white area that surrounds the logo into which no other graphic elements may be used.

The brand logo may be enlarged or reduced in size, yet should appear no smaller than 15mm height, or 42px height in digital applications. Always ensure that the logo avoids distortion that may affect its proportion.

For all the variations of the brand logo, ample space is constructed by measuring the height of the Symbol(x) plus an additional 25% of this measurement all around the logo.



3.7.3. The Primary Logo Signature(L2): Background

WT's logo consists of six colors. These are Green, Yellow, Red, Blue, Black and Grey. These colors were carefully selected to evoke the philosophy of Taekwondo which includes the following: courtesy, integrity, perseverance, self-control, an indomitable spirit, as well as Olympism. These colors are critical factors in delivering the image of World Taekwondo. For consistency, always use the color palette provided in this guide for all materials.

When the logo appears on a darker background, please follow the instructions as shown below. When the logo mainly appears on a white background, the Symbol is to be multi-color and

the Wordmark in grey (C0-M0-Y0-K80). On a black background, use the black color of the Symbol is to be grey (C0-M0-Y0-K60) and the Wordmark in white (with the other colors remaining the same).

In the case that the logo is placed on a gradient background or a background containing various colors other than black and white, it is essential to use the outlined Symbol to leverage the visual impact. On any color background other than black and white, use the Wordmark in white.

Depending on the design circumstances, the logo can be replaced all in white as shown below.

Background Color - White



Background Color - Black



Background Color - Colored/Gradient



Background Color - Colored/Gradient



3.7.3. The Primary Logo Signature(L2): Background

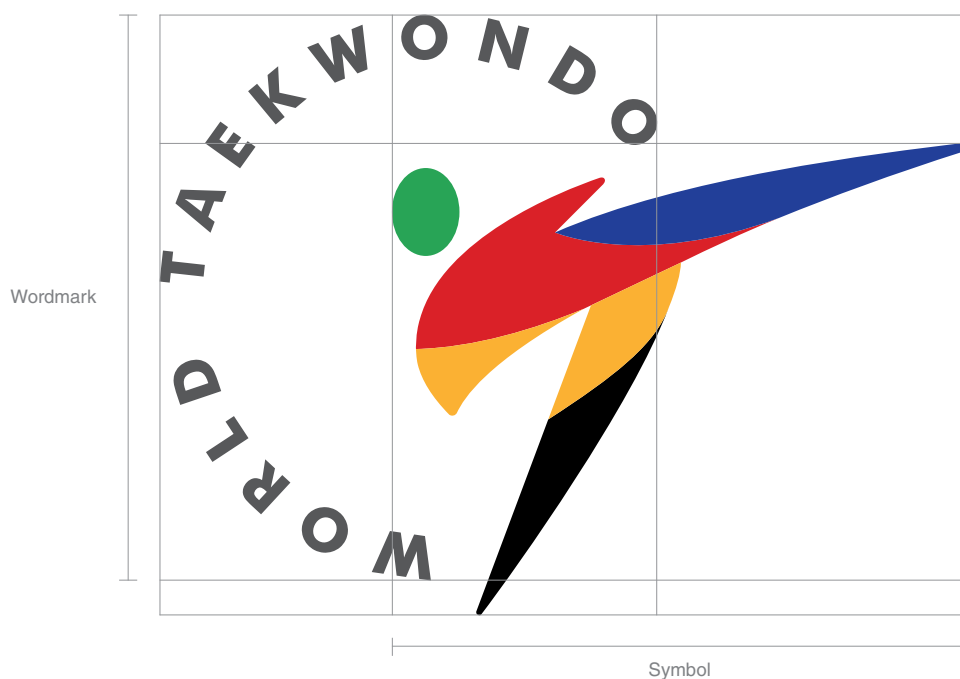
When the colors are used consistently, the logo will help maintain a strong brand identity. Depending on the design circumstances, the colors on the logo can be replaced, specifically the

Green, Yellow, Red, Blue, and Black colors can be either inside or outside the Symbol and Wordmark as shown below.



3.8.1. The Circular Logo Signature(L3): Structure

In certain circumstances, especially when the space is limited, the Circular signature may be used. In most cases, the Circular logo can be used to minimize visual distractions and draw attention to the logo.

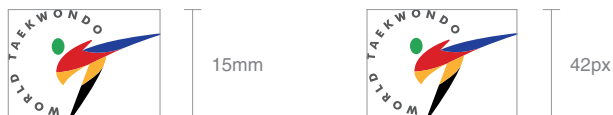


3.8.2. The Circular Logo Signature(L3): Isolation area and size minimization

Isolation Area: In order to give the WT logo enough room and to ensure legibility, adequate space should be given around it. This space refers to a clear white area that surrounds the logo into which no other graphic elements may be used.

For all the variations of the brand logo, ample space is constructed by measuring the height of the Symbol(x) plus an additional 25% of this measurement all around the logo.

The brand logo may be enlarged or reduced in size, yet should appear no smaller than 15mm height, or 42px height in digital applications. Always ensure that the logo avoids distortion that may affect its proportion.



3.8.3. The Circular Logo Signature(L3): Background

WT's logo consists of six colors. These are Green, Yellow, Red, Blue, Black and Grey. These colors were carefully selected to evoke the philosophy of Taekwondo which includes the following: courtesy, integrity, perseverance, self-control, an indomitable spirit, as well as Olympism. These colors are critical factors in delivering the image of World Taekwondo. For consistency, always use the color palette provided in this guide for all materials.

When the logo appears on a darker background, please follow the instructions as shown below. When the logo mainly appears on a white background, the Symbol is to be multi-color and

the Wordmark in grey (C0-M0-Y0-K80). On a black background, use the black color of the Symbol is to be grey (C0-M0-Y0-K60) and the Wordmark in white (with the other colors remaining the same).

In the case that the logo is placed on a gradient background or a background containing various colors other than black and white, it is essential to use the outlined Symbol to leverage the visual impact. On any color background other than black and white, use the Wordmark in white.

Depending on the design circumstances, the logo can be replaced all in white as shown below.

Background Color - White



Background Color - Black



Background Color - Colored/Gradient



Background Color - Colored/Gradient



3.8.3. The Circular Logo Signature(L3): Background

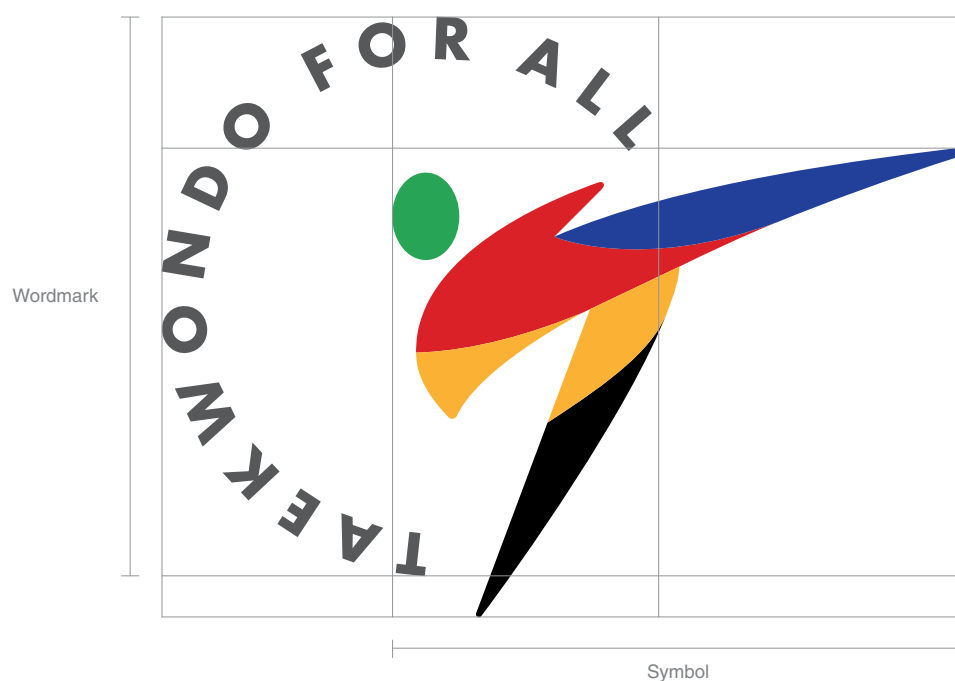
When the colors are used consistently, the logo will help maintain a strong brand identity. Depending on the design circumstances, the colors on the logo can be replaced, specifically the

Green, Yellow, Red, Blue, and Black colors can be either inside or outside the Symbol and Wordmark as shown below.



3.9.1. The Circular Logo Signature(L4): Structure

In certain circumstances, especially when the space is limited, the Circular signature may be used. In most cases, the Circular logo can be used to minimize visual distractions and draw attention to the logo.

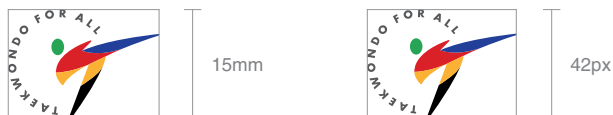


3.9.2. The Circular Logo Signature(L4): Isolation area and size minimization

Isolation Area: In order to give the WT logo enough room and to ensure legibility, adequate space should be given around it. This space refers to a clear white area that surrounds the logo into which no other graphic elements may be used.

For all the variations of the brand logo, ample space is constructed by measuring the height of the Symbol(x) plus an additional 25% of this measurement all around the logo.

The brand logo may be enlarged or reduced in size, yet should appear no smaller than 15mm height, or 42px height in digital applications. Always ensure that the logo avoids distortion that may affect its proportion.



3.9.3. The Circular Logo Signature(L4): Background

WT's logo consists of six colors. These are Green, Yellow, Red, Blue, Black and Grey. These colors were carefully selected to evoke the philosophy of Taekwondo which includes the following: courtesy, integrity, perseverance, self-control, an indomitable spirit, as well as Olympism. These colors are critical factors in delivering the image of World Taekwondo. For consistency, always use the color palette provided in this guide for all materials.

When the logo appears on a darker background, please follow the instructions as shown below. When the logo mainly appears on a white background, the Symbol is to be multi-color and

the Wordmark in grey (C0-M0-Y0-K80). On a black background, use the black color of the Symbol is to be grey (C0-M0-Y0-K60) and the Wordmark in white (with the other colors remaining the same).

In the case that the logo is placed on a gradient background or a background containing various colors other than black and white, it is essential to use the outlined Symbol to leverage the visual impact. On any color background other than black and white, use the Wordmark in white.

Depending on the design circumstances, the logo can be replaced all in white as shown below.

Background Color - White



Background Color - Black



Background Color - Colored/Gradient



Background Color - Colored/Gradient



3.9.3. The Circular Logo Signature(L4): Background

When the colors are used consistently, the logo will help maintain a strong brand identity. Depending on the design circumstances, the colors on the logo can be replaced, specifically the

Green, Yellow, Red, Blue, and Black colors can be either inside or outside the Symbol and Wordmark as shown below.



3.10. Five variations of the Regional Logo Signature

There are currently five regional variations of the logo: Europe, Africa, Pan Am, Asia, and Oceania.

(L5) Regional Logo - AFRICA



(L6) Regional Logo - ASIA



(L7) Regional Logo - OCEANIA



(L8) Regional Logo - PAN AM



(L9) Regional Logo - EUROPE



3.10.1. The Regional Logo Signature: Structure

There are currently five regional variations of the logo: Europe, Africa, Pan Am, Asia, and Oceania.



3.10.2. The Regional Logo Signature: Isolation area and size minimization

Isolation Area: In order to give the WT logo enough room and to ensure legibility, adequate space should be given around it. This space refers to a clear white area that surrounds the logo into which no other graphic elements may be used.

For all the variations of the brand logo, ample space is constructed by measuring the height of the logo(x), the regional text plus an additional 25% of this measurement all around the logo and regional text.

The regional logo may be enlarged or reduced in size, yet should appear no smaller than 10mm height, or 28px height in digital applications. Always ensure that the logo avoids distortion that may affect its proportion.



3.10.3. The Regional Logo Signature(Africa): Background

WT's logo consists of six colors. These are Green, Yellow, Red, Blue, Black and Grey. These colors were carefully selected to evoke the philosophy of Taekwondo which includes the following: courtesy, integrity, perseverance, self-control, an indomitable spirit, as well as Olympism. These colors are critical factors in delivering the image of World Taekwondo. For consistency, always use the color palette provided in this guide for all materials.

When the logo appears on a darker background, please follow the instructions as shown below. When the logo mainly appears on a white background, the Symbol is to be multi-color and

the Wordmark in grey (C0-M0-Y0-K80). On a black background, use the black color of the Symbol is to be grey (C0-M0-Y0-K60) and the Wordmark in white (with the other colors remaining the same).

In the case that the logo is placed on a gradient background or a background containing various colors other than black and white, it is essential to use the outlined Symbol to leverage the visual impact. On any color background other than black and white, use the Wordmark in white.

Depending on the design circumstances, the logo can be replaced all in white as shown below.

Background Color - White



Background Color - Black



Background Color - Colored/Gradient



Background Color - Colored/Gradient



3.10.3. The Regional Logo Signature(Africa): Background

When the colors are used consistently, the logo will help maintain a strong brand identity. Depending on the design circumstances, the colors on the logo can be replaced, specifically the

Green, Yellow, Red, Blue, and Black colors can be either inside or outside the Symbol and Wordmark as shown below.



