

INTERNATIONAL WUSHU FEDERATION

IWUF Visual Identity System Guidelines



IWUF Visual Identity System Guidelines

Basic part

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Basic part



Logo Introduction

The logo is a brand's most frequently used visual symbol and the core element of its visual identity, the essence of a brand's image.

This manual provides the most standard form of the logo, and is also intended as the main reference for logo usage and fidelity. When using the logo, please select the appropriate electronic version from this guide for download, and never redraw the logo.

Logo Inspiration

With member federations from over 150 countries (regions) in five continents, the IWUF promotes and develops wushu in all its forms worldwide. Through the logo's graphic elements and standardized colors, we aim to emphasize the "international" in "International Wushu Federation".

The Chinese character "wu" in the center of the earth symbolizes wushu's development, originating from China and spreading across the world. The olive branch, a visual symbol of peace, expresses the IWUF's ideals of peace through wushu. The circles composing the middle of the logo symbolize the unity of wushu fans worldwide, demonstrating wushu's global power and presence.

The standard colors of "ocean blue" and "maple red" bring out both the dynamic and static natures of the "wu".



Logo Inking

If logo colors cannot be used due to restricted availability, the logo colors shall be formulated to ensure the unified and accurate representation of brand images. Please observe and follow the specifications in this document. Never redraw the logo, and always use the appropriate electronic file template.

IWUF Visual Identity System Guidelines

Basic part

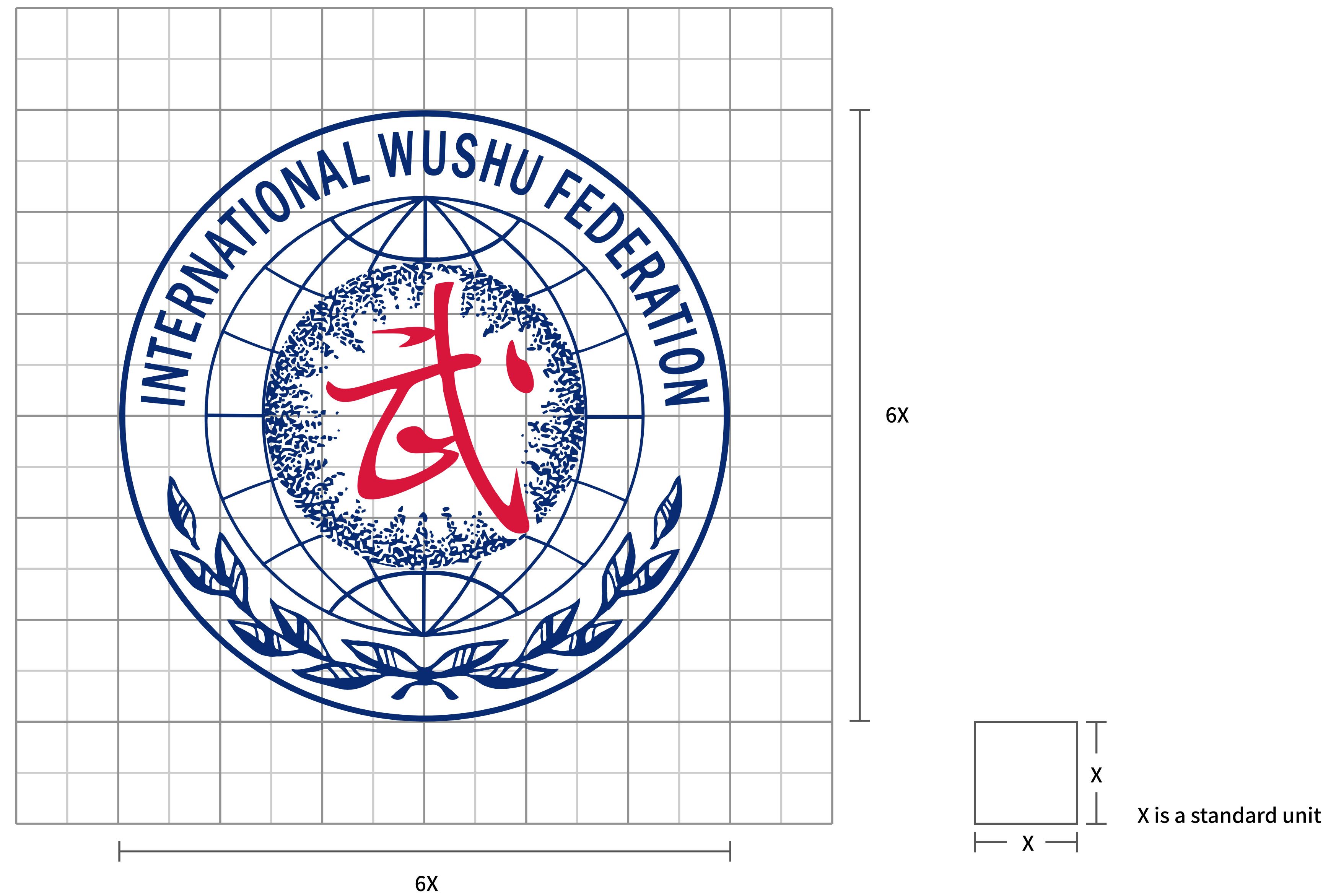


Logo Against White Background

If logo colors cannot be used due to restricted availability, the logo colors shall be formulated to ensure the unified and accurate representation of brand images. Please observe and follow the specifications in this document. Never redraw the logo, and always use the appropriate electronic file template.

IWUF Visual Identity System Guidelines

Basic part



Standard Logo Structure

As the logo is a whole, in order to ensure brand logo and identity consistency the shape, structure and proportion shall not be altered for use. This document provides the standards for the logo structure and shows the correct proportion of the logo. Never redraw the logo, and always use the appropriate electronic file template.

Basic part

- 思源黑体 Extralight
- 思源黑体 Light
- 思源黑体 Normal
- 思源黑体 Regular
- 思源黑体 Medium
- 思源黑体 Bold**
- 思源黑体 Heavy**



Logo’ s English Font

The IWUF logo’ s English font is an exclusive design of which the font, word width, word height and word spacing are all carefully designed, and may not be changed in any way during use.

Basic part

- 思源黑体 Extralight
- 思源黑体 Light
- 思源黑体 Normal
- 思源黑体 Regular
- 思源黑体 Medium
- 思源黑体 Bold
- 思源黑体 Heavy

国际武术联合会

国际武术联合会

Logo’s Chinese Font

The IWUF logo’s Chinese font is an exclusive design of which the font, word width, word height and word spacing are all carefully designed, and may not be changed in any way during use.



C : 100
M : 90
Y : 17
K : 20

R: 8
G: 43
B: 114
#082b72



C : 10
M : 98
Y : 70
K : 0

R: 215
G: 21
B: 59
#d7153b

Logo Color

Besides shape, color is the most important design element that strengthens the visual identity. Because color standards are integral to forming a brand’s visual impression, brand colors must be used consistently.

A color’s appearance may change slightly under different lighting conditions or with different materials, so this guide’s color sample benchmark should be used and viewed under conditions with sufficient natural light. The colors shall not be changed casually.

Basic part



20mm



100PX

Logo Usage

There is no fixed size for the logo. It may be altered based on space, aesthetics, functionality and visibility.

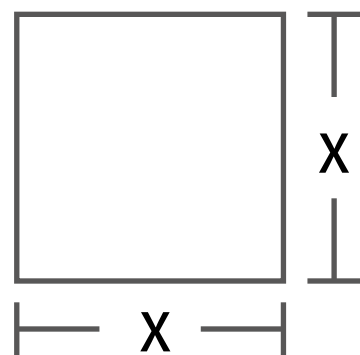
The minimum print size width of the International Wushu Federation's solo logo is 20mm and the minimum display size width is 100px. When combined with other logos the IWUF's logo size should be of an appropriate ratio compared to the other logos.

Basic part



6X

6X

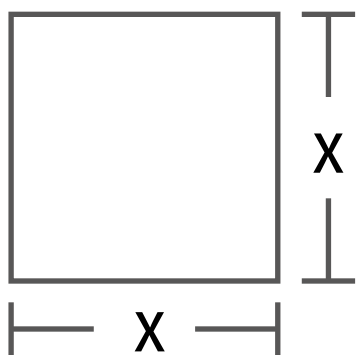


若 $X < 10\text{mm}/50\text{px}$



6X

6X



若 $X \geq 10\text{mm}/50\text{px}$

Logo Visual Standards

There is no fixed size for the logo. It may be altered based on space, aesthetics, functionality and visibility. Any alterations to the IWUF logo must retain visual consistency, and fine-tuning of the internal graphics is acceptable only if there is visual consistency.

Select different versions of the logo according to the size limit of the icon.



Logo Inviolable Areas

To ensure that the logo can be clearly identified in all usage contexts, a certain inviolable area should be reserved around the logo. This area is the minimum distance from other design elements or text content at which the logo should be kept when used in order to ensure the integrity and readability of the logo. When the logo is scaled, the size of the inviolable area shall be scaled proportionally.

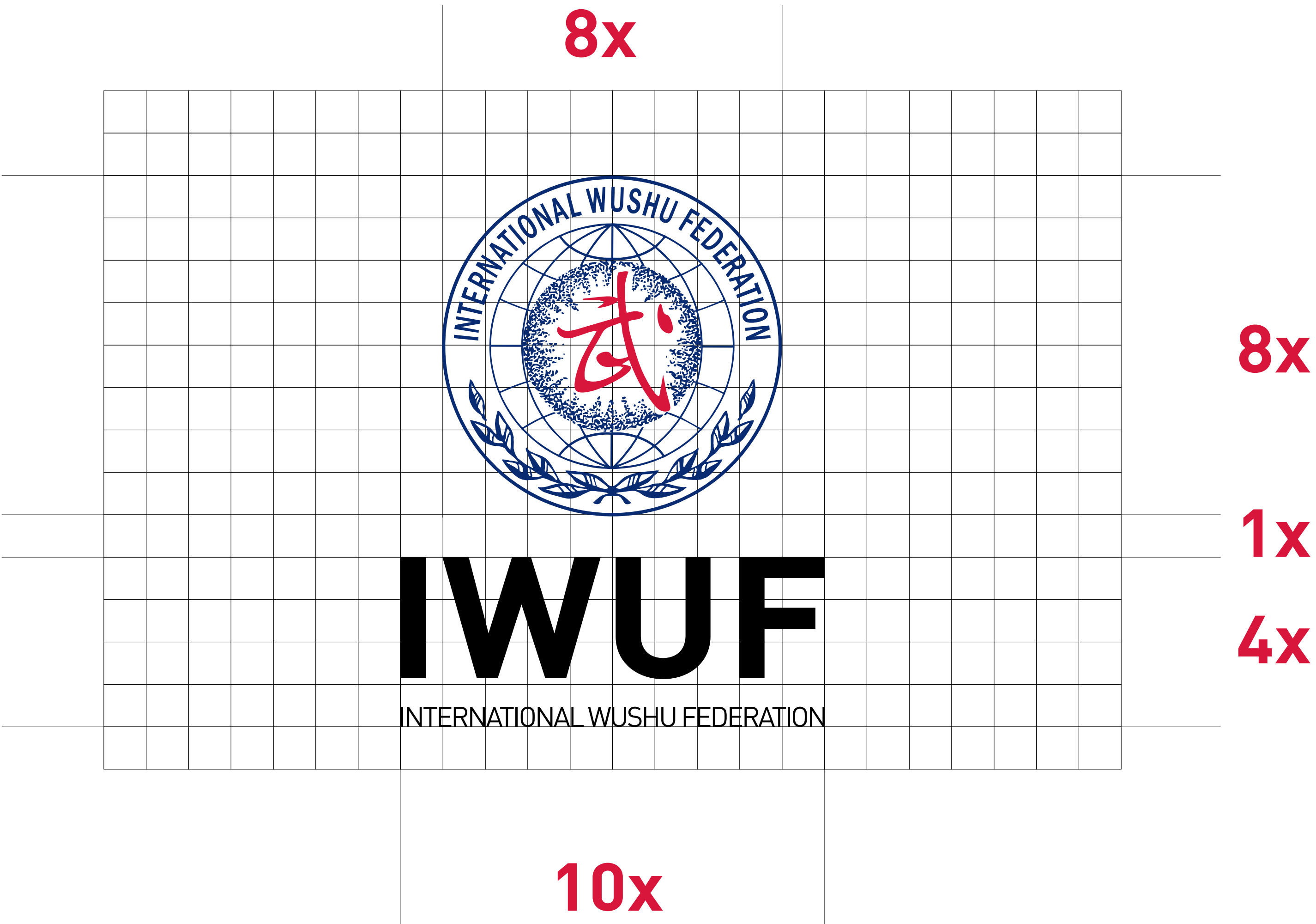
Horizontal Positioning of Logo in Relation to English Text

The combination of logo and name should be fixed, and its shape, structure and proportion shall not be changed during use. This guide provides the standard for combining the logo and text. Never redraw the logo, and always use the appropriate electronic file template.



