

CORPORATE IDENTITY GUIDELINES







CONTACT

Address

World Skate Maison du Sport International Av. De Rhodanie, 54 | 1007 Lausanne | Switzerland Phone & Fax

Phone: + 41 216 011877

Fax: + 41 216 011877

Online

Email 1: graphics@worldskate.org Email 2: info@worldskate.org

Website: www.worldskate.org

WORLD SKATE

CORPORATE IDENTITY GUIDELINES



World Skate Corporate Identity Guidelines

Version: v.2 // 2021

WORLD SKATE

TABLE OF CONTENTS

SECTION 0	INTRODUCTION	PAGE 4
SECTION1	CORPORATE LOGO	PAGE 6
SECTION 2	CORPORATE FAMILY LOGOS	PAGE 10
SECTION 3	CORPORATE TYPOGRAPHY	PAGE 14
SECTION 4	CORPORATE COLOR SYSTEM	PAGE 18
SECTION 5	CORPORATE STATIONERY	PAGE 22
SECTION 6	CORPORATE IMAGES	PAGE 26
SECTION 7	ICONOGRAPHY	PAGE 30
SECTION 8	GADGETS PERSONALIZATION	PAGE 32
SECTION 9	SUMMARY AND CONTACT	PAGE 34



GUIDELINES INTRODUCTION



DESIGN GUIDELINES

These guidelines describe the visual and denomination elements that represent **World Skate**'s brand design. This includes our name, logo and other elements such as color, type and graphics.

Sending a consistent and controlled message of who we are is essential in presenting a strong, unified image of our company.

These guidelines reflect **World Skate's** commitment to quality, consistency and style.

The **World Skate** brand, including the logo, name, colors and identifying elements, are valuable company assets.

Each of us is responsible for protecting the company's interests by preventing unauthorized or incorrect use of the **World Skate** name and marks.



CORPORATE LOGO SYSTEM

THE LOGO INTRODUCTION

THE LOGO APPLICATION

THE LOGO ELEMENTS

CLEARSPACE & COMPUTATION

INCORRECT LOGO APPLICATIONS

LOGO INTRODUCTION

Our Logo is the key building block of our identity, the primary visual element that identifies us. The signature is a combination of the the symbol itself and our company name

- they have a fixed relationship that should never be changed in any way.

THE FULL LOGOTYPE

The World Skate Masterbrand or Corporate Logo is composed by two elements, the logo symbol and logo type.

The Logo Symbol is a powerful image evoking the culture and personality of our disciplines - a connection between strength, fun, freedom and the different points that influences it.

It has a particular relationship with the World Skate name. The Logo Type has been carefully chosen for its modern and yet refined, highly legible style, which has been further enhanced by the use of upper case letters. The typeface is Coco Gothic Regular and Bold and has also been chosen to perfectly compliment and balance the logo symbol.

The corporate logo is presented through the use of colour as well as shape and form. The two corporate colours are Green and Grey. It is a fresh and appealing blend of colours chosen for their strong combination - modern - classic - timeless.

The Colours have been selected according to international standards as shown below and are easily implemented.

The general Logo

THE LOGOTYPE





LOGO DARK VERSION

LOGO WHITE VERSION





2) The Lo

The main logo is a dark logo used on a white backround. The two signatures shown are the primary configurations. They are the preferred choice for all applications.

- 1) The Logo Symbol Consists of a powerful element evoking the culture of skate. A non-figurative sign representing the movement of the wheel and not the wheel itself.
- 2) The Logo Title Carefully chosen for its modern and yet refined, highly legible style, which has been further enhanced by the use of upper case letters in gray tone of the chosen corporate color. The font that is used here is Coco Gothic Regular and Bold.
- 3) The Logo Dark Version will be used when the backround color is dark colored.
- 4) The Logo White Version will be used when the backround color is the World Skate Corporate Green color.

Recommended formats are: .eps | .ai | .png | .jpg | .tiff

Attention:

Color is an integral part and most effective tool for the brand promotion however when colour reproduction is not possible, the black-and white version is available. Use of any stylized, animated, hand drawn or other versions of a unofficial logo is not permitted. This undermines the logo system and brand consistency. Please consult with World Skate Graphics Dept. if you have any questions or need further

LOGO CONSTRUCTION, CLEARSPACE & COMPUTATION

It is important to keep corporate marks clear of any other graphic elements. To regulate this, an exclusion zone has been established around the corporate mark. This exclusion zone indicates the closest any other graphic element or

message can be positioned in relation to the mark of the the symbol itself and our company name - they have a fixed relationship that should never be changed in any way.





