



LOGO GUIDELINES

Edition 1

09/05/2017



WMF

BRAND GUIDELINES | EDITION 1

WHO ARE WE?

INTRODUCTION

SECTION 1

Hello!

In the introduction, let me welcome you to the website of the World Mini Football Federation, the website of the second most popular sport in the world that is played not only by people but also by animals (see e.g. minifootball tournaments of elephants in Nepal or Thailand).

Minifootball is undoubtedly a progressively growing sport that brings people together and gives them a sense of belonging. It's an amateur sport for everyone, regardless of age, sex, vitality and social status. Minifootball is also a suitable product of social inclusion of ethnic minorities and socially disadvantaged individuals. Among other things it eliminates the idea of cultural differences and it doesn't distinguish the color of skin, but the color of the jerseys. In many countries, mostly in Africa, minifootball is also a tool for crime prevention.

It should also be noted that minifootball connects cultures of individual communities to such an extent that their differences are totally forgotten and they are united to one interest, which –in this case – is minifootball. I am glad that minifootball events connect people and they build bridges of tolerance. I am aware that minifootball alone does not solve all problems, but thanks to it the society will at least be aware that there are ways to understand differences and tolerate them.

We are all with the same color of blood. However, if someone does not belong to the majority population, for this person it is generally difficult to integrate into a society that is often driven by incorrect preconceptions and prejudice. Therefore I am glad that minifootball helps to burn this intolerance.

One of the main objectives of minifootball is to show people an easy way to do sports. Not to admire sports-stars only from the couch at home, but to assemble a team and become a participant of it, to participate in the game. Minifootball shows people a path to enjoy sports actively.



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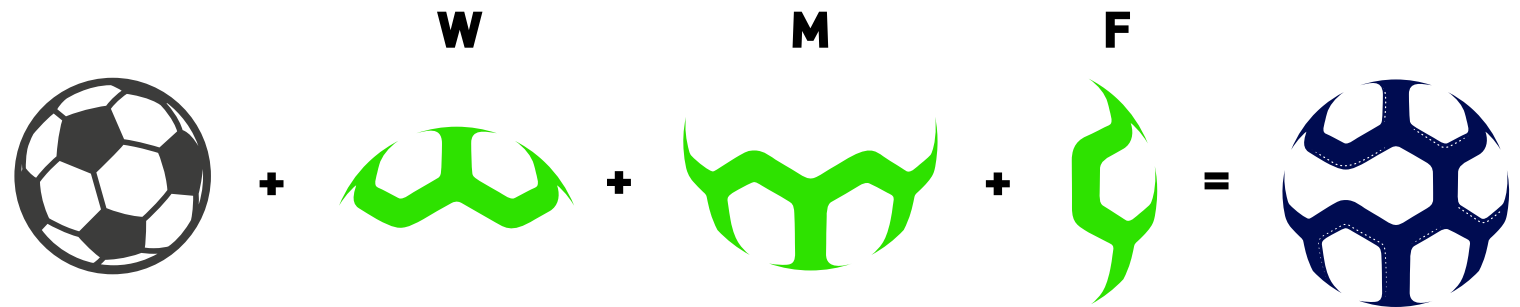
BRAND GUIDELINES | EDITION 1

BRAND IDENTITY

The new World Mini Football corporate icon has been created by combining the letters 'WMF' to form the shapes of the patches on a stylised football.

This creates a simple yet stylish icon which works across a spectrum of intended applications in both digital and print environments.

