

INTERNATIONAL WEIGHTLIFTING FEDERATION

IWFF

GUIDELINES



IWF

BRANDING

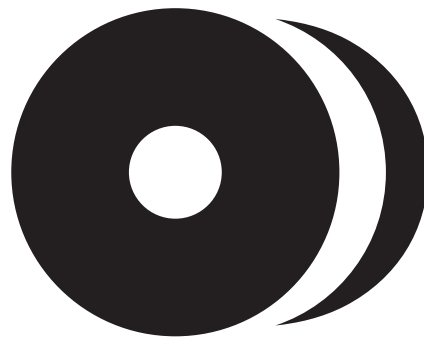
CONTENT

	01_LOGO	4 - 23
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01

PRIMARY LOGO

BRANDING GUIDELINES



IWF

1.

POSTITIVE VERSION



2.

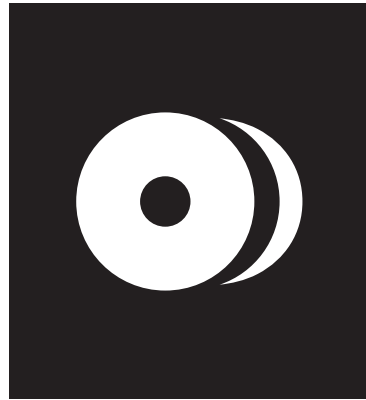
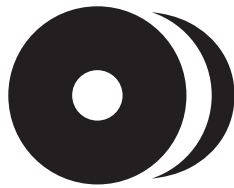
NEGATIVE VERSION

LOGO VARIATIONS

BRANDING GUIDELINES



PRIMARY LOGO WITH SUBHEADLINE



SYMBOL IN POSITIVE AND NEGATIVE

LOGO COLOR VARIATIONS

BRANDING GUIDELINES

10



COLOR CODE

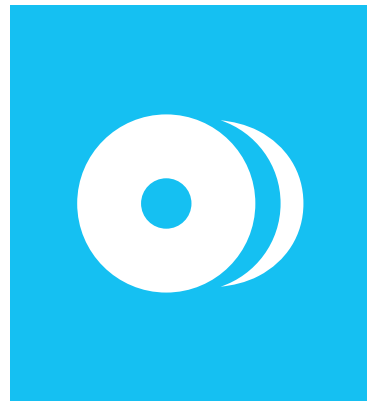
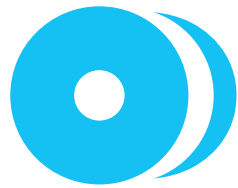
CMYK: 100 | 0 | 0 | 0

RGB: 0 | 172 | 237

PANTONE: Process Cyan C

WEB: 009bd8

PRIMARY LOGO WITH SUBHEADLINE



SYMBOL IN CIAN

HORIZONTAL FORMATS

BRANDING GUIDELINES

12



1.



2.

POSITIVE/NEGATIVE (1-2)



3.



4.

LOGO IN USE

BRANDING GUIDELINES



1.



IWF

2.



IWF

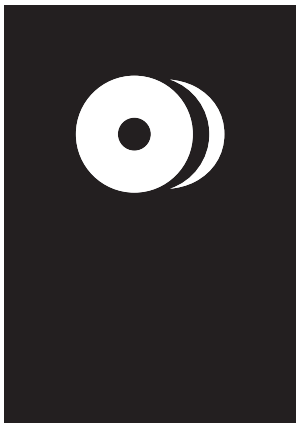
INTERNATIONAL
WEIGHTLIFTING
FEDERATION

3.

SYMBOL (1)

PRIMARY LOGO (2)

PRIMARY LOGO WITH SUBHEADLINE (3)



1.



2.



3.

NEGATIVE SYMBOL (1)

NEGATIVE PRIMARY LOGO (2)

NEGATIVE PRIMARY LOGO WITH SUBHEADLINE (3)

PRIMARY LOGO COLOR

BRANDING GUIDELINES

16



1.



2.

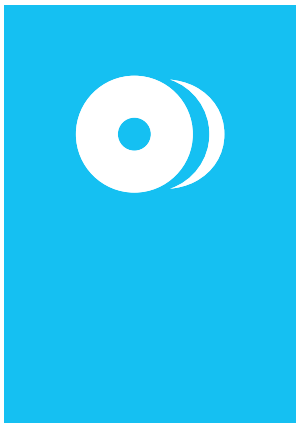


3.

CYAN SYMBOL [1]

CYAN PRIMARY LOGO [2]

CYAN PRIMARY LOGO WITH SUBHEADLINE [3]



1.



2.



3.

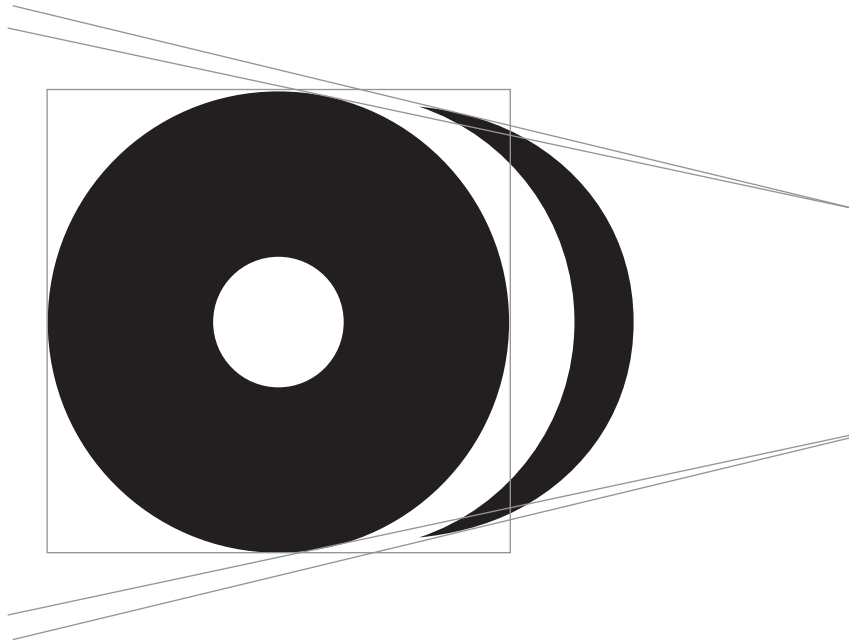
CIAN SYMBOL (1)

CIAN NEGATIVE PRIMARY LOGO (2)

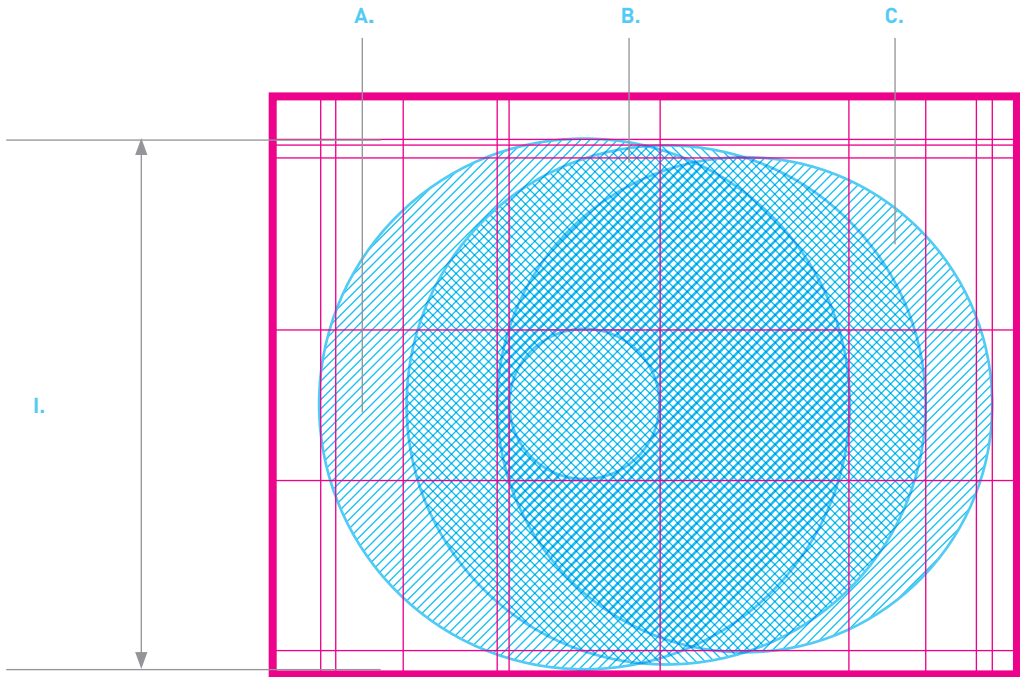
CIAN NEGATIVE PRIMARY LOGO WITH SUBHEADLINE (3)