CLEARSPACE

Logo Orizzontal

Definition

Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.

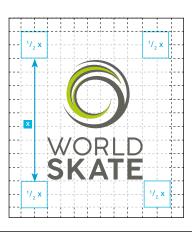
Computation

To work out the clearspace take the height of the logo and divide it in half. (Clearspace = Height / 2).



CLEARSPACE

Logo Vertical



APPLICATION ON A BACKGROUND





LOGO B Colored Version



LOGO C Black & White Version



LOGO D Black & White Version



MINIMUM LOGO SIZES

Full Logo Orizzontal Version Minimum Size: base 20mm







40 mm





Full Logo Vertical Version Minimum Size: high 12mm









INCORRECT LOGO APPLICATIONS













DONT'S

- 1) Do not place the logo type on 1 line.
- 2) Do not invert the logo symbol.
- 3) Do not alter the logo symbol.
- 4) Do not alter the logo type style.
- 5) Do not change the size relationship between the logo symbol and logo type.
- 6) Never use unauthorized or unofficial color combinations.



CORPORATE FAMILY LOGOS

INTRODUCTION FAMILY LOGOS

THE CONTINENTAL AREA LOGO

THE LOGO ELEMENTS

THE LOGO APPLICATION

INTRODUCTION WORLD SKATE FAMILY LOGOS

The World Skate Family Logos includes the World Skate Corporate Signatures, World Skate Certified Partner Logos, Powered By World Skate Logo (collectively, the "World Skate Logos"). We use the World Skate Logos to identify

our company to the world, and as such they are protected by law. Consistent application of the these logos reinforces brand recognition and trust.

CONTINENTAL AREA LOGO

A logotype for each World Skate Continental Area has been drawn for use on supplier stationery, press information releases, events and suites may all feature the World Skate official Continental Area logo.

It will be scaled proportionally, and follows the same principles as the World Skate alone logo.











THE CONTINENTAL AREA LOGO (EUROPE SAMPLE)

THE LOGO



1) The Logo Title

The font that is used here is the coco gothic the same used in the World Skate logo. Carefully chosen for its modern and highly legible style and highlighted by the use of Heavy version of the font and the use of the upper case.

2) The general Logo

The main logo is the World Skate logo used inside a cage reinforcement. For darker backrounds you will find an alternative below.

3) The Logo clear space

Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.



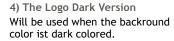


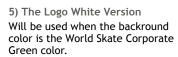
3

LOGO DARK VERSION

LOGO WHITE VERSION

EUROPE





Recommended formats are: .eps | .ai | .png | .jpg | .tiff



Colorina .

Color is an integral part and most effective tool for the brand promotion however when color reproduction is not possible, the black-and white version is available. Use of any stylized, animated, hand drawn or other versions of a unofficial logo is not permitted. This undermines the logo system and brand consistency. Please consult with World Skate Graphics Dept. if you have any questions or need further help.





LOGO DOWNLOAD Direct Link:

LINK







http://www.worldskate.org/about/brand-guidelines/category/446-continental-area-logos.html



<- Scan to download Continental Area Logo



APPLICATION ON A BACKGROUND











MINIMUM LOGO SIZES

Full Logo

Minimum Size: 20mm x 8 mm









INCORRECT LOGO APPLICATIONS



DONT'S

- 1) Do not delete the cage reinforcement.
- 2) Never use unauthorized or unofficial color combinations.
- 3) Do not change the size relationship between the title and the World Skate logo or alter the appearance in any way.
- 4) Do not alter the logo type style.
- * upscale only proportional



CORPORATE TYPOGRAPHY SYSTEM

CORPORATE FONTS

PRIMARY FONT

SECONDARY FONT

FONT HIERACHY

CORPORATE PRIMARY FONT & TYPOGRAPHY

Typography plays an important role in communicating an overall tone and quality. Careful use of typography reinforces our personality and ensures clarity and harmony in all World Skate communications. We have selected Montserrat and Trebuchet MS, which help inject energy and enthusiasm into the entire World Skate communications, as the primary and secondary corporate typefaces.

Montserrat is used for headlines and subheads in a graphic context or for advertising projects.