Rationale



INTRODUCTION

SECTION 1



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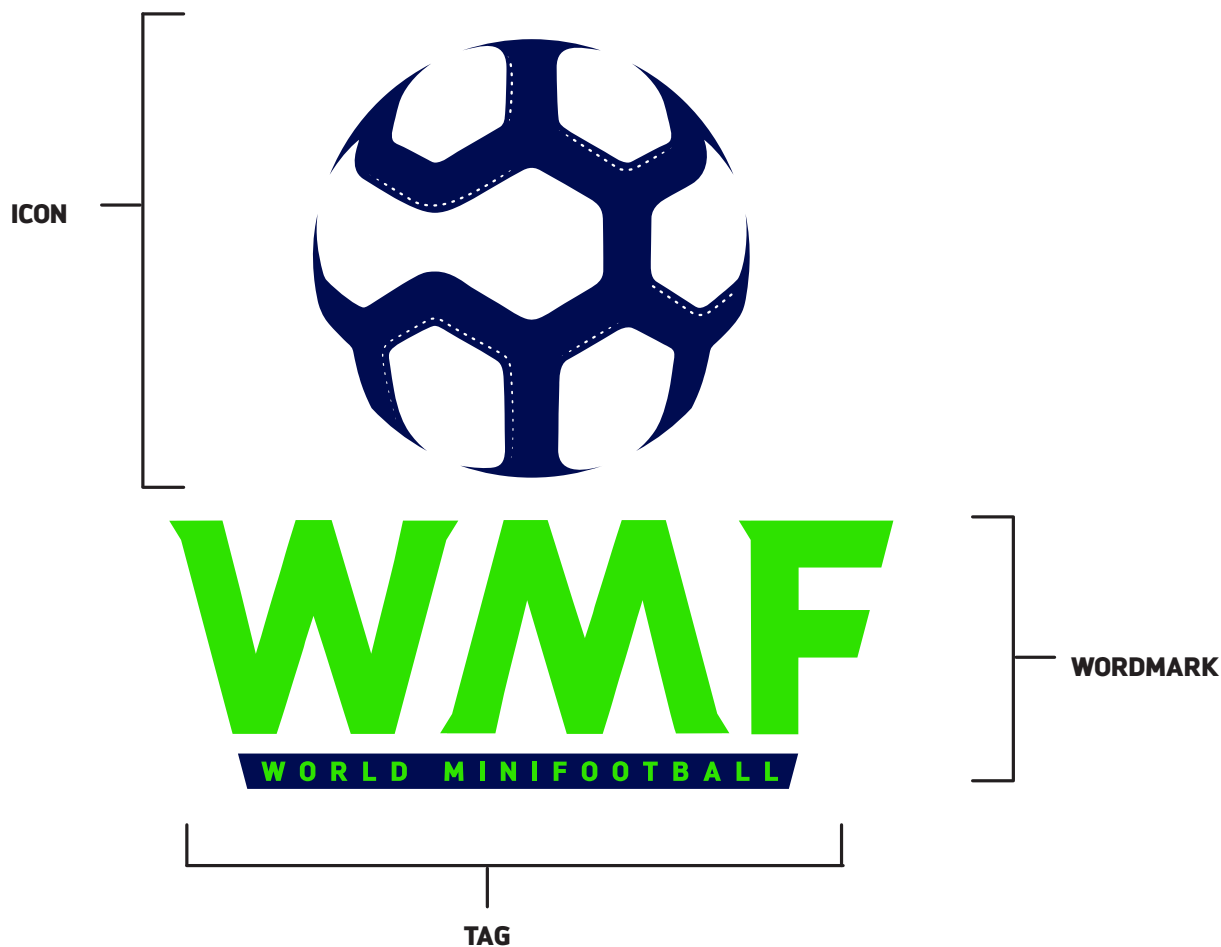
BRAND IDENTITY

The WMF Official Logo is made up of the brand elements shown opposite. These can be used together in the form of the Official Logo or used independently as part of the Core Asset set, but must adhere to the rules outlined later in the guidelines.

INTRODUCTION

SECTION 1

Elements





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BRAND IDENTITY

The logo is designed to work across a range of background colours which form part of the brand Identity in different intended environments. These are shown and explained later in the document.

INTRODUCTION

SECTION 1

Application





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THE CORE ASSETS

The WMF Brand Identity is comprised of the following elements, these are known as the Core Assets.

The Core Assets are:

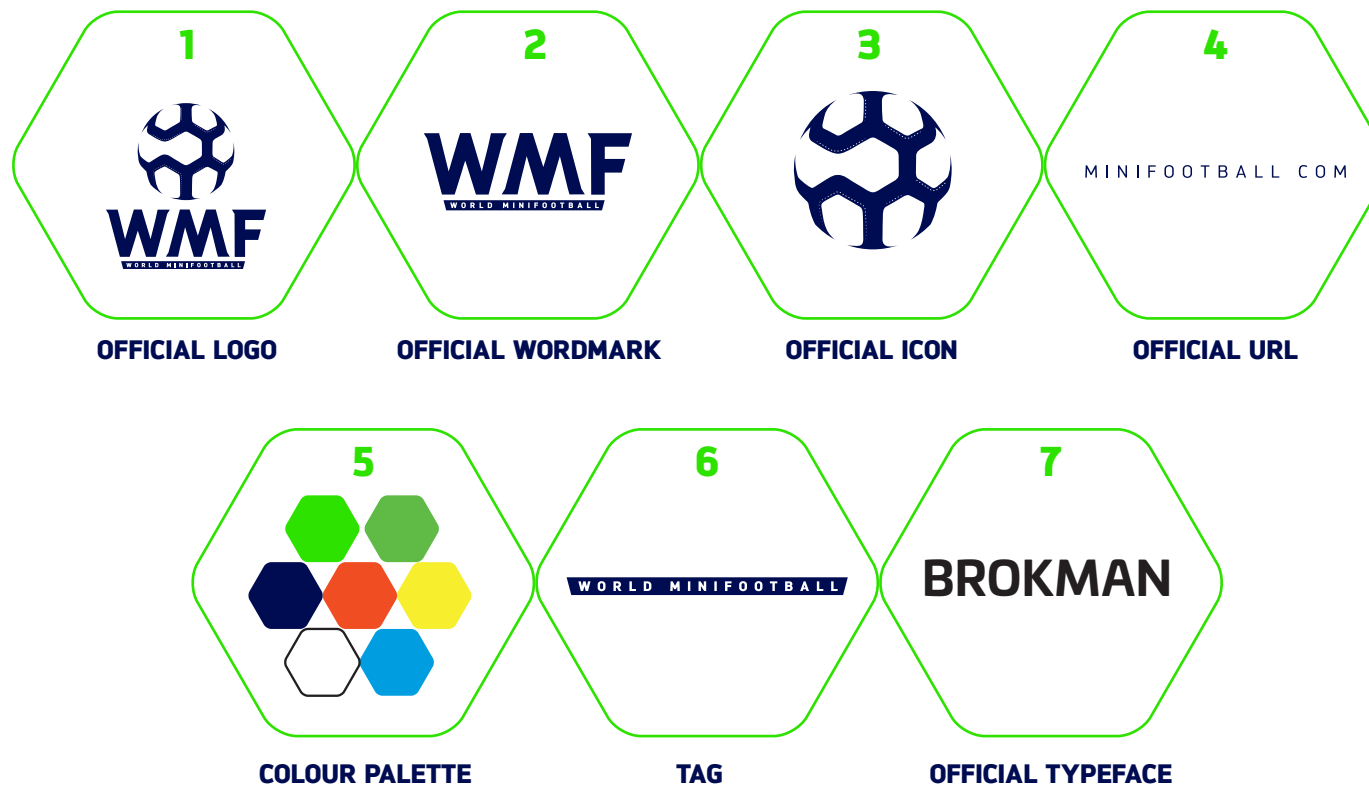
- 1 OFFICIAL LOGO
- 2 OFFICIAL WORDMARK
- 3 OFFICIAL ICON
- 4 OFFICIAL URL
- 5 COLOUR PALETTE
- 6 TAG
- 7 TYPEFACE

Artwork is available in various formats. Please use this guide to familiarise yourself with these and follow the usage principles.

CORE ASSETS

SECTION 2

Identity





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BRAND IDENTITY

The use of brand colours is an important asset in achieving a consistent and powerful brand delivery. These values have been specifically tailored for both Digital and Print environments and it is vital that the correct versions of these brand colours are used in the appropriate delivery.

Green is the Primary Brand Colour and this is the main difference between Print and Digital deliveries with the other supporting colours intentionally similar so that they can be used as supporting colours in either environment.

CORE ASSETS

SECTION 2

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Identity

PRIMARY COLOUR VALUES

**DIGITAL
GREEN**

RGB 46/226/0

**PRINT
CMYK
GREEN**

CMYK 65/0/100/0

**PRINT
PANTONE
GREEN**

PANTONE 368C

SUPPORTING COLOUR VALUES (DIGITAL & PRINT)

NAVY

CMYK 100/98/17/30
RGB 0/12/81

ORANGE

CMYK 0/85/100/0
RGB 231/64/17

YELLOW

CMYK 4/0/90/0
RGB 254/235/13

BLUE

CMYK 65/0/0/0
RGB 65/192/246

NOTE

It is important to use the colour values exactly as shown here and not to try to replicate the print values in digital or vice versa.



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OFFICIAL LOGOS

The Official Logo is intended to sit upon the designated Official backgrounds as outlined opposite. Wherever possible the logo should be combined with the appropriate backgrounds to ensure a consistent brand delivery.

All formats are provided in a range of file types relevant to the intended usage.