IWUF Visual Identity System Guidelines

Basic part



Vertical Positioning of Logo in Relation to English Text

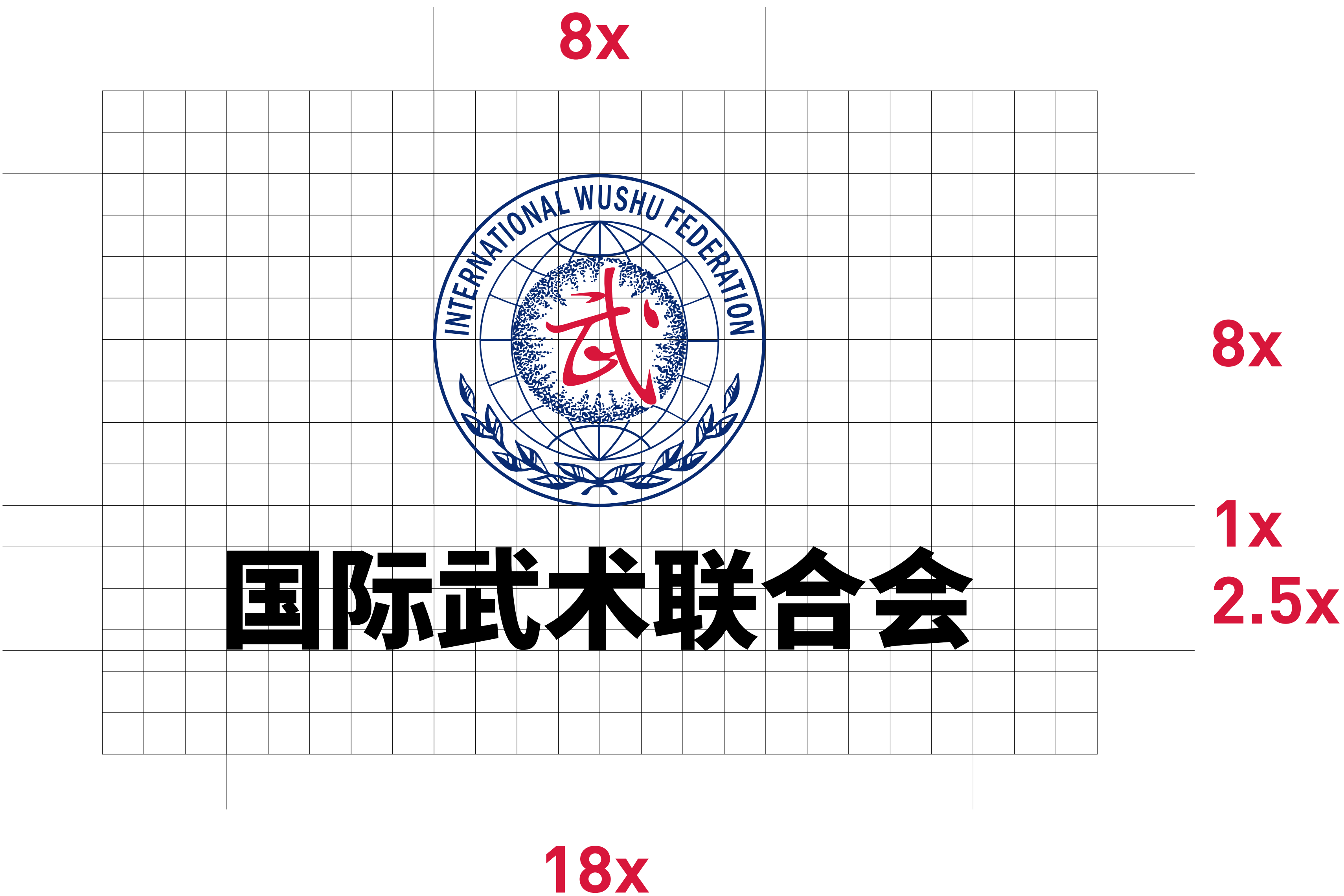
The combination of logo and name should be fixed, and its shape, structure and proportion shall not be changed during use. This guide provides the standard for combining the logo and text. Never redraw the logo, and always use the appropriate electronic file template.



Horizontal Positioning of Logo in Relation to Chinese Text

The combination of logo and name should be fixed, and its shape, structure and proportion shall not be changed during use. This guide provides the standard for combining the logo and text. Never redraw the logo, and always use the appropriate electronic file template.





Vertical Positioning of Logo in Relation to Chinese Text

The combination of logo and name should be fixed, and its shape, structure and proportion shall not be changed during use. This guide provides the standard for combining the logo and text. Never redraw the logo, and always use the appropriate electronic file template.



Horizontal Positioning of Logo in Relation to Chinese and English Text

The combination of logo and name should be fixed, and its shape, structure and proportion shall not be changed during use. This guide provides the standard for combining the logo and text. Never redraw the logo, and always use the appropriate electronic file template.





Vertical Positioning of Logo in Relation to Chinese and English Text

The combination of logo and name should be fixed, and its shape, structure and proportion shall not be changed during use. This guide provides the standard for combining the logo and text. Never redraw the logo, and always use the appropriate electronic file template.



IWUF Visual Identity System Guidelines

Basic part

Incorrect Logo Usage

The combination of logo and name should be fixed, and its shape, structure and proportion shall not be changed during use. This guide provides the standard for combining the logo and text. Never redraw the logo, and always use the appropriate electronic file template.



Fonts may not be altered



Content may not be altered



IWUF logo elements may not be changed at will



IWUF logo design may not be altered

IWUF Visual Identity System Guidelines

Basic part

Incorrect Logo Usage

The combination of logo and name should be fixed, and its shape, structure and proportion shall not be changed during use. This guide provides the standard for combining the logo and text. Never redraw the logo, and always use the appropriate electronic file template.



IWUF logo colors may not be altered



No special effects may be added



If the background and IWUF logo colors are similar or contrast sharply, a border must be added



IWUF logo may not be placed over a complex background



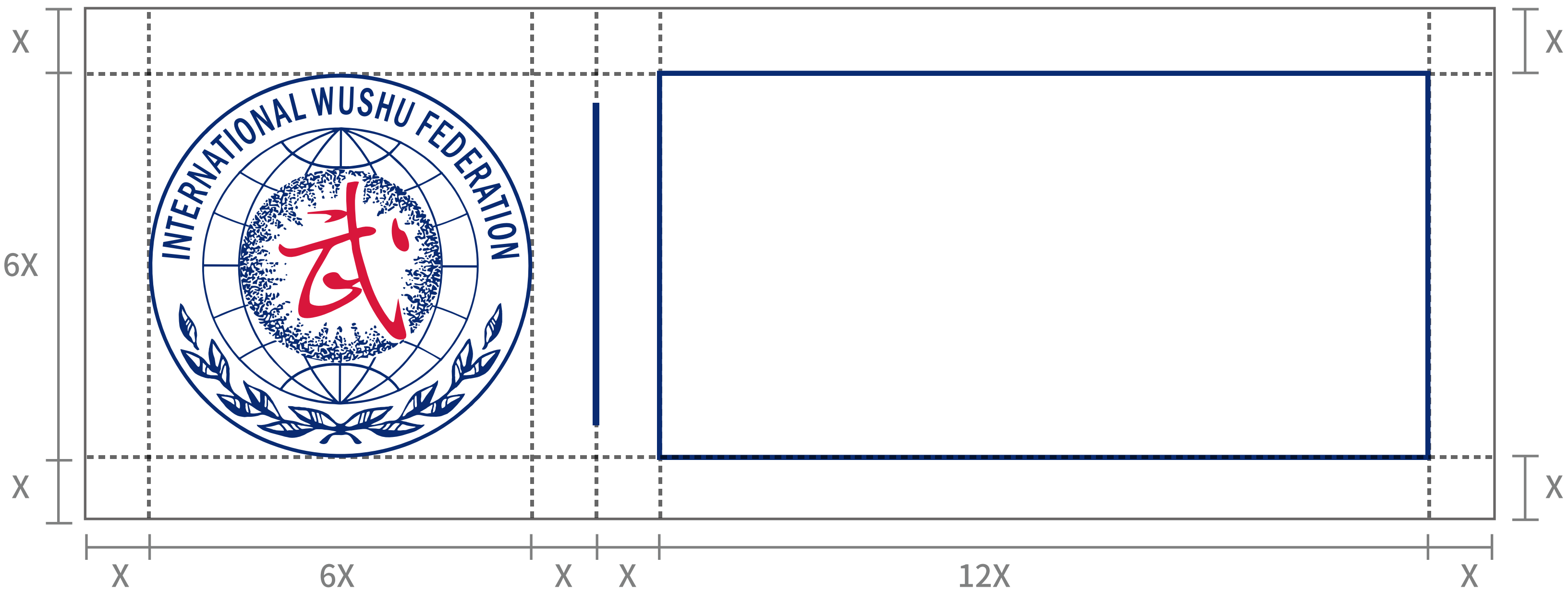
IWUF logo may not be placed over a chaotic background

IWUF and IWUF Global Partner Joint Logo Usage

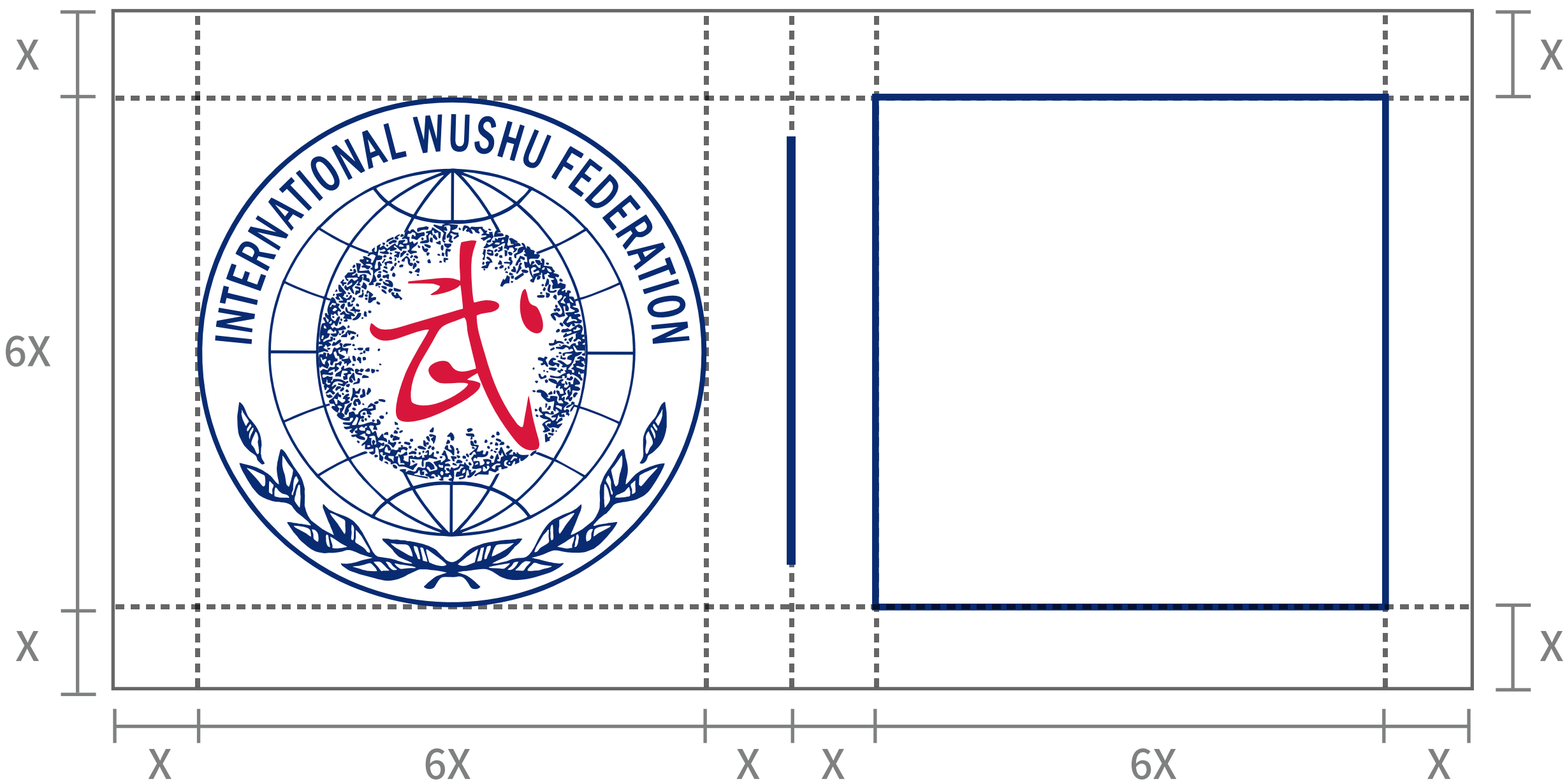
The joint logo is important to ensure that sponsors’ rights and interests are met. Global Partners’ logos should be arranged to fill the space available within the specified range.

Details: If the length:width ratio of the logo is less than or equal to 1.5:1, the minimum scale specification shall be adopted; if the length:width ratio of the logo is greater than 1.5:1, the maximum scale specification shall be adopted.

The official title of "Global Partner" and/or the Chinese title "全球合作伙伴" can be added according to the usage context, environment, space, and purpose.