PRIMARY FONT MONTSERRAT

DESIGNER: JULIETA ULANOVSKY

THE FONT

The old posters and signs in the traditional neighborhood of Buenos Aires called Montserrat inspired the creator to design a typeface that rescues the beauty of urban typography from the first half of the twentieth century. The goal is to rescue what is in Montserrat and set it free, under a free, libre and open source license, the SIL Open Font License.

MONTSERRAT

Bold

ABCDEFGHIJKLM NOPQRSTUVWXYZ abcdefghijklm nopqrstuvwxyz

Regular

ABCDEFGHIJKLM NOPQRSTUVWXYZ abcdefghijklm nopqrstuvwxyz

TYPE EXAMPLES MONTSERRAT

Figures 0 1 2 3 4 5 6 7 8 9 0

Special Characters ! "§ \$ % & / () = ? `; :

i "¶ ¢ [] | { } \neq ¿ '

« $\Sigma \in \mathbb{R} + \Omega$ " / ϕ π · ± '

æ œ @ Δ ° ª © f ð , å \forall ≈ ç \forall ~ μ ∞ ... - ≤ < > ≥ ` > < \Diamond

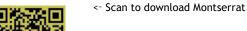
FONT DOWNLOAD LINK





Direct Link:

http://www.worldskate.org/WS_corporate_Download/WS_CORPORATE_FONTS/





CORPORATE SECONDARY FONT & TYPOGRAPHY

Trebuchet MS is our web-safe typeface to be used for online purposes as well as any external communication in MS formats (Word, PowerPoint, etc.).

This typeface was selected for its legibility when used in large amounts of copy at a small point size.

Usage: Website and email body copy, email headers, charts and navigation. Web-based headlines and subheads where Montserrat cannot be converted into an image.

SECONDARY FONT TREBUCHET MS

DESIGNER: VINCENT CONNARE

THE FONT

Trebuchet MS is a sans-serif typeface that Vincent Connare designed for the Microsoft Corporation in 1996. Released freely by Microsoft as part of their core fonts for the Web package. It is also included with Mac OS X, iOS and Chrome OS.

The typeface is inspired by the forms of a medieval siege engine. It is available in four weights (Regular, Italic, Bold, Bold Italic).

TYPE EXAMPLES TREBUCHET MS

TREBUCHET MS

ABCDEFGHIJKL N NOPQRSTUVWXYZ abcdefghijkl m noparstuvwx v z

> ABCDEFGHIJKLM NOPQRSTUVWXYZ abcdefghijklm nopqrstuvwxyz

Figures 0 1 2 3 4 5 6 7 8 9 0

FONT DOWNLOAD LINK



Direct Link:

Regular

http://www.worldskate.org/WS_corporate_Download/WS_CORPORATE_FONTS/





TYPOGRAPHY & TEXT HIERARCHY

Typographic hierarchy is another form of visual hierarchy, a sub-hierarchy per se in an overall design project.

Typographic hierarchy presents lettering so that the most important words are displayed with the most impact so that users can scan text for key information.

Typographic hierarchy creates contrast between elements. There are a variety of ways you can create a sense of hierarchy. Here are some of the most common techniques for World Skate layouts.

CONTEXT TEXT AND INNER HEADLINES

Caption Text

World Skate Typo

Trebuchet MS Regular 6 pt Type / 9 pt Leading

Copy Text

World Skate Typo

_

Trebuchet MS Regular 8 pt Type / 11 pt Leading

Headlines Copytext **WORLD SKATE TYPO**

-

Montserrat Regular - Capital Letters 10pt Type / 10pt Leading

HEADLINES AND TYPOBREAKS

Sublines Sections **WORLD SKATE TYPO**

-

Montserrat Bold - Capital Letters 16pt Type / 16pt Leading

Big Headlines and Title

SKATING TYPO

Montserrat Bold - Capital Letters 34pt Type / 30 pt Leading

Sequencer and Title for Marketing

THE HEADER

Montserrat Bold - Capital Letters 48pt Type / 48 pt Leading



CORPORATE COLOR SYSTEM

CORPORATE COLORS

PRIMARY COLOR SYSTEM

SECONDARY COLOR SYSTEM

PRIMARY COLOR SYSTEM & COLOR CODES

Color plays an important role in the World Skate corporate identity program. The colors below are recommendations for various media. A palette of primary colors has been developed, which comprise the exclusive color scheme.