CORE ASSETS

SECTION 2

Digital

PORTRAIT FORMAT

PRIMARY USE:

GREEN BACKGROUND
(Two Colour)



WMF_Logo_Dig_Nvy_P_2C
3 Colour (RGB)

WHITE BACKGROUND
(Two Colour)



WMF_Logo_Dig_Grn_P_2C
3 Colour (RGB)

GREEN BACKGROUND
(Single Colour)



WMF_Logo_Dig_Nvy_P_1C
3 Colour (RGB)

WHITEBACKGROUND
(Single Colour)



WMF_Logo_Dig_Grn_P_1C
3 Colour (RGB)

WHITE BACKGROUND
(Single Colour)



WMF_Logo_Dig_Blk_P_1C
3 Colour (RGB)

NOTE

It should always be considered that the Official Icon is always intended to sit on a background lighter than itself. If this cannot be achieved the Official WMF Wordmark should be used in isolation instead of the full logo.



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BRAND GUIDELINES | EDITION 1

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CORE ASSETS

SECTION 2

Print

PORTRAIT FORMAT

PRIMARY USE:

GREEN BACKGROUND
(Two Colour)



WMF_Logo_Prt_Nvy_P_2C
4 Colour (CMYK)

WHITE BACKGROUND
(Two Colour)



WMF_Logo_Prt_Grn_P_2C
4 Colour (CMYK)

GREEN BACKGROUND
(Single Colour)



WMF_Logo_Prt_Nvy_P_1C
4 Colour (CMYK)

WHITE BACKGROUND
(Single Colour)



WMF_Logo_Prt_Grn_P_1C
4 Colour (CMYK)

WHITE BACKGROUND
(Single Colour)



WMF_Logo_Prt_BlK_P_1C
4 Colour (CMYK)

Intended for general 4 colour process printing

Single colour printing on contrasting backgrounds

Screen printing

Vinyl Cut

NOTE

It should always be considered that the Official Icon is always intended to sit on a background lighter than itself. If this cannot be achieved the Official WMF Wordmark should be used in isolation instead of the full logo.



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CORE ASSETS

SECTION 2

Digital

LANDSCAPE FORMAT

PRIMARY USE:

GREEN BACKGROUND

(Two Colour)



WMF_Logo_Dig_Nvy_L_2C
3 Colour (RGB)

WHITE BACKGROUND

(Two Colour)



WMF_Logo_Dig_Grn_L_2C
3 Colour (RGB)

GREEN BACKGROUND

(Single Colour)



WMF_Logo_Dig_Nvy_L_1C
3 Colour (RGB)

WHITE BACKGROUND

(Single Colour)



WMF_Logo_Dig_Grn_L_1C
3 Colour (RGB)

WHITE BACKGROUND

(Single Colour)



WMF_Logo_Dig_BlK_L_1C
3 Colour (RGB)

NOTE

It should always be considered that the Official Icon is always intended to sit on a background lighter than itself. If this cannot be achieved the Official WMF Wordmark should be used in isolation instead of the full logo.



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BRAND GUIDELINES | EDITION 1

OFFICIAL LOGOS

The Official Logo is intended to sit upon the designated Official backgrounds as outlined opposite. Wherever possible the logo should be combined with the appropriate backgrounds to ensure a consistent brand delivery.

All formats are provided in a range of file types relevant to the intended usage.

CORE ASSETS

SECTION 2

Print

LANDSCAPE FORMAT

PRIMARY USE:

GREEN BACKGROUND
(Two Colour)



WMF_Logo_Prt_Nvy_L_2C
4 Colour (CMYK)

WHITE BACKGROUND
(Two Colour)



WMF_Logo_Prt_Grn_L_2C
4 Colour (CMYK)

GREEN BACKGROUND
(Single Colour)



WMF_Logo_Prt_Nvy_L_1C
4 Colour (CMYK)

WHITE BACKGROUND
(Single Colour)



WMF_Logo_Prt_Grn_L_1C
4 Colour (CMYK)

WHITE BACKGROUND
(Single Colour)



WMF_Logo_Prt_Bl_k_L_1C
4 Colour (CMYK)

Intended for general 4 colour process printing

Single colour printing on contrasting backgrounds

Screen printing

Vinyl Cut

NOTE

It should always be considered that the Official Icon is always intended to sit on a background lighter than itself. If this cannot be achieved the Official WMF Wordmark should be used in isolation instead of the full logo.