IWUF logo maximum proportion specifications



IWUF logo minimum proportion specifications

IWUF Visual Identity System Guidelines
Basic part



国际武术联合会全球合作伙伴



IWUF Global Partner

IWUF and IWUF Global Partner Joint Logo Usage



国际武术联合会全球合作伙伴



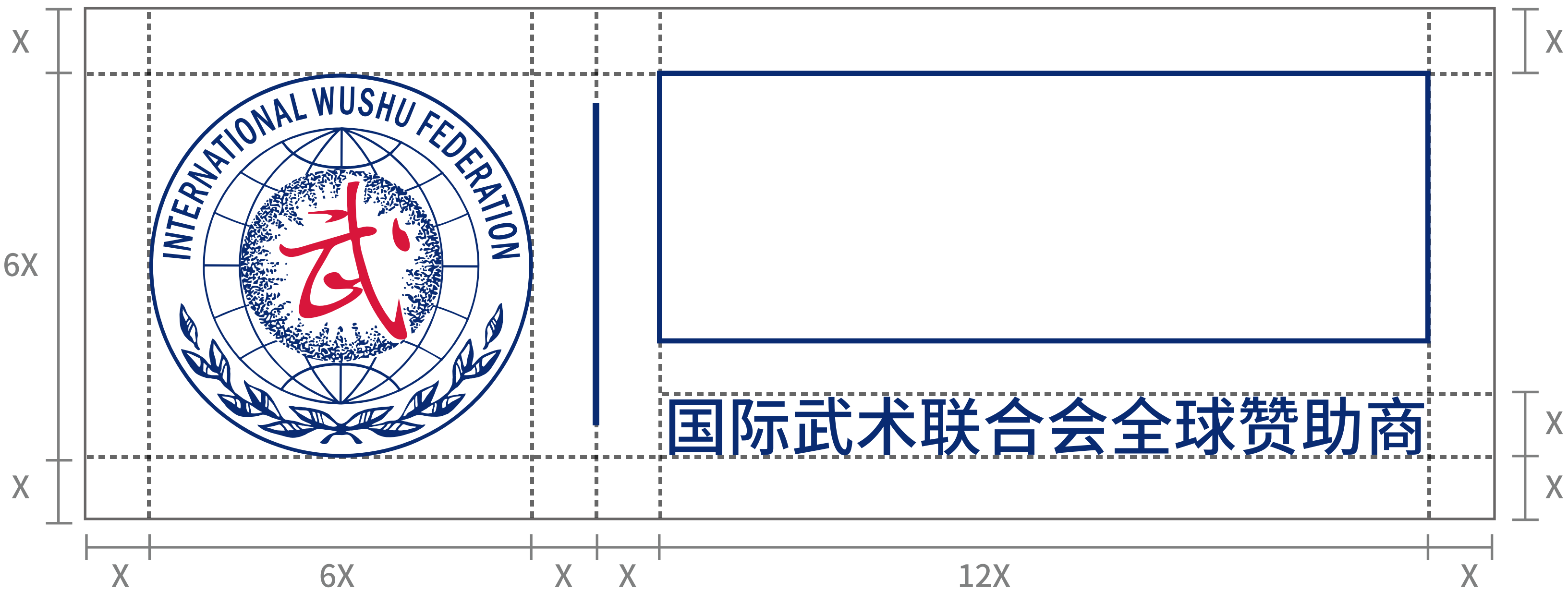
IWUF Global Partner

IWUF and IWUF Global Sponsor Joint Logo Usaget

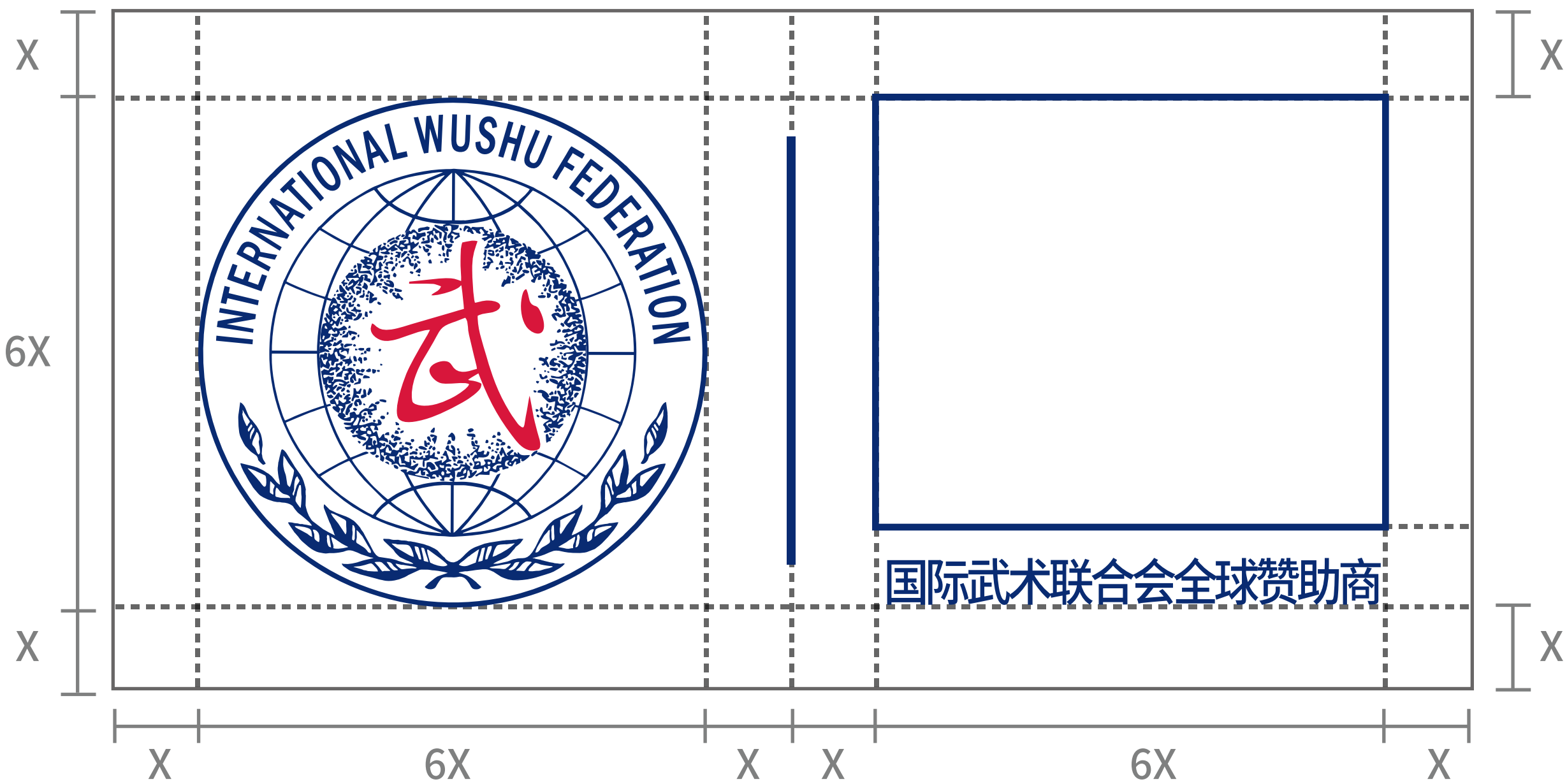
The joint logo is important to ensure that sponsors’ rights and interests are met. Global Partners’ logos should be arranged to fill the space available within the specified range.

Details: If the length:width ratio of the logo is less than or equal to 1.5:1, the minimum scale specification shall be adopted; if the length:width ratio of the logo is greater than 1.5:1, the maximum scale specification shall be adopted.

The official title of "Global Sponsor" and/or the Chinese title "全球赞助商" can be added according to the usage context, environment, space, and purpose.



IWUF logo maximum proportion specifications



IWUF logo minimum proportion specifications

IWUF Visual Identity System Guidelines

Basic part

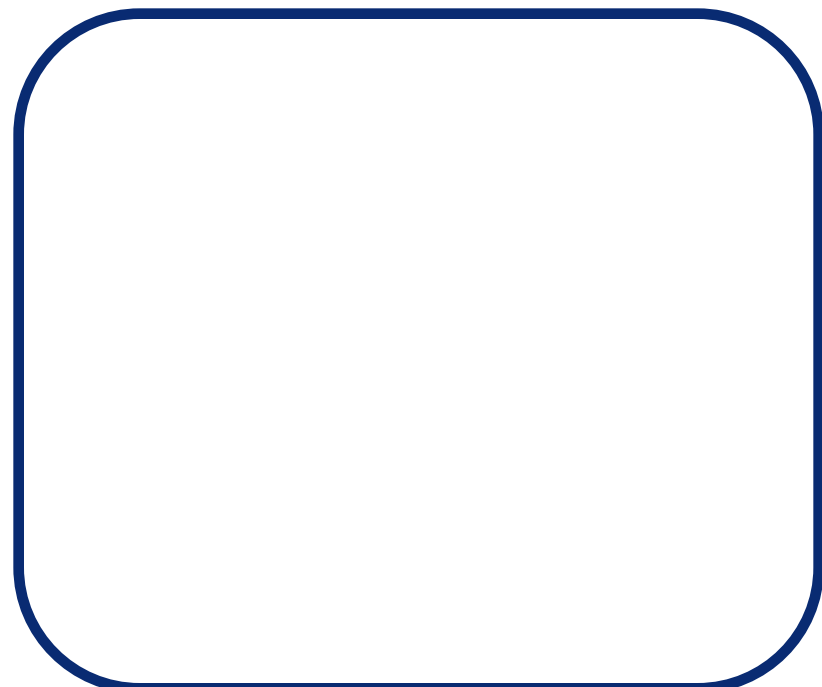


国际武术联合会全球赞助商

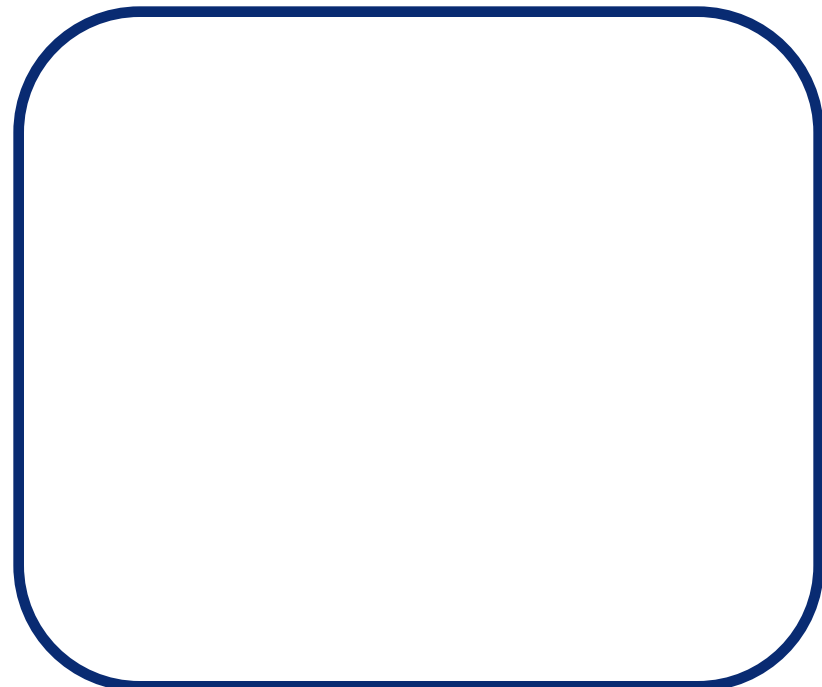


IWUF Global Sponsor

IWUF and IWUF Global Sponsor Joint Logo Usaget



国际武术联合会全球赞助商



IWUF Global Sponsor

IWUF Visual Identity System Guidelines

Basic part



IWUF and IWUF Global Supplier Joint Logo Usage

The joint logo is important to ensure that sponsors' rights and interests are met. Usage must adhere to the logo rights and guidelines.

The official title of "Global Supplier" and/or the Chinese title "全球供应商" can be added according to the usage context, environment, space, and purpose.



INTERNATIONAL WUSHU FEDERATION

IWUF Visual Identity System Guidelines



IWUF Visual Identity System Guidelines

Applications part

Applications Part 1: Competition Arena Usage

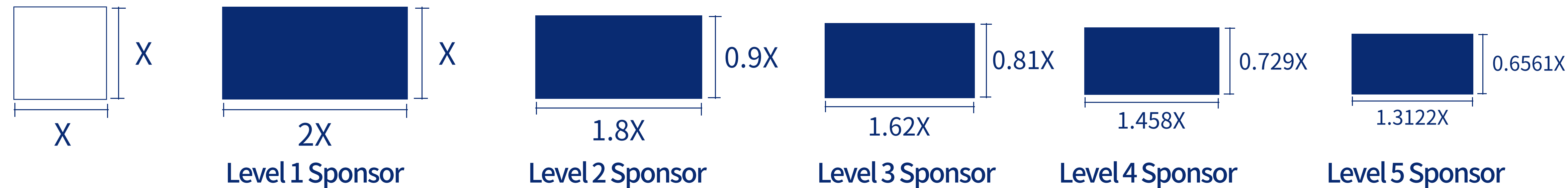
IWUF Visual Identity System Guidelines

Rights and Interests Based on Differing Sponsorship Levels

If the number of sponsors is <5, the level’s relative area shall be lowered to 80%.
That is, the maximum length and width of the logo(s) outer frame shall be 80% of the Sponsorship Level above it.



If the number of sponsors is ≥5, the level’s relative area shall be lowered to 90%.
That is, the maximum length and width of the logo(s) outer frame shall be 90% of the Sponsorship Level above it.



This section shows the recommendations for the arrangement logic of sponsor logos. The order, quantity and size of the logos shall be arranged according to the specific event’s actual requirements to ensure appropriate business rights and interests.

Official Partner



Global Partner



Official Sponsor



Official Supplier



Global Sponsor



Global Supplier



Arrangement Guidelines 1

Official Partner



Official Sponsor



Official Supplier



Global Partner



Global Sponsor



Global Supplier



Arrangement Guidelines 2

Standard Opening and Closing Ceremonies Background Board Guidelines

This section shows the opening and closing ceremony backgrounds specifications. Please make reasonable adjustments according to the specific event’s actual requirements to ensure appropriate business rights and interests, as well as preserving the intended presentation effect.

In making the background board, event designers should take into account such factors as participants’ and personnel’s height in relationship to cameras’ positions and angles.