LOGO DEVELOPMENT

BRANDING GUIDELINES



PERSPECTIVE DISTORTION

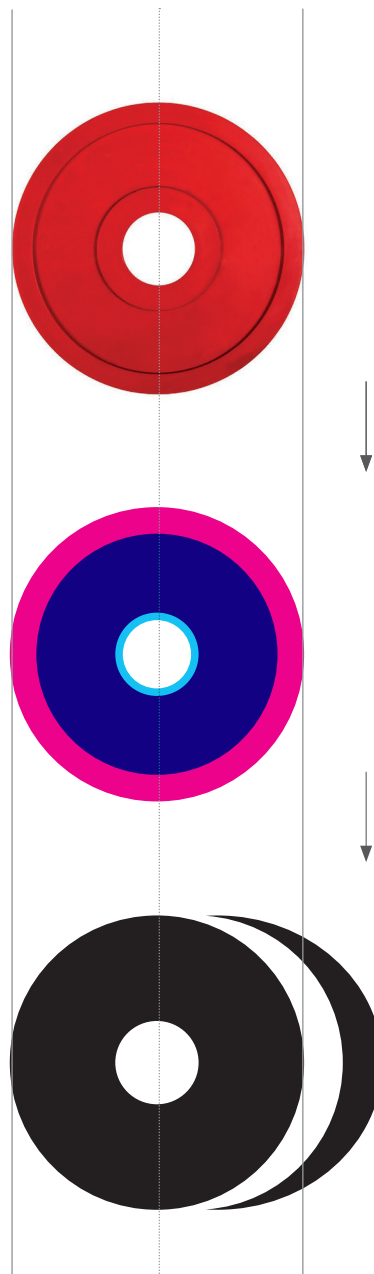


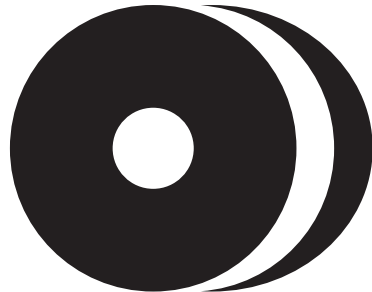
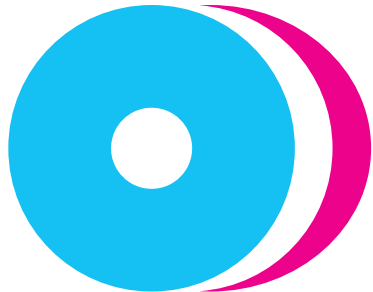
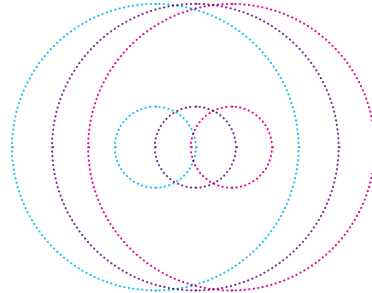
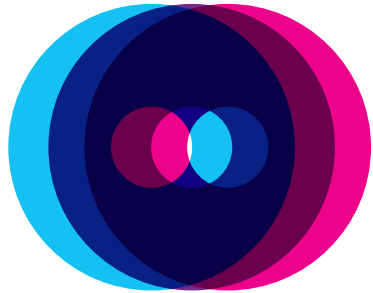
LOGO DEVELOPMENT

BRANDING GUIDELINES

20

FORMAL SIMILARITIES

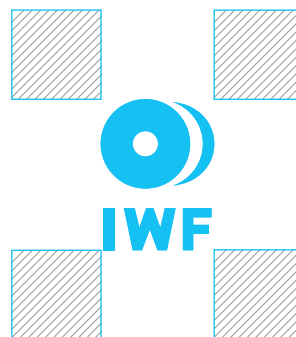
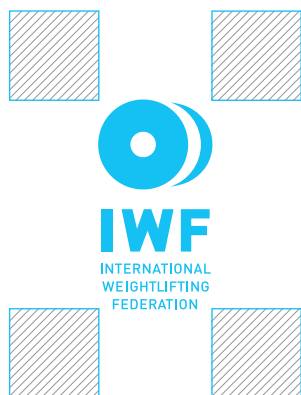




LOGO IN USE

BRANDING GUIDELINES

22



EXTERNAL BOUNDING AREA

x



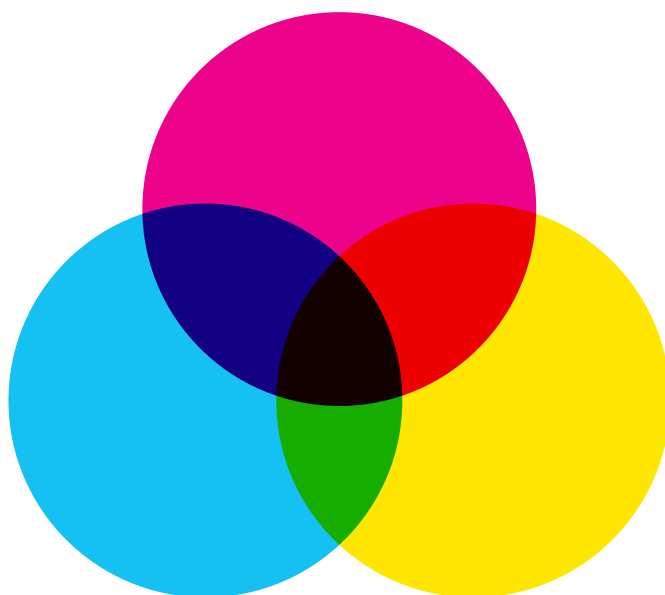
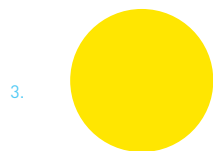
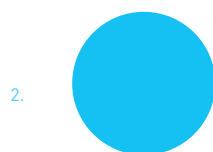
COLORS AND MOTIFS

02

COLORS AND MOTIFS

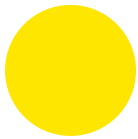
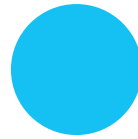
BRANDING GUIDELINES

26



A.

BRAND COLORS

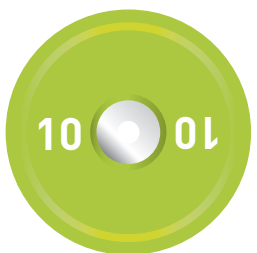
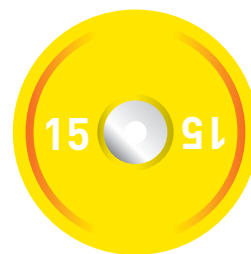
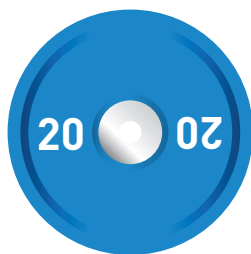
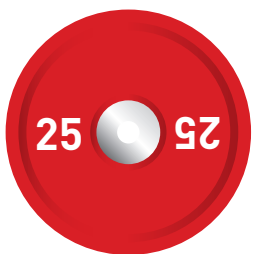
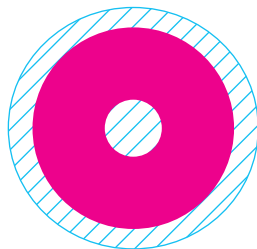


