



DESIGN AND BRAND GUIDELINES

PASSION FOR SKATE



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WORLD SKATE

DESIGN AND BRAND GUIDELINES



World Skate
Corporate Brand Guidelines

Version: v.1 // 2017

WORLD SKATE

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SECTION 0

GUIDELINE INTRODUCTION



DESIGN GUIDELINES

These guidelines describe the visual and denomination elements that represent World Skate's corporate identity. 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.





SECTION 1

CORPORATE LOGO SYSTEM

THE LOGO INTRODUCTION

THE LOGO APPLICATION

THE LOGO ELEMENTS

CLEARSPACE AND 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 of design services - the connection between the strength of communication 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 LOGOTYPE



The general Logo

The main logo is a dark logo used on a white background. 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.

LOGO DARK VERSION



3

LOGO WHITE VERSION



4

3) The Logo Dark Version

will be used when the background color is dark colored.

4) The Logo White Version

will be used when the background 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 help.

LOGO CONSTRUCTION, CLEARSPACE AND 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.

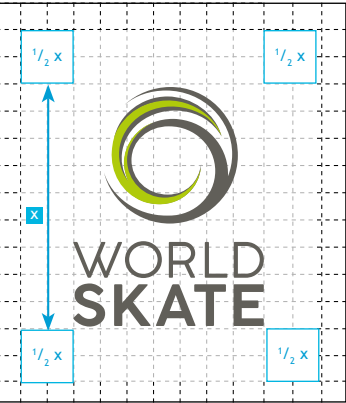
Computation

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 A
Colored Version



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



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 change the proportions of the logo vertically or horizontally or alter the appearance in any way.



SECTION 2

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



LOGO CLEAR SPACE



- 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 backgrounds 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.

LOGO DARK VERSION

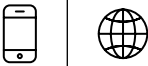


LOGO WHITE VERSION



- 4) The Logo Dark Version
will be used when the background color is dark colored.
- 5) The Logo White Version
will be used when the background 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 help.

LOGO DOWNLOAD LINK



Direct Link : http://www.worldskate.org/WS_corporate_Download/WS_CONTINENTAL_AREAS_LOGOS/



<- Scan to download Continental Area Logo

APPLICATION ON A BACKGROUND

LOGO A Colored Version



LOGO B Colored Version



LOGO C Black & White Version



LOGO D Black & White Version

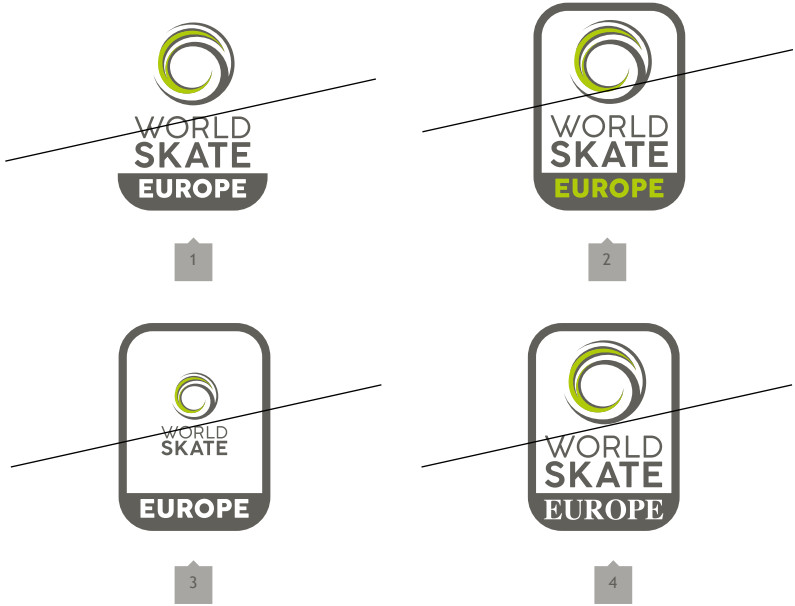


MINIMUM LOGO SIZES

Full Logo
Minimum Size: 20mm x 8 mm



INCORRECT LOGO APPLICATIONS



DONT'S

- 1) Do not delete the cage reinforcement.
- 2) Do not change its colors.
- 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.