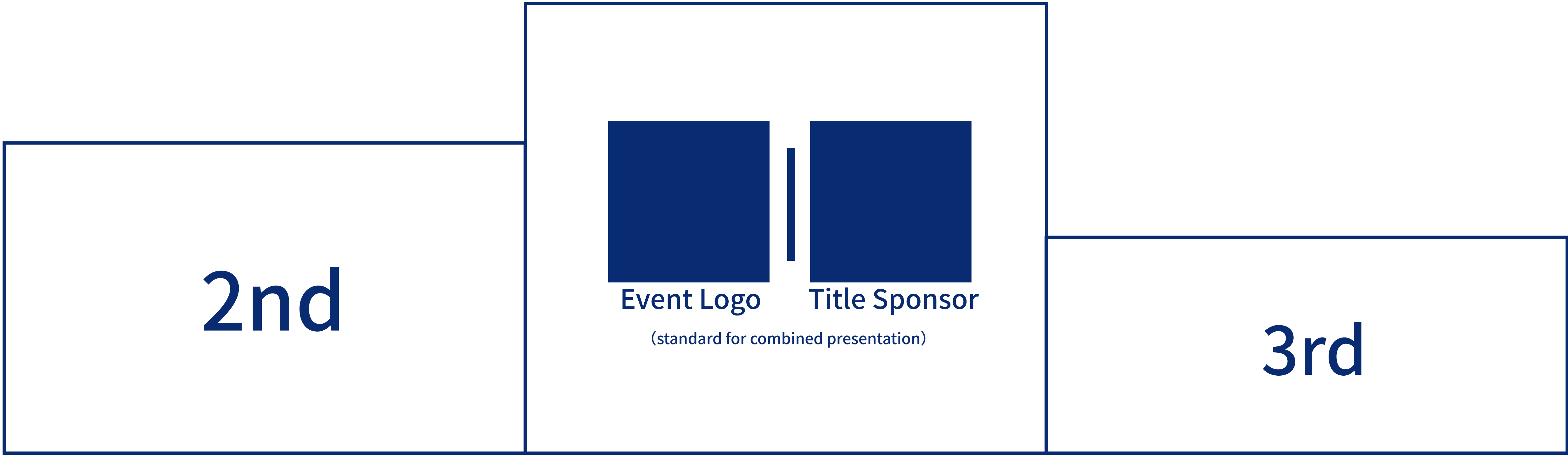


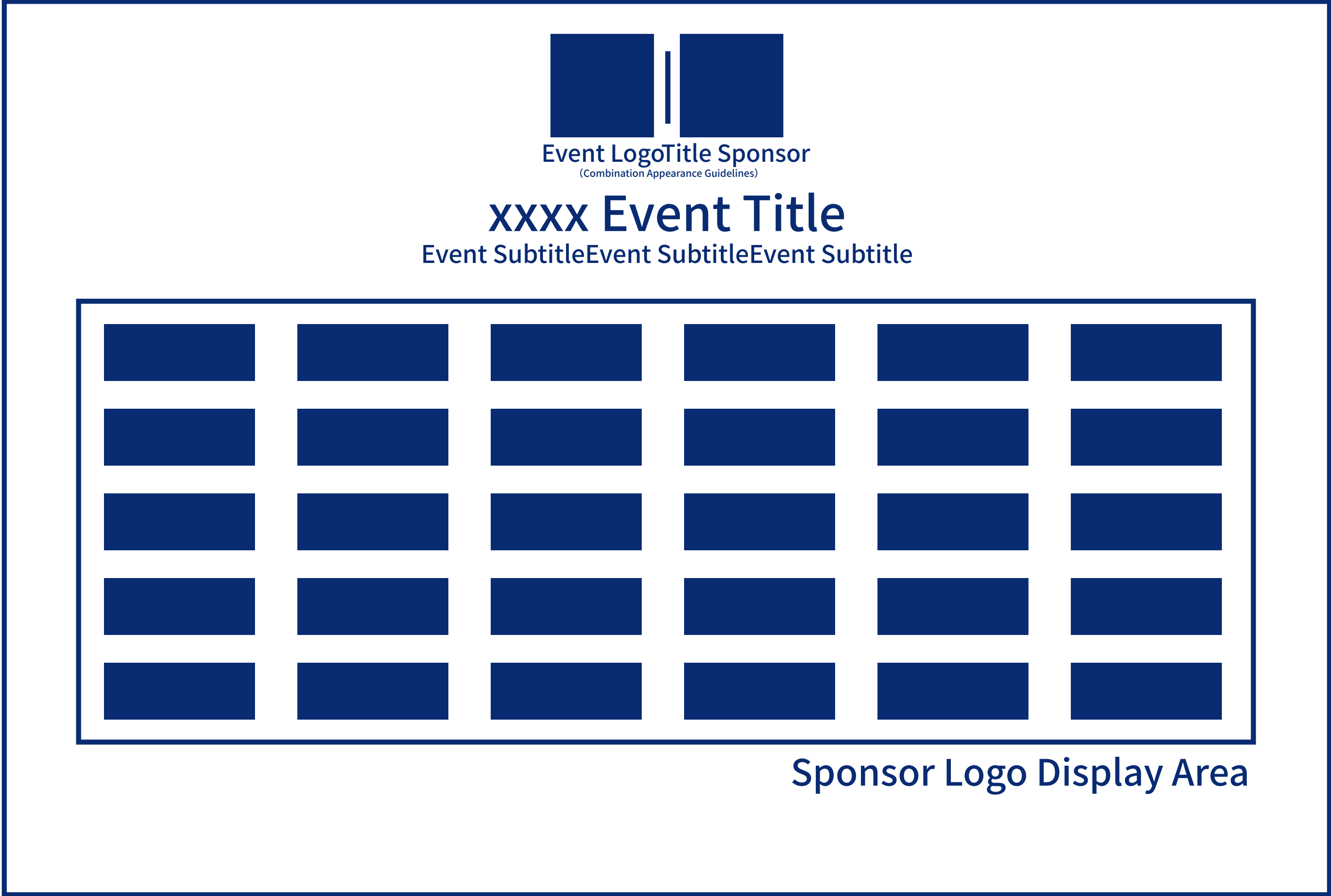
According to different usage scenarios, sponsors are granted priority for event advertising resources (logo placement, size, etc.) according to the following hierarchy: 1. Event Sponsors 2. IWUF Sponsors 3. Event Host Sponsors

Proportion Descriptions: The logos of the competition and title sponsor are “first level” sizes, with the logos of the IWUF, organizers and co-organizers as “second level.” The areas of each successive level decrease by 80%. Please refer to "Combined Sponsor Logo Arrangement Guidelines" as well as the actual event situation in order to account for sponsor rights and interests.

Podium Usage Guidelines

This section presents guidelines for logo usage on competition podiums. The podium is largely intended to provide maximum exposure for the event logo, and there are no hard-and-fast design rules. Logos should be used according to standard norms, and the overall design should be visually appealing.





Sponsorship Level Proportion Calculation Method

Event Sponsor	IWUF Sponsor
50%	50%

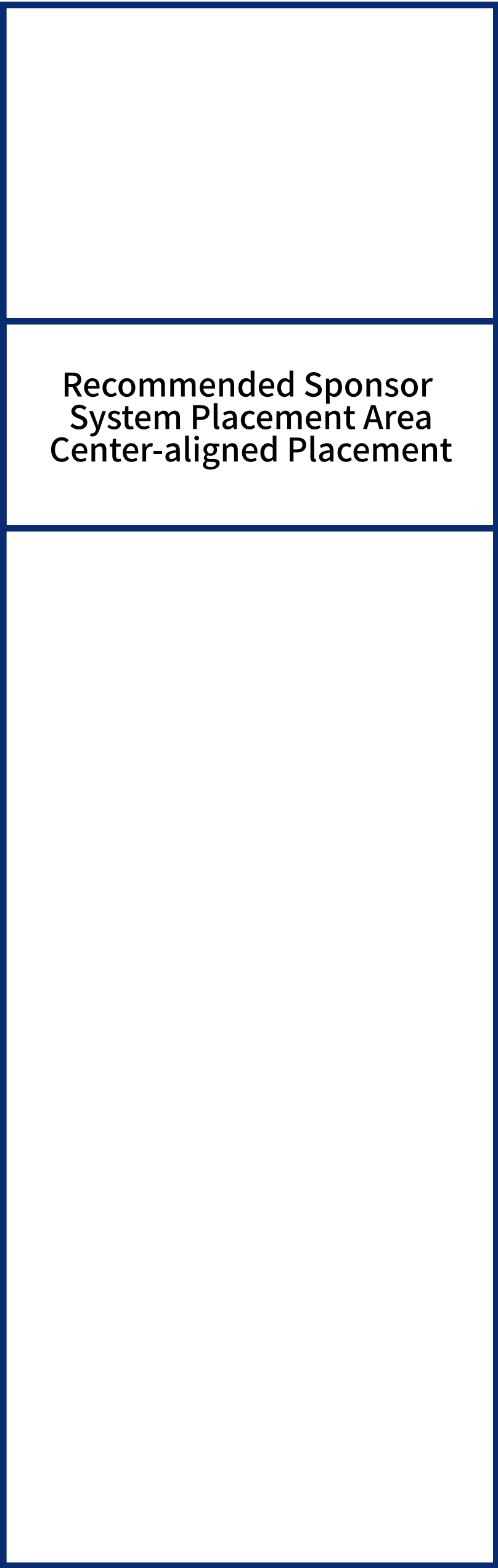
Interview Background Board Guidelines

This section shows the interview backgrounds specifications. Please make reasonable adjustments according to the specific event’s actual requirements to ensure appropriate business rights and interests. The example images provided are for illustration purposes only.

When designing the interview background board, if the main visual background is too complex, the background graphics can be added according to the requirements of the competition, and the background color of the graphics can be adjusted according to the standards for logo usage against a white background.

In making the background board, event designers should take into account such factors as participants’ and personnel’s height in relationship to cameras’ positions and angles.

The location and number of logo/advertisement placements for sponsors of each level are set proportionally according to the standards below. This reference standard is for illustrative purposes only, and is intended to facilitate an understanding of the sponsor hierarchy and arrangement. Actual event situations may vary according to sponsorships and/or financial arrangements.



Knife Flag Usage Guidelines

This section shows the knife flag usage specifications. Please make reasonable adjustments according to the specific event’ s actual requirements to ensure appropriate business rights and interests.

Please select the location of the sponsor logo’ s placement according to the actual location and placement height, and to avoid obscuring any of the main visual images.

Placement Guidelines

English lettering and numbers on knife flags or roadside flags should be rotated clockwise 90° . Chinese lettering may be printed horizontally or vertically according to actual needs.

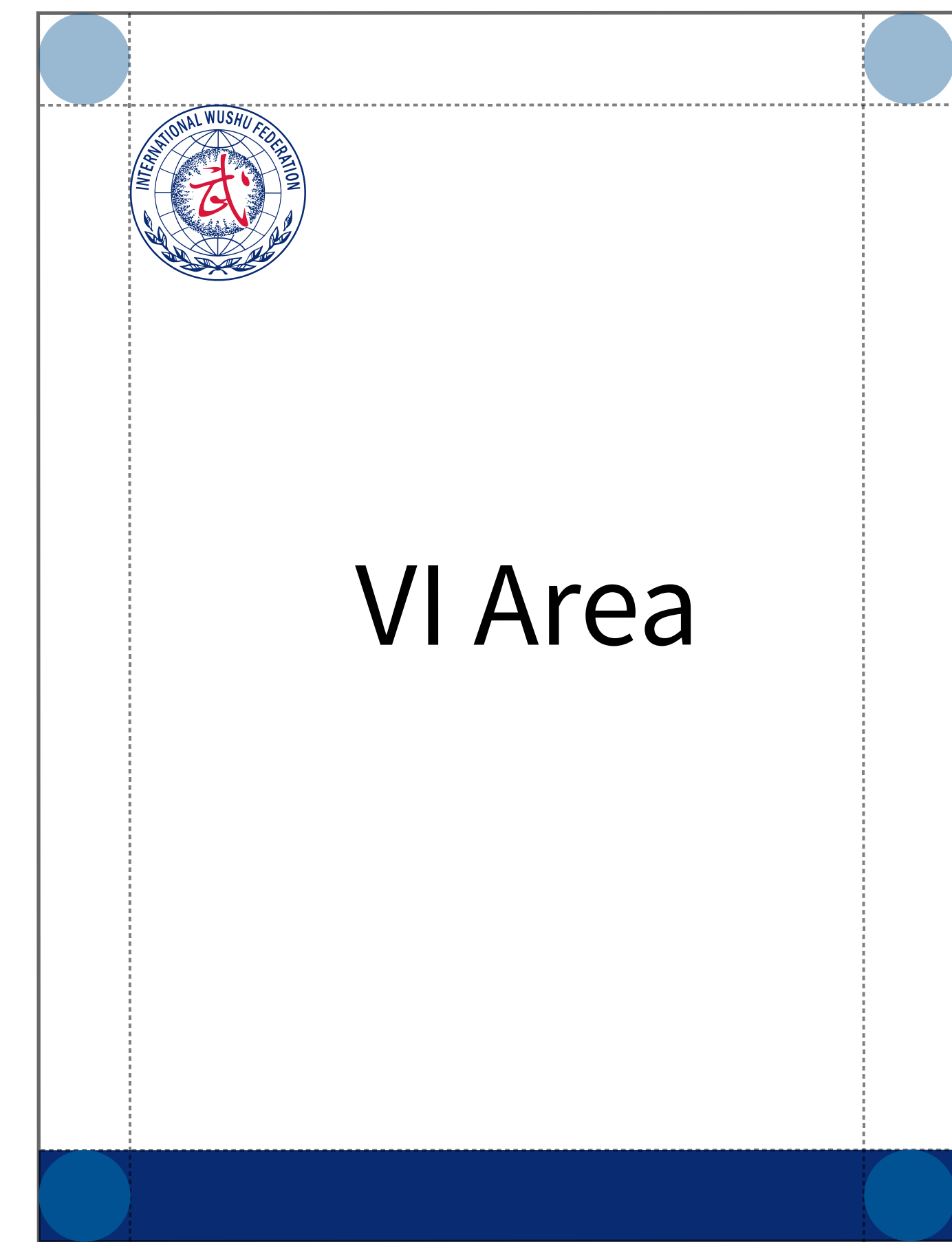
It is suggested that the sponsorship logos be center-aligned.

Event Ticket Usage Guidelines

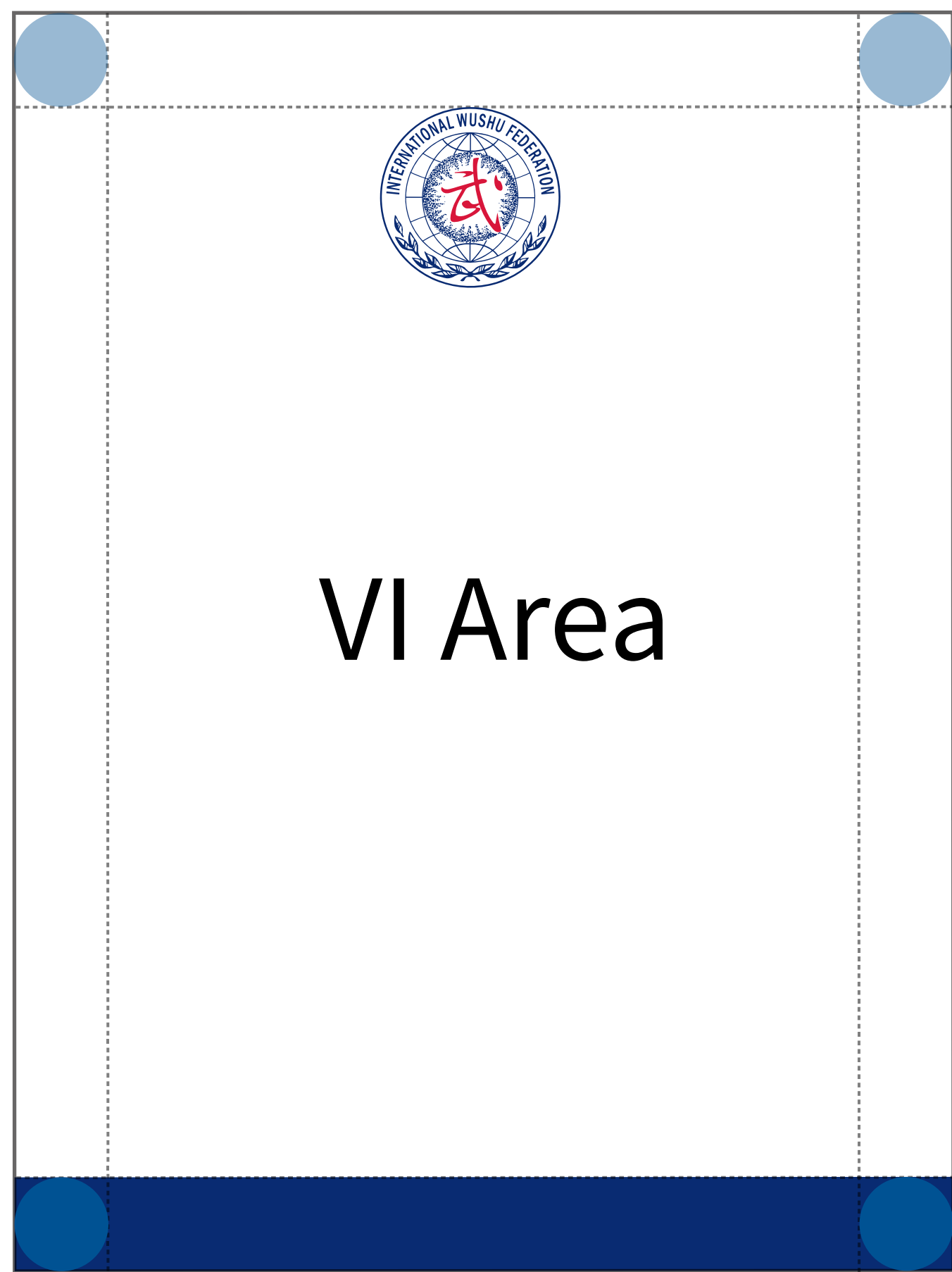
This section shows guidelines for the usage of logos on tickets. Please make reasonable adjustments according to the specific event’s actual requirements to ensure appropriate business rights and interests.

