

WORLD ACADEMY OF SPORT VISUAL IDENTITY GUIDE



WORLD SPORT'S
EDUCATION PARTNER

WELCOME

The following pages contain guidance on using the World Academy of Sport (WAoS) visual identity. If there is anything else that you would like to see covered, or if you have any questions which aren't answered in these pages, please contact:

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When the WAoS visual identity is being used in conjunction with any partner then the relevant partner visual identity guidelines should also be referred to where required. These are available from the WAoS or relevant partner website in most instances.

"A WELL
STRUCTURED
PROGRAMME.
A MUST FOR
ALL HIGH
PERFORMANCE
DIRECTORS."

Testimonial May 2010
Elite Performance Pathways

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1 INTRODUCTION

SPORT IS SPECIAL!

The sports world, specifically as it relates to IF's and other governing bodies, is increasingly evolving from a political mindset into that of a business perspective. Success is driven less by bureaucratic practices and more by professional decision-making and effective communication with external stakeholders such as media and corporations. This is certainly the case with the most successful sport organisations based on quality of competition, viewer numbers, governance, amongst other factors.

Many sports organisations remain fragmented and small as they have evolved from a club-level entity into a national and even international organisation. Despite operating in a broad, international, and sophisticated environment, the personnel within these organisations often lack the necessary training or resources to stay current with the dynamic business environment and its best practices.

The WAoS delivers learning solutions for sports and event participants — athletes, managers, administrators, officials and coaches — through a series of education programmes tailored solely on their needs and time commitment constraints. Through sports experts and business academics it provides the best possible, industry accredited programmes. The WAoS is a recognised education leader fulfilling a vital professional need within this evolving and international sector. As such the WAoS is:

WORLD SPORT'S EDUCATION PARTNER

2 LOGO USAGE

2.1 LOGO BACKGROUND

IF Education

World Academy of Sport is a wholly owned trademark of IF Education. The acronym IF Education stands for International Federation Education.

Since its establishment in 2003 the globally recognised academic Mortar Board has been used as its mark with clearly presented text to its right. This mark has been the basis for establishing sport academies with several International Federations.

The IF Education logo is part of the corporate identity of IF Education.



World Academy of Sport

Sport and education are inherently intertwined as both help provide important development needs for people the world over.

The World Academy of Sport brings together mind, body and spirit to provide opportunities in achieving sporting excellence.



2 LOGO USAGE

2.2 LOGO OPTIONS

IF Education

Only to be used by IF Education.



World Academy of Sport

This is the official logo and trademark of the WAoS and is predominately used in most instances. In all cases of partners using the logo prior written approval must be sought by WAoS and usage of the logo must adhere to the usage guidelines provided in this document.

In certain circumstances the Standard Use logo may not be appropriate to use. In such cases the WAoS may agree to use the Limited Space logo. In all cases of such instances prior written approval must be sought by WAoS and usage of the logo must adhere to the usage guidelines provided in this document (see Section 2.3.9).

In written text the name 'World Academy of Sport' should be written at the beginning of documents. It may thereafter be referred to as 'WAoS' with a lower case 'o'. In no cases should it be referred to as either 'WAOS' or 'WAS'.



2 LOGO USAGE

2.3 LOGO USAGE GUIDELINES

The World Academy of Sport (WAoS) logo must be regarded as a respected trademark. In order to make sure the integrity of WAoS logo are maintained the following guidelines and principles should be adhered to. For the avoidance of confusion the following guidelines and principles should be used across all logos within the WAoS portfolio including IF Education, the Limited Space logo and all partner sport academy logos.

2.3.1 Design

The WAoS logo colours represent Mind (red), Body (blue), Spirit (green). The swirl consists of three core components:

- Depicts a body moving forward
- Represents an athletic person developing in their life through sport & education
- Brings together the colour elements to complete the person as a whole

2.3.2 Format

The logos can only be positioned horizontally as it appears in this publication. Further guidelines regarding correct use of the logo are detailed throughout this section.

