



BASIC IDENTITY MANUAL

Version 2011.1.0

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INTRODUCTION

The IWGA Logo dates back to the early 1980s but has undergone significant redesigns in 2002 and in 2007. It symbolizes an association which seeks to continually develop the popularity of many different sports worldwide, and to promote all the values associated with sport in general.

In 2002, additional icons were designed to complement the Logo in symbolizing the IWGA. The Logo, the pictograms and the “The World Games: 30+ sports at their best!” make for the recognizable and consistent IWGA brand. After the latest redesign of the Logo –in 2007– all additional icons were adapted to the new brand.

This Corporate Identity (CI) Manual defines basic norms which govern the reproduction and the use of the IWGA Logo as well as the additional icons. The norms need to be rigorously respected by all those making use of these graphic elements.

This CI Manual (Version 2007) supercedes the ones published previously.

The IWGA provides further advice and assistance to anyone duly authorized to make use of the designs in this CI Manual.

All intellectual property rights, including copyright and trademark rights, of the designs contained in this CI Manual are owned by the IWGA. All rights are reserved.

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BRAND

The redesigned Logo is the symbol by which the IWGA is visually identified.

The “W”, the sphere and four (4) arcs, or swooshes, go together with three lines of text: “International” (1st), “World Games” (2nd), “Association” (3rd). All nine elements make up the Logo.

The fact that some of these elements existed in earlier versions of the Logo makes a statement regarding values such as tradition and continuity, both of considerable importance to the IWGA.

At the same time, the new Logo carries a message of renovation: the four arcs/swooshes in distinct colors symbolize the tie-in of the IWGA with the Olympic Movement. While inspired by the Olympic rings, the four arcs in their spectral colors assume a separate identity, one which stands for renewal and modernity.

The redesigned IWGA Logo was submitted the International Olympic Committee for approval.

The font used in the three lines of text is Arial. Its basic structure and clarity transmit the IWGA message best.

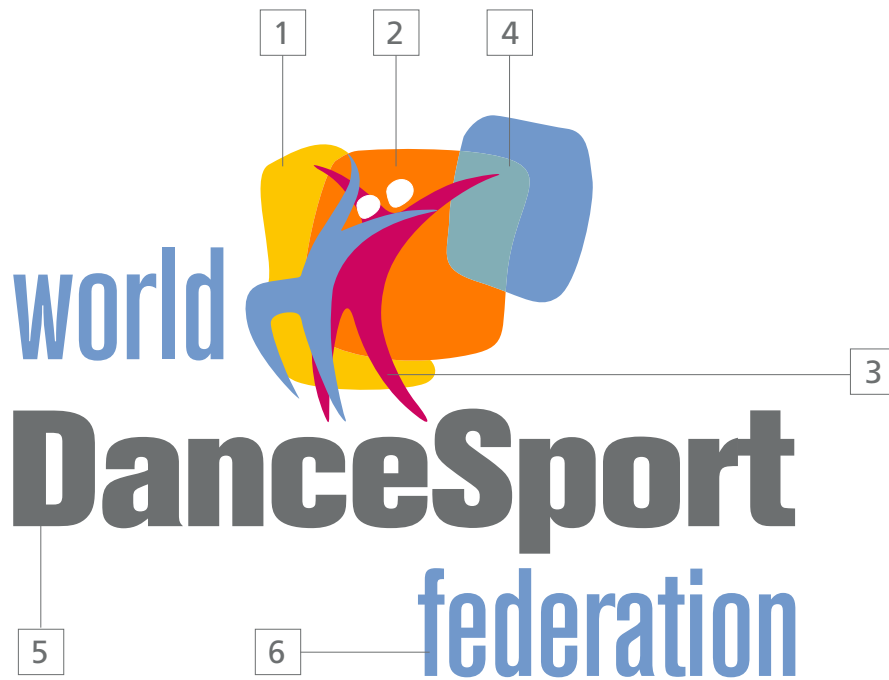
In the line made up by the words “World” and “Games” Arial Black is used, putting the emphasis on the event itself.

The font colors are blue and –for the word “Games”– yellow.

Substituting the Logo’s full text “International World Games Association” with the acronym “IWGA” is NOT permissible.



COLORS



[Download Pantone](#)

[Download CMYK](#)

[Download RGB](#)

1		P 123C		C 0% M 24% Y 85% K 0%		R 255 G 200 B 46		#ffc82e
2		P 151C		C 0% M 64% Y 97% K 0%		R 255 G 121 B 0		#ff7900
3		P 214C		C 14% M 98% Y 35% K 1%		R 207 G 3 B 96		#cf0360
4		P 5493C		C 54% M 20% Y 25% K 0%		R 130 G 174 B 182		#82aeb6
5		P 424C		C 61% M 50% Y 46% K 14%		R 108 G 111 B 112		#6c6f70
6		P 659C		C 60% M 34% Y 0% K 0%		R 110 G 152 B 203		#6e99d4

One Color

Certain applications could warrant the reproduction of the Logo in a single color. Unscreened reproductions in a single color are NOT permissible.

[Download one ink](#)



Black Backgrounds

[Download white](#)



One Ink

[Download plane ink](#)



Colored Backgrounds

Samples of what is acceptable (Yes) and of what is unacceptable (No) in reproducing the Logo on different backgrounds:



Yes
White logo on black or very dark background



Yes
Colored logo with white words on black or very dark background



No
Colored logo on black or very dark background



Yes
White logo on appropriately colored background



No
Colored Logo on inappropriately colored background



No
Logo on yellow background



Yes
Screened dark blue or black logo on a light background



No
White Logo on a clear background



Yes
Colored Logo on a clear background

COMPOSITIONS

The graphic and the text elements of the WDSF logo may be composed differently to suit a more horizontal layout. The following is acceptable:



[Download compositions](#)

FONTS

For the text elements of the WDSF Logo Akzidenz Grotesk Medium Condensed and Akzidenz Grotesk Extra Bold fonts are used. The line "DanceSport" is always put in Akzidenz Grotesk Extra Bold, "World" and "Federation" in Akzidenz Grotesk Medium Condensed.

Akzidenz Grotesk Medium Condensed

ABCDEFGHIJKLMN OPQRSTUVWXYZ

abcdefghijklmnopqrstu vwxyz

1234567890

Akzidenz Grotesk Extra Bold

ABCDEFGHIJKLMN OPQRSTUVWXYZ

abcdefghijklmnopqrstu vwxyz

1234567890

[Download fonts](#)