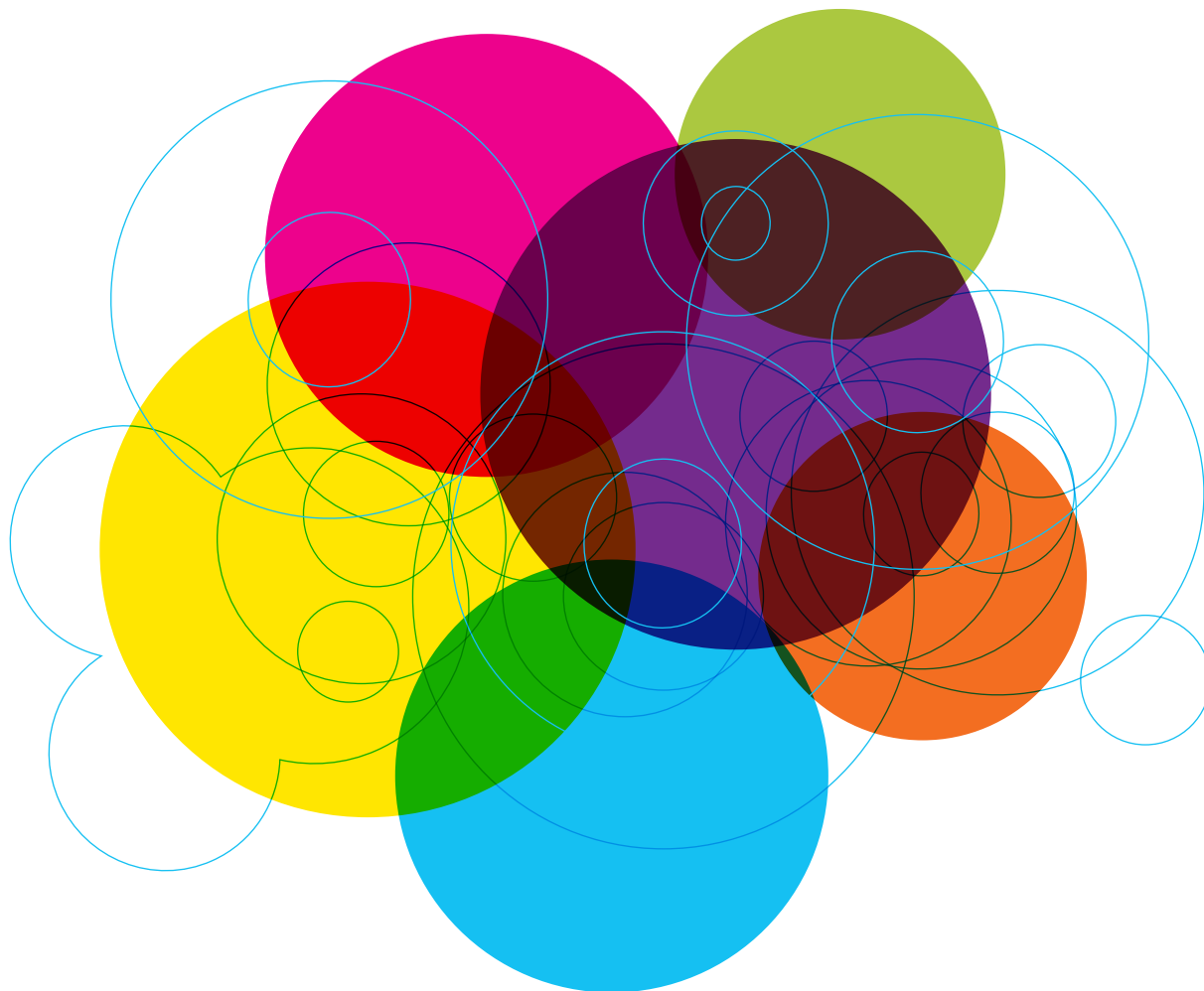
B.

COLORS AND MOTIFS

BRANDING GUIDELINES

28



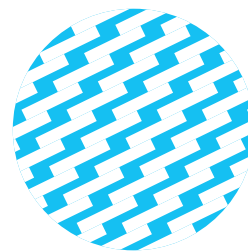
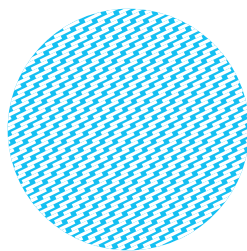
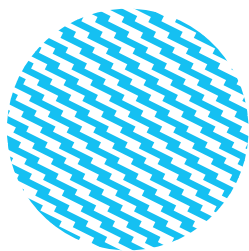


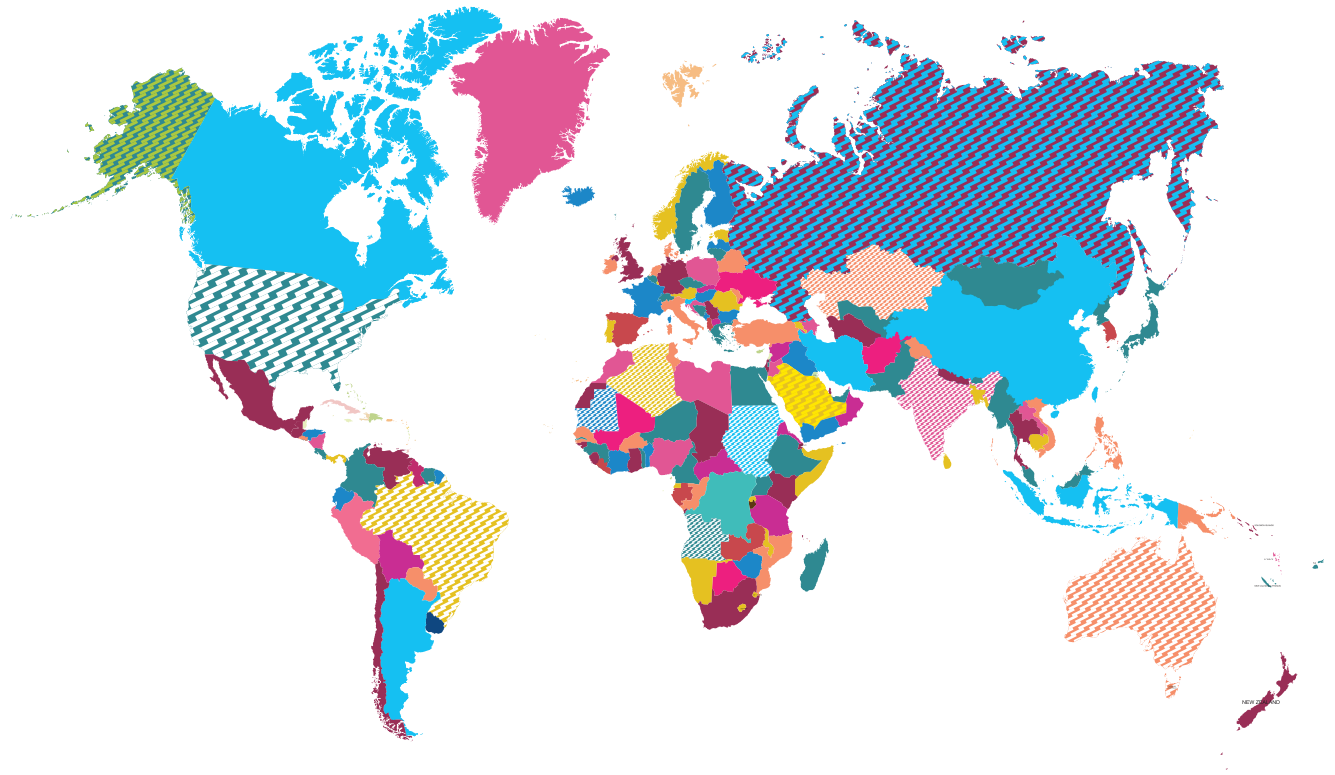
COLORS AND MOTIFS

BRANDING GUIDELINES



30





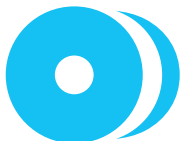
THE MOTIFS SYMBOLIZE DIVERSITY

COLORS AND MOTIFS

BRANDING GUIDELINES



32



1.

CMYK: 70 | 0 | 0 | 0
RGB: 0 | 157 | 224
PANTONE: Process Cyan C
WEB: 009bd8



2.

CMYK: 0 | 100 | 0 | 0
RGB: 228 | 0 | 140
PANTONE: Process Magenta
WEB: c4007a



3.

CMYK: 67 | 100 | 3 | 2
RGB: 115 | 29 | 139
PANTONE: Process 258 C
WEB: 65277b



4.

CMYK: 32 | 0 | 92 | 7
RGB: 172 | 203 | 70
PANTONE: Process 382 C
WEB: bcc73e



5.

CMYK: 0 | 5 | 100 | 0
RGB: 255 | 234 | 32
PANTONE: Process Yellow C
WEB: eed900



6.