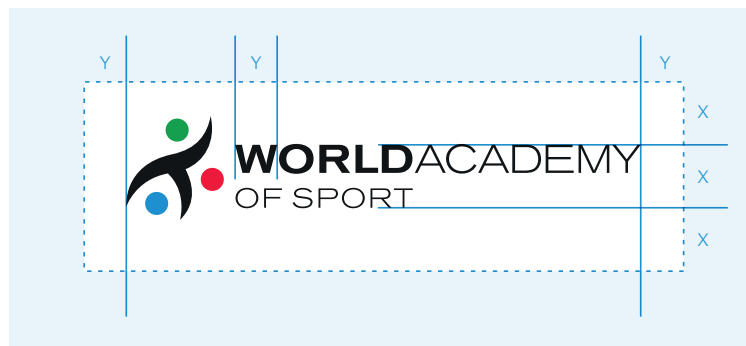


2 LOGO USAGE

2.3 LOGO USAGE GUIDELINES

2.3.3 Clear space

No text or graphics may appear too close to the logo. The clear space above and below the logo is measured from the top and bottom of the words 'World Academy of Sport', and is equal to the height of this element (X). The clear space to the left and right of the logo is equal to the width of the 'W' (Y).



2.3.4 Minimum size

The logo must not appear less than 30mm wide. If it is essential for the logo usage to be less than this width, the Limited Space Logo may be an alternate and approval should be sought in such cases (see Section 2.3.9).



2 LOGO USAGE


2.3 LOGO USAGE GUIDELINES


2.3.5 Colour specifications


The logo should be printed or reproduced in these colours. These cannot be altered.


2.3.6 Additional official colour palette


In addition to the above core colours the following colours and tones may be used across WAOs communications, documents, etc.


WAOs Red					
Pantone 186 C					
	C	0	R	196	
	M	100	G	31	
	Y	80	B	58	
	K	0			


WAOs Blue					
Pantone Process Blue					
	C	100	R	0	
	M	15	G	153	
	Y	0	B	219	
	K	0			

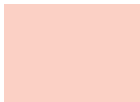
WAOs Green					
Pantone 355 C					
	C	100	R	51	
	M	100	G	164	
	Y	0	B	87	
	K	0			

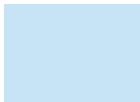
Black					
	C	0	R	0	
	M	0	G	0	
	Y	0	B	0	
	K	100			

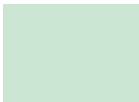
WAOs Red (50%)					
	C	0	R	223	
	M	50	G	150	
	Y	32	B	135	
	K	0			

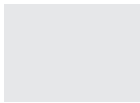
WAOs Blue (50%)					
	C	50	R	143	
	M	7	G	194	
	Y	0	B	235	
	K	0			


WAOs Green (50%)					
	C	50	R	153	
	M	50	G	200	
	Y	0	B	157	
	K	0			


WAOs Red (20%)					
	C	0	R	238	
	M	20	G	206	
	Y	16	B	195	
	K	0			

WAOs Blue (20%)					
	C	20	R	207	
	M	3	G	228	
	Y	0	B	246	
	K	0			

WAOs Green (20%)					
	C	20	R	211	
	M	20	G	231	
	Y	0	B	212	
	K	0			

Black (10%)					
	C	0	R	231	
	M	0	G	231	
	Y	0	B	231	
	K	10			

Black (30%)					
	C	0	R	188	
	M	0	G	188	
	Y	0	B	188	
	K	30			

Black (70%)					
	C	0	R	111	
	M	0	G	111	
	Y	0	B	111	
	K	70			

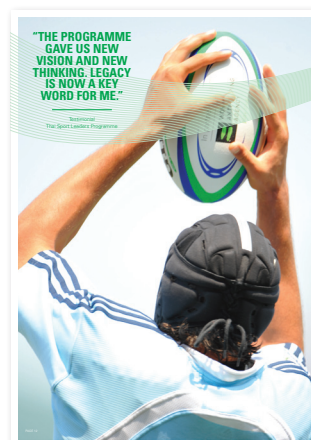
2 LOGO USAGE

2.3 LOGO USAGE GUIDELINES

2.3.7 Primary colour usage

Examples of methods of usage of primary colours.

- Headings are solid red, green or blue
- Subheads are solid red, green or blue
- Body copy is solid black
- Tables are primary brand colours



2.3.8 Secondary colour usage

Examples of methods of usage of secondary colours.
Used to differentiate areas in tables and used behind
copy to 'pull out'.