SECTION 3

CORPORATE
TYPOGRAPHY SYSTEM

CORPORATE FONTS

PRIMARY FONT

SECONDARY FONT

FONT HIERACHY

CORPORATE PRIMARY FONT
AND 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 helps 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
MONTERRAT

DESIGNER :
JULIETA ULANOVSKY

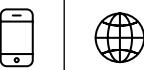
-

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.

TYPE EXAMPLES
MONTERRAT

FONT DOWNLOAD
LINK



MONTERRAT

Bold

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
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

Regular

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
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

Figures

0 1 2 3 4 5 6 7 8 9 0

Special Characters

! “ § \$ % & / () = ? ` ; :
ı “ ¶ ¢ [] | { } ≠ ¿ ‘
« » € ® † Ω “ ” / ø π • ± ‘
æ œ @ Δ ° ª © ¢ ð , å ¥ ≈ ¤
√ ~ μ ∞ … – ≤ < > ≥ ~ › ‹ ◊

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



<- Scan to download Montserrat

CORPORATE SECONDARY FONT AND 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

-

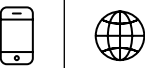
THE FONT

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

FONT DOWNLOAD LINK



TREBUCHET MS

Bold

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
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

Regular

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
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

Figures

0 1 2 3 4 5 6 7 8 9 0

Special Characters

! “ \$ % & / () = ? ` ; :
ı “ ¶ ¢ [] | { } ≠ ÷ ‘
« » € ® † Ω “ ” / ø π • ± ‘
æ œ @ Δ ° ª © ¢ ð , å ¥ ≈ ç
√ ~ μ ∞ ... - ≤ < > ≥ √ > < ◇

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



<- Scan to download Trebuchet MS

TYPOGRAPHY AND 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



SECTION 4

CORPORATE
COLOR SYSTEM

CORPORATE COLORS

PRIMARY COLOR SYSTEM

SECONDARY COLOR SYSTEM

PRIMARY COLOR SYSTEM
AND 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

-

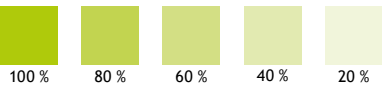
Explanation:
The World Skate Company has two official colors: Green and Gray. These colors become a recognizable identifier for the company.

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



PRIMARY COLOR
GREEN

-



COLOR TONES



THE GRADIENT

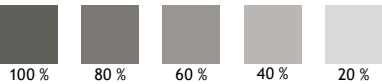
COLOR CODES

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



PRIMARY COLOR
DARK GREY

-



COLOR TONES



THE GRADIENT

COLOR CODES

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

THE SECONDARY COLOR SYSTEM AND 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.

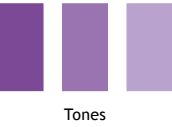
Use the primary color system as dominant color. Please consult with World Skate graphic Dept. if you have any questions or need further help.

SECONDARY COLOR SYSTEM

-

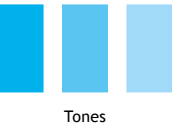
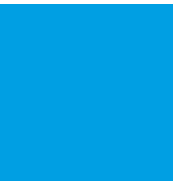
Usage:
Use them to accent and support the primary color palette.

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



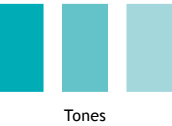
COLOR CODES

CMYK : C078 M100 Y000 K000
Pantone : 2607C
RGB : R096 G036 B130
Web : #602482



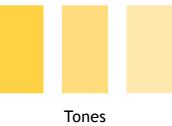
COLOR CODES

CMYK : C100 M000 Y000 K000
Pantone : 2191C
RGB : R000 G158 B226Web
: #009EE3



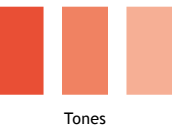
COLOR CODES

CMYK : C100 M000 Y040 K000
Pantone : 7467C
RGB : R000 G154 B163
Web : #009AA3



COLOR CODES

CMYK : C000 M024 Y100 K000
Pantone : 7548C
RGB : R256 G193 B000
Web : #FDC600



COLOR CODES

CMYK : C020 M100 Y100 K000
Pantone : 485C
RGB : R226 G006 B019
Web : #E30513

COLOR PALETTE DOWNLOAD LINK



Direct Link : http://www.worldskate.org/WS_corporate_Download/WS_CORPORATE_PALETTE/