CMYK: 9 | 100 | 100 | 2
RGB: 206 | 8 | 45
PANTONE: Red 032 C
WEB: b4191d



COLORS AND MOTIFS

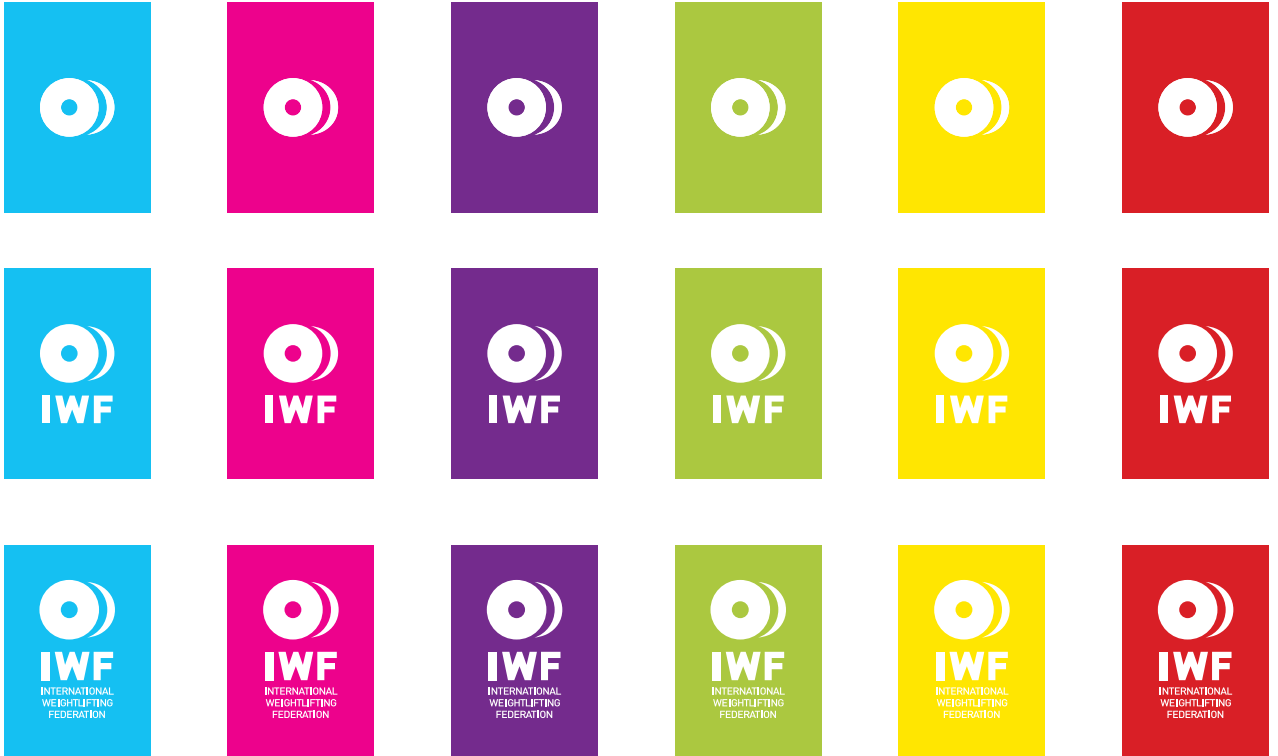
BRANDING GUIDELINES



34



COLOR VARIATIONS 2



CORPORATE COMMUNICATION

03

THE INTERNATIONAL WEIGHTLIFTING FEDERATION'S PROPERTIES EXPRESS THE VISION AND VALUES OF THE IWF. THEY ARE THE VISUAL REPRESENTATIONS OF THE WEIGHTLIFTING MOVEMENT, IN ADDITION TO BEING A MARKETING PROPERTY. TO PRESERVE THE OFFICIAL BRANDS AND GUARANTEEING THEIR INTEGRITY IS ESSENTIAL FOR THE MAINTENANCE AND CONTINUITY OF THE SPORT OF WEIGHTLIFTING.

THE OFFICIAL PARTNERS THAT ASSOCIATE THEMSELVES WITH THE IWF WILL ADD GREAT VALUE TO THE CONSTRUCTION AND STRENGTHENING OF THE BRANDS, PRODUCTS AND SERVICES. IT IS IMPORTANT TO ENSURE THE PARTNERS RIGHT TO ASSOCIATE THEMSELVES WITH THE IWF AND PRESERVE THE COMMERCIAL VALUE OF THE BRANDS.

THE INTELLECTUAL PROPERTY OF THE IWF COMPRISES LOGOS, SYMBOLS, IMAGES, VIDEOS, OFFICIAL EXPRESSIONS, AMONGST OTHERS. ALL THESE ELEMENTS REPRESENT THE IDENTITY OF THE IWF.



CORPORATE COMMUNICATION

BRANDING GUIDELINES

40

1. **DIN LIGHT (12 PT)**

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz 1234567890

Cab imperum restiat iusdae. Cest, omnimus volorenit res delias velit ium autem aut qui se sed quod et ped quam quae veliqui culparum volo dolorem nullam ut remoluptae re sunt.

2. **DIN REGULAR (12 PT)**

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz 1234567890

Xeriaest et dissiminctur andes dolupta tioreped ma vid min poreperae modiciet unt. Ut quia quistia dolum doluptas quae nimus plab iusant eum sandit

3. **DIN BOLD (12 PT)**

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz 1234567890

Gent omnis dolluptius conet lacid et latur? Ideliquis atur? Porum natem incitatur, officiant omnimi, nos dit exerum doluptatur, aut la cus se ne voluptias prae pa ea doluptatur

1. **ARIAL REGULAR (12 PT)**

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz 1234567890

Icaborione perum natumqui solorro con nissi optat id mi, qui de delit odiosaes repeles reieur? Emodi rehenih illigniaes ea ducipsamus este pliquam aut laccus

2. **ARIAL ITALIC (12 PT)**

*ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz 1234567890*

Seque omnient, volese nonsequ iditis sequia quas dolo quo endi dent landita sperspit omnimpo riassit isitius dit es dolore dende sint fuga. Et que adionsed enes et laturis quam qui utes nonsequae.

3. **ARIAL OLD (12 PT)**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz 1234567890**

Us ma debis dolo odi ius re, sequam am etur? Duciates dit maxim quam ea qui tecerum que lanihillume volendi desciam id que etur restint ibusapiet, quidebi tatust quatius.

CORPORATE COMMUNICATION

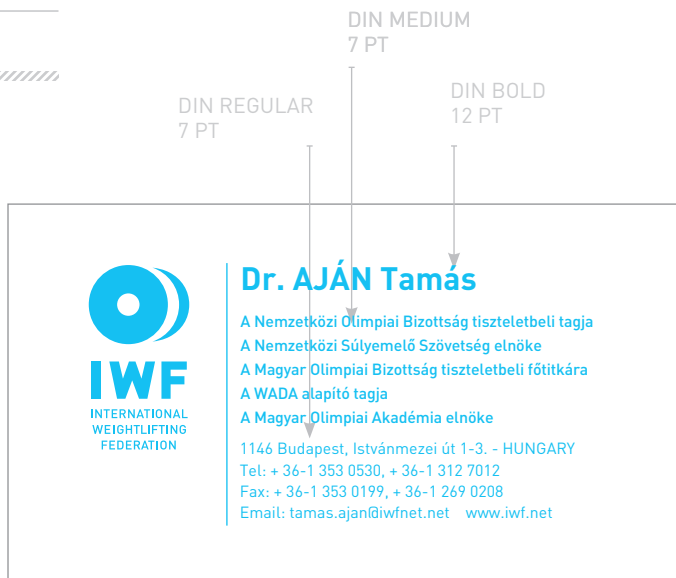
BRANDING GUIDELINES



42

50 mm

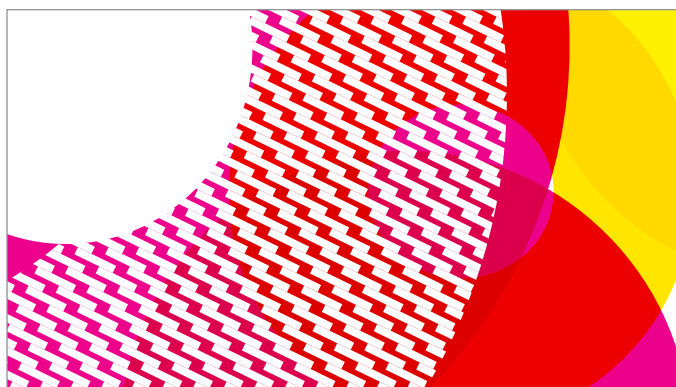
FRONT SIDE



90 mm

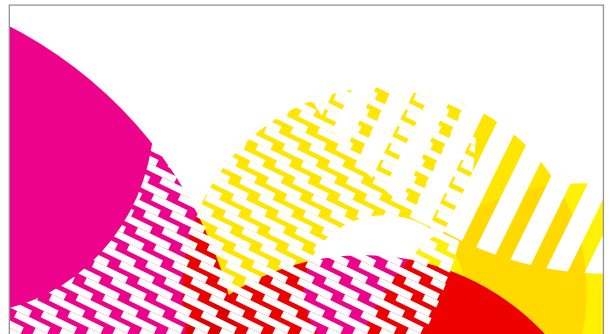
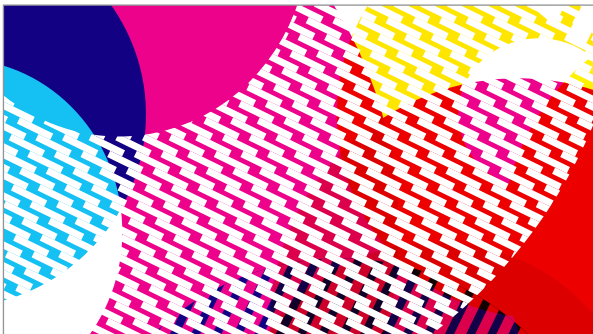
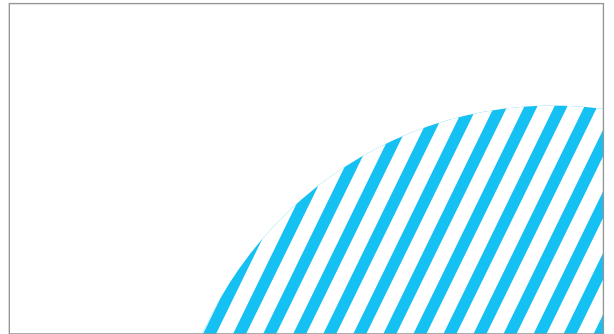
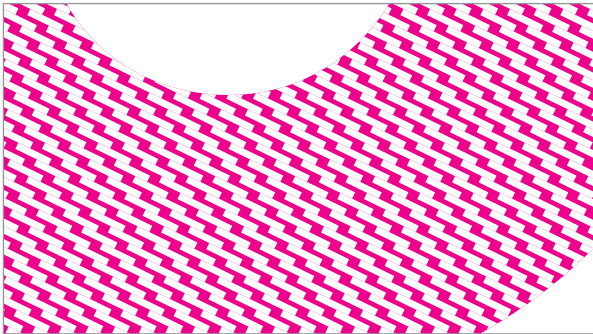
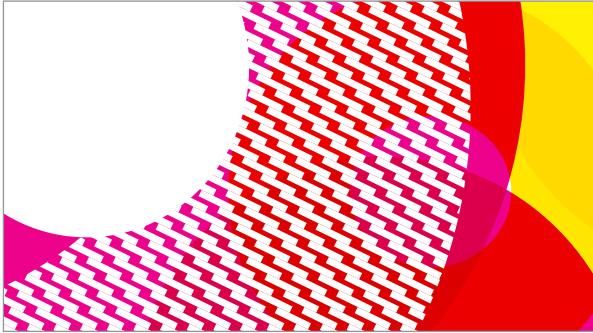
50 mm