The examples provided are for illustration purposes only and are not for direct use. Please design according to the actual event situation.

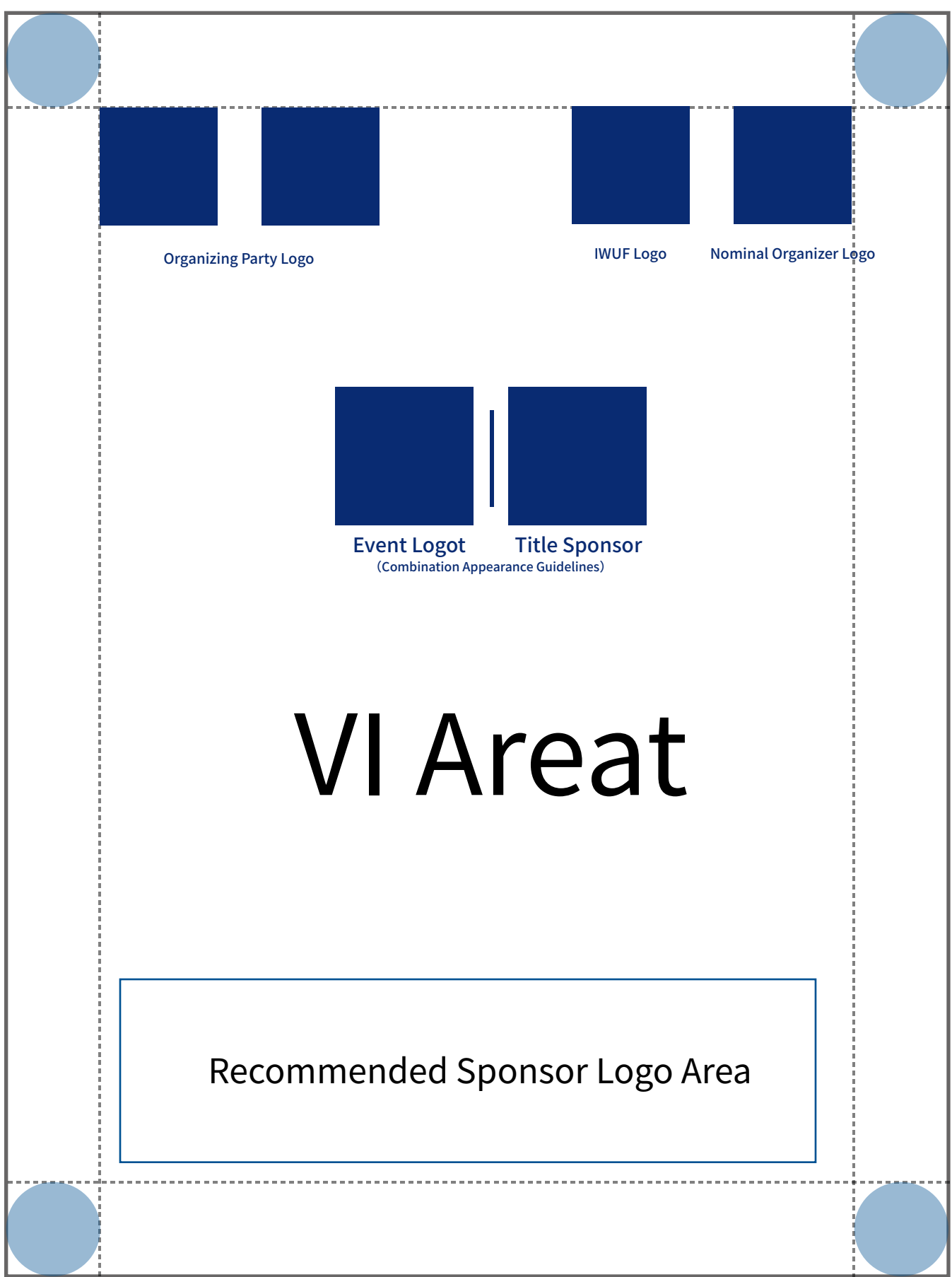




Regular Poster



Regular Poster



VI Area

Poster Usage Guidelines

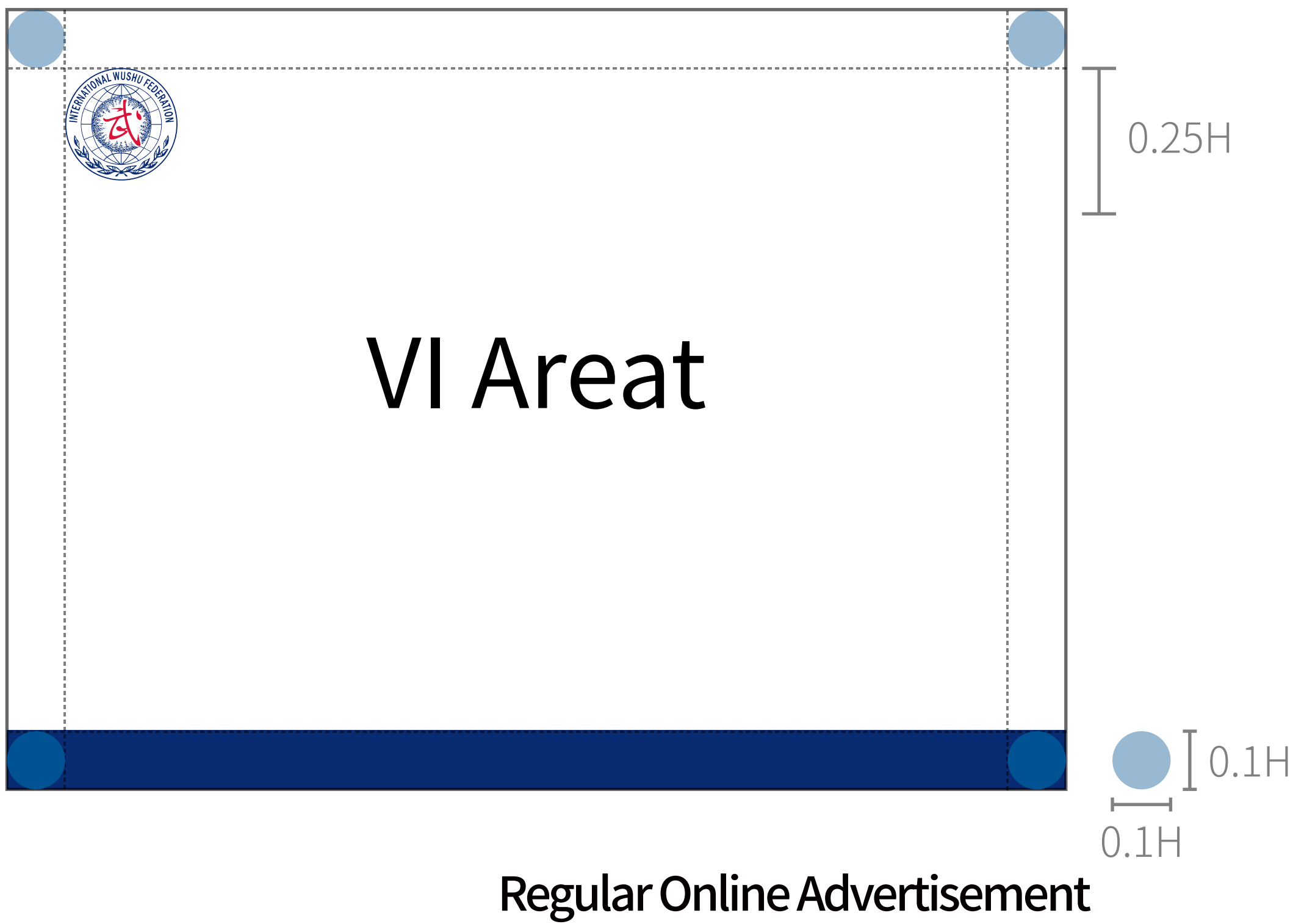
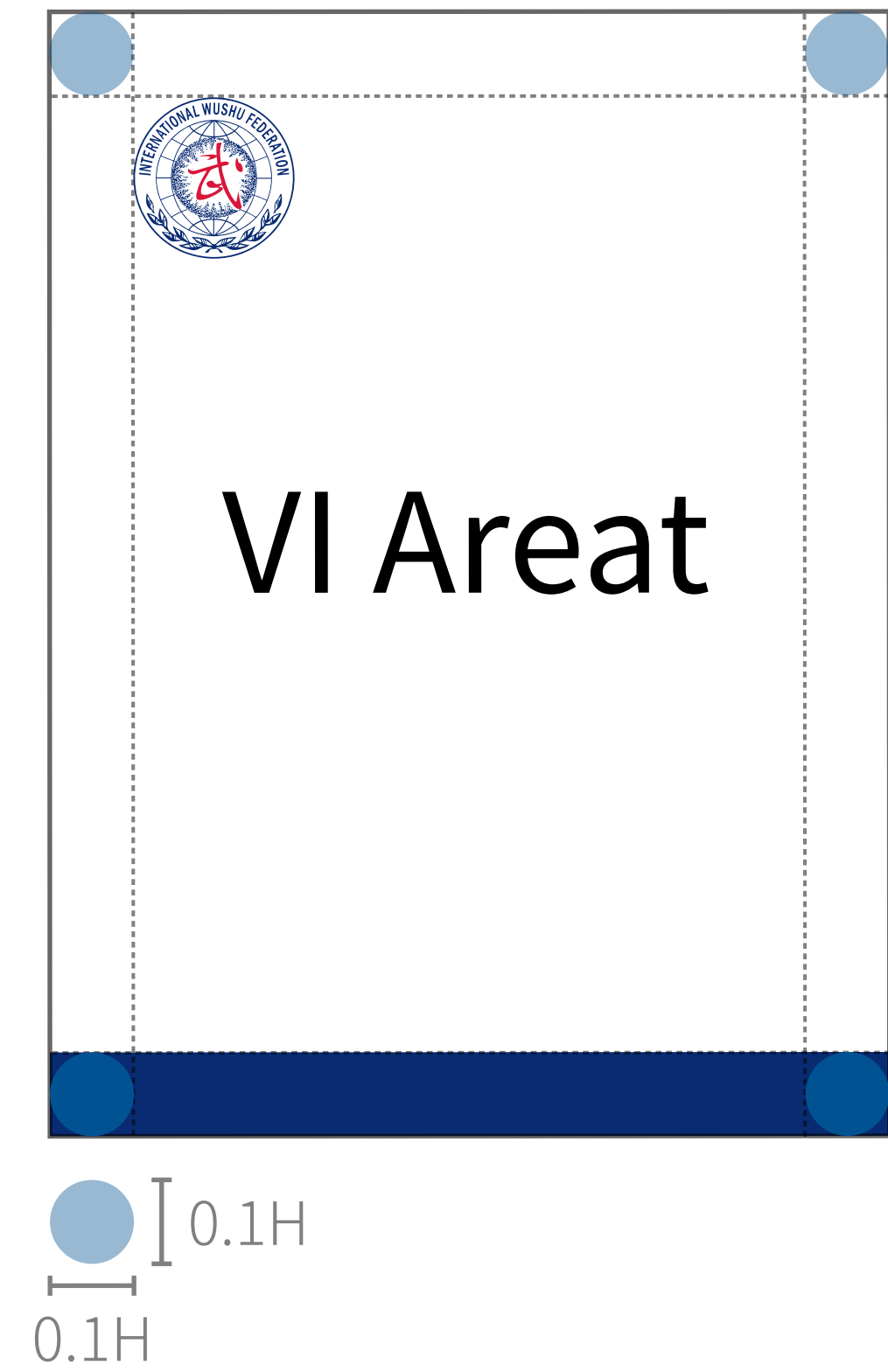
This section shows guidelines for the usage of logos on posters. Please make reasonable adjustments according to the specific event's actual requirements to ensure appropriate business rights and interests.

The examples provided are for illustration purposes only and are not for direct use. Please design according to the actual event situation.