<- Scan to download primary and Secondary Color Palettes

COLORS ARE
ONE OF
THE MOST
IMPORTANT
THINGS TO
CONVEY
THE BRAND
IDENTITY TO
THE CUSTOMERS



SECTION 5

CORPORATE STATIONERY

COMPANY LETTERHEAD

COMPANY BUSINESS CARDS

ENVELOPES

LOGO PLACEMENT

COMPANY LETTERHEAD

PARAMETER

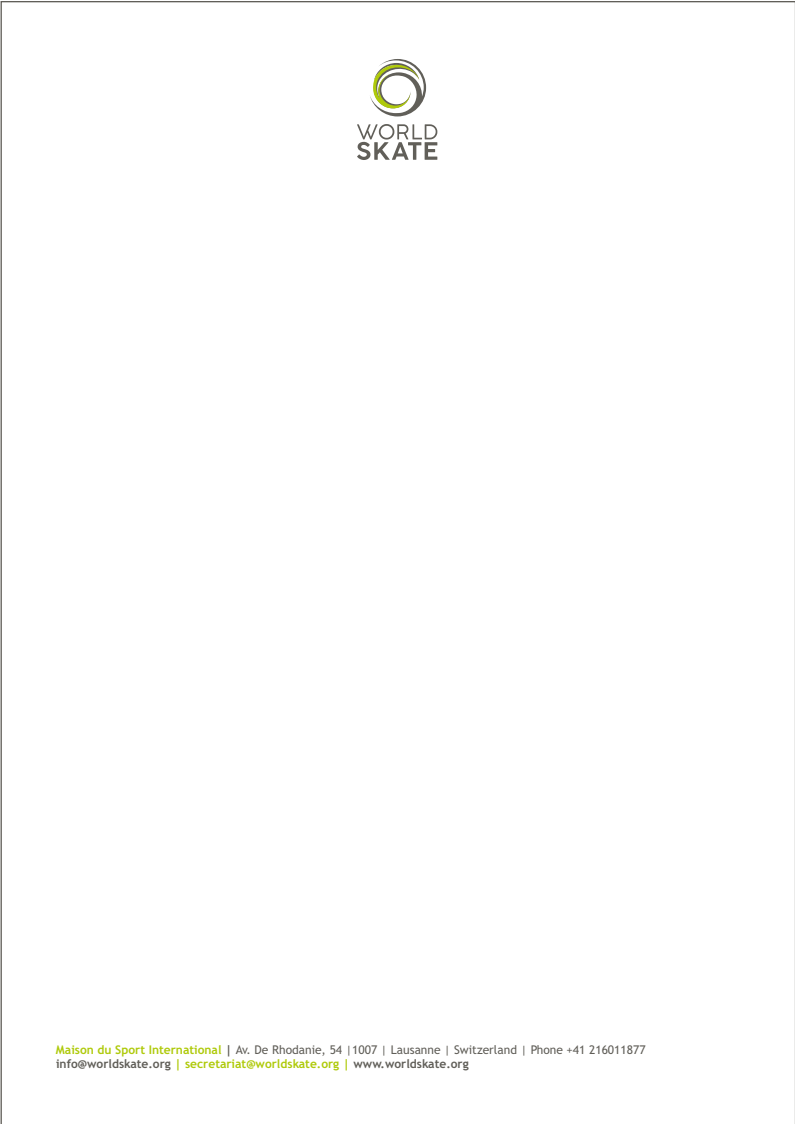
Dimensions	Weight	Print
297 x 210mm	120g/m Uncoated	CMYK
DIN A4	white	

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.



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

COMPANY BUSINESS CARDS

-

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.