Consistent use of these colors will contribute to the cohesive and harmonious look of the World Skate brand identity across all relevant media. Check with your designer or printer when using the corporate colors that they will be always be consistent.

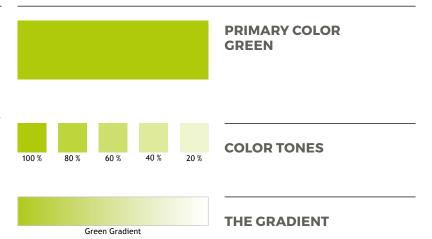
PRIMARY COLOR SYSTEM

Explanation:

The World Skate Company has two official colors: Green and Gray. These colors become a recognizable identifier for the company.

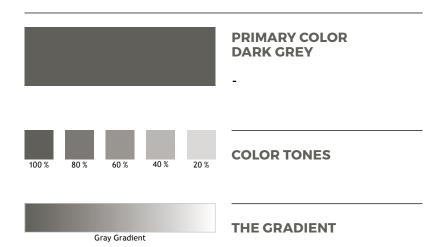
Usage:

Use them as the dominant color palette for all internal and external visual presentations of the company.



COLOR CODES

CMYK : C040 M000 Y100 K000 RGB : R175 G202 B011 Pantone : 583C Web : #AFCA0A



COLOR CODES

CMYK : C043 M036 Y041 K053 RGB : R097 G095 B089 Pantone : 169-15 C Web : #605E58

THE SECONDARY COLOR SYSTEM & COLOR CODES

The Secondary colors are complementary to our official colors, but are not recognizable identifiers for World Skate company. Secondary colors should be used sparingly, that is, in less than 10 percent of the palette in one piece.

Use the primary color system as dominant color. Please consult with World Skate Graphics Dept. if you have any questions or need further help.

SECONDARY COLOR SYSTEM

Usage:

Use them to accent and support the primary color palette.

Attention:

it is absolutely forbidden to use these colors for the logo reproduction.



COLOR PALETTE DOWNLOAD LINK





Direct Link:

http://www.worldskate.org/about/brand-guidelines/category/489-corporate-palette.html



<- Scan to download primary and Secondary Color Palettes





CORPORATE STATIONERY

COMPANY LETTERHEAD

COMPANY BUSINESS CARDS

ENVELOPES

LOGO PLACEMENT

COMPANY LETTERHEAD

PARAMETER

Dimensions 297 x 210mm

DIN A4

Weight Print 120g/m Uncoated white

CMYK

COMPANY LETTERHEAD

Explanation:

This shows the approved layouts with the primary elements of the World Skate stationery system for the front and backside of the letterheads.

Usage:

The letterhead will be used for all official communications that will be sent of the World Skate company.



World Skate | International Federation
Maison du Sport International | Av. De Rhodanie, 54 | 1007 | Lausanne | Switzerland
Phone -412 16011877 | info@worldskate.org | secretariat@worldskate.org | www.worldskate.org | www.worldskate.org

FONT DOWNLOAD LINK





Direct Link:

http://www.worldskate.org/WS_corporate_Download/WS_ CORPORATE_FONTS/



<- Scan to download World Skate Corporate Fonts

THE COMPANY BUSINESS CARDS

PARAMETER

Dimensions 85 x 50 mm Weight 400g/m Uncoated white Print CMYK

COMPANY BUSINESS CARDS

Frontside

Explanation:

This shows the approved layouts with the primary elements of the World Skate stationery system for business cards.

Usage:

The business cards will be used for all official contact and communication of World Skate company. Insert the World Skate letterhead and send your documents throughout the world.



Backside

John Smith General Office Manager

john.smith@worldskate.org

P. + 41 21 601 1877 M. + 33 307 369 400 S skype me@John.Smith

World Skate | International Federation Maison du Sport International | Av. De Rhodanie, 54 | 1007 Lausanne | Switzerland www.worldskate.org

COMPANY ENVELOPE

Explanation:

This shows the approved layout with the primary elements of the World Skate stationery system for envelopes.

Dimensions 220 x 110 mm

Weight 400g/m Uncoated white

Print CMYK



World Skate | International Federation Maison du Sport International | Av. De Rhodanie, 54 | 100 Lausanne | Switzerland



World Skate will provide to the Technical Commissions and the Continental Areas with the relevant Corporate Stationery.