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OFFICIAL WORDMARKS

The Official Wordmark is intended to sit upon the designated Official backgrounds as outlined opposite. Wherever possible the logo should be combined with the appropriate backgrounds to ensure a consistent brand delivery.

All formats are provided in a range of file types relevant to the intended usage.

CORE ASSETS

SECTION 2

Digital

1 FORMAT

PRIMARY USE:

GREEN BACKGROUND

(Two Colour)



WMF_Wordmark_Dig_Nvy_2C
3 Colour (RGB)

WHITE BACKGROUND

(Two Colour)



WMF_Wordmark_Dig_Grn_2C
3 Colour (RGB)

GREEN BACKGROUND

(Single Colour)



WMF_Wordmark_Dig_Nvy_1C
3 Colour (RGB)

WHITE BACKGROUND

(Single Colour)



WMF_Wordmark_Dig_Nvy_1C
3 Colour (RGB)

WHITE BACKGROUND

(Single Colour)



WMF_Wordmark_Dig_Nvy_1C
3 Colour (RGB)

NOTE

The Official Wordmark is available with and without the tagline attached to it. The rules governing how this should be used is explored later in this document.



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BRAND GUIDELINES | EDITION 1

OFFICIAL WORDMARKS

The Official Wordmark is intended to sit upon the designated Official backgrounds as outlined opposite. Wherever possible the logo should be combined with the appropriate backgrounds to ensure a consistent brand delivery.

All formats are provided in a range of file types relevant to the intended usage.

CORE ASSETS

SECTION 2

Print

1 FORMAT

PRIMARY USE:

GREEN BACKGROUND

(Two Colour)



WMF_Wordmark_Prt_Nvy_L_2C
4 Colour (CMYK)

Intended for general 4 colour process printing

WHITE BACKGROUND

(Two Colour)



WMF_Wordmark_Prt_Grn_L_2C
4 Colour (CMYK)

GREEN BACKGROUND

(Single Colour)



WMF_Wordmark_Prt_Nvy_L_1C
4 Colour (CMYK)

Single colour printing on contrasting backgrounds

Screen printing

Vinyl Cut

WHITE BACKGROUND

(Single Colour)



WMF_Wordmark_Prt_Nvy_L_2C
4 Colour (CMYK)

WHITE BACKGROUND

(Single Colour)



WMF_Logo_Prt_WhtBg_L_1C
4 Colour (CMYK)

NOTE

The Official Wordmark is available with and without the tagline attached to it. The rules governing how this should be used is explored later in this document.



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OFFICIAL ICON

The Official Icon is intended to sit upon the designated Official backgrounds as outlined opposite. Wherever possible the logo should be combined with the appropriate backgrounds to ensure a consistent brand delivery.

All formats are provided in a range of file types relevant to the intended usage.

Digital

1 FORMAT

PRIMARY USE:
GREEN BACKGROUND
(Two Colour)



WMF_Icon_Dig_Nvy_2C
3 Colour (RGB)

WHITE BACKGROUND
(Two Colour)



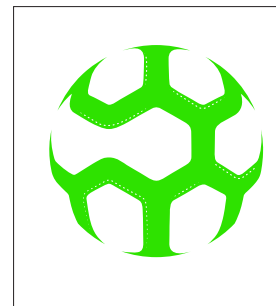
WMF_Icon_Dig_Grn_2C
3 Colour (RGB)

GREEN BACKGROUND
(Single Colour)



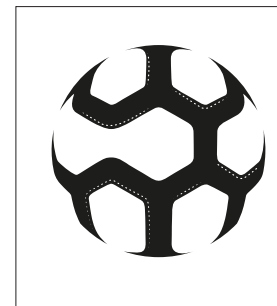
WMF_Icon_Dig_Nvy_1C
3 Colour (RGB)

WHITE BACKGROUND
(Single Colour)



WMF_Icon_Dig_Grn_1C
3 Colour (RGB)

WHITE BACKGROUND
(Single Colour)



WMF_Icon_Dig_BlK_1C
3 Colour (RGB)

CORE ASSETS

SECTION 2

NOTE

When using the Official Icon in isolation it is important to make sure it is not used in close proximity to the Wordmark, the rules relating to this are explored later in this document.



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BRAND GUIDELINES | EDITION 1

OFFICIAL ICON

The Official Icon is intended to sit upon the designated Official backgrounds as outlined opposite. Wherever possible the logo should be combined with the appropriate backgrounds to ensure a consistent brand delivery.