BACK SIDE



90 mm

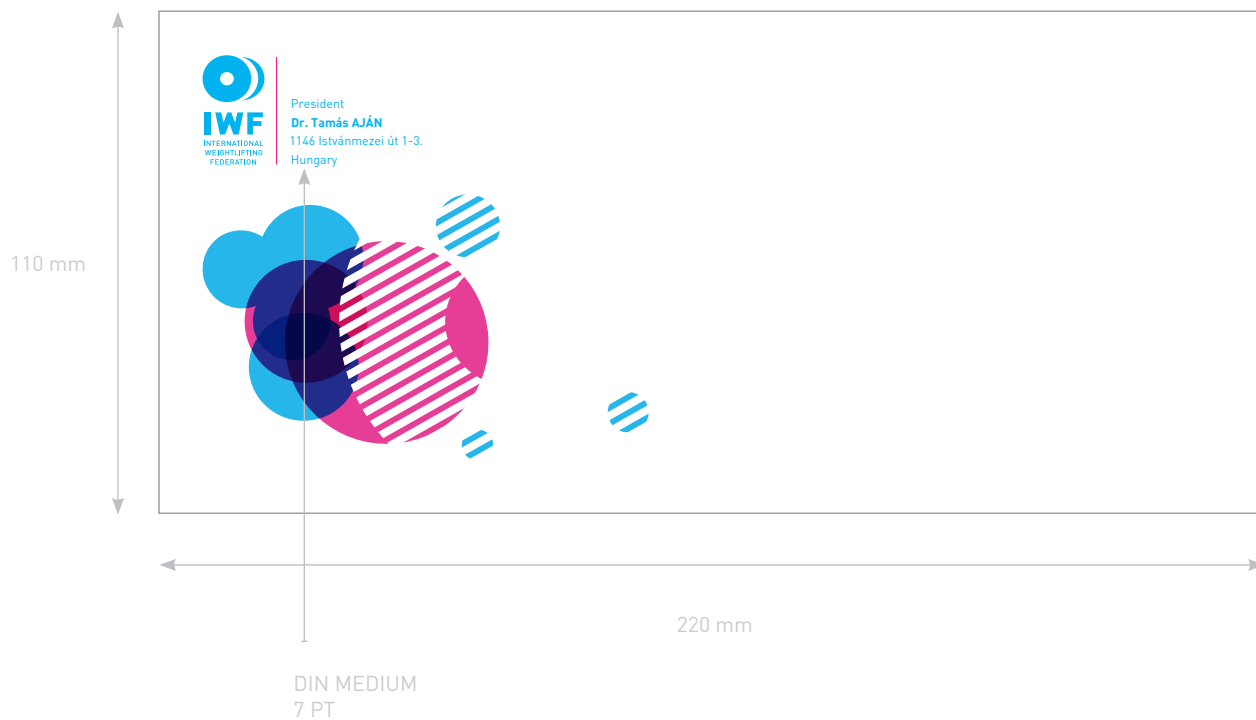
NAME CARD (FRONT SIDE)



NAME CARD (BACK SIDE)

CORPORATE COMMUNICATION

BRANDING GUIDELINES



ENVELOPE

210 mm



297 mm



President
Dr. Tamás AJÁN (HUN)
IOC Honorary Member

General Secretary
Ma WENGUANG (CHN)

DIN MEDIUM
8 PT

DIN BOLD
8 PT

Dear John

Lest imi, omnisquatur sum doluptur? Evelia core officis ea ea quidita por sed utatur, ils eum autet offic temporum qui utatium qui omnis eos quos doluptatem corpori busdam seque sunt. To doluptias ne officabo. Adi dolupta spitae rendam, sint, cusa con nonestis qualist ius core, ea conecusam acea voloraectur? Qui dolorum ne cum qui blaut ventibu sandit odipsa simus, cus, con re reictum ipsanti berum consequam fugiti beaque cus et rem fugit velici tem. Reptatust, sunt imus mod quasitem nossunt, necto occat. As acimus nobissi moluption essectur? Uptatem porit, non re, ut est eaquam, quam quam, aut lam net alia quide pereic tem ventium faccab ium am, omnitas nihillores cum rehentia dolo est, ut et pe sum a corempo recatae ommod mintiam escienducid que id quantibus apis sequatur aborest, quatem. Ehendiciant am, acea elibea consendam eos consequ nim fuga. Ore laceaque quiscideni doluptur mo eatumquas sitaspid mos sam et fuga. Sed magnit rero omnihil loresti cor recaescid moluapti sitatem volupidunt aut molore esequunt. Acieneces as erunt, que eossitatibus ius. Epelesedis molo blaborp oressitibus corrovi ditatur rerianis aut quodipi taquati usdanti-ntem quid ut dolore is volorestem quas ut facest ut ducia veliberum, sameturis doluptatus qui di dolorit laut velenimi, tet ut expeliq uiamus ariate volor sitas magnamusciat aut aborepro con porro occatia.

Fictusam id unt, te vellisquam aborunt odis non nam sunt volut eum quis derio mo qui destore, si dem faceper-rianto de qui di del illatus, quiatestem di volore volore nimaior ibusam es aut molectae. Tem autectest, seque estecabo. Ailiti ulla cuptatur, aut odipsan dandaepernat moleceped eos et molupta tquiamus autem autet evene porumenda dolo exerovidus ereribus sam rehendi ctusaec turitati occabo. Isitatio omnis iur? Cero ducia soluptaqui doluptata pos eaquisti et qui des quiam num velitatisin porecepere prescit atenitas imus dionsec-tota cus et a sant hicaectum non num dolut voluptate susa dolo totam quatem quaes alibus moluaptatem incnem dunt, ut quis arissum ius ex enihillitem laut eum, quata serspisincit ad que officatquis explit qui aut omno et harchil maximus antiae ducisit del magnimo luptae qui dolorum sundae vid et officius pratese dicillu ptaquia. Hilici id excest, occupat aut eos molo inus eiciam fugia digenime ma ilicili genduciet ullabor atiaturre etur suntia quantis simaximin etumque sum faceruntium etur, con rerruptatum senecat ureicid ignam, volorem quam eaque si beatis perovid eatur sum latius experum quatur aute sequo dolorer ibuscia voluptatem dis as vitium eatquia sunt fugiasp idistest hiciam quia que volore rehendela ditaque quat. ihil molecturibus natem venti quia volore, sinveli genduci con coreiur?