3.10.4. The Regional Logo Signature(Asia): Background

WT's logo consists of six colors. These are Green, Yellow, Red, Blue, Black and Grey. These colors were carefully selected to evoke the philosophy of Taekwondo which includes the following: courtesy, integrity, perseverance, self-control, an indomitable spirit, as well as Olympism. These colors are critical factors in delivering the image of World Taekwondo. For consistency, always use the color palette provided in this guide for all materials.

When the logo appears on a darker background, please follow the instructions as shown below. When the logo mainly appears on a white background, the Symbol is to be multi-color and

the Wordmark in grey (C0-M0-Y0-K80). On a black background, use the black color of the Symbol is to be grey (C0-M0-Y0-K60) and the Wordmark in white (with the other colors remaining the same).

In the case that the logo is placed on a gradient background or a background containing various colors other than black and white, it is essential to use the outlined Symbol to leverage the visual impact. On any color background other than black and white, use the Wordmark in white.

Depending on the design circumstances, the logo can be replaced all in white as shown below.

Background Color - White



Background Color - Black



Background Color - Colored/Gradient



Background Color - Colored/Gradient



3.10.4. The Regional Logo Signature(Asia): Background

When the colors are used consistently, the logo will help maintain a strong brand identity. Depending on the design circumstances, the colors on the logo can be replaced, specifically the

Green, Yellow, Red, Blue, and Black colors can be either inside or outside the Symbol and Wordmark as shown below.



3.10.5. The Regional Logo Signature(Oceania): Background

WT's logo consists of six colors. These are Green, Yellow, Red, Blue, Black and Grey. These colors were carefully selected to evoke the philosophy of Taekwondo which includes the following: courtesy, integrity, perseverance, self-control, an indomitable spirit, as well as Olympism. These colors are critical factors in delivering the image of World Taekwondo. For consistency, always use the color palette provided in this guide for all materials.

When the logo appears on a darker background, please follow the instructions as shown below. When the logo mainly appears on a white background, the Symbol is to be multi-color and

the Wordmark in grey (C0-M0-Y0-K80). On a black background, use the black color of the Symbol is to be grey (C0-M0-Y0-K60) and the Wordmark in white (with the other colors remaining the same).

In the case that the logo is placed on a gradient background or a background containing various colors other than black and white, it is essential to use the outlined Symbol to leverage the visual impact. On any color background other than black and white, use the Wordmark in white.

Depending on the design circumstances, the logo can be replaced all in white as shown below.

Background Color - White



Background Color - Black



Background Color - Colored/Gradient



Background Color - Colored/Gradient



3.10.5. The Regional Logo Signature(Oceania): Background

When the colors are used consistently, the logo will help maintain a strong brand identity. Depending on the design circumstances, the colors on the logo can be replaced, specifically the

Green, Yellow, Red, Blue, and Black colors can be either inside or outside the Symbol and Wordmark as shown below.



3.10.6. The Regional Logo Signature(Pan am): Background

WT's logo consists of six colors. These are Green, Yellow, Red, Blue, Black and Grey. These colors were carefully selected to evoke the philosophy of Taekwondo which includes the following: courtesy, integrity, perseverance, self-control, an indomitable spirit, as well as Olympism. These colors are critical factors in delivering the image of World Taekwondo. For consistency, always use the color palette provided in this guide for all materials.

When the logo appears on a darker background, please follow the instructions as shown below. When the logo mainly appears on a white background, the Symbol is to be multi-color and

the Wordmark in grey (C0-M0-Y0-K80). On a black background, use the black color of the Symbol is to be grey (C0-M0-Y0-K60) and the Wordmark in white (with the other colors remaining the same).

In the case that the logo is placed on a gradient background or a background containing various colors other than black and white, it is essential to use the outlined Symbol to leverage the visual impact. On any color background other than black and white, use the Wordmark in white.

Depending on the design circumstances, the logo can be replaced all in white as shown below.

Background Color - White



Background Color - Black



Background Color - Colored/Gradient



Background Color - Colored/Gradient



3.10.6. The Regional Logo Signature(Pan am): Background

When the colors are used consistently, the logo will help maintain a strong brand identity. Depending on the design circumstances, the colors on the logo can be replaced, specifically the

Green, Yellow, Red, Blue, and Black colors can be either inside or outside the Symbol and Wordmark as shown below.



3.10.7. The Regional Logo Signature(Europe): Background

WT's logo consists of six colors. These are Green, Yellow, Red, Blue, Black and Grey. These colors were carefully selected to evoke the philosophy of Taekwondo which includes the following: courtesy, integrity, perseverance, self-control, an indomitable spirit, as well as Olympism. These colors are critical factors in delivering the image of World Taekwondo. For consistency, always use the color palette provided in this guide for all materials.

When the logo appears on a darker background, please follow the instructions as shown below. When the logo mainly appears on a white background, the Symbol is to be multi-color and

the Wordmark in grey (C0-M0-Y0-K80). On a black background, use the black color of the Symbol is to be grey (C0-M0-Y0-K60) and the Wordmark in white (with the other colors remaining the same).

In the case that the logo is placed on a gradient background or a background containing various colors other than black and white, it is essential to use the outlined Symbol to leverage the visual impact. On any color background other than black and white, use the Wordmark in white.

Depending on the design circumstances, the logo can be replaced all in white as shown below.

Background Color - White



Background Color - Black



Background Color - Colored/Gradient



Background Color - Colored/Gradient



3.10.7. The Regional Logo Signature(Europe): Background

When the colors are used consistently, the logo will help maintain a strong brand identity. Depending on the design circumstances, the colors on the logo can be replaced, specifically the

Green, Yellow, Red, Blue, and Black colors can be either inside or outside the Symbol and Wordmark as shown below.



3.11. Regional variations: Dos & Don'ts

It is necessary to use only the supplied designs on every platform. Always make sure not to recreate or alter the supplied designs. Do not adjust the tint or color of the logo. Only designated colors can be

used as shown below. On backgrounds of colors other than black and white, the entire regional logo should be in white. Refer to the examples below for more details.

Dos



Don'ts



3.11. Regional variations: Dos & Don'ts

It is necessary to use only the supplied designs on every platform. Always make sure not to recreate or alter the supplied designs. Do not adjust the tint or color of the logo. Only designated colors can be

used as shown below. On backgrounds of colors other than black and white, the entire regional logo should be in white. Refer to the examples below for more details.

Don'ts



3.12.1. The Promotional Symbol

The Promotional Symbol has been developed in an outlined form from the primary symbol and is to be used specifically for promotional purposes only.

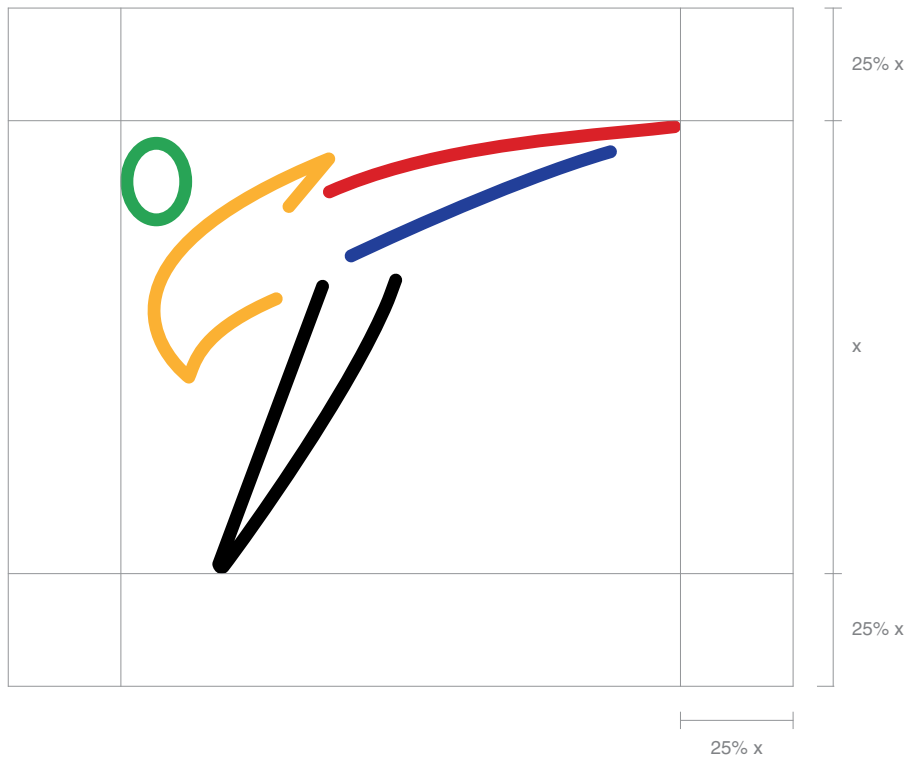


3.12.2. The Promotional Symbol: Isolation area and size minimization

Isolation Area: In order to give the WT logo enough room and to ensure legibility, adequate space should be given around it. This space refers to a clear white area that surrounds the logo into which no other graphic elements may be used.

For all the variations of the brand logo, ample space is constructed by measuring the height of the Symbol(x) plus an additional 25% of this measurement all around the logo.

The brand logo may be enlarged or reduced in size, yet should appear no smaller than 10mm height, or 28px height in digital applications. Always ensure that the logo avoids distortion that may affect its proportion.



3.13. Four variations of the Promotional Logo Signature

The following examples show the promotional logo that was designed and is to be used specifically for promotional purposes. Only use the designated colors. Refer to the following examples for more details.

(L10) Promotional primary logo



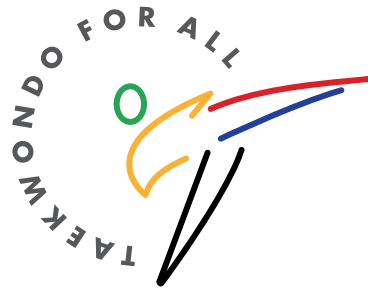
(L11) Promotional primary logo with slogan



(L12) Promotional circular logo



(L13) Promotional circular logo with slogan

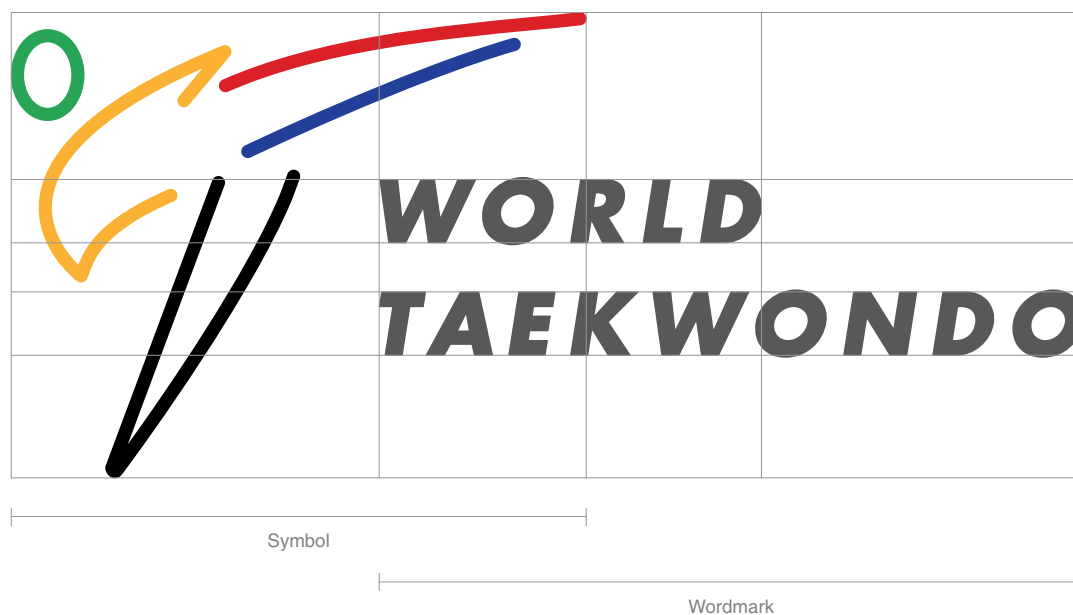


3.14.1. The Promotional Primary Logo Signature(L10): Structure

The World Taekwondo brand identity consists of two basic elements: The Symbol and the Wordmark. By including the internationally renowned Taekwondo high-kick, the Symbol delivers WT's integrity, energy, and spirit in a contemporary way. The Wordmark represents the World Taekwondo Federation. These two elements are carefully positioned in relation to one another to create a feeling of harmony and excellence.

WT uses two major logo structures, the Primary and the Circular. The Primary signature is as

shown below. As the name suggests, use of the Primary design with its designated colors is the preferred choice and is used in most media/ printing materials. In certain circumstances, when space is limited, the Circular signature may be used. The color of the Symbol should appear consistently and accurately as it is chosen to communicate the spirit of the WT brand, which stands for is dynamism, perseverance, respect, and unity. Only designated colors should be used in order to maintain the quality of the WT brand.



3.14.2. The Promotional Primary Logo Signature(L10): Isolation area and size minimization

Isolation Area: In order to give the WT logo enough room and to ensure legibility, adequate space should be given around it. This space refers to a clear white area that surrounds the logo into which no other graphic elements may be used.

The brand logo may be enlarged or reduced in size, yet should appear no smaller than 10mm height, or 28px height in digital applications. Always ensure that the logo avoids distortion that may affect its proportion.