All formats are provided in a range of file types relevant to the intended usage.

CORE ASSETS

SECTION 2

Print

1 FORMAT

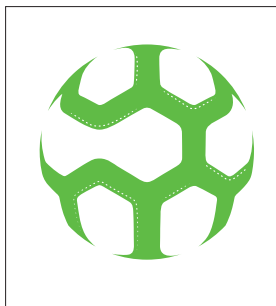
PRIMARY USE:
GREEN BACKGROUND
(Two Colour)



WMF_Icon_Prt_Nvy_2C
4 Colour (CMYK)

Intended for general 4 colour process printing

WHITE BACKGROUND
(Two Colour)



WMF_Icon_Prt_Nvy_2C
4 Colour (CMYK)

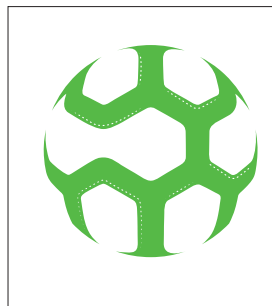
GREEN BACKGROUND
(Single Colour)



WMF_Icon_Prt_Nvy_1C
4 Colour (CMYK)

Single colour printing on contrasting backgrounds

WHITE BACKGROUND
(Single Colour)



WMF_Icon_Prt_Grn_1C
4 Colour (CMYK)

Screen printing

Vinyl Cut

WHITE BACKGROUND
(Single Colour)



WMF_Icon_Prt_BlK_1C
4 Colour (CMYK)

NOTE

When using the Official Icon in isolation it is important to make sure it is not used in close proximity to the Wordmark, the rules relating to this are explored later in this document (pxx).



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OFFICIAL TAG

The Official Tag is intended to sit upon the designated Official backgrounds as outlined opposite. Wherever possible the logo should be combined with the appropriate backgrounds to ensure a consistent brand delivery.

All formats are provided in a range of file types relevant to the intended usage.

CORE ASSETS

SECTION 2

Digital

1 FORMAT

PRIMARY USE:

GREEN BACKGROUND

(Two Colour)



WMF_Tag_Dig_Nvy_2C
3 Colour (RGB)

WHITE BACKGROUND

(Two Colour)



WMF_Tag_Dig_Grn_2C
3 Colour (RGB)

GREEN BACKGROUND

(Single Colour)



WMF_Tag_Dig_Nvy_1C
3 Colour (RGB)

WHITE BACKGROUND

(Single Colour)



WMF_Tag_Dig_Grn_1C
3 Colour (RGB)

WHITE BACKGROUND

(Single Colour)



WMF_Tag_Dig_Blk_1C
3 Colour (RGB)



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OFFICIAL TAG

The Official Tag is intended to sit upon the designated Official backgrounds as outlined opposite. Wherever possible the logo should be combined with the appropriate backgrounds to ensure a consistent brand delivery.

All formats are provided in a range of file types relevant to the intended usage.

Print

1 FORMAT

PRIMARY USE:

GREEN BACKGROUND

(Two Colour)



WMF_Tag_Prt_Nvy_2C
4 Colour (CMYK)

WHITE BACKGROUND

(Two Colour)



WMF_Tag_Prt_Nvy_2C
4 Colour (CMYK)

GREEN BACKGROUND

(Single Colour)



WMF_Tag_Prt_Nvy_1C
4 Colour (CMYK)

WHITE BACKGROUND

(Single Colour)



WMF_Tag_Prt_Grn_1C
4 Colour (CMYK)

WHITE BACKGROUND

(Single Colour)



WMF_Tag_Prt_BlK_1C
4 Colour (CMYK)

Intended for general 4 colour process printing

Single colour printing on contrasting backgrounds

Screen printing

Vinyl Cut

CORE ASSETS

SECTION 2



WMF

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OFFICIAL URL

The Official URL is intended to sit upon the designated Official backgrounds as outlined opposite. Wherever possible the logo should be combined with the appropriate backgrounds to ensure a consistent brand delivery.

All formats are provided in a range of file types relevant to the intended usage.