Dr. Tamas AJAN
Budapest, 2014

1146 Budapest, Istvánmezei út 1-3. | Tel: + 36-1-325-1794 | Fax: + 36-1-460-6833 | iwfiwf.net | www.iwf.net
facebook.com/iwfnet | twitter.com/iwfnet | instagram.com/iwfnet | youtube.com/iwfmedia
Bank Account: IWF HU06 1176 4056 2482 4019 0000 0000- OTP, National Savings Bank, Nádor utca 6, 1876 Budapest, Hungary

LETTERHEAD

CORPORATE COMMUNICATION

BRANDING GUIDELINES



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OFFICIAL FLAG

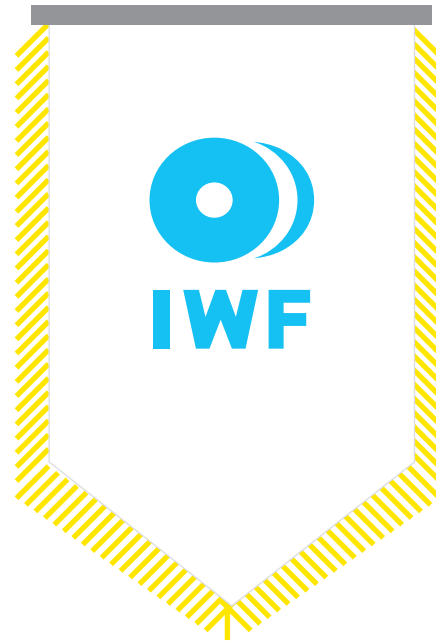
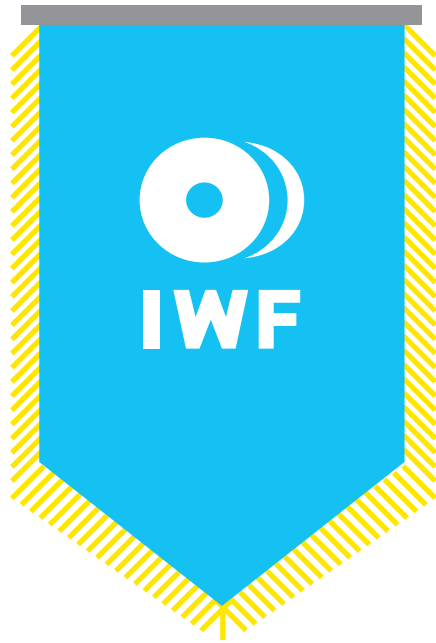


TABLE FLAG

APPLICATION EXAMPLES

044

THE BRANDING GUIDELINES SHOULD BE CONSIDERED AS GENERAL INDICATIONS. THE ORGANIZING COMMITTEE SHOULD DEFINE THE LOOK OF THE VENUE CONSIDERING THE SPECIFICITIES OF THE SPORT OF WEIGHTLIFTING AS WELL AS THE SPECIFICITIES OF THE VENUE.

IT IS RECOMMENDED TO CONSIDER THE FOP LAYOUT TO DEFINE THE KEY AREAS AND DECIDE OF THE IWF, LOC AND SPONSOR BRAND PLACEMENT.

IT IS RECOMMENDED TO PLACE THE IWF LOGO IN A LEADING POSITION. PLACEMENT OF THE IWF LOGO IS OBLIGATORY ON EACH AND EVERY PUBLISHED OR PRODUCED ITEM ADDITIONALLY TO THOSE WHERE THE LOC / EVENT LOGO ARE PRESENT.

THIS INCLUDES BUT IS NOT LIMITED TO EXAMPLES SUCH AS: LOOK AND SIGNAGE, PRINTED, ELECTRONIC, VISUAL ELEMENTS, OFFICIAL DOCUMENTS, MEDALS AND DIPLOMAS, EVENT TICKETS AND EVENT WEBSITE ETC. ALL PLACEMENTS INCLUDING THE IWF BRAND HAS TO BE APPROVED BY THE IWF.

THE LOOK OF THE VENUE PLAN SHOULD BE PRESENTED TO THE IWF FOR APPROVAL, BEFORE STARTING THE PRODUCTION OR INSTALLATION OF SUCH.

THE ORGANIZING COMMITTEE SHOULD DEFINE THE ASSIGNMENT OF SPACES FOR SPONSORS CONSIDERING THE RIGHTS DEFINED IN THE SPONSORSHIP AGREEMENTS. IT IS RECOMMENDED TO SHARE WITH THE IWF THE SPONSORS' POSITION.

THE ORGANIZING COMMITTEE SHALL HAVE THE LIMITED RIGHT TO USE THE IWF BRAND SOLELY IN CONNECTION WITH THE ADVERTISEMENT AND PROMOTION OF THE DESIGNATED EVENT.

THE LIMITED LICENSE TO USE THE IWF APPELLATION AND/OR BRAND BY THE ORGANIZING COMMITTEE SHALL NEITHER CREATE ANY OWNERSHIP RIGHTS NOR THE RIGHT TO SUB-LICENSE THE IWF APPELLATION AND/OR BRAND.

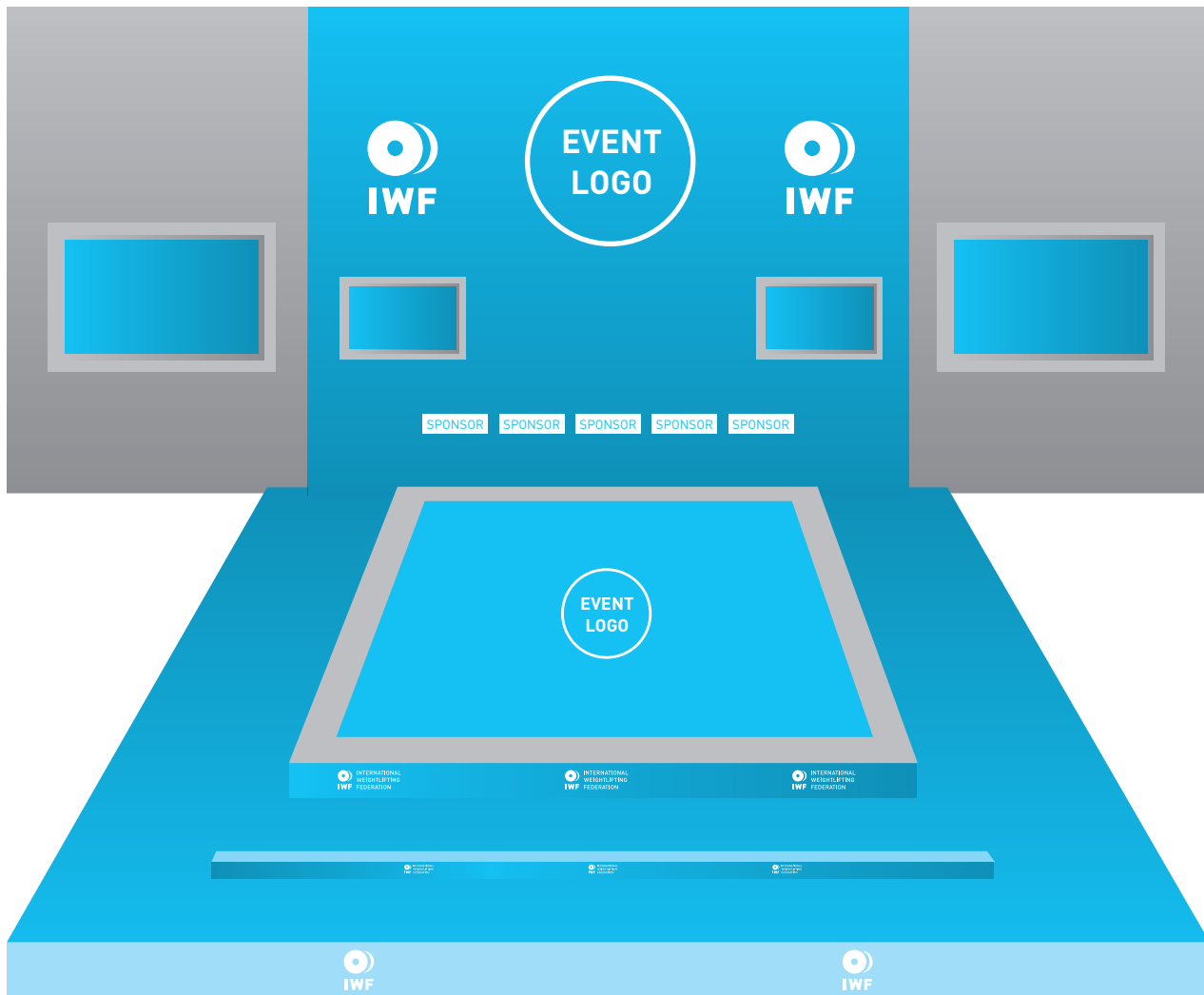
THE ORGANIZING COMMITTEE MUST FOLLOW THE IWF BRANDING GUIDELINE FOR THE RIGHT USE OF THE IWF BRAND.