For all the variations of the brand logo, ample space is constructed by measuring the height of the Symbol(x) plus an additional 25% of this measurement all around the logo.



3.14.3. The Promotional Primary Logo Signature(L10): Background

WT's logo consists of six colors. These are Green, Yellow, Red, Blue, Black and Grey. These colors were carefully selected to evoke the philosophy of Taekwondo which includes the following: courtesy, integrity, perseverance, self-control, an indomitable spirit, as well as Olympism. These colors are critical factors in delivering the image of World Taekwondo. For consistency, always use the color palette provided in this guide for all materials.

When the logo appears on a darker background, please follow the instructions as shown below. When the logo mainly appears on a white background, the Symbol is to be multi-color and

the Wordmark in grey (C0-M0-Y0-K80). On a black background, use the black color of the Symbol is to be grey (C0-M0-Y0-K60) and the Wordmark in white (with the other colors remaining the same).

Depending on the design circumstances, the logo can be replaced all in white as shown below.

Background Color - White



Background Color - Black



Background Color - Colored/Gradient



3.14.3. The Promotional Primary Logo Signature(L10): Background

When the colors are used consistently, the logo will help maintain a strong brand identity. Depending on the design circumstances, the colors on the logo can be replaced, specifically the

Green, Yellow, Red, Blue, and Black colors can be either inside or outside the Symbol and Wordmark as shown below.



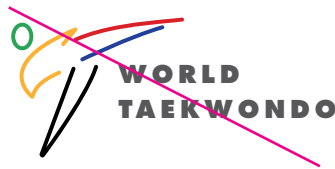
3.14.4. The Promotional Logo Signature(L10): Don'ts

WT's logo is the key visual symbol that portrays it as the world's most authoritative Taekwondo organization. Maintaining its consistency is an essential part of protecting the brand. To control the logo's quality and to comply with every rule specified, always make sure not to recreate or

alter it. The following examples represent several cases in which the brand may be devaluated. Do not follow these examples and do not recreate the artwork. Failure to do so might result in violating the legal protection of the copyright of the World Taekwondo Federation.



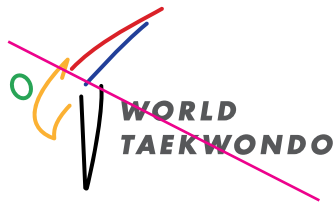
Do not alter the typeface of the wordmark.



Do not minimize the thickness of the wordmark.



Do not change the proportions of the logo.



Do not transform the angle of the symbol.



Do not transform the angle of the symbol.



Do not alter the direction of the symbol.



Do not adjust the tint of the logo.



Do not alter the colors of the symbol.



Do not alter the color of the wordmark.



Do not use the logo with a background that includes one of the symbol's colors.



Do not arrange the logo on a complex graphic design.

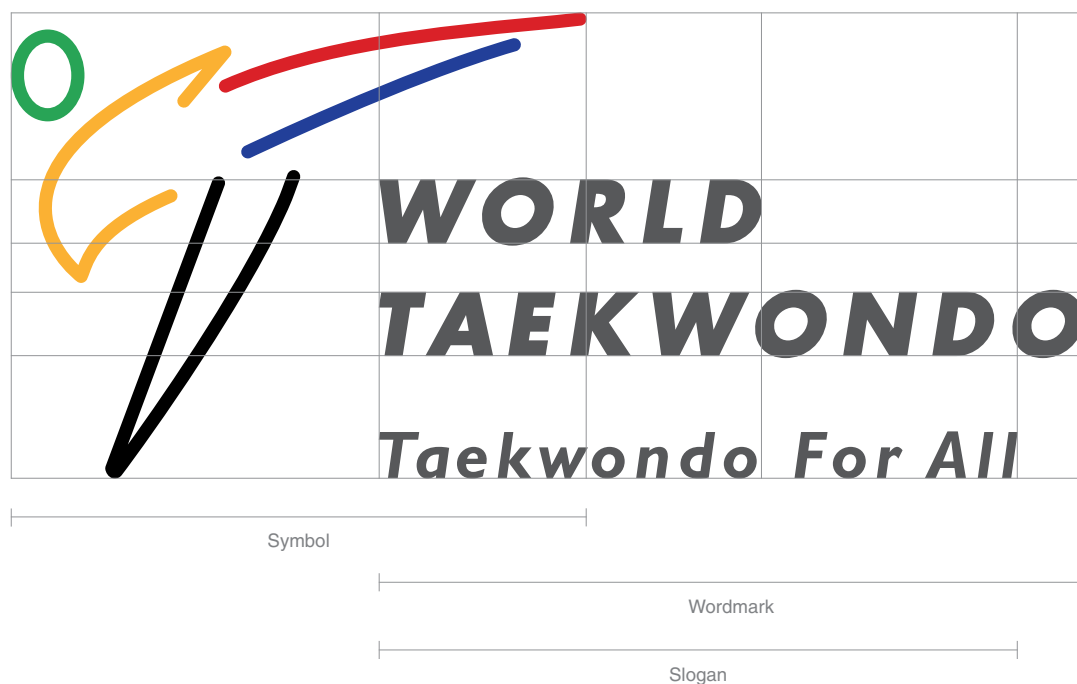


Do not use the logo with a background that is less than 40% contrast between the logo color and the background.

3.15.1. The Promotional Primary Logo Signature(L11): Structure

The World Taekwondo brand identity consists of two basic elements: The Symbol and the Wordmark. By including the internationally renowned Taekwondo high-kick, the Symbol delivers WT's integrity, energy, and spirit in a contemporary way. The Wordmark represents the World Taekwondo Federation. These two elements are carefully positioned in relation to one another to create a feeling of harmony and excellence.

The Promotional Primary Logo Signature with slogan(L6) can be used to define the value of Taekwondo as pursuing equality and diversity. It can be used in events that involve the elderly, the disabled, or the socially vulnerable classes, not only for sporting events.



3.15.2. The Promotional Primary Logo Signature(L11): Isolation area and size minimization

Isolation Area: In order to give the WT logo enough room and to ensure legibility, adequate space should be given around it. This space refers to a clear white area that surrounds the logo into which no other graphic elements may be used.

For all the variations of the brand logo, ample space is constructed by measuring the height of the Symbol(x) plus an additional 25% of this measurement all around the logo.

The brand logo may be enlarged or reduced in size, yet should appear no smaller than 15mm height, or 42px height in digital applications. Always ensure that the logo avoids distortion that may affect its proportion.



3.15.3. The Promotional Primary Logo Signature(L11): Background

WT's logo consists of six colors. These are Green, Yellow, Red, Blue, Black and Grey. These colors were carefully selected to evoke the philosophy of Taekwondo which includes the following: courtesy, integrity, perseverance, self-control, an indomitable spirit, as well as Olympism. These colors are critical factors in delivering the image of World Taekwondo. For consistency, always use the color palette provided in this guide for all materials.

When the logo appears on a darker background, please follow the instructions as shown below. When the logo mainly appears on a white background, the Symbol is to be multi-color and

the Wordmark in grey (C0-M0-Y0-K80). On a black background, use the black color of the Symbol is to be grey (C0-M0-Y0-K60) and the Wordmark in white (with the other colors remaining the same).

Depending on the design circumstances, the logo can be replaced all in white as shown below.

Background Color - White



Background Color - Black



Background Color - Colored/Gradient



3.15.3. The Promotional Primary Logo Signature(L11): Background

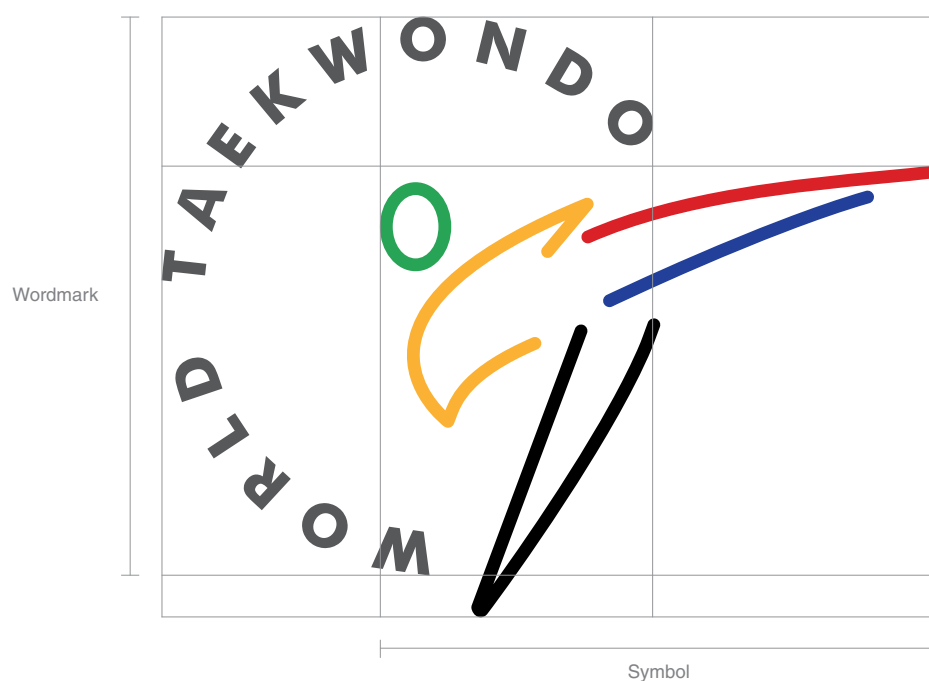
When the colors are used consistently, the logo will help maintain a strong brand identity. Depending on the design circumstances, the colors on the logo can be replaced, specifically the

Green, Yellow, Red, Blue, and Black colors can be either inside or outside the Symbol and Wordmark as shown below.



3.16.1. The Promotional Circular Logo Signature(L12): Structure

In certain circumstances, especially when the space is limited, the Circular signature may be used. In most cases, the Circular logo can be used to minimize visual distractions and draw attention to the logo.

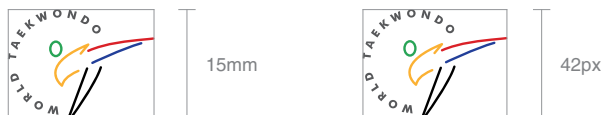


3.16.2. The Promotional Circular Logo Signature(L12): Isolation area and size minimization

Isolation Area: In order to give the WT logo enough room and to ensure legibility, adequate space should be given around it. This space refers to a clear white area that surrounds the logo into which no other graphic elements may be used.

For all the variations of the brand logo, ample space is constructed by measuring the height of the Symbol(x) plus an additional 25% of this measurement all around the logo.

The brand logo may be enlarged or reduced in size, yet should appear no smaller than 15mm height, or 42px height in digital applications. Always ensure that the logo avoids distortion that may affect its proportion.



3.16.3. The Promotional Circular Logo Signature(L12): Background

WT's logo consists of six colors. These are Green, Yellow, Red, Blue, Black and Grey. These colors were carefully selected to evoke the philosophy of Taekwondo which includes the following: courtesy, integrity, perseverance, self-control, an indomitable spirit, as well as Olympism. These colors are critical factors in delivering the image of World Taekwondo. For consistency, always use the color palette provided in this guide for all materials.

When the logo appears on a darker background, please follow the instructions as shown below. When the logo mainly appears on a white background, the Symbol is to be multi-color and

the Wordmark in grey (C0-M0-Y0-K80). On a black background, use the black color of the Symbol is to be grey (C0-M0-Y0-K60) and the Wordmark in white (with the other colors remaining the same).

Depending on the design circumstances, the logo can be replaced all in white as shown below.

Background Color - White



Background Color - Black



Background Color - Colored/Gradient



3.16.3. The Promotional Circular Logo Signature(L12): Background

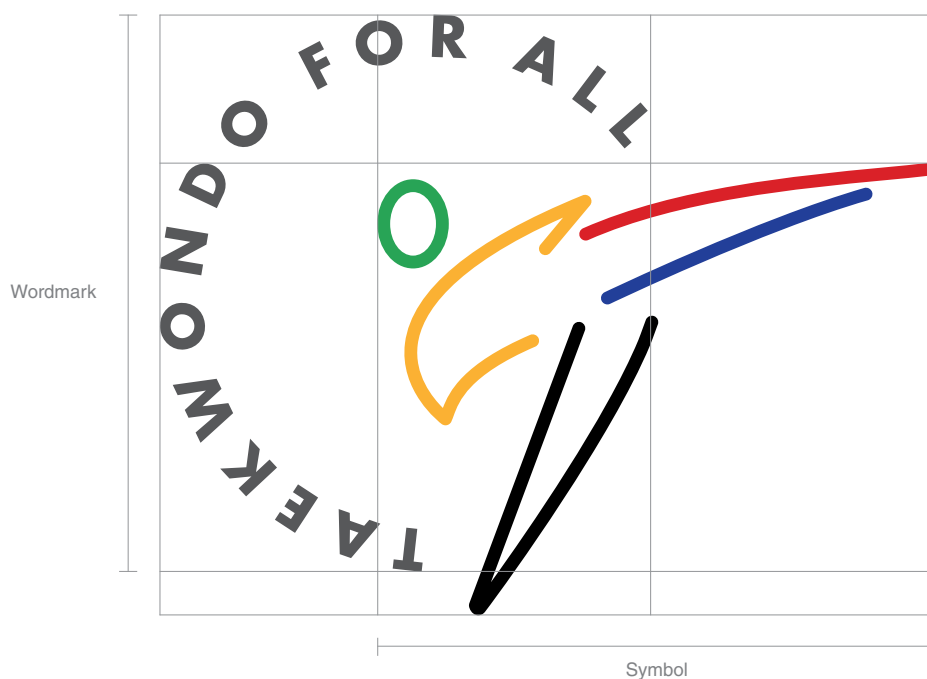
When the colors are used consistently, the logo will help maintain a strong brand identity. Depending on the design circumstances, the colors on the logo can be replaced, specifically the

Green, Yellow, Red, Blue, and Black colors can be either inside or outside the Symbol and Wordmark as shown below.