Digital

1 FORMAT

GREEN BACKGROUND

(Single Colour)



WMF_URL_Dig_Nvy_1C
3 Colour (RGB)

GREEN BACKGROUND

(Single Colour)



WMF_URL_Dig_Wht_1C
3 Colour (RGB)

WHITE BACKGROUND

(Single Colour)



WMF_URL_Dig_Grn_1C
3 Colour (RGB)

WHITE BACKGROUND

(Single Colour)



WMF_URL_Dig_Bl_1C
3 Colour (RGB)

CORE ASSETS

SECTION 2



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BRAND GUIDELINES | EDITION 1

OFFICIAL URL

The Official URL is intended to sit upon the designated Official backgrounds as outlined opposite. Wherever possible the logo should be combined with the appropriate backgrounds to ensure a consistent brand delivery.

All formats are provided in a range of file types relevant to the intended usage.

Print

1 FORMAT

GREEN BACKGROUND

(Single Colour)



WMF_URL_Dig_Nvy_1C
3 Colour (RGB)

GREEN BACKGROUND

(Single Colour)



WMF_URL_Dig_Wht_1C
3 Colour (RGB)

WHITE BACKGROUND

(Single Colour)



WMF_URL_Dig_Grn_1C
3 Colour (RGB)

WHITE BACKGROUND

(Single Colour)



WMF_URL_Dig_Blk_1C
3 Colour (RGB)

Intended for general 4 colour process printing

Single colour printing on contrasting backgrounds

Screen printing

Vinyl Cut

CORE ASSETS

SECTION 2



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OFFICIAL TYPEFACE

Brokman is the Official Typeface for the WMF Identity, it is available in range of weights, but the two primary versions are:

BROKMAN HEAVY

BROKMAN MEDIUM

These should be used to give an appropriate range of weights where required, but could be expanded upon with others if necessary.

It is an Open Type Font which can be installed on either MAC or PC.

CORE ASSETS

SECTION 2

Brokman

PRIMARY WEIGHTS

BROKMAN HEAVY

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9

BROKMAN MEDIUM

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9



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EXCLUSION ZONE

To ensure prominence and legibility, the Official Emblem is always surrounded by an Exclusion Zone which should remain clear of any prominent graphics, ie. text, other logos, graphic elements, photography etc.

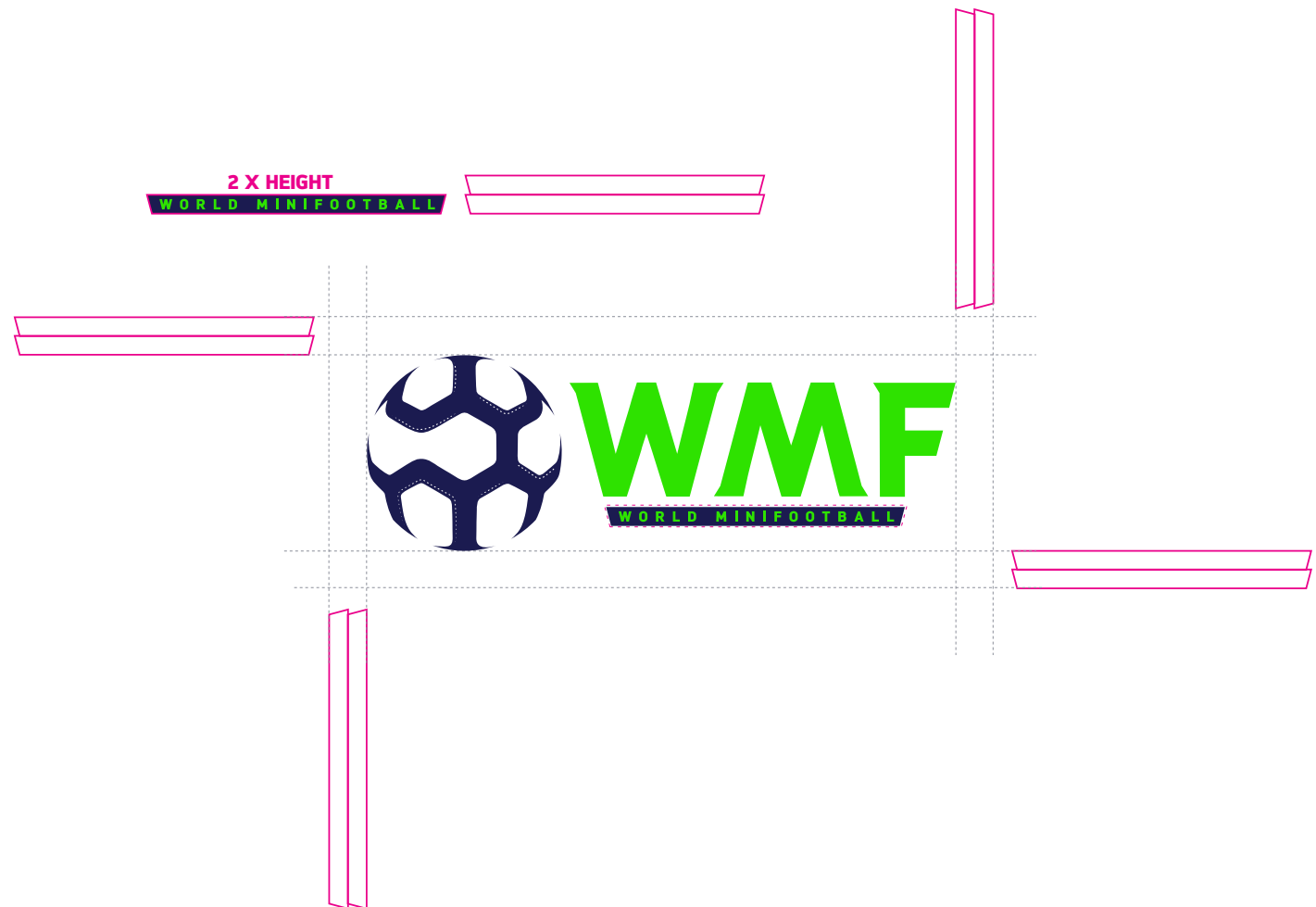
The applicable amount of free space is based on 2x the height of the Official Tag holding shape .