APPLICATION EXAMPLES

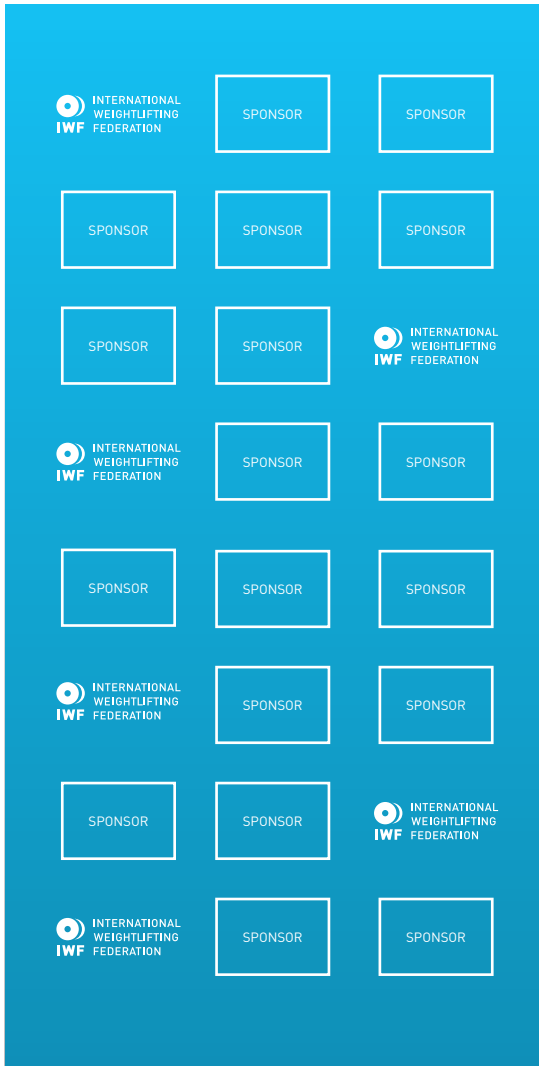
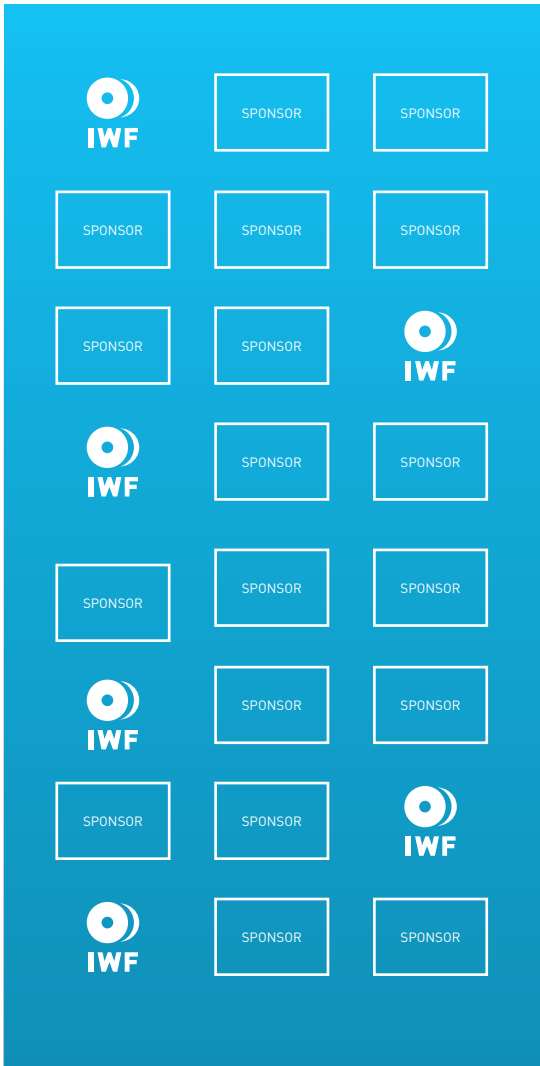
BRANDING GUIDELINES



52 LOOK OF THE VENUE



COMPETITION AREA WARM-UP TRAINING



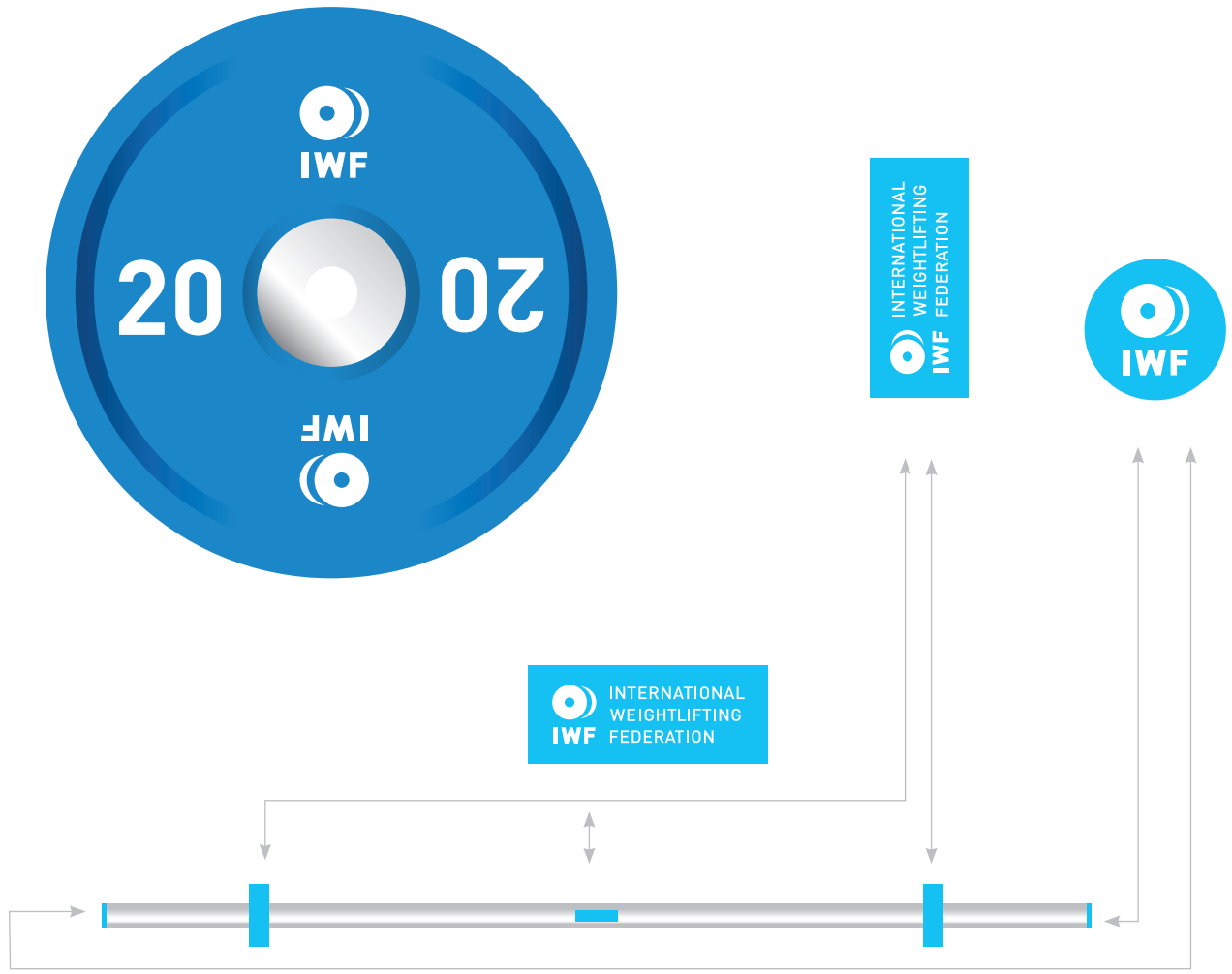
BACKDROP/SPONSOR WALL

APPLICATION EXAMPLES

BRANDING GUIDELINES

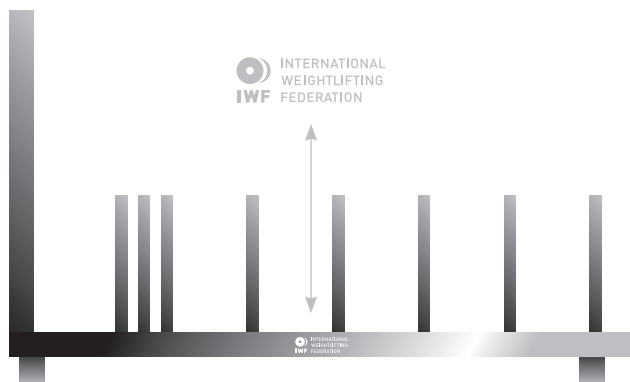


54 SPORT EQUIPMENT



DISCS AND BAR (BLUE FOR MAN, YELLOW FOR WOMAN)