2 LOGO USAGE

2.3 LOGO USAGE GUIDELINES

2.3.9 Limited Space Logo

The Limited Space Logo may only be used in exceptional circumstances where agreed with the WAoS.

The Limited Space Logo clear space height is twice the height of the letters 'WAoS' (X). The clear space to the left and right of the logo is equal to the width of the 'O' (Y).

This logo must appear no smaller than 10mm wide.



2 LOGO USAGE

2.3 LOGO USAGE GUIDELINES

2.3.10 Colour exceptions

Where appropriate the logo can be displayed in solid black or solid white and written approval must be gained from the W AoS prior to usage. Grey scale versions of the logo should not be used in any cases. The logo cannot be displayed in any other colour and colour dots within the logo can only be used with solid black lettering.



2 LOGO USAGE

2.3 LOGO USAGE GUIDELINES

2.3.11 Things to avoid

The WAoS logo must only be used as per the guidelines provided in this document and must not be altered in any way. Examples of correct and incorrect usage are provided.

2.3.12 Moving logo

The logos cannot be distorted when put in motion. When animating the WAoS logo (e.g. for computer based presentations etc) the logo must be used as a unity and displayed in one piece. This excludes build up of the logo and presentation effects where written approval from the WAoS should be sought.

For enquiries regarding a moving logo, please contact Michael Cary at the WAoS.



Do not alter positioning of any element of the logo.



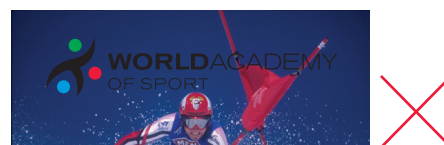
Do not alter or substitute typefaces within the logo.



Do not distort logo to accommodate layout requirements..



Do not use a blurred logo.



Do not use colour logo over an image



Do not alter the proportions of any element of the logo.



Do not alter the colours of any element of the logo.



Do not apply shadow or other effects to the logo.



Do not use a pixelated, low resolution logo.



Do not use the black or white logo over an image that does not provide high contrast against the logo

2 LOGO USAGE

2.3 LOGO USAGE GUIDELINES

2.3.13 Relationship logos

The WAoS has a number of partners and operating activities and each have their own unique title depicted under the WAoS logo. These are available as detailed on the right.

The various operating activities include the following titles:

- Postgraduate
- Training
- International Advisory Board
- Speaker Series

Partners can represent their association with the WAoS by using the appropriate relationship titled logo. They may also combine logos side by side with the WAoS logo as indicated to the right.

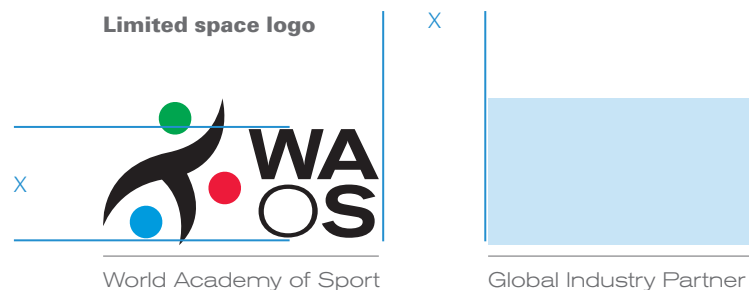
The partner categories include:

- Education Partner
- Global Industry Partner
- Sport Partner (where no existing formal IF Academy has been established)
- Region/Country Partner
- Athlete Friendly Education Centre

Standard use logo



Limited space logo



Activity Titles

Postgraduate
Training
International Advisory Board
Speaker Series

Partner Titles

Education Partner
Global Industry Partner
Sport Partner
Region/Country Partner
Athlete Friendly Education Centre

3 TYPEFACES AND TYPOGRAPHY

3.1 TAGLINE

The WAoS tagline is:

WORLD SPORT'S
EDUCATION PARTNER

This is to be used as provided and not altered in any way. It is to sit opposite the WAoS logo, and not be 'locked up' with the WAoS logo. The tagline is to be the same width as the 'WORLD ACADEMY OF SPORT' words of the logo. It is to appear vertically aligned with the top of these words.