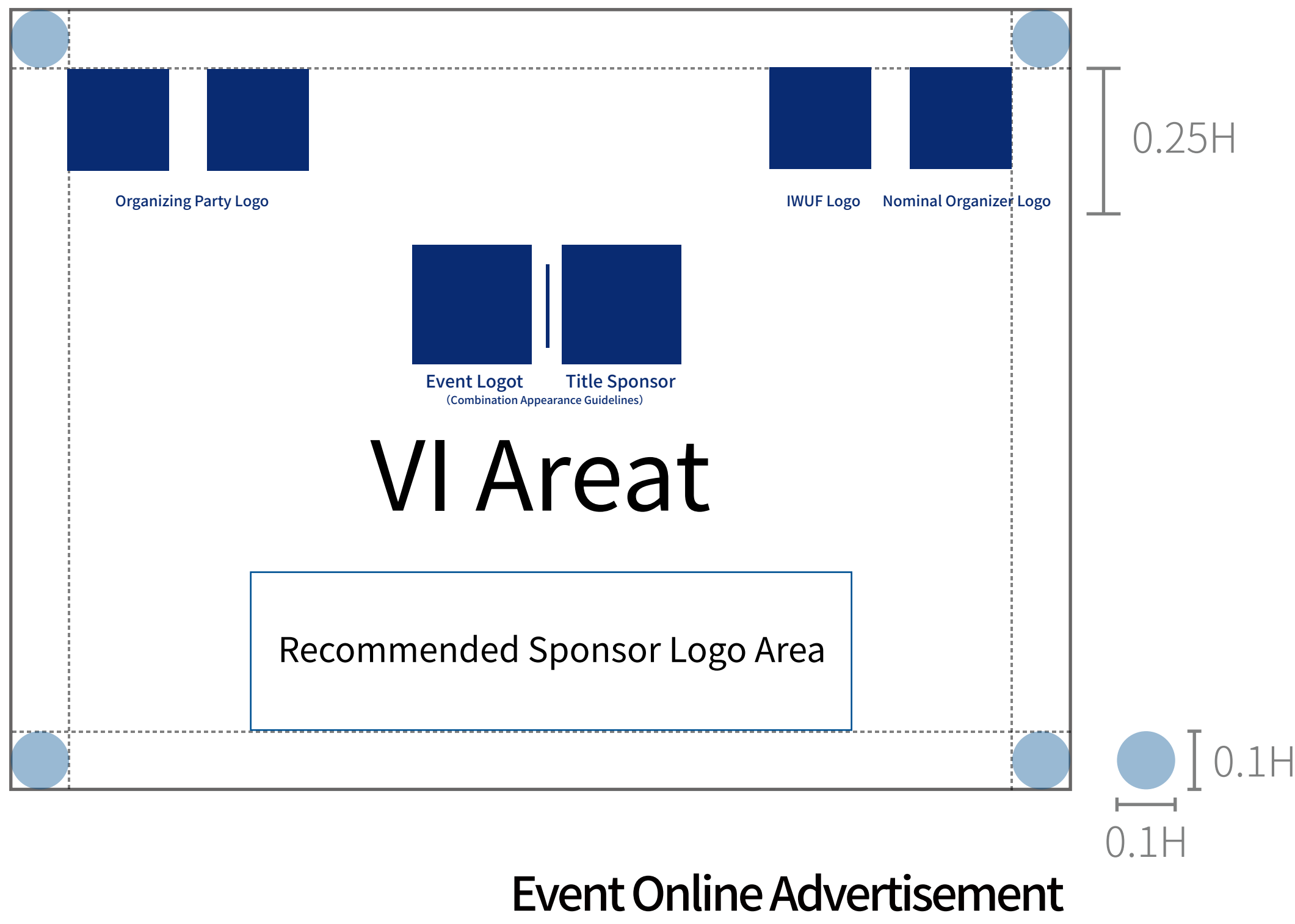
Online Advertisement Usage Guidelines

This section shows guidelines for the usage of logos on online advertisements. Please make reasonable adjustments according to the specific event’s actual requirements to ensure appropriate business rights and interests.

The examples provided are for illustration purposes only and are not for direct use. Please design according to the actual event situation.

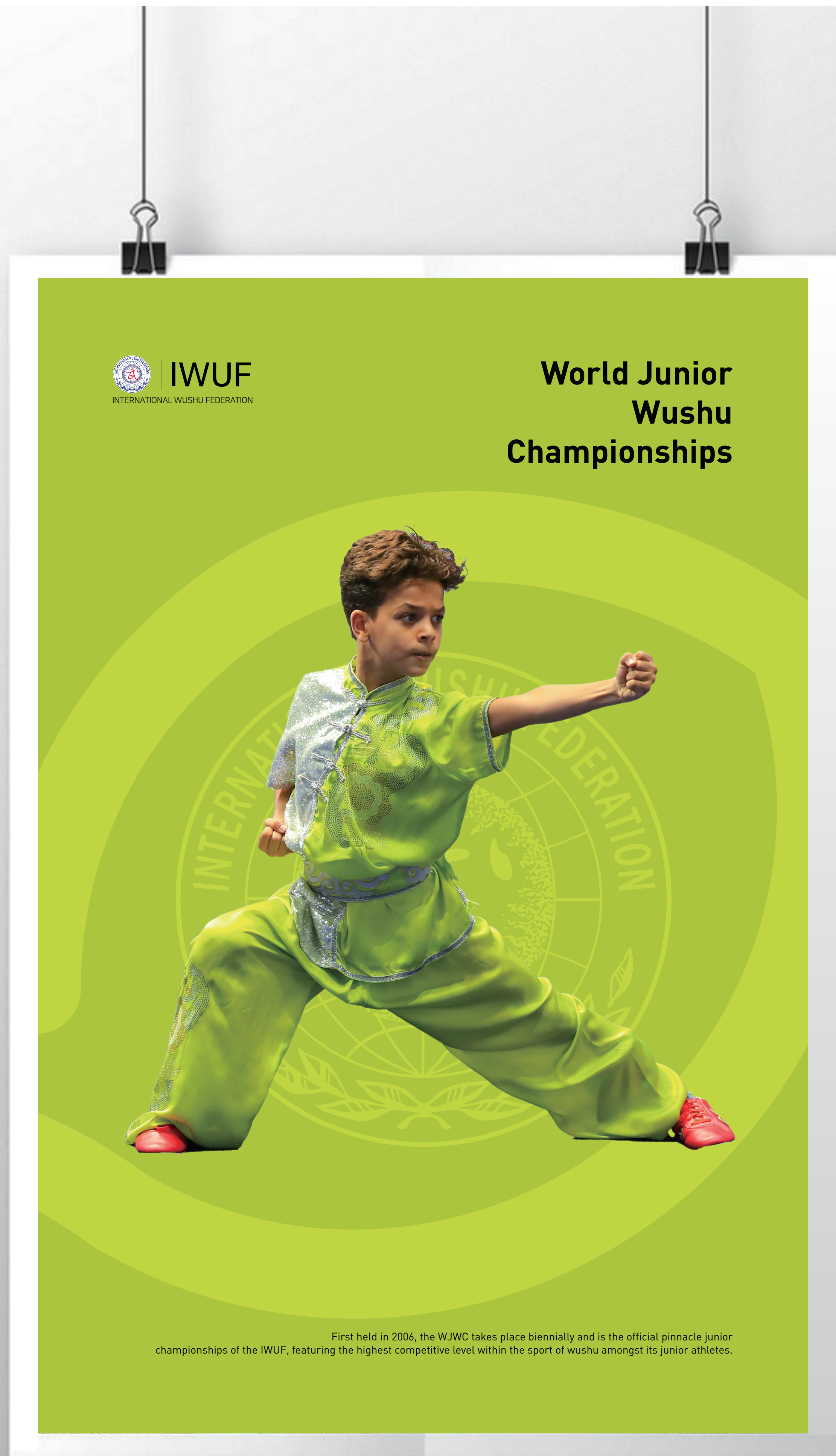


Regular Online Advertisement



Event Online Advertisement

Applications Part 2: Suggested Colors of Competition



**World Junior
Wushu
Championships**



First held in 2006, the WJWC takes place biennially and is the official pinnacle junior championships of the IWUF, featuring the highest competitive level within the sport of wushu amongst its junior athletes.