The free space shown here is the minimum exclusion space that should always be given.

BRAND USAGE

SECTION 3

Application





Application

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BRAND GUIDELINES | EDITION 1

DO'S & DON'T'S

It is essential to avoid incorrect use of the Official Logo. Such incorrect use can weaken and damage the integrity and consistency of the WMF Brand Identity.

Please consider the examples demonstrated here.

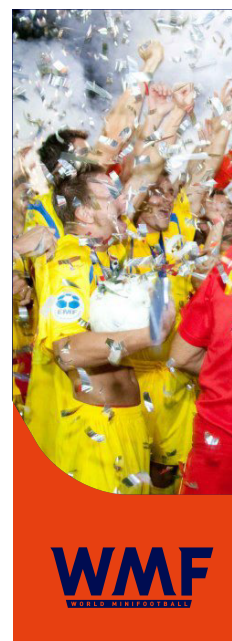
BRAND USAGE

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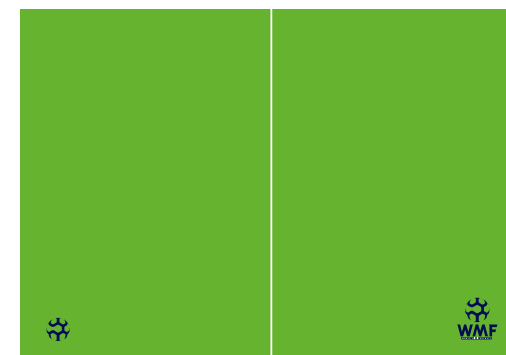
GETTING IT RIGHT



Do use the full logo in either landscape or portrait format ensuring it receives the correct exclusion zone around it.



Do use Icon and Wordmark independently for a more subtle application of the brand assets when appropriate. For example if the brand is delivered across multiple canvases (ie. flags in close proximity) is the ideal situation for this. As long as the assets are used in close proximity to ensure full delivery



Use the separate icons as subtle sign off alongside the Official Logo. Ensure that these are delivered on separate canvases, as shown here on front and back pages of a publication.



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BRAND GUIDELINES | EDITION 1

DO'S & DONT'S

It is essential to avoid incorrect use of the Official Logo. Such incorrect use can weaken and damage the integrity and consistency of the WMF Brand Identity.

Please consider the examples demonstrated here.

BRAND USAGE

SECTION 3

Application

GETTING IT WRONG



Do not crop the Official Logo



Do not alter the Official Logo in an way - size, position or colour.



Do not use the Official Logo in close proximity on the same canvas to the Official Icon or Wordmark



Examples

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DO'S & DONT'S

A few example applications showing
how the logo can be applied.

BRAND USAGE

SECTION 3





Merchandise

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APPLICATION EXAMPLE

A few example applications showing
how the logo can be applied.



BRAND USAGE

SECTION 3



Application

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BRAND GUIDELINES | EDITION 1

APPLICATION EXAMPLE

A few example applications showing
how the logo can be applied.

BRAND USAGE

SECTION 3