DISC RACK



CHALK AND ROSIN STAND



SAFETY BARRIER

BAR LIFTER

SQUAT RACK

APPLICATION EXAMPLES

BRANDING GUIDELINES



56 TV GRAPHICS





Safe title area

Safe frames

Safe action area

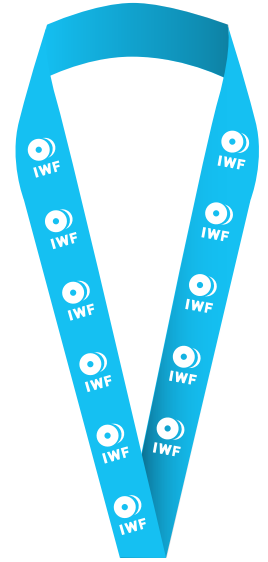
APPLICATION EXAMPLES

BRANDING GUIDELINES



BIB NUMBER

RIBBON



WARM-UP PASS

ATHLETE PASS

ACCREDITATION CARD

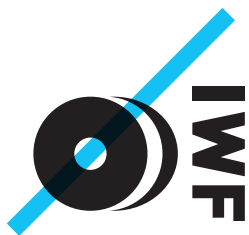
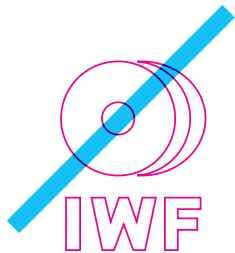
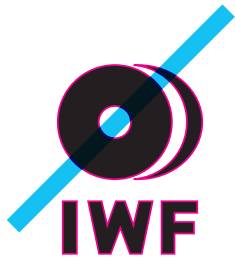
LOGO IN USE

05

LOGO IN USE

BRANDING GUIDELINES

62



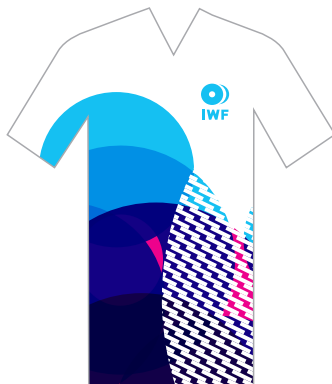
BANNED LOGO USE



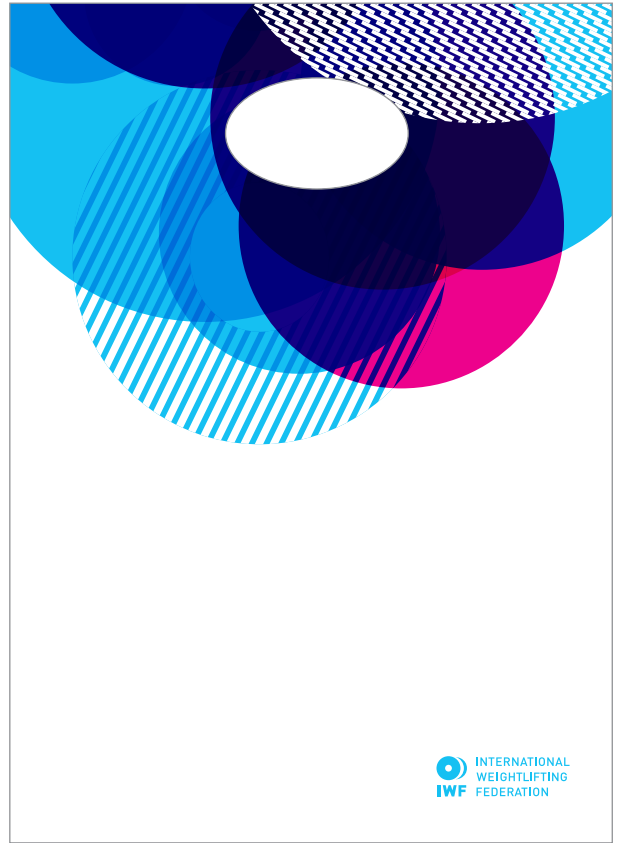
LOGO IN USE

BRANDING GUIDELINES

79



T-SHIRT DESIGN



PROMOTIONAL BAG

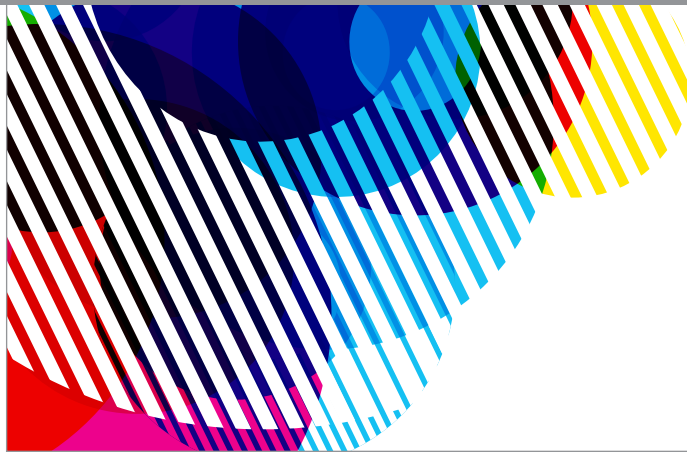
LOGO IN USE

BRANDING GUIDELINES

99



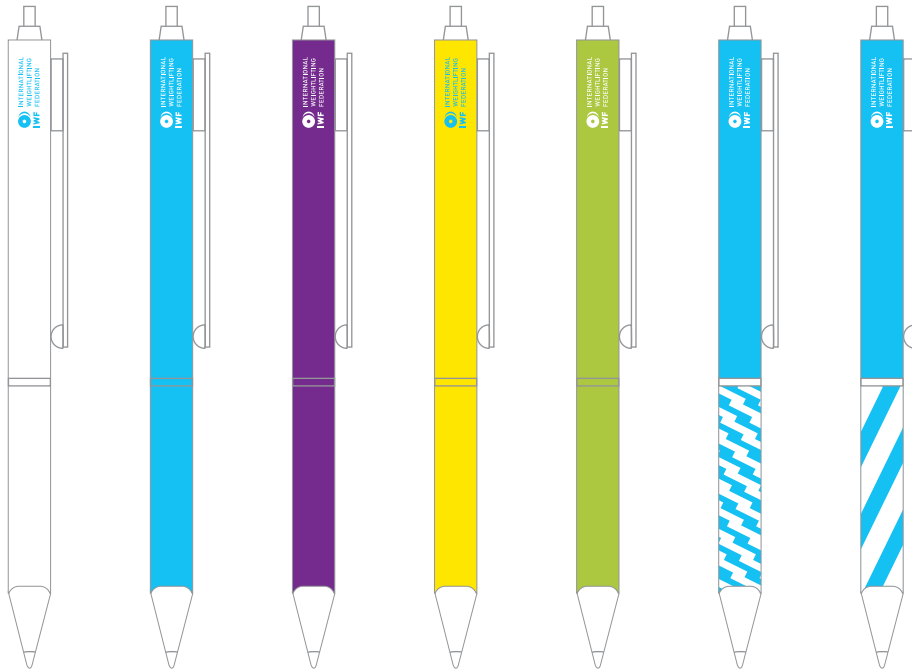
FLAGS (UPRIGHT FORMAT)

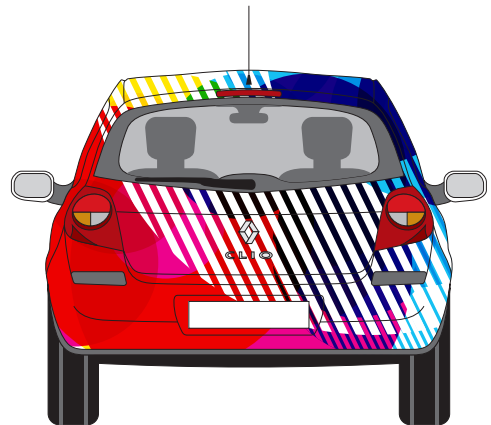
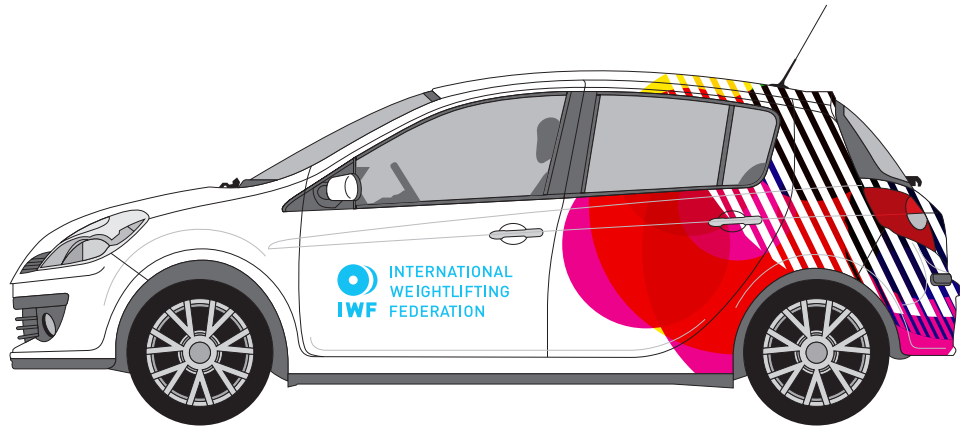


LOGO IN USE

BRANDING GUIDELINES

89





LOGO IN USE

BRANDING GUIDELINES

70



ROLL UP



FOLDER

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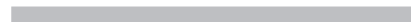
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