Frontside



Backside



COMPANY ENVELOPE

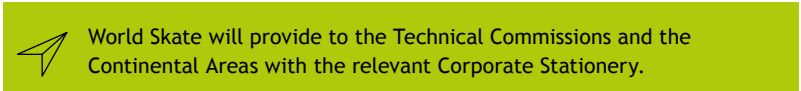
-

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



CORRECT LOGO PLACEMENT FOR PROMOTIONAL MATERIAL

PARAMETER

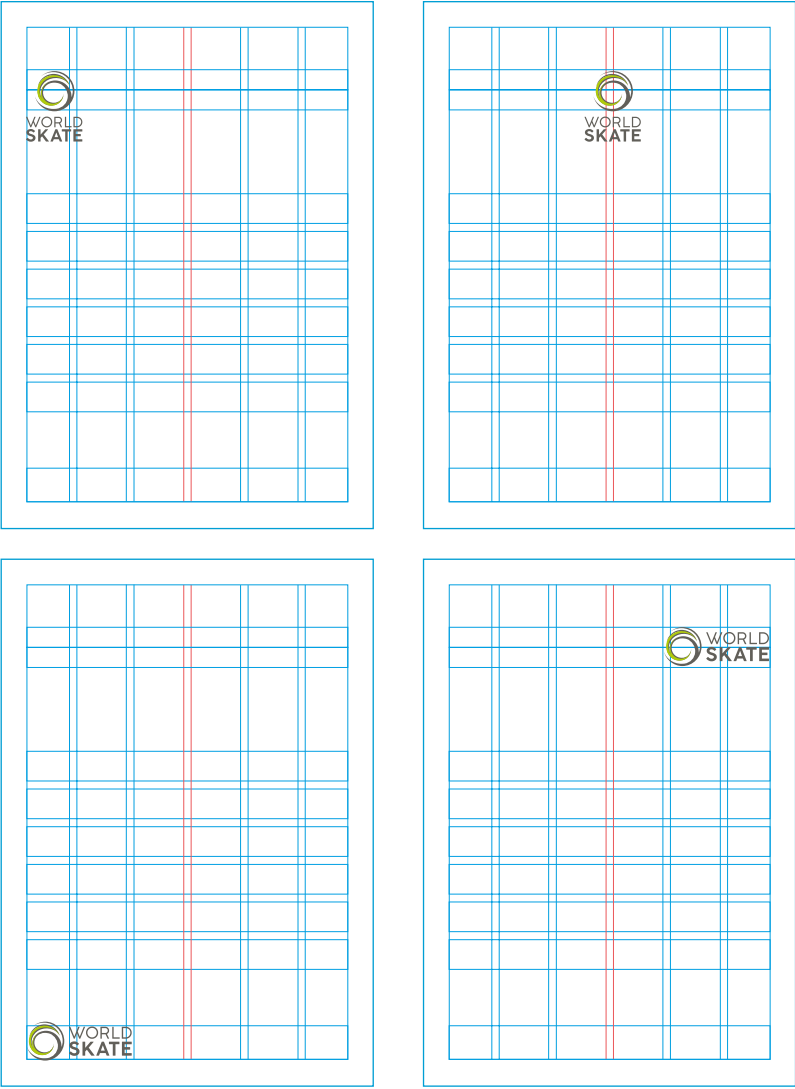
Example
297 x 210mm
DIN A4

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 symbol 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/WS_corporate_Download/WS_CORPORATE_LAYOUTS_GRIDS/



<- Scan to download grid system for MS Word



SECTION 6

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

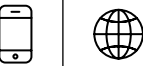


Direct Link : http://www.worldskate.org/WS_corporate_Download/WS_COPORATE_IMAGES/



<- Scan to download coloured corporate images

CORPORATE IMAGE DOWNLOAD LINK



THE WORLD SKATE CORPORATE IMAGE : BLACK & WHITE

EXAMPLES FOR WORLD SKATE CORPORATE IMAGE SYSTEM

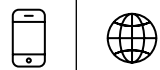
-Cropping a photograph in the right way can have a dramatic effect on its impact, drawing the viewer's eye and excluding visual "clutter".