3.17.1. The Promotional Circular Logo Signature(L13): Structure

In certain circumstances, especially when the space is limited, the Circular signature may be used. In most cases, the Circular logo can be used to minimize visual distractions and draw attention to the logo.



3.17.2. The Promotional Circular Logo Signature(L13): Isolation area and size minimization

Isolation Area: In order to give the WT logo enough room and to ensure legibility, adequate space should be given around it. This space refers to a clear white area that surrounds the logo into which no other graphic elements may be used.

The brand logo may be enlarged or reduced in size, yet should appear no smaller than 15mm height, or 42px height in digital applications. Always ensure that the logo avoids distortion that may affect its proportion.

For all the variations of the brand logo, ample space is constructed by measuring the height of the Symbol(x) plus an additional 25% of this measurement all around the logo.



15mm



42px

3.17.3. The Promotional Circular Logo Signature(L13): Background

WT's logo consists of six colors. These are Green, Yellow, Red, Blue, Black and Grey. These colors were carefully selected to evoke the philosophy of Taekwondo which includes the following: courtesy, integrity, perseverance, self-control, an indomitable spirit, as well as Olympism. These colors are critical factors in delivering the image of World Taekwondo. For consistency, always use the color palette provided in this guide for all materials.

When the logo appears on a darker background, please follow the instructions as shown below. When the logo mainly appears on a white background, the Symbol is to be multi-color and

the Wordmark in grey (C0-M0-Y0-K80). On a black background, use the black color of the Symbol is to be grey (C0-M0-Y0-K60) and the Wordmark in white (with the other colors remaining the same).

Depending on the design circumstances, the logo can be replaced all in white as shown below.

Background Color - White



Background Color - Black



Background Color - Colored/Gradient



3.17.3. The Promotional Circular Logo Signature(L13): Background

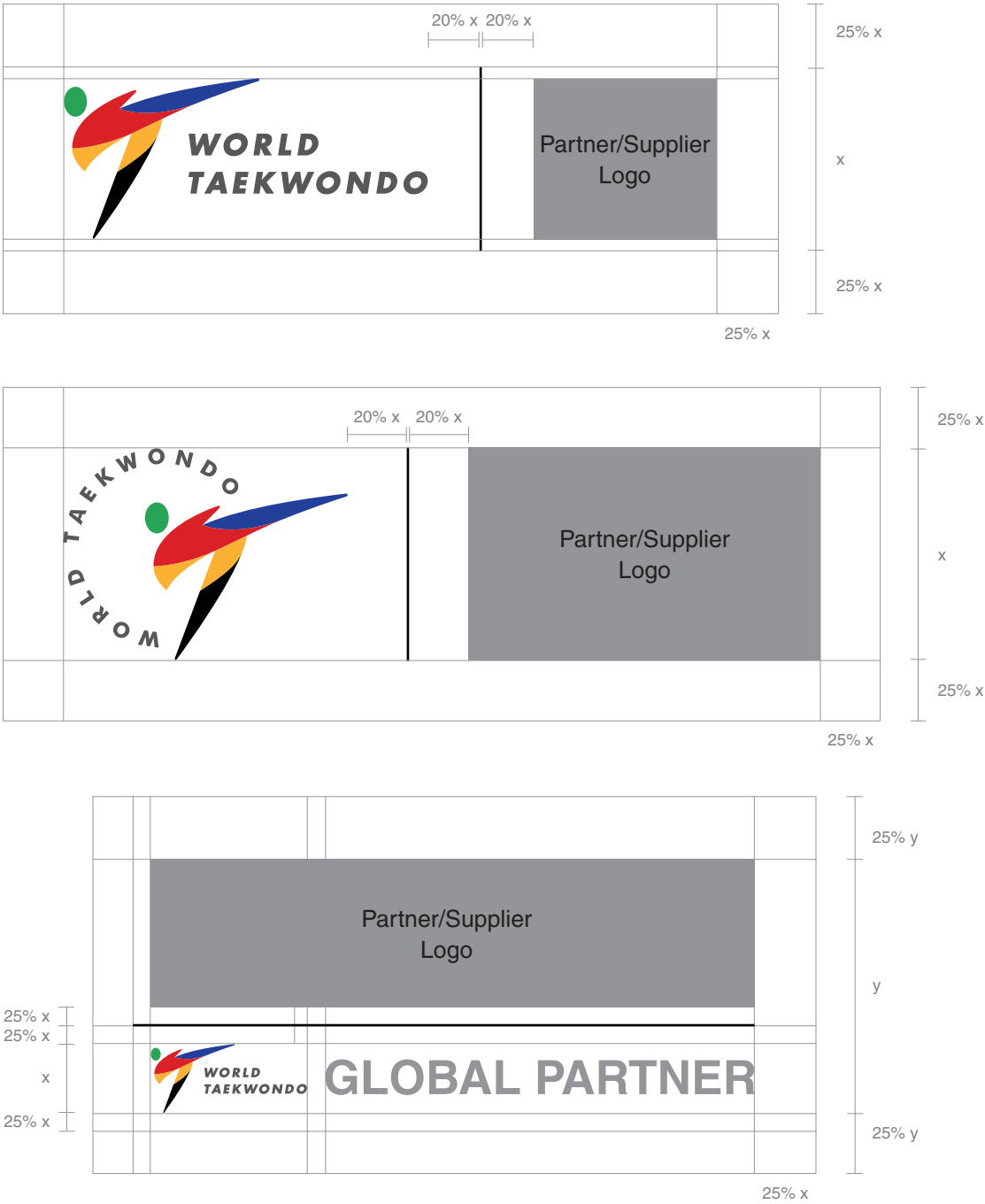
When the colors are used consistently, the logo will help maintain a strong brand identity. Depending on the design circumstances, the colors on the logo can be replaced, specifically the

Green, Yellow, Red, Blue, and Black colors can be either inside or outside the Symbol and Wordmark as shown below.



3.18. Partner/Supplier Co-Branding Signature

When placing a partner/supplier's logo with WT's logo, use the following layouts as displayed in the examples provided.



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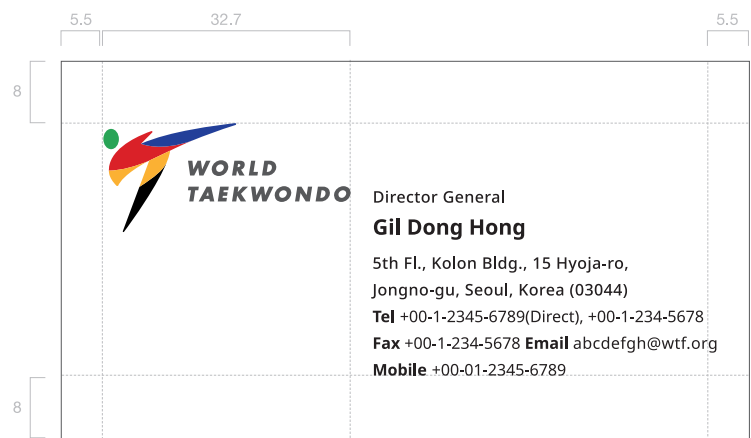
Applications

The WT logo should be used exactly as it appears in the supplied designs. Only WT has the authority to make alterations. The CU (Continental Union) and the MNA (Member National Association) should avoid altering the logo.

4.1. Business Card Format

When manufacturing, always ensure to follow the regulations supplied. Remember to use provided color palette, comply with spacing rules, and maintain the integrity of WT's logo.

Type A



Size : 91mm x 50mm

4.1. Business Card Format

When manufacturing, always ensure to follow the regulations supplied. Remember to use provided color palette, comply with spacing rules, and maintain the integrity of WT's logo.

Type B

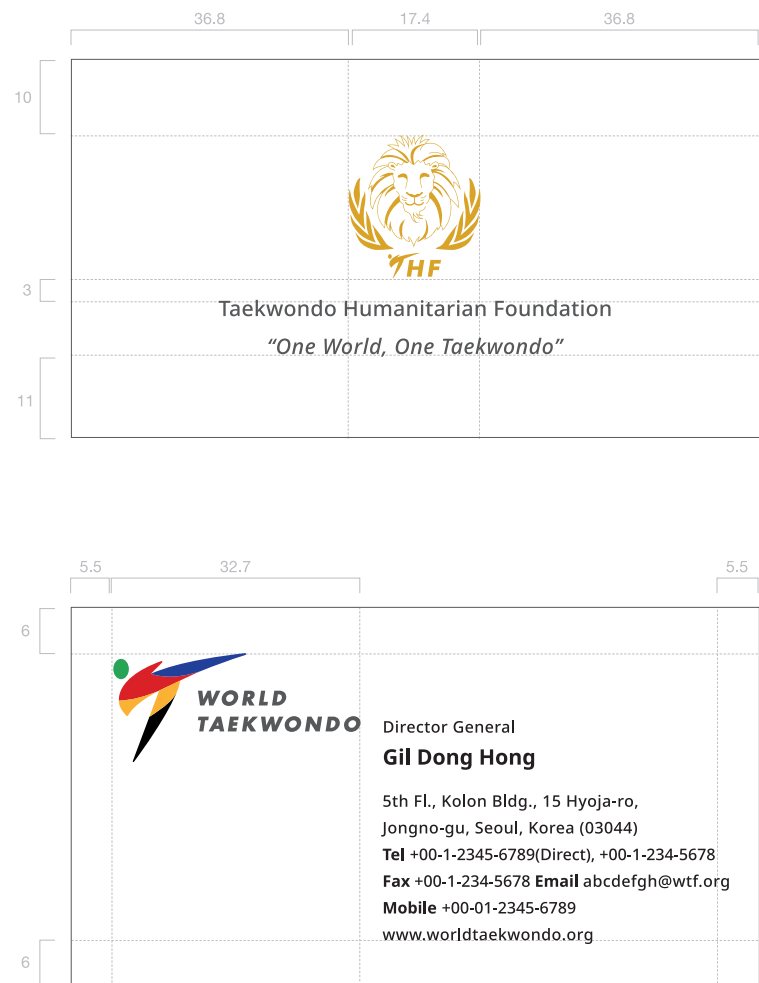


Size : 91mm x 50mm

4.1. Business Card Format

When manufacturing, always ensure to follow the regulations supplied. Remember to use provided color palette, comply with spacing rules, and maintain the integrity of WT's logo.

Type C

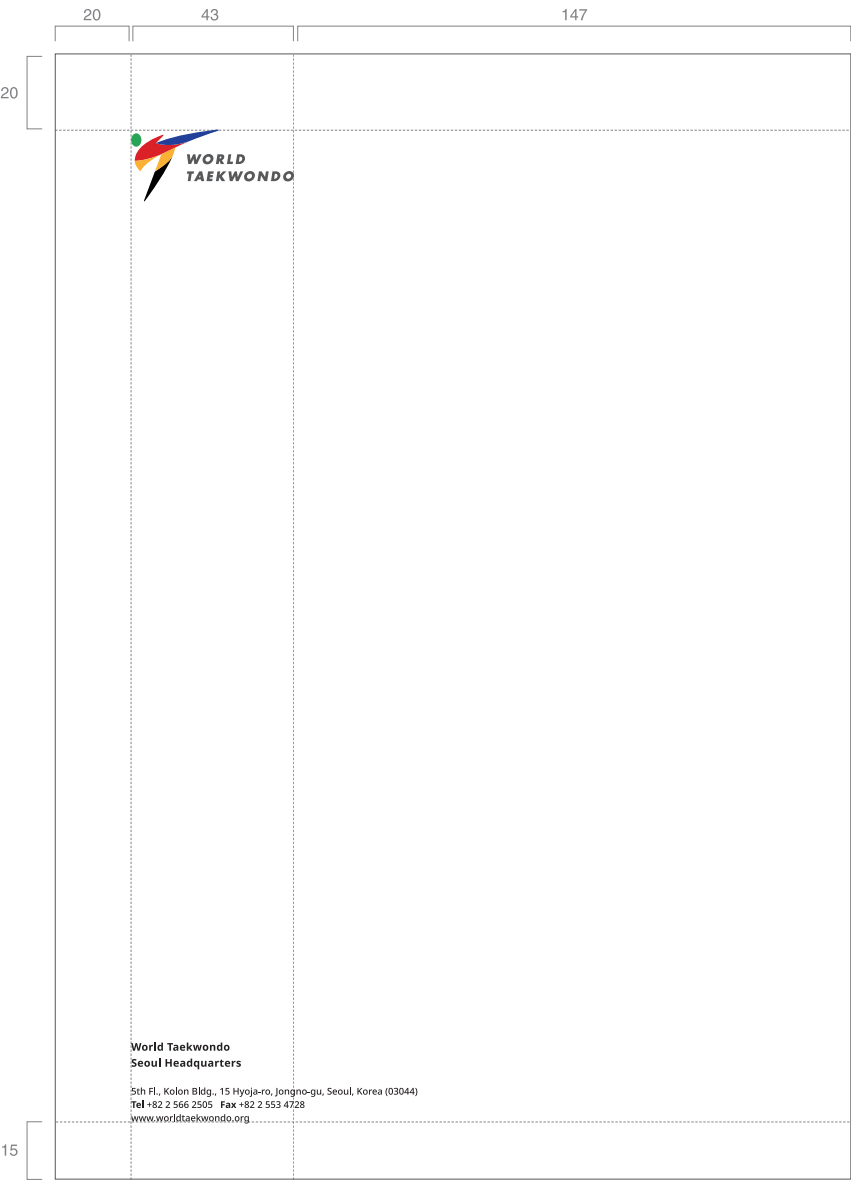


Size : 91mm x 50mm

4.2. Letterhead

When manufacturing, always ensure to follow the regulations supplied. Remember to use provided color palette, comply with spacing rules, and maintain the integrity of WT's logo.