CORRECT LOGO PLACEMENT FOR PROMOTIONAL MATERIAL

PARAMETER

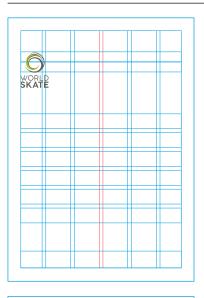
Example 297 x 210mm DIN A4

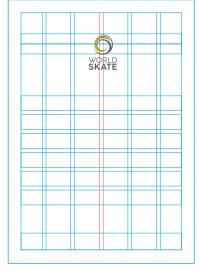
LOGO PLACEMENT

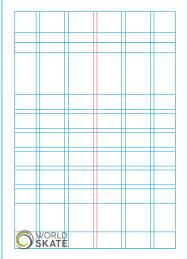
Explanation:

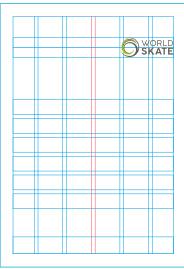
To correctly place the World Skate logo, please use one of the approved styles that are shown on the right. Placing the World Skate logo in other ways is not allowed.

The simbol by itself, standing alone is only for internal use by World Skate personnel and is not for use by partners or any other third parties.









GRID EXAMPLES DOWNLOAD LINK





Direct Link:

http://www.worldskate.org/about/brand-guidelines/category/491-corporate-layouts-grids.html



<- Scan to download grid system for MS Word



IMAGES AND BLENDING MODES

CORPORATE IMAGE

CORPORATE IMAGE COLOR

CORPORATE IMAGE BLACK AND WHITE

BLENDING MODES AND OPTIONS

THE WORLD SKATE CORPORATE IMAGE: COLORED IMAGES

Corporate Images convey the values of World Skate to customers or potential customers. It is a composite psychological impression that continually changes with the firm's circumstances, media coverage, performance,

pronouncements, etc. World Skate use various corporate advertising techniques to enhance their public image in order to improve their desirability as a supplier, employer, customer, borrower, partner, etc.



EXAMPLES OF WORLD SKATE CORPORATE IMAGE SYSTEM

The photography should be inspirational and aspirational: engaging and exciting. Avoid the obvious and clichéd.

Requirements:

- bright colours
- high contrast
- sharp images
- action look, sports gear well in sight.
- modern and sportslike





Direct Link:

http://www.worldskate.org/about/brand-guidelines/category/461-coporate-images.html



<- Scan to download coloured corporate images

CORPORATE IMAGE DOWNLOAD LINK





THE WORLD SKATE CORPORATE IMAGE: BLACK & WHITE

EXAMPLES FOR WORLD SKATE CORPORATE IMAGE SYSTEM

Cropping a photograph in the right way can have a dramatic effect on its impact, drawing the viewer's eye and excluding visual "clutter".

Requirements:

- black and white colours
- high contrast
- action look
- modern and sportslike
- photographs should be of the highest possible quality - never use out of focus or dull pictures.







CORPORATE IMAGE DOWNLOAD LINK





Direct Link:

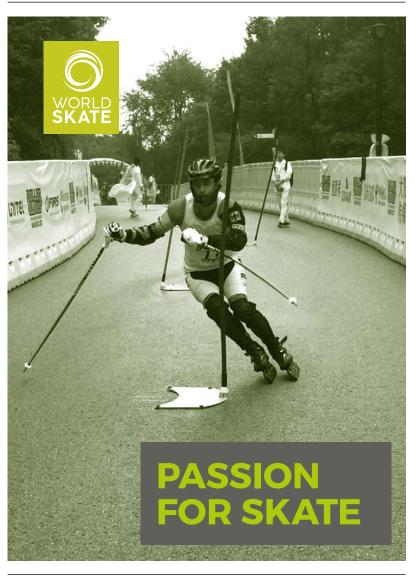
http://www.worldskate.org/about/brand-guidelines/category/478-corporate-images-bw.html



 $\mbox{<-}$ Scan to download black and white corporate images

WORLD SKATE BLENDING MODES FOR IMAGES

Image effects and blending modes raise the concision and the recognizability of a brand. Also they are able to divide content and other graphical elements that are used in layouts. In the same way they support statement of the used images and raise application possibilities.



EXAMPLES FOR WORLD SKATE BLENDING MODES

How to:

- 1) use it in black and white images colours.
- 2) use a placeholder with our green background.
- 3) adjust the layer style to "multiply".
- 4) adjust "opacity" to achieve a stronger or lighter effect.