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



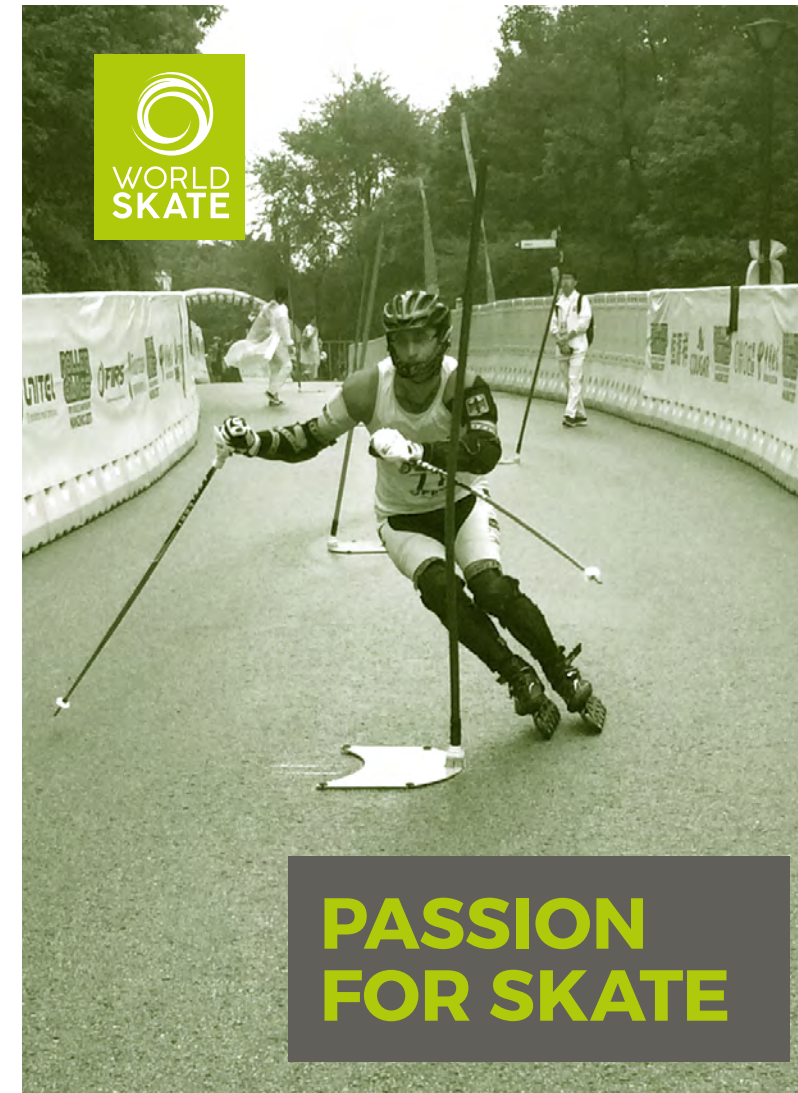
Direct Link : http://www.worldskate.org/WS_corporate_Download/WS_CORPORATE_IMAGES_BW/

<- 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.



Direct Link : http://www.worldskate.org/WS_corporate_Download/WS_CORPORATE_IMG_BLENDING_MODE/



<- Scan to download blending modes for Photoshop

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.



BLENDING MODES DOWNLOAD LINK FOR PS





SECTION 7

CORPORATE ICONOGRAPHY

CORPORATE ICONOGRAPHY

ICON APPLICATION

WORLD SKATE CORPORATE ICONOGRAPHY

10 pictograms have been designed by World Skate. They depict the 10 disciplines, governed by the 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

-



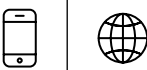
How to:
- The background should always be a full flood of colour. If there is an instance where it is felt to be more appropriate to use a other supporting colour as a background, this should be approved by World Skate.



- upscale only proportional



ICONOGRAPHY DOWNLOAD LINK



Direct Link : http://www.worldskate.org/WS_corporate_Download/WS_CORPORATE_ICONOGRAPHY/



<- Scan to download iconography



SECTION 8

GADGETS PERSONALIZATION

APPLICATION

WORLD SKATE LOGO APPLICATION

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



EXAMPLES OF WORLD SKATE CORPORATE GADGETS PERSONALIZATION

How to:

- the symbol 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.



SECTION 9

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.

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