Type A

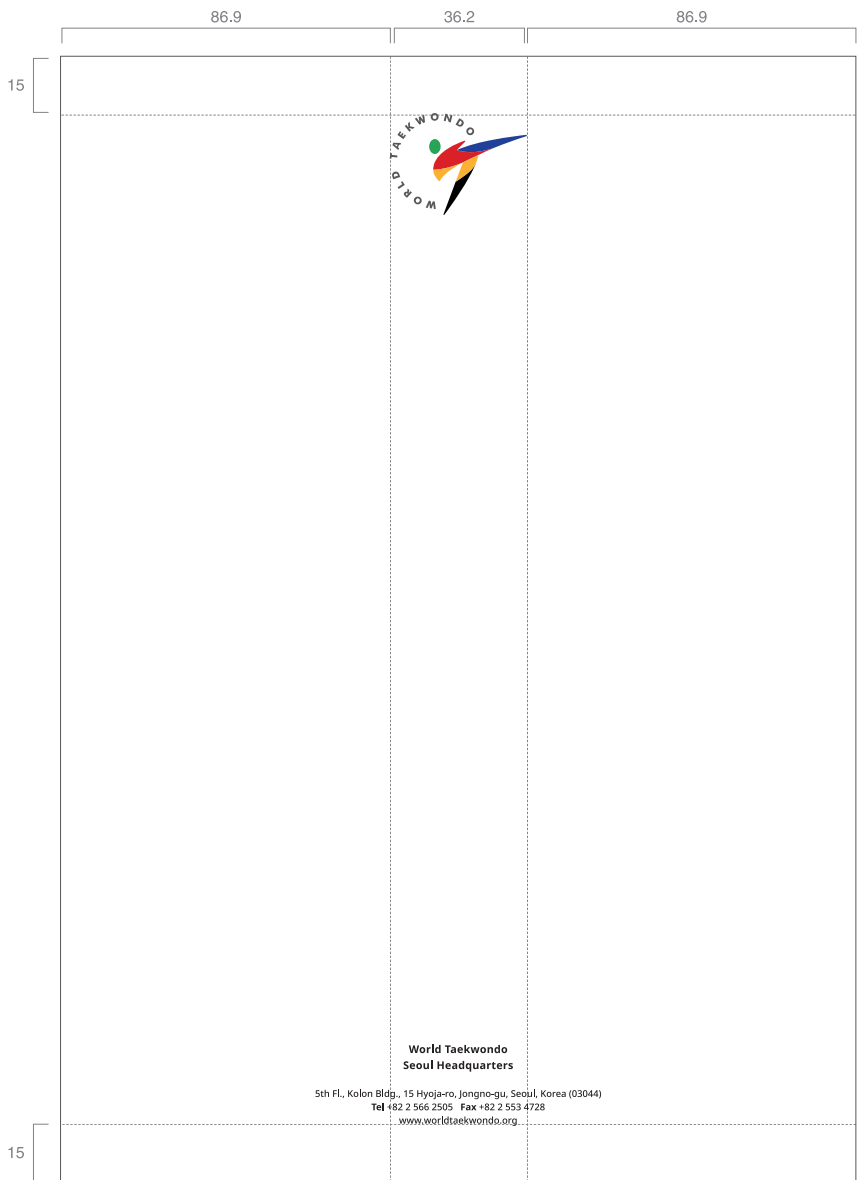


Size : 210mm x 297mm

4.2. Letterhead

When manufacturing, always ensure to follow the regulations supplied. Remember to use provided color palette, comply with spacing rules, and maintain the integrity of WT's logo.

Type B

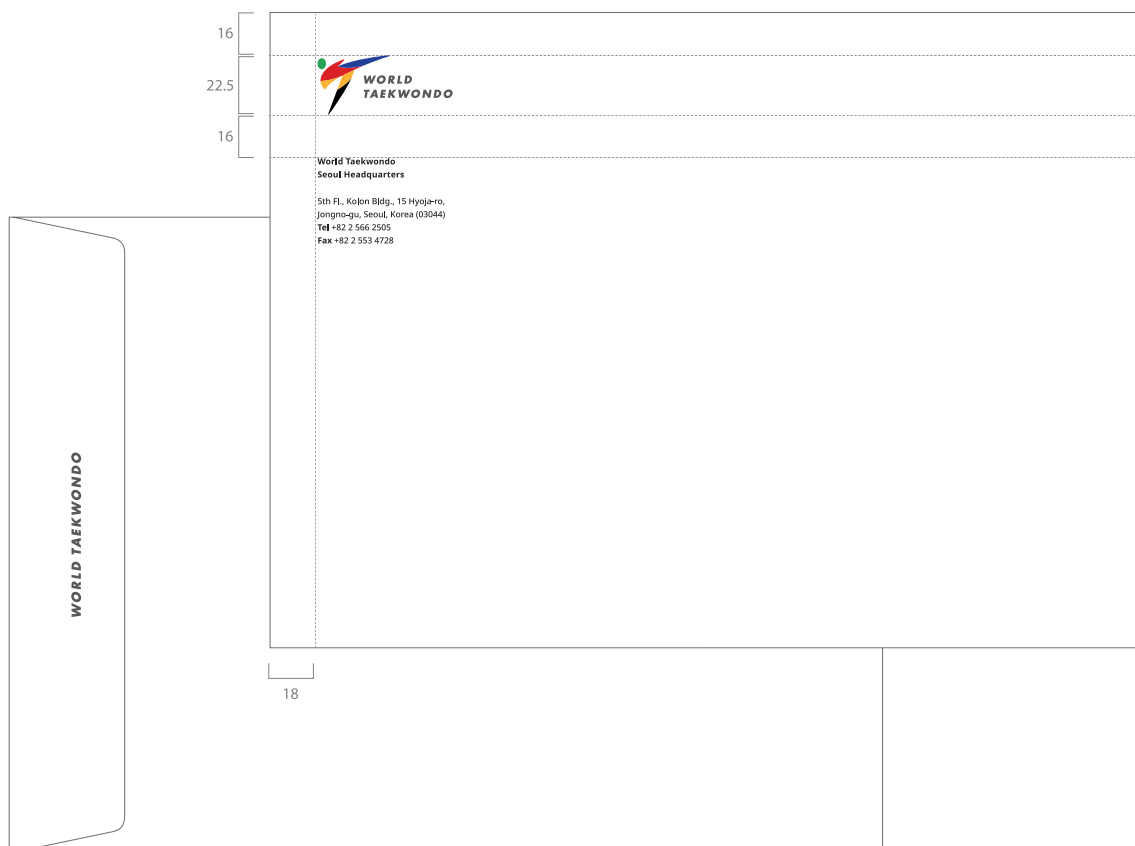


Size : 210mm x 297mm

4.3. Envelope

When manufacturing, always ensure to follow the regulations supplied. Remember to use provided color palette, comply with spacing rules, and maintain the integrity of WT's logo.

Type A

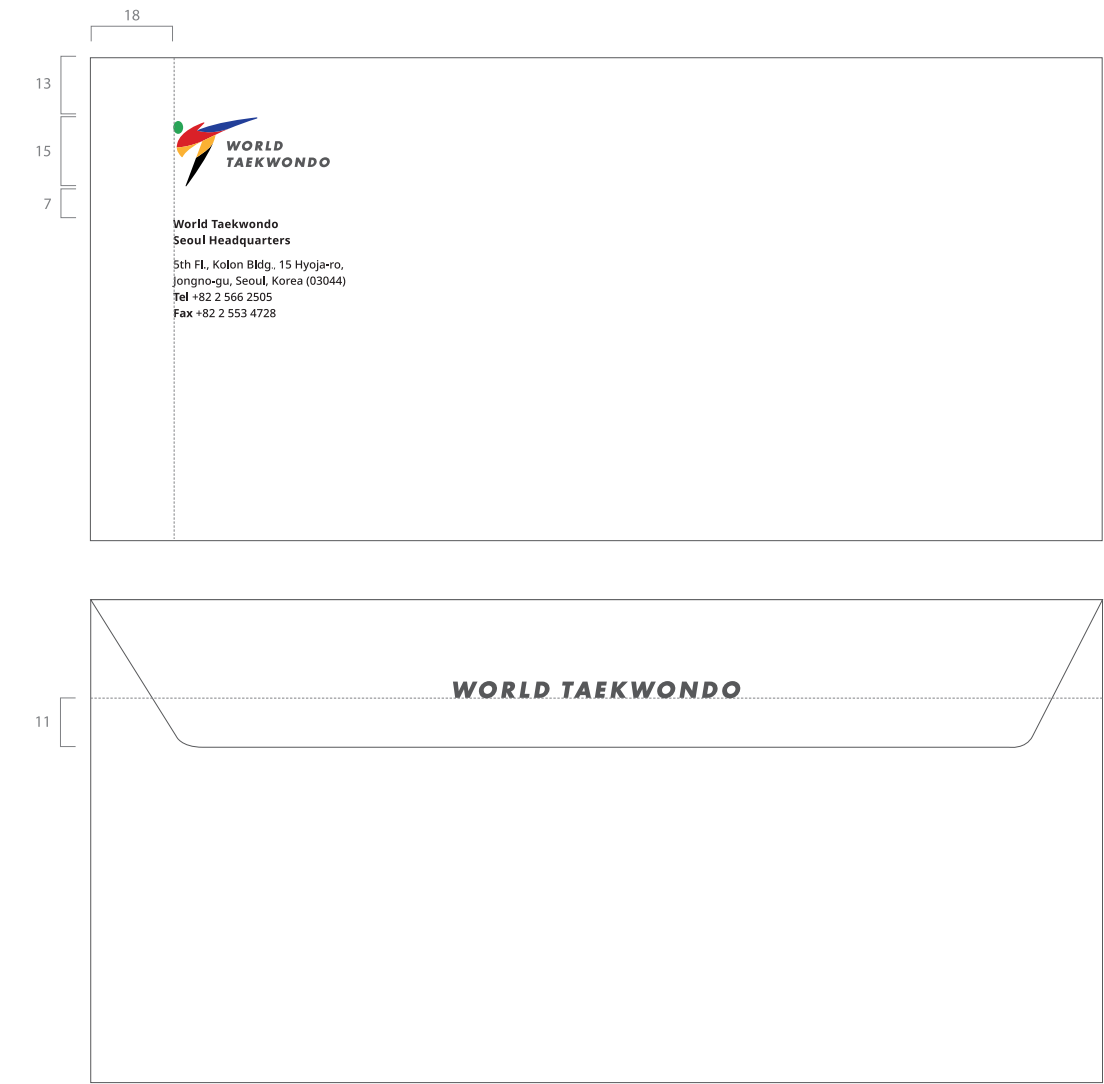


Size : 330mm x 240mm

4.3. Envelope

When manufacturing, always ensure to follow the regulations supplied. Remember to use provided color palette, comply with spacing rules, and maintain the integrity of WT's logo.

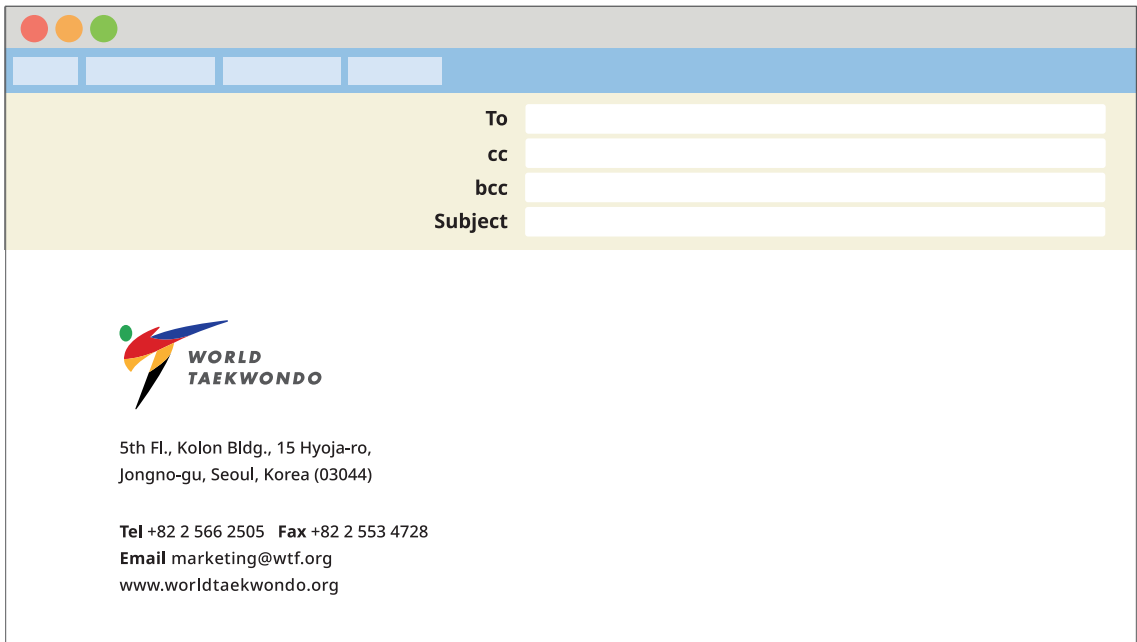
Type B



Size : 220mm x 105mm

4.4. Email Signature

The size of the brand logo may vary in size depending on the contents and conditions. Refer to the examples below for more details.