The tagline may only be used with black text or in exceptional circumstances in white text on a dark background. Clear space around this must be as per the WAoS logo. The tagline should never be used in conjunction with the Limited Space logo.



3 TYPEFACES AND TYPOGRAPHY

3.2 TYPEFACE

The WAoS typeface provides a clear, identifiable and professional image of the organisation.

For documents produced by the WAoS the official font is Univers, in the styles detailed opposite.

The sizes that each type style should be used at is expressed as a percentage of the Body type size. ie, if the Body type size is 8 point, then the Subheading 1 size should be 12 point (150%).

Should Univers not be available, the alternative typeface MS Reference Sans Serif may be used, in the relative sizes described above.

- Headings are solid black, red, green or blue
- Subheadings are solid black, red, green or blue or additional shades of the official colour palette
- Body copy is solid black

Heading: Univers 67 Bold Condensed CAPITALS (Size=250%)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890&.,;:'\$¢%!?(*)

Subheading 1 : Univers 75 Black (Size=150%)

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890&.,;:'\$¢%!?(*)

Subheading 2: Univers 65 Bold (Size=120%)

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890&.,;:'\$¢%!?(*)

Body: Univers 45 Light (Size=100%)

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890&.,;:'\$¢%!?(*)

Alternative: MS Reference Sans Serif

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890&.,;:'\$¢%!?(*)

3 TYPEFACES AND TYPOGRAPHY

3.3 ALIGNMENT

The preferred alignment for body type in WAoS documents is left aligned.

It illat aspiend itatest ex ea por aut quatqui blatinvenis
inctemp orpore pe corpores eaquo ea aborem as
alicium nia int essinctae prati dolupta tusantia sedigent
omnimusam lationet, a valorit maximinullam vero
dolorecteccea necus voluptam.



3.4 THINGS TO AVOID

Typefaces must only be used as per the guidelines provided in the this document. Examples of correct and incorrect usage are provided.

~~It illat aspiend itatest ex ea por aut quatqui blatinvenis
inctemp orpore pe corpores eaquo ea aborem as
alicium nia int essinctae prati dolupta tusantia sedigent
omnimusam lationet, a valorit maximinullam vero.~~

Do not use double-spaced text.

~~It illat aspiend itatest ex ea por aut quatqui blatinvenis
inctemp orpore pe corpores eaquo ea aborem as
alicium nia int essinctae prati dolupta tusantia sedigent
omnimusam lationet, a valorit maximinullam vero
dolorecteccea necus voluptam.~~

Do not underline text.

~~It illat aspiend itatest ex ea por aut quatqui blatinvenis
inctemp orpore pe corpores eaquo ea aborem as alicium nia
int essinctae prati dolupta tusantia sedigent omnimusam
lationet, a valorit maximinullam vero dolorecteccea necus
voluptam.~~

Do not force-justify text.

~~It illat aspiend itatest ex ea por aut quatqui blatinvenis
inctemp orpore pe corpores eaquo ea aborem as
alicium nia int essinctae prati dolupta tusantia sedigent
omnimusam lationet, a valorit maximinullam vero
dolorecteccea necus voluptam.~~

Do not right-align text.

4 SECONDARY BRAND ELEMENTS

4.1 INTRODUCTION

The Secondary Brand Elements provide a consistent and clearly identifiable look across all communication and presentation of the W AoS. These include the various 'hero' graphics and other elements such as the ribbon graphic. Logo colours and additional agreed colour palettes should be reflected in the secondary brand elements when used for all internal and external communications. The Visual Identity guidelines and rules must be respected at all times when applying secondary brand elements.

The secondary brand elements are designed to complement and enhance the primary brand, adding movement and excitement to all branded materials. The W AoS secondary brand elements introduce athletes that represent official partner sports of the W AoS in the official 'hero' graphic. These are presented in a series of ribbons and swirls which can be applied in the W AoS official colour palette to create a dynamic overall look across any number of media.

This has been developed with maximum creativity in mind allowing design flexibility whilst maintaining a unique and distinguishable brand.

4 SECONDARY BRAND ELEMENTS

4.2 USAGE ACROSS WAoS & PARTNERS

4.2.1 Application

The hero graphic and standard ribbon elements are the predominant imagery used throughout internal document production of the WAoS.