World Junior Wushu Championships

Suggested colors

R
176

G
199

B
28

C
38

M
6

Y
96

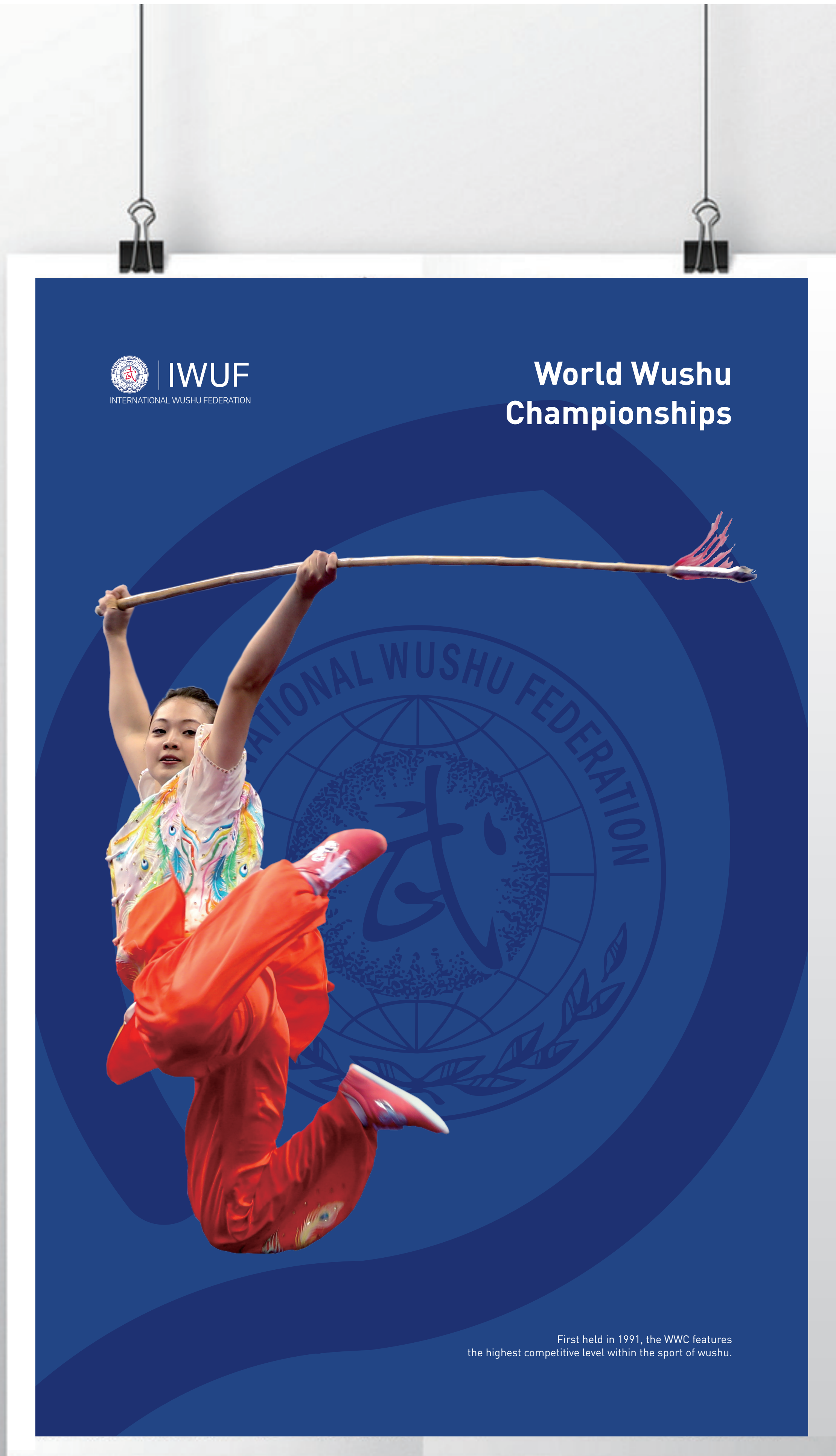
K
0



World Taijiquan Championships

Suggested colors

R 196	G 198	B 204	
C 22	M 16	Y 12	K 8



World Wushu Championships

Suggested colors

R
7

G
58

B
126

C
99

M
86

Y
23

K
0



Sanda World Cup

Suggested colors

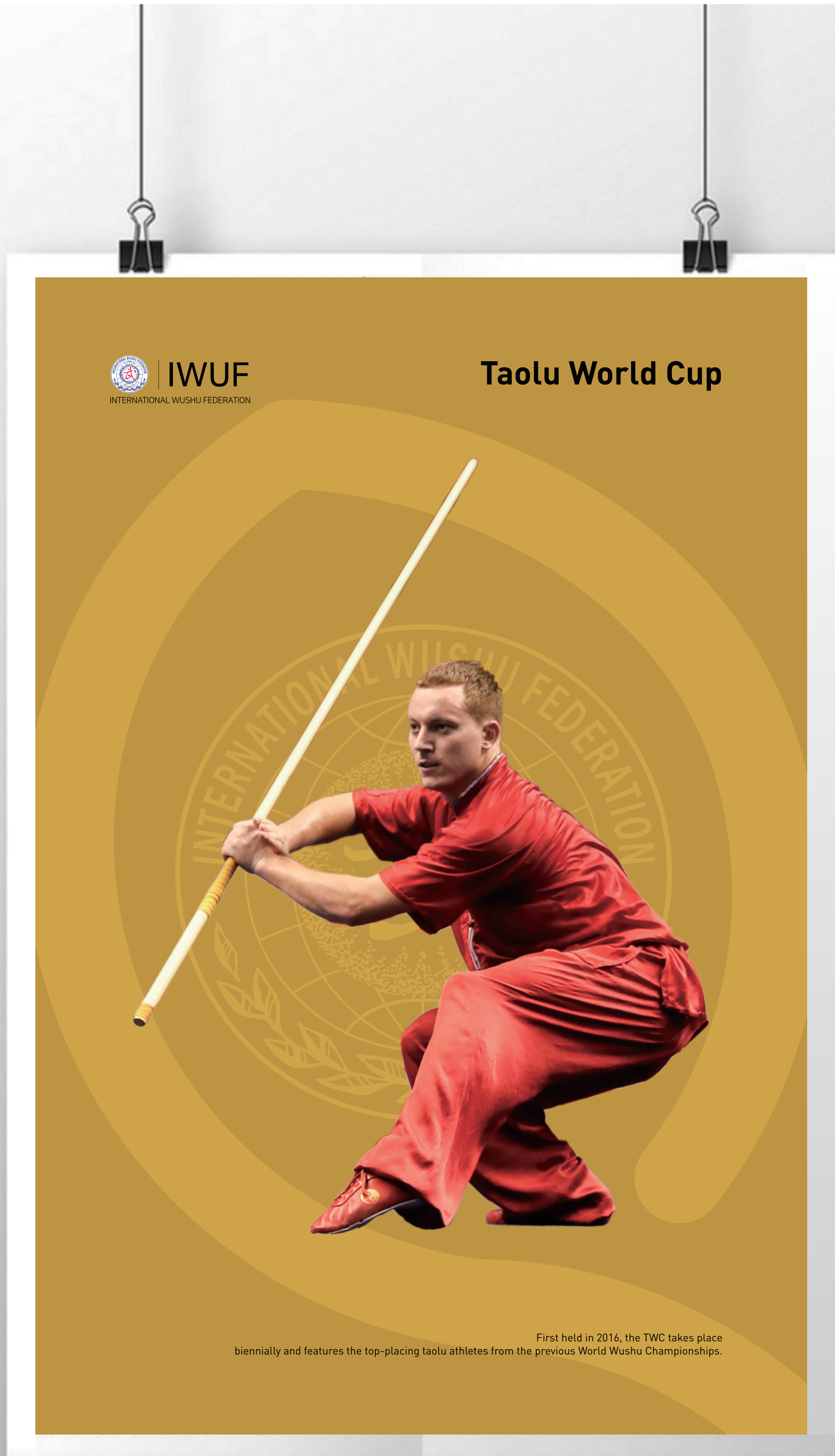
R 189	G 26	B 32	
C 27	M 100	Y 100	K 0



World Kungfu Championships

Suggested colors

R 0	G 160	B 110	
C 80	M 10	Y 70	K 0



Taolu World Cup

Suggested colors

R
200

G
161

B
55

C
10

M
30

Y
80

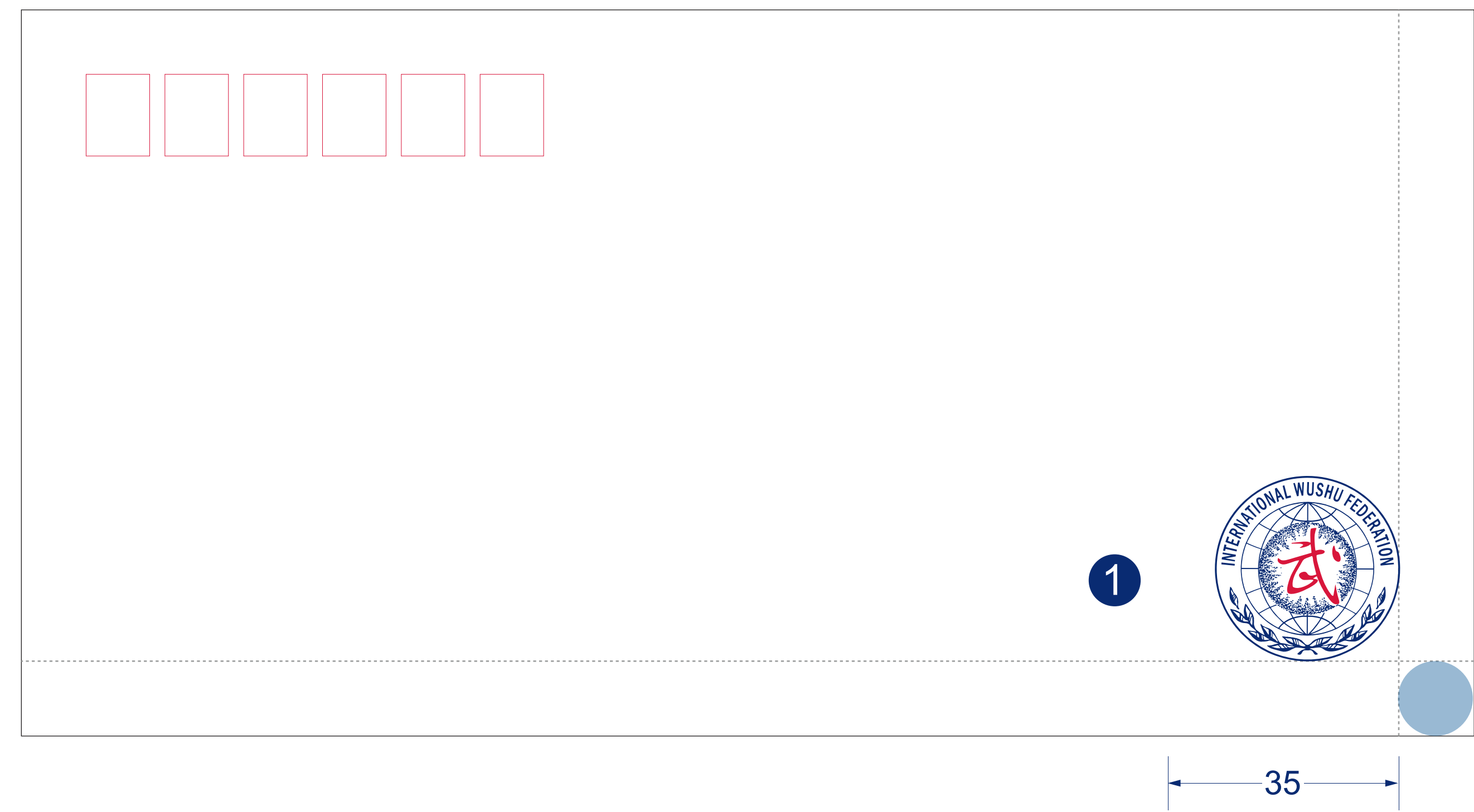
K
20

Applications Part 3: Other Branding Applications

IWUF Visual Identity System Guidelines

IWUF Visual Identity System Guidelines

Application part



- 1 Brand Identity
- 2 Company Information

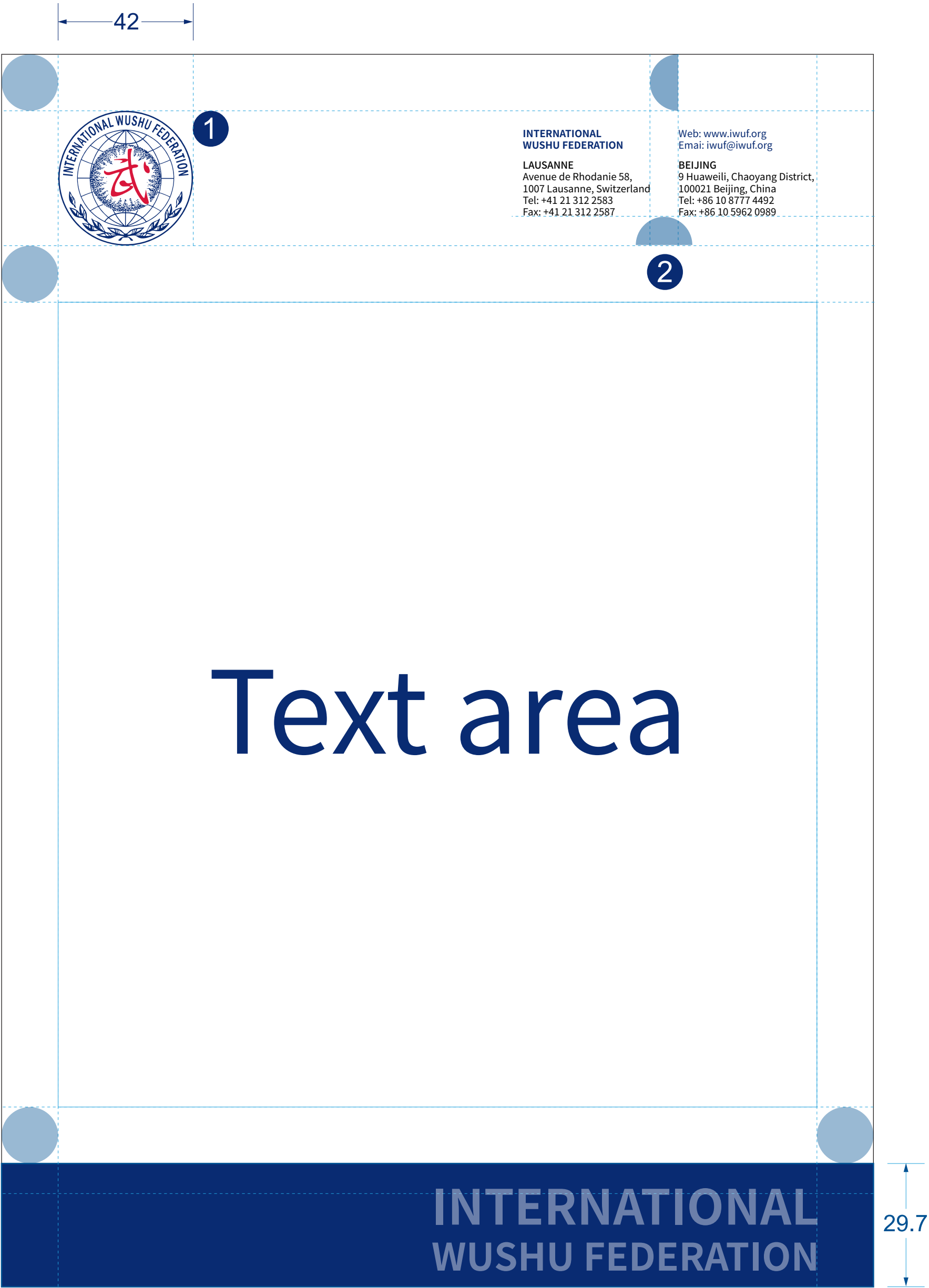
Envelope Usage Guidelines

This section shows guidelines for the usage of logos on envelopes, which have been strictly defined and of which the shape, structure and proportions may not be changed.

Never redraw the logo, and always use the appropriate electronic file template.

IWUF Visual Identity System Guidelines

Application part



- ① Brand Identity
- ② Company Information

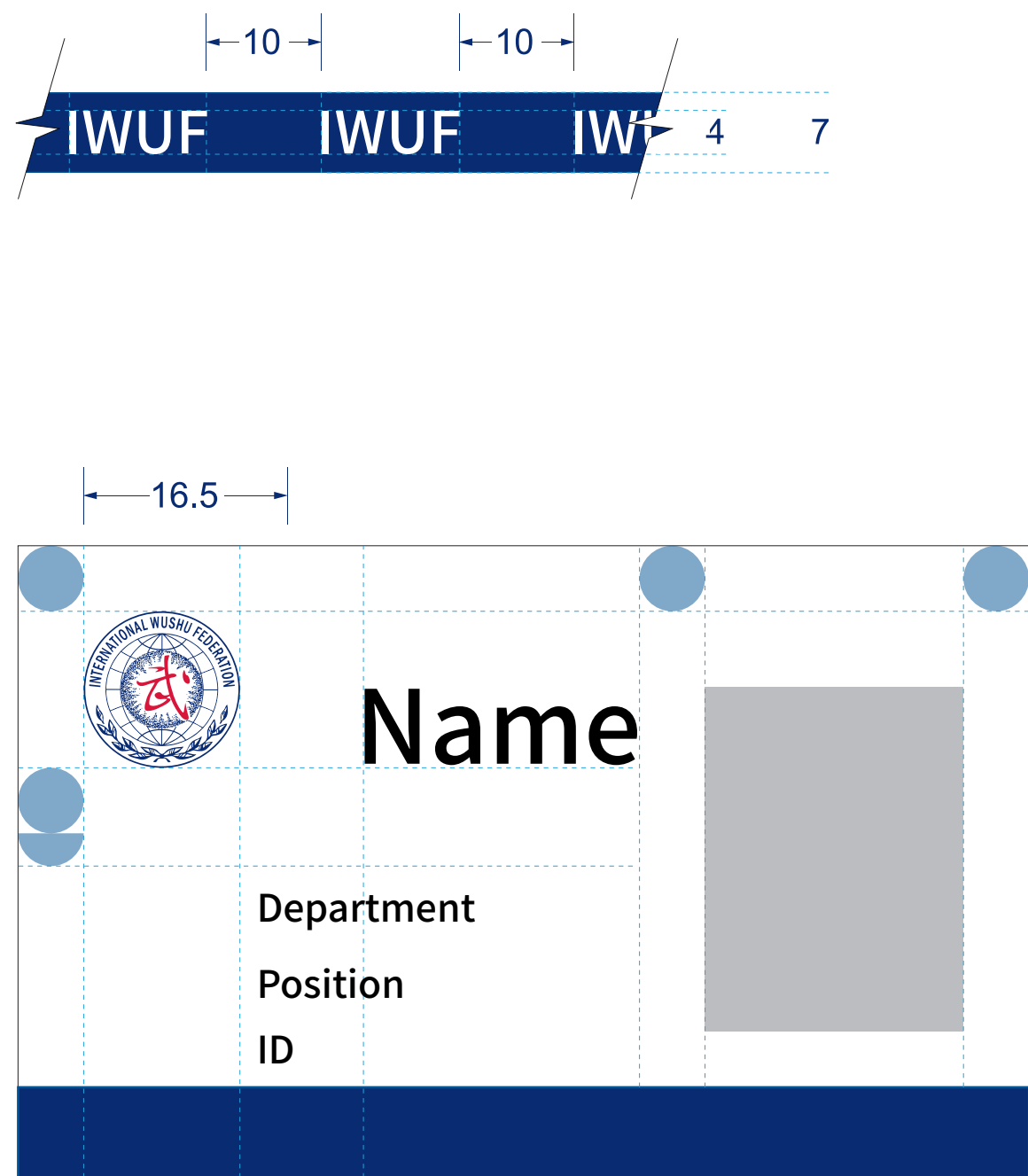
Stationary/Letter Paper Usage Guidelines

This section shows guidelines for the usage of logos on letter paper, which have been strictly defined and of which the shape, structure and proportions may not be changed.

Never redraw the logo, and always use the appropriate electronic file template.