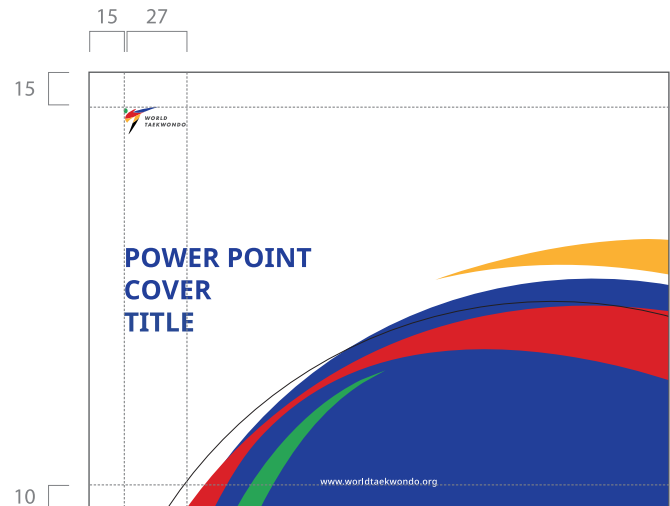


Maximum Logo Size : 218px x 94px
Minimum Font Size : 9pt

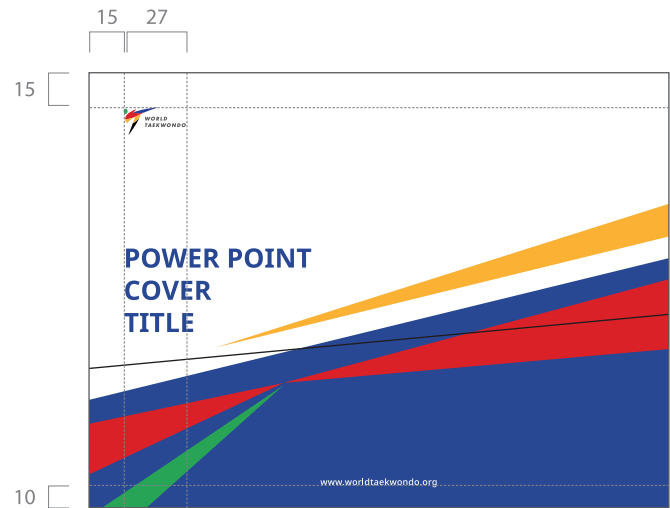
4.5. PowerPoint Cover Format

The size of the brand logo may vary in size depending on the contents and conditions. Refer to the examples below for more details.

Front page _Type A



Front page _Type B

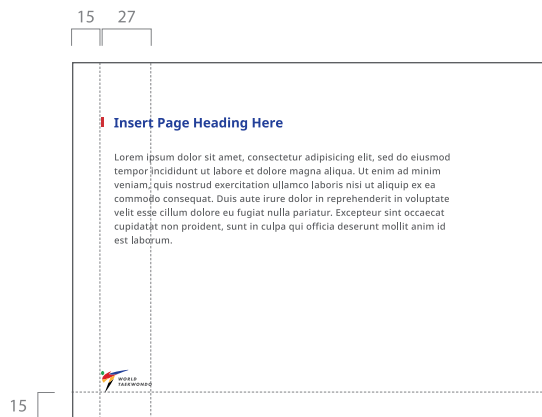


Size : 254mm x 190.5mm

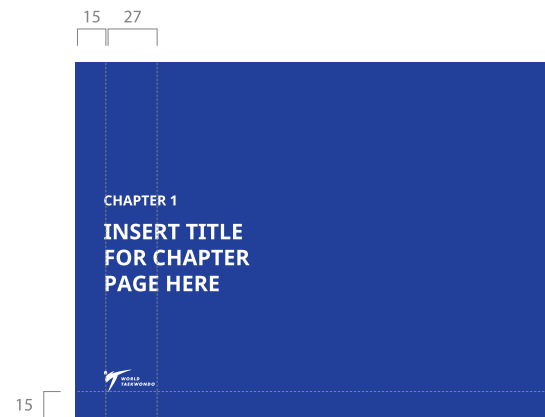
4.5. PowerPoint Cover Format

The size of the brand logo may vary in size depending on the contents and conditions. Refer to the examples below for more details.

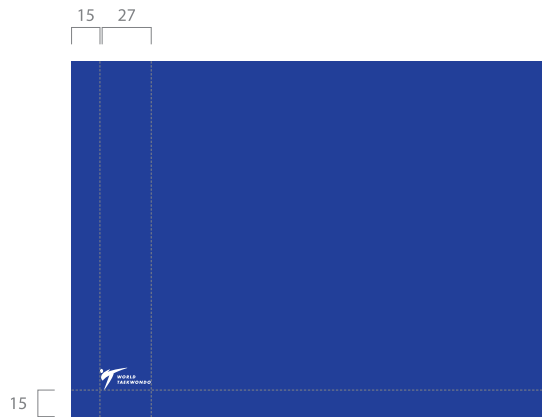
Text Page



Chapter Heading Page



Back Page

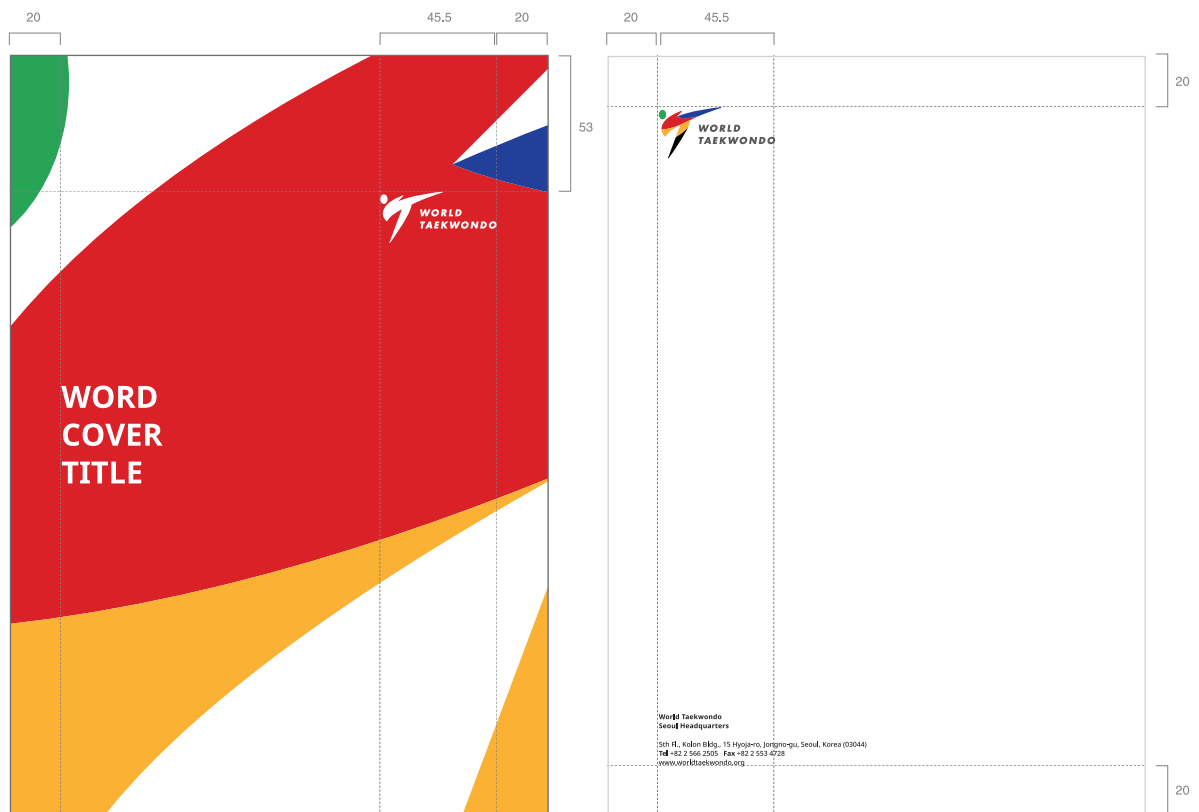


Size : 254mm x 190.5mm

4.6. Word File Cover Format

The size of the brand logo may vary in size depending on the contents and conditions. Refer to the examples below for more details.

Type A



Size : 210mm x 297mm

4.6. Word File Cover Format

The size of the brand logo may vary in size depending on the contents and conditions. Refer to the examples below for more details.


Type B



Size : 210mm x 297mm

4.7. Fax Cover Format

When manufacturing, always ensure to follow the regulations supplied. Remember to use provided color palette, comply with spacing rules, and maintain the integrity of WT's logo.

	
[Date]	Fax
[Name(s)]	<input type="checkbox"/> Urgent <input type="checkbox"/> For Review <input type="checkbox"/> Please Comment <input type="checkbox"/> Please Reply
From [Name]	Comments:
CC [Name(s)]	[Start text here.]
[Subject]	
Fax [Fax]	
Phone [Telephone]	
Pages [No. of Pages]	
<p style="text-align: center;"> World Taekwondo Seoul Headquarters 5th Fl., Kolon Bldg., 15 Hyoja-ro, Jongno-gu, Seoul, Korea (03044) Tel +82 2 566 2505 Fax +82 2 553 4728 www.worldtaekwondo.org </p>	

Size : 210mm x 297mm


4.8. Invoice Format

When manufacturing, always ensure to follow the regulations supplied. Remember to use provided color palette, comply with spacing rules, and maintain the integrity of WT's logo.

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INVOICE

From	COMPANY [Address]	From	WORLD TAEKWONDO 5th Fl., Kolon Bldg., 15 Hyoja-ro, Jongno-gu, Seoul, Korea (03044)
Tel	[Telephone]	Tel	+82 2 566 2505
Fax	[Fax]	Fax	+82 2 553 4728
Email	[Email]	Email	finance@wtf.org / marketing@wtf.org
		Web	www.worldtaekwondo.org
Remark	[Remark]		
Fee	[Fee]		

The amount to be paid (VAT excluded) :
[Start text here.]

Please be informed that payment should be made via cable to the following account:
[Start text here.]

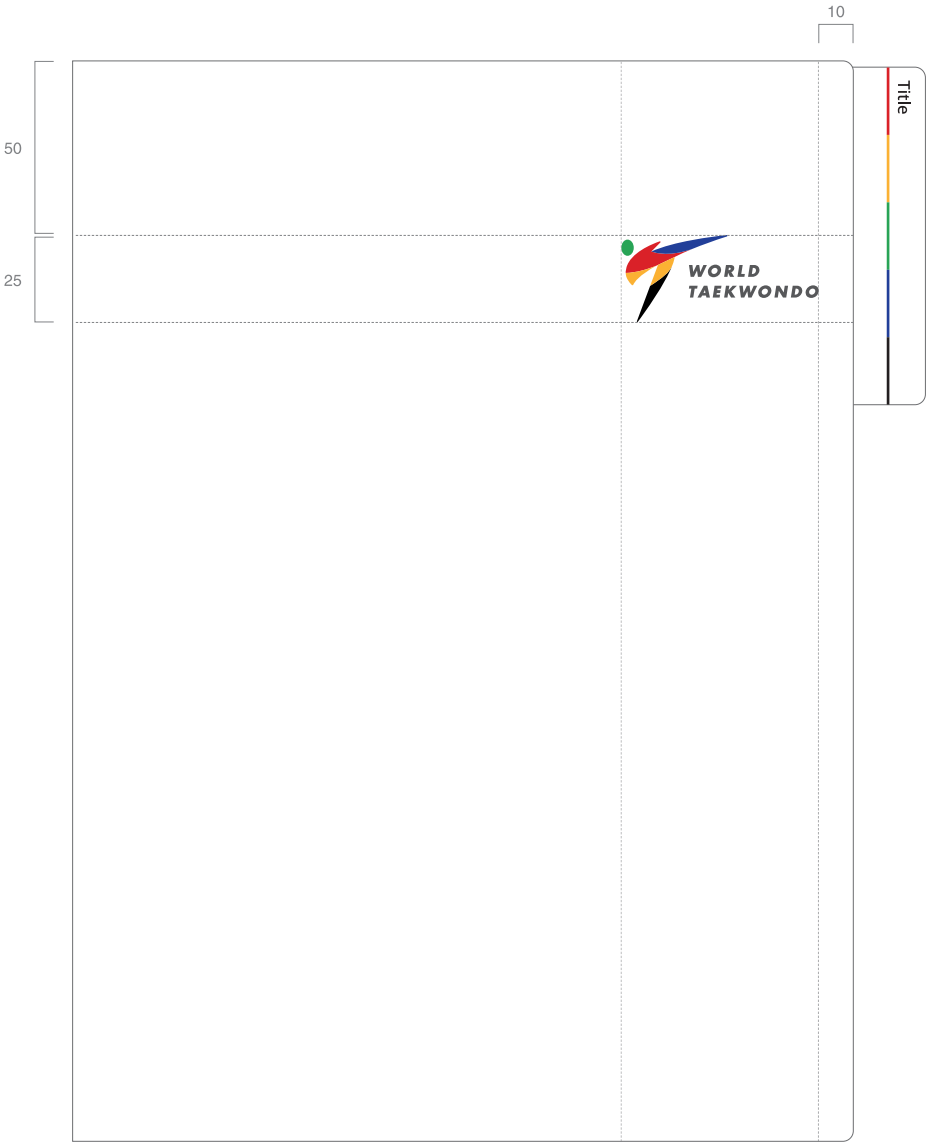
Your prompt payment is greatly appreciated.