Direct Link:

http://www.worldskate.org/about/brand-guidelines/category/490-corporate-img-blending-mode.html



<- Scan to download blending modes for Photoshop

BLENDING MODES DOWNLOAD LINK FOR PS







CORPORATE ICONOGRAPHY

CORPORATE ICONOGRAPHY

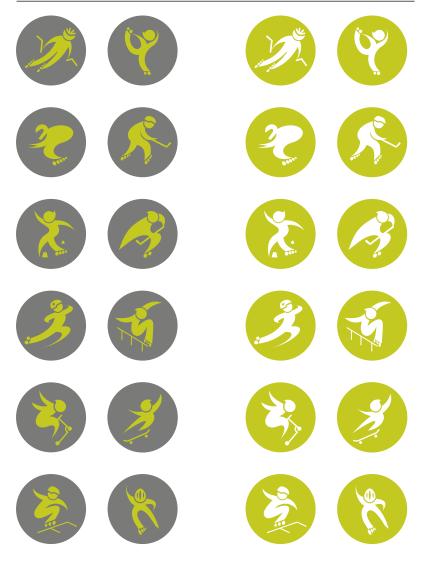
ICON APPLICATION

WORLD SKATE CORPORATE ICONOGRAPHY

12 pictograms have been designed by World Skate. They depict the 12 disciplines, governed by World Skate and its National Federations.

They serve as point of reference and help overcome language barrier.

All World Skate Sport Pictograms must be submitted for approval for the federations designs and promototional material.



EXAMPLES FOR WORLD SKATE CORPORATE ICONOGRAPHY SYSTEM

How to:

The background should always be a full flood of colour. If there is an instance where it is felt to be more appropriate to use a other supporting colour as a background, this should be approved by World Skate.

- Upscale only proportional

ICONONOGRAPHY DOWNLOAD LINK





Direct Link:

http://www.worldskate.org/about/brand-guidelines/category/472-corporate-iconography.html



<- Scan to download iconography



GADGETS PERSONALIZATION

APPLICATION

WORLD SKATE LOGO APPLICATION

All promotional and advertising World skate material should be submitted to the attention of the World Skate Graphics Dpt prior to the development of the artwork.



EXAMPLES OF WORLD SKATE CORPORATE GADGETS PERSONALIZATION

How to:

The simbol by itself, standing alone, is only for internal use by World Skate personnel and is not for use by partners or any other third parties.

- upscale only proportional.

Attention:

Color is an integral part and most effective tool for the brand promotion. However, when colour reproduction is not possible, the black-and white version is available.

Use of any stylized, animated, hand drawn or other versions of a unofficial logo is not permitted. This undermines the logo system and brand consistency. Please consult with World Skate Graphics Dept. if you have any questions or need further help.



SUMMARY AND CONTACT

SUMMARY

CONTACT

A SHORT SUMMARY

PROMOTION

Official Suppliers are permitted to use the World Skate logo outside the company grounds in promotion linked to their product category over the course of the year in which they are contracted as an Official Supplier. Such uses include point of sale stands, brochures, trade shows and exhibitions, display material amongst others.

The marketing of any World Skate merchandise, which is dual branded with the Official Supplier's logo, is subject to the World Skate prior approval.

National Federations are permitted to use the World Skate logo in promotions linked to their federation and disciplines over the course of their membership.

ADVERTISING

World Skate themes and imagery may be used in the print advertising of Official Championships and the World Skate retains a digital photo library to assist LOC and City Hosts in developing promotional materials. Such advertising should always include the Championships Logo and the World Skate logo.

Photography of some World Skate athletes may not be used without the specific permission of the athletes or their managers.

All promotional and advertising World Skate material should be submitted to the World skate for the attention of the Communication Manager prior to the development of artwork.





Link: http://www.worldskate.org/about/brand-guidelines.html



SCAN TO DOWNLOAD THE ENTIRE CORPORATE IDENTITY

CONTACT

For further information please contact:

Simona Mercuri Communication Manager World Skate

E: communication@worldskate.org P: + 41 216 011877



CORPORATE IDENTITY GUIDELINES

PASSION FOR SKATE







CONTACT

Address

World Skate Maison du Sport International Av. De Rhodanie, 54 | 1007 Lausanne | Switzerland



DOWNLOAD

Direct Link:

http://www.worldskate.org/about/brand-guidelines/category/428-world-skate-logo.html



Scan to download the World Skate Logo