IWUF Visual Identity System Guidelines

Application part



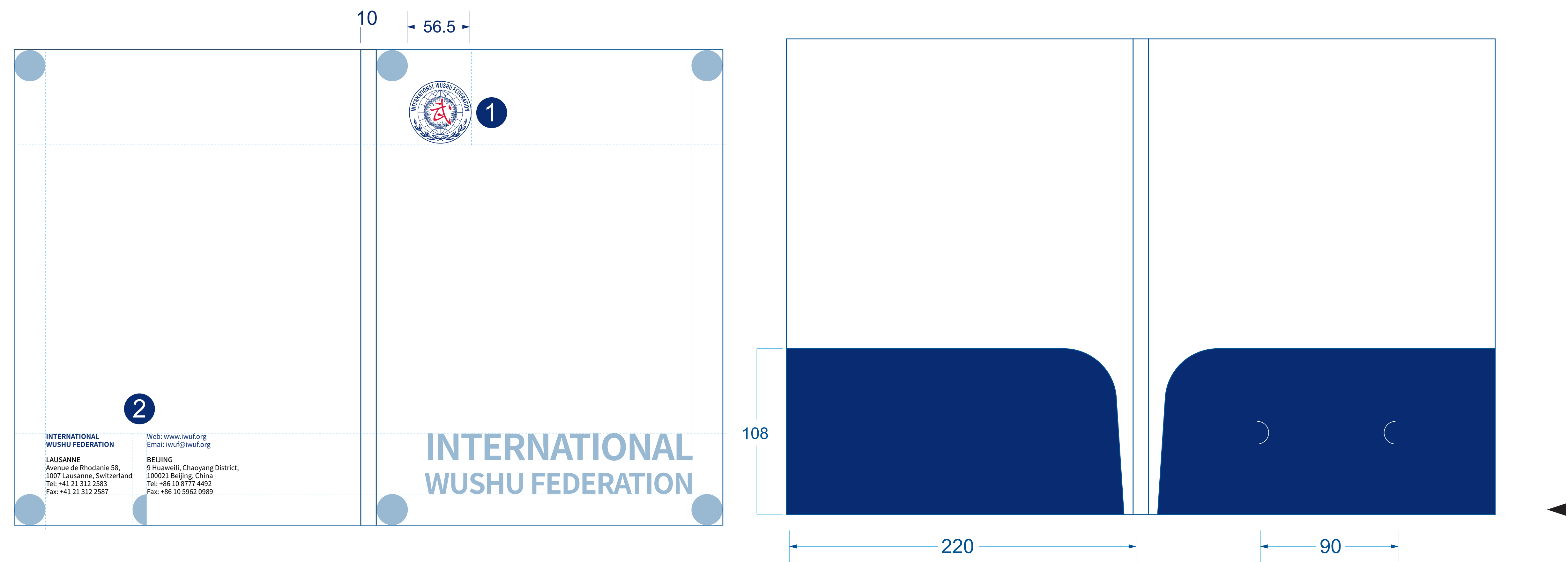
Work Permit Usage Guidelines

This section shows guidelines for the usage of logos on letter paper, which have been strictly defined and of which the shape, structure and proportions may not be changed.

Never redraw the logo, and always use the appropriate electronic file template.

IWUF Visual Identity System Guidelines

Application part



Folder Usage Guidelines

This section shows guidelines for the usage of logos on folders, which have been strictly defined and of which the shape, structure and proportions may not be changed.

Never redraw the logo, and always use the appropriate electronic file template.

Email Signature Usage Guidelines


This section shows guidelines for the usage of logos on Email Signature, which have been strictly defined and of which the shape, structure and proportions may not be changed.

Never redraw the logo, and always use the appropriate electronic file template.



IWUF Visual Identity System Guidelines

Application part

			0.07X
			0.06X
			0.04X
		<div><div>【DATE】FAX</div><div><input type="checkbox"/> Urgent <input type="checkbox"/> For Review <input type="checkbox"/> Please Comment <input type="checkbox"/> Please Reply</div><div>[NAME(S)]</div><div>From [Name]</div><div>CC [Name(s)]</div><div>[Subject]</div><div>Fax [Fax]</div><div>Phone [Telephone]</div><div>Pages [No. of Pages]</div><div><div><div><div></div><div>iwuf@iwuf.org</div><div>www.iwuf.org</div></div><div><div>Lausanne Office</div><div>Av. des Châtaignes 58, Lausanne, Switzerland 1007</div></div><div><div>Beijing Office</div><div>9 Huaili, Chaoyang District, Beijing, China 100021</div></div><div><div>Lausanne Office</div><div>+41 21 312 2583</div></div><div><div>Beijing Office</div><div>+86 10 8777 4497</div></div></div></div></div>	
0.07X			
	0.07X		

Fax Cover Format Usage Guidelines

This section shows guidelines for the usage of logos on Fax Cover Format, which have been strictly defined and of which the shape, structure and proportions may not be changed.

Never redraw the logo, and always use the appropriate electronic file template.



IWUF Visual Identity System Guidelines

Application part

0.06X																																											
0.03X																																											
0.04X																																											
		INVOICE																																									
		<table><tr><td>FROM</td><td>COMPANY</td><td>FROM</td><td>International Wushu Federation</td></tr><tr><td></td><td>[Address]</td><td></td><td>Lausanne Office Avenue de Rhodanie 58, Lausanne, Switzerland 1007</td></tr><tr><td></td><td></td><td></td><td>Beijing Office 9 Huawell, Chaoyang District, Beijing, China 100021</td></tr><tr><td>Tel</td><td>[Telephone]</td><td>Tel</td><td>Lausanne Office +41 21 312 2583</td></tr><tr><td></td><td></td><td></td><td>Beijing Office +86 10 8777 4492</td></tr><tr><td>Fax</td><td>[Fax]</td><td>Fax</td><td>[Fax]</td></tr><tr><td>Email</td><td>[Email]</td><td>Email</td><td>iwuf@iwuf.org</td></tr><tr><td></td><td></td><td>Web</td><td>www.iwuf.org</td></tr><tr><td>Remark</td><td>[Remark]</td><td></td><td></td></tr><tr><td>Fee</td><td>[Fee]</td><td></td><td></td></tr></table>	FROM	COMPANY	FROM	International Wushu Federation		[Address]		Lausanne Office Avenue de Rhodanie 58, Lausanne, Switzerland 1007				Beijing Office 9 Huawell, Chaoyang District, Beijing, China 100021	Tel	[Telephone]	Tel	Lausanne Office +41 21 312 2583				Beijing Office +86 10 8777 4492	Fax	[Fax]	Fax	[Fax]	Email	[Email]	Email	iwuf@iwuf.org			Web	www.iwuf.org	Remark	[Remark]			Fee	[Fee]			
FROM	COMPANY	FROM	International Wushu Federation																																								
	[Address]		Lausanne Office Avenue de Rhodanie 58, Lausanne, Switzerland 1007																																								
			Beijing Office 9 Huawell, Chaoyang District, Beijing, China 100021																																								
Tel	[Telephone]	Tel	Lausanne Office +41 21 312 2583																																								
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		Web	www.iwuf.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.]																																									
0.04X		Your prompt payment is greatly appreciated.																																									
	0.06X																																										

Invoice Format Usage Guidelines

This section shows guidelines for the usage of logos on Invoice Format, which have been strictly defined and of which the shape, structure and proportions may not be changed.

Never redraw the logo, and always use the appropriate electronic file template.



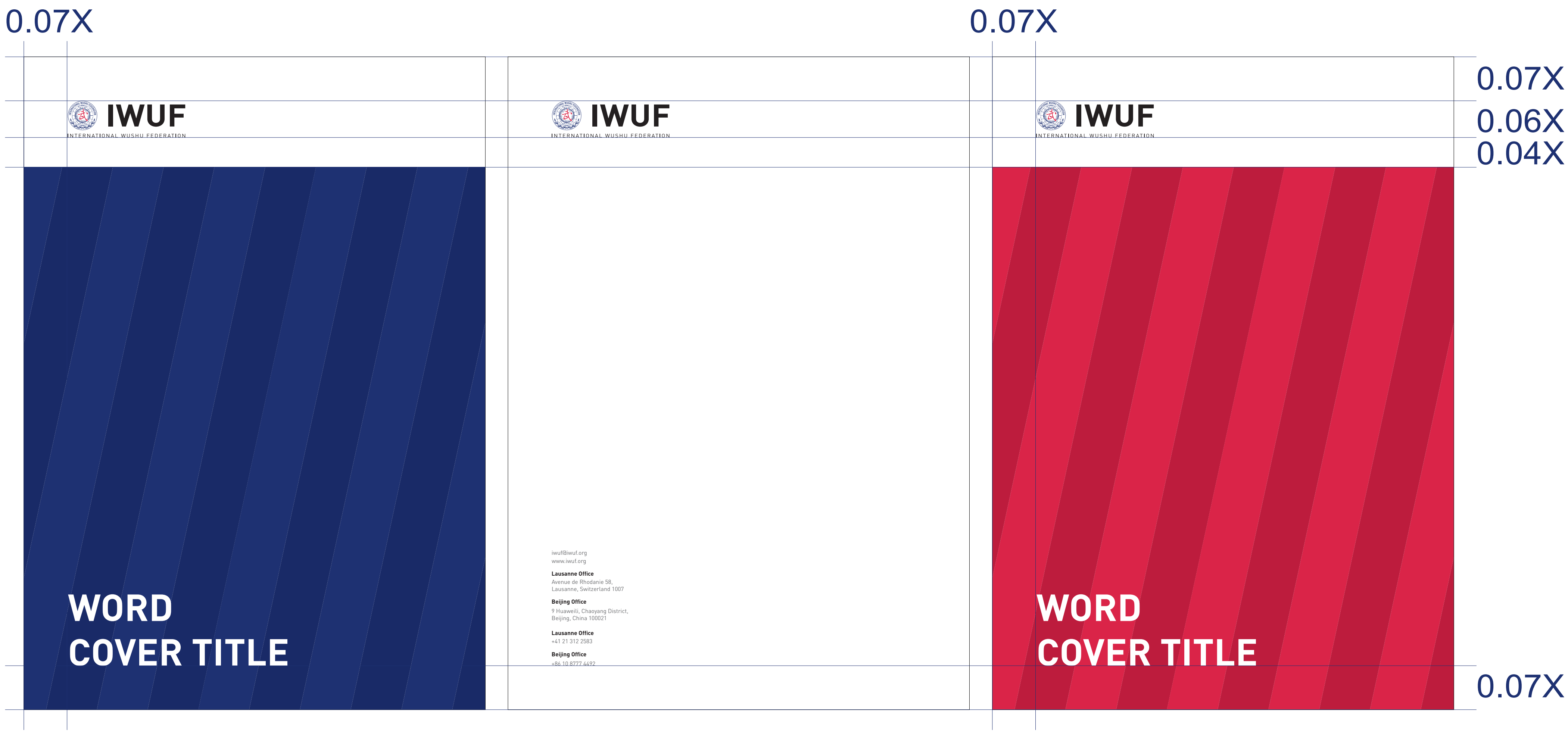
IWUF Visual Identity System Guidelines

Application part

letter paper Usage Guidelines

This section shows guidelines for the usage of logos on letter paper, which have been strictly defined and of which the shape, structure and proportions may not be changed.

Never redraw the logo, and always use the appropriate electronic file template.



IWUF Visual Identity System Guidelines

Application part



Invitation Card Format Usage Guidelines

This section shows guidelines for the usage of logos on Invitation Card Format, which have been strictly defined and of which the shape, structure and proportions may not be changed.

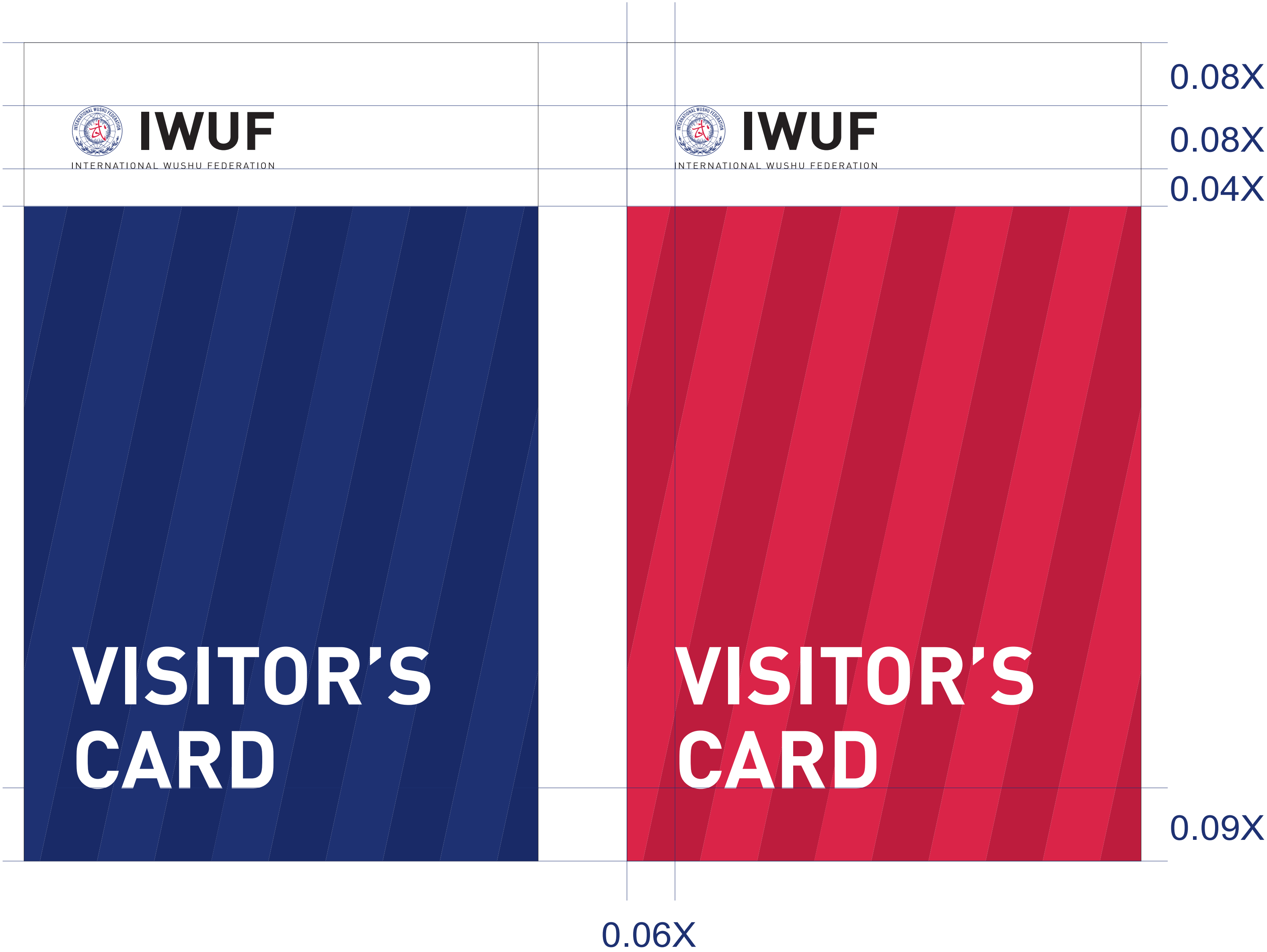
Never redraw the logo, and always use the appropriate electronic file template.



Visitor’s Card Format Usage Guidelines

This section shows guidelines for the usage of logos on Visitor’s Card Format, which have been strictly defined and of which the shape, structure and proportions may not be changed.

Never redraw the logo, and always use the appropriate electronic file template.





Memo Pad Format Usage Guidelines

This section shows guidelines for the usage of logos on Memo Pad Format, which have been strictly defined and of which the shape, structure and proportions may not be changed.

Never redraw the logo, and always use the appropriate electronic file template.