Size : 210mm x 297mm

4.9. Folder Format

When manufacturing, always ensure to follow the regulations supplied. Remember to use provided color palette, comply with spacing rules, and maintain the integrity of WT's logo.

Type A

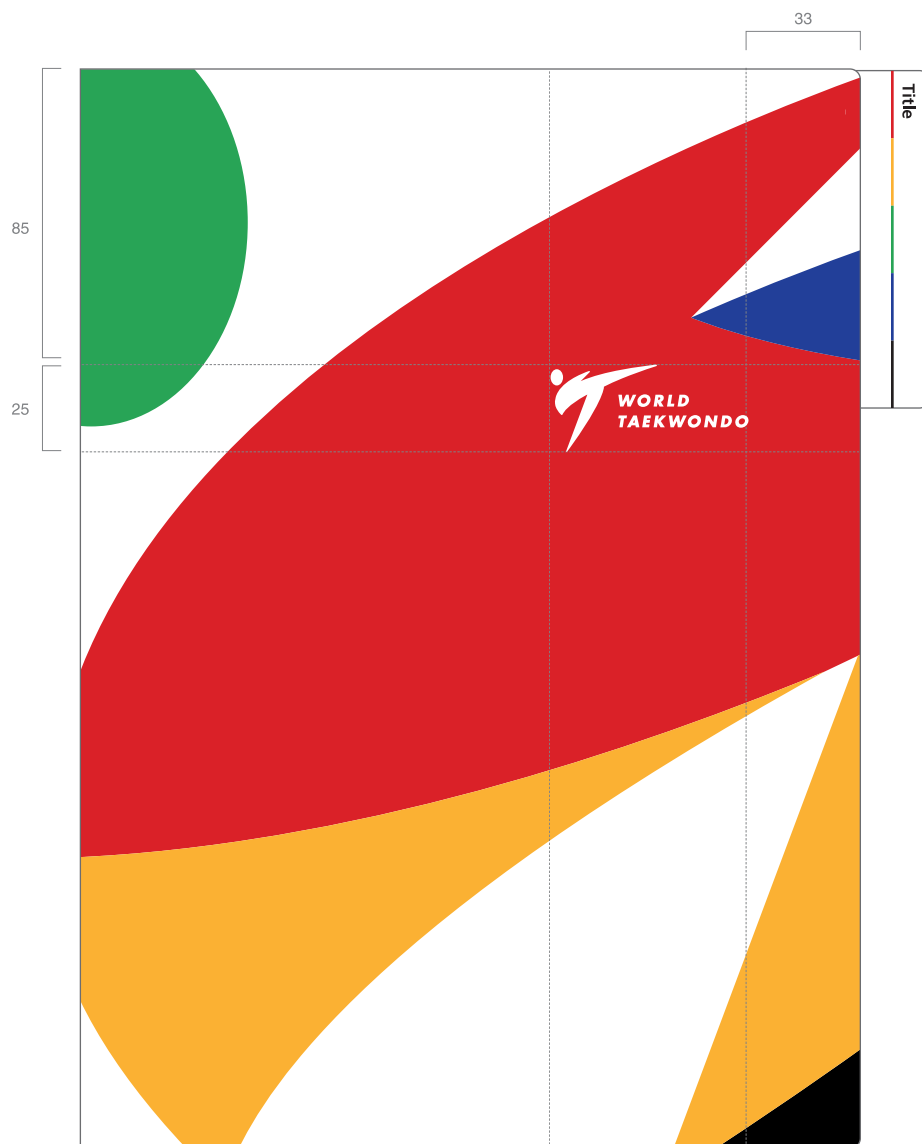


Size : 224mm x 310mm

4.9. Folder Format

When manufacturing, always ensure to follow the regulations supplied. Remember to use provided color palette, comply with spacing rules, and maintain the integrity of WT's logo.

Type B



Size : 224mm x 310mm

4.10. ID Card Format

The size of the brand logo may vary in size depending on the contents and conditions. Refer to the examples below for more details.

Type A



Size : 86mm x 54mm

4.10. ID Card Format

The size of the brand logo may vary in size depending on the contents and conditions. Refer to the examples below for more details.

Type B



Size : 54mm x 86mm

4.11. Visitor's Card Format

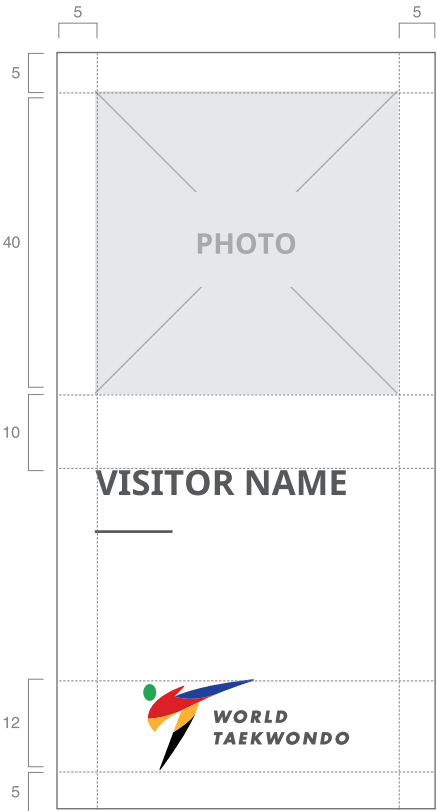
The size of the brand logo may vary in size depending on the contents and conditions. Refer to the examples below for more details.

Type A



Size : 54mm x 86mm

Type B



Size : 50mm x 100mm

4.12. Invitation Card Format

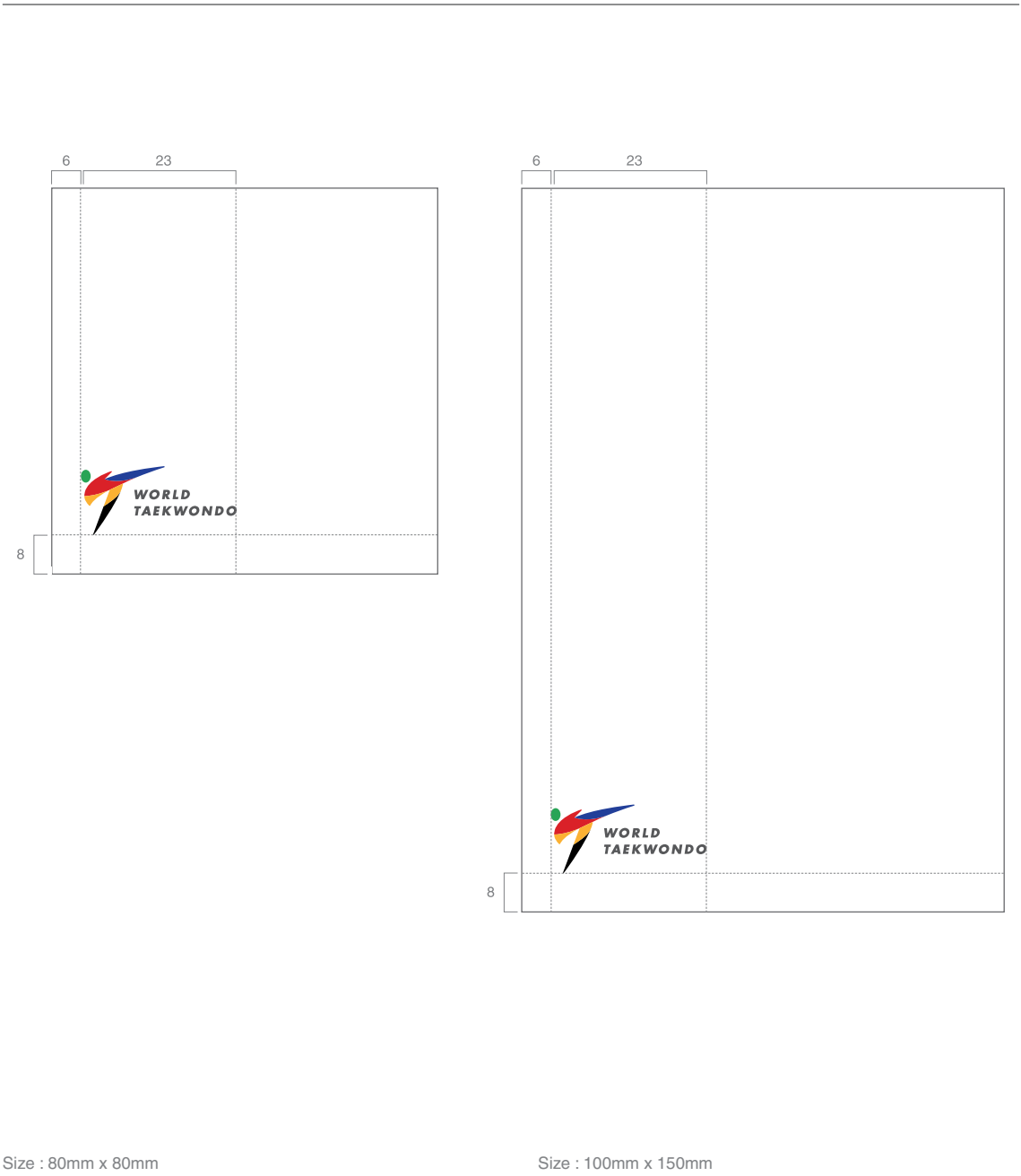
The size of the brand logo may vary in size depending on the contents and conditions. Refer to the examples below for more details.



Size : 181mm x 100mm

4.13. Memo Pad Format

The size of the brand logo may vary in size depending on the contents and conditions. Refer to the examples below for more details.



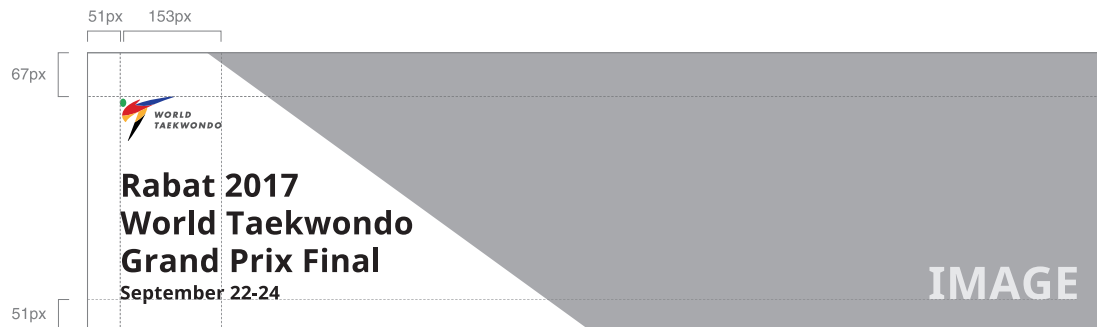
4.14. SNS Channels Banner Format

When a banner comes with the white color background: Use the multi-color logo (i.e. Type A)
When a banner comes with the Green, Yellow, Blue, Red color background: Use the white color

logo (i.e. Type B, C, D, E)

Depending on the picture conditions, the banner can be replaced into one of the variations as shown below.

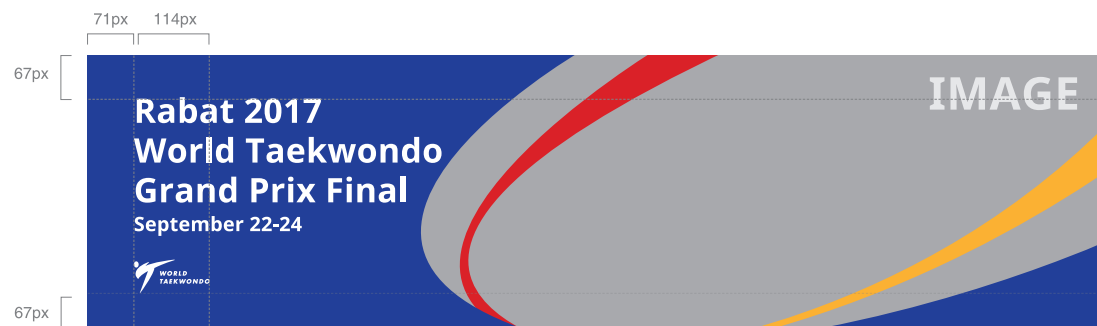
Type A



Type B



Type C



Size : 1546px x 423px

4.14. SNS Channels Banner Format

When a banner comes with the white color background: Use the multi-color logo (i.e. Type A)
When a banner comes with the Green, Yellow, Blue, Red color background: Use the white color

logo (i.e. Type B, C, D, E)

Depending on the picture conditions, the banner can be replaced into one of the variations as shown below.

Type D



Type E



Size : 1546px x 423px

4.15. Flags Format

When manufacturing, always ensure to follow the regulations supplied. Remember to use provided color palette, comply with spacing rules, and maintain the integrity of WT's logo.

Type A



Size : 4000mm x 2660mm

4.15. Flags Format

When manufacturing, always ensure to follow the regulations supplied. Remember to use provided color palette, comply with spacing rules, and maintain the integrity of WT's logo.

Type B



Size : 1350mm x 900mm

4.15. Flags Format

When manufacturing, always ensure to follow the regulations supplied. Remember to use provided color palette, comply with spacing rules, and maintain the integrity of WT's logo.

Type C



Size : 12000mm x 5000mm

4.16. Laurel Pocket Patch

The size of the brand logo may vary in size depending on the contents and conditions. Refer to the examples below for more details.

Type A



Type B



4.16. Laurel Pocket Patch

The size of the brand logo may vary in size depending on the contents and conditions. Refer to the examples below for more details.

Type C



Type D



4.17. Pin

The size of the brand logo may vary in size depending on the contents and conditions. Refer to the examples below for more details.

Type A



Type B





Chapter 05.

Appendix

5.1. Medal Sample : Competition

The size of the brand logo may vary in size depending on the contents and conditions. Refer to the examples below for more details.



5.1. Medal Sample : Appreciation

The size of the brand logo may vary in size depending on the contents and conditions. Refer to the examples below for more details.



5.2. Trophy Sample

The size of the brand logo may vary in size depending on the contents and conditions. Refer to the examples below for more details.

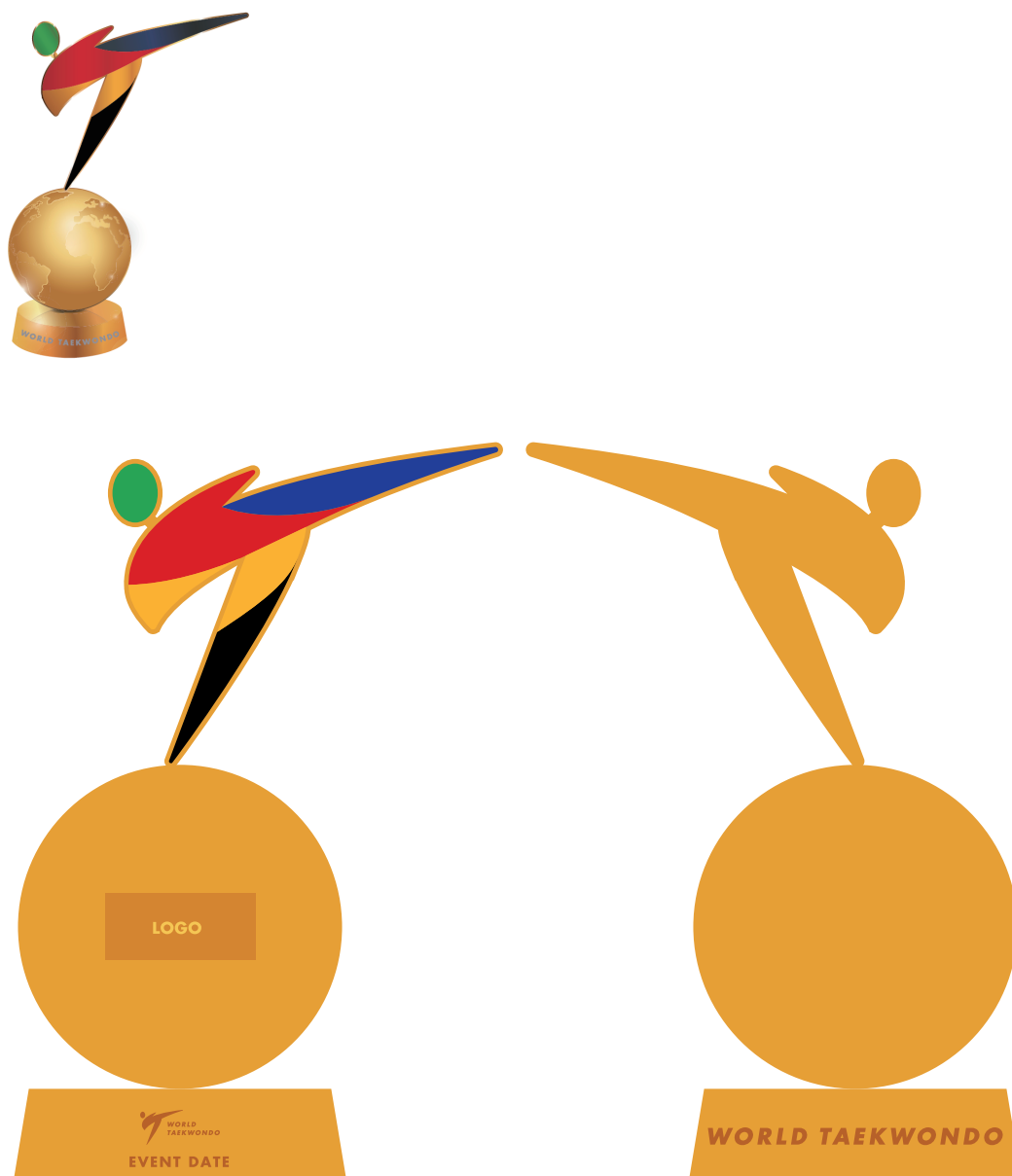
Type A



5.2. Trophy Sample

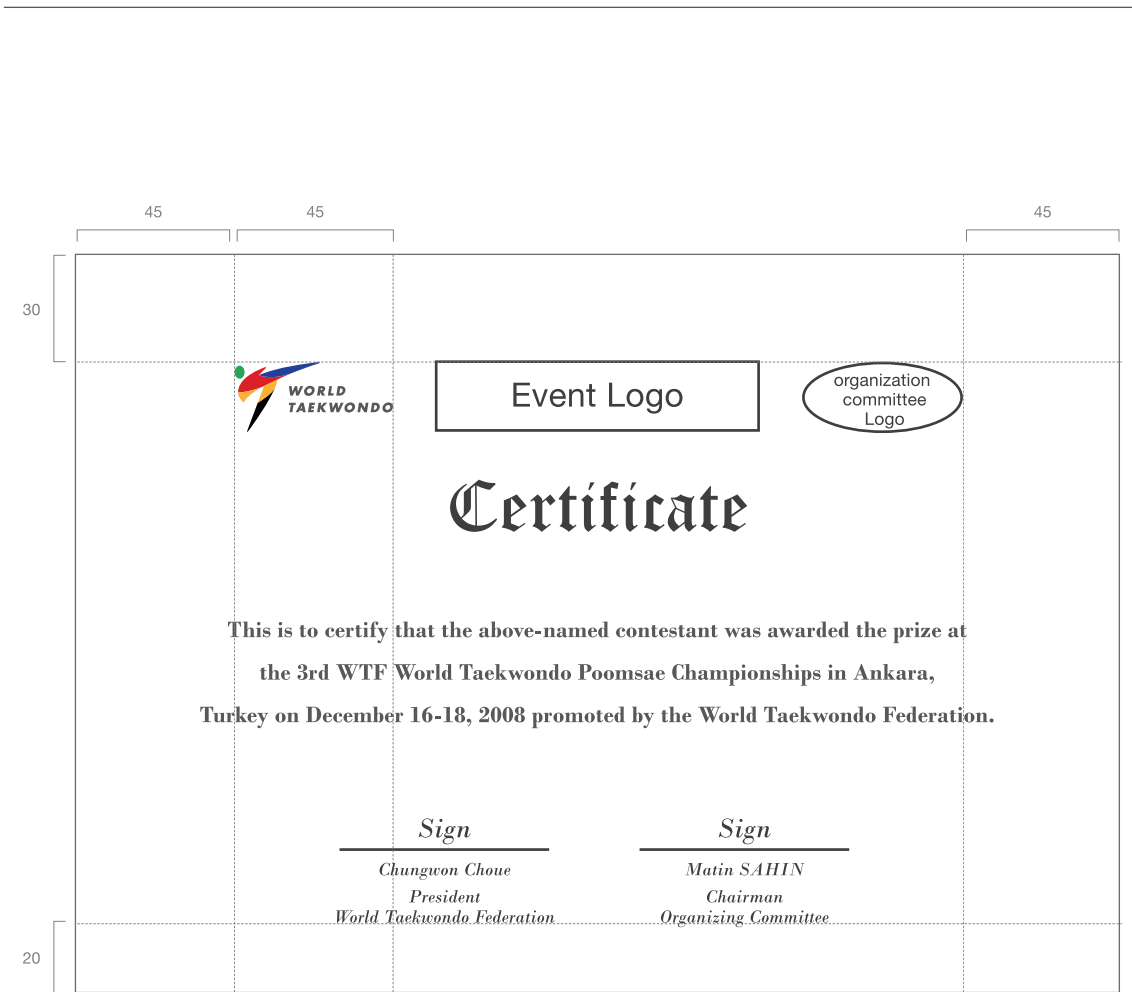
The size of the brand logo may vary in size depending on the contents and conditions. Refer to the examples below for more details.

Type B



5.3. Award Certificate

When manufacturing, always ensure to follow the regulations supplied. Remember to use provided color palette, comply with spacing rules, and maintain the integrity of WT's logo.

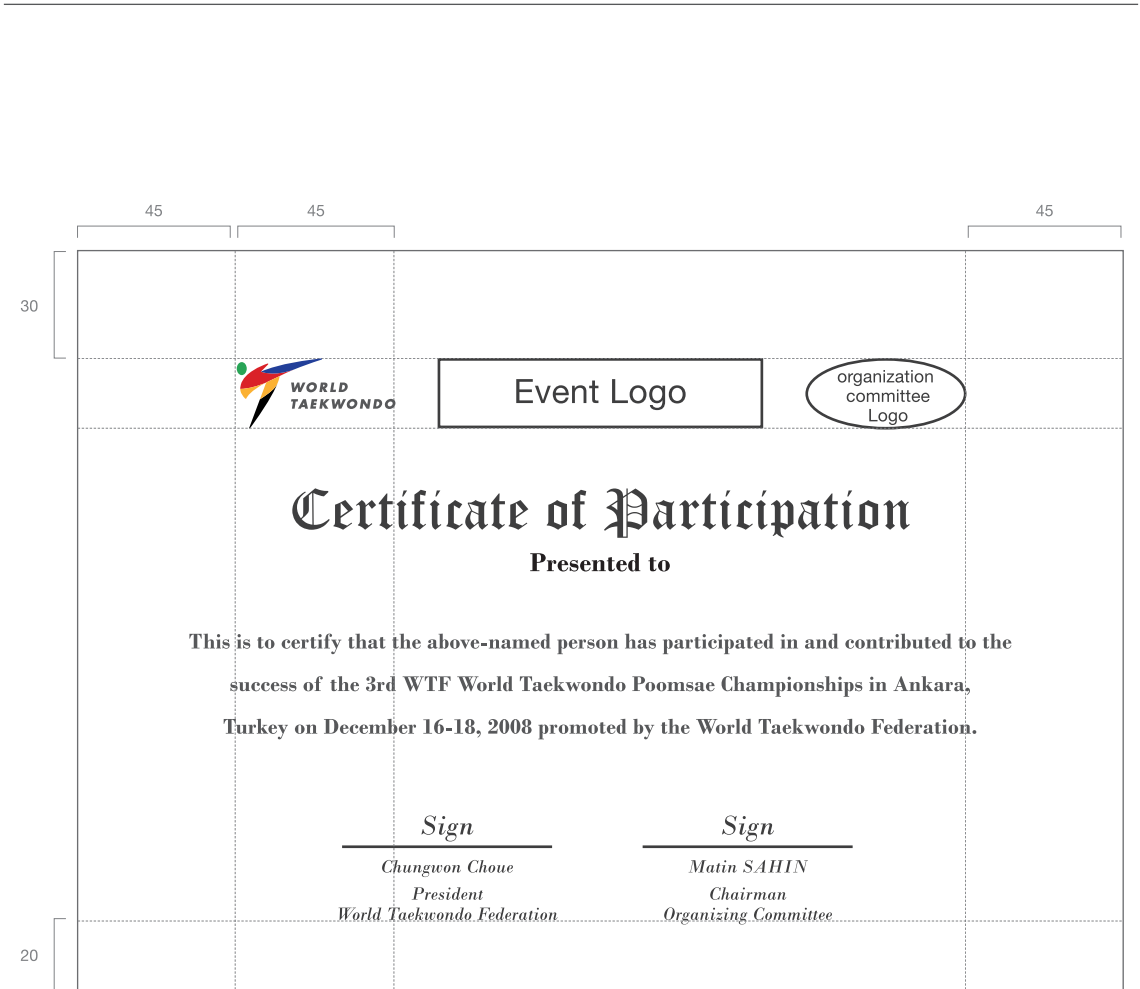


Size : 297mm x 210mm

5.4. Participation Certificate

When manufacturing, always ensure to follow the regulations supplied. Remember to use provided color palette, comply with spacing rules, and maintain the integrity of WT's logo.

Nation, weight category, and the name of participant must be specified in a certificate.



Size : 297mm x 210mm