These form the basis of applying imagery, ribbons and swirls across artwork produced. All hero imagery should first be presented on a white background with swirls and ribbons added to create movement. Hero imagery should portray a person undertaking an action in context to the core communication message.

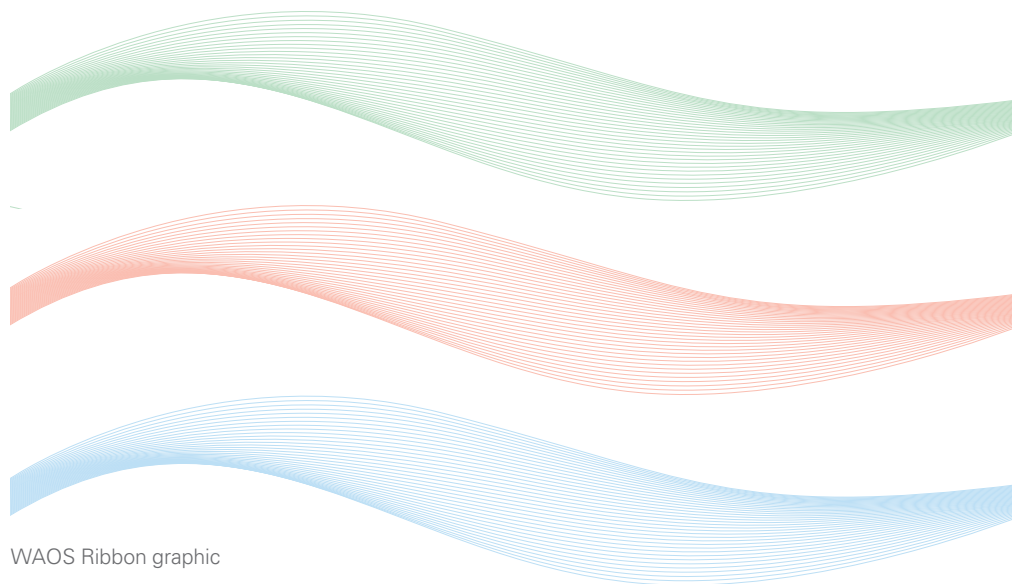
The ribbons and swirls may also be used to accent areas and add movement to a page across a white background or across imagery.

4.2.2 Colour Palettes (primary & secondary)

The hero graphic is to appear as supplied and not be altered in any way. The ribbon elements are supplied in three brand colours, and should not be altered in any way.



WAOS Hero Graphic



WAOS Ribbon graphic

4 SECONDARY BRAND ELEMENTS

4.2 USAGE ACROSS WAoS & PARTNERS

4.2.3 Usage examples



Highlights Book



Exhibition Wall Graphics



Decorative representative image



T-shirt and cap

4 SECONDARY BRAND ELEMENTS

4.3 THINGS TO AVOID

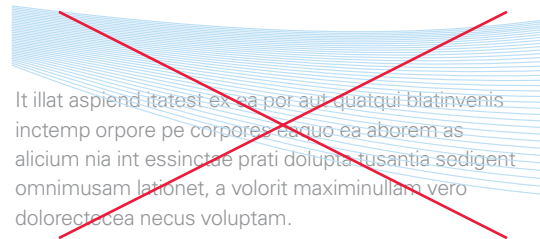
The secondary brand elements must be used as supplied and not altered in any way.



Do not use text over hero graphic.

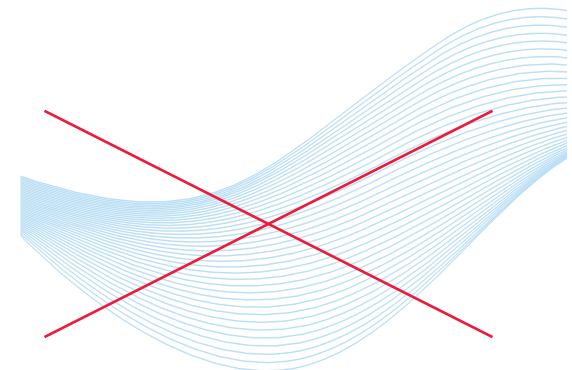


Do not distort hero graphic.



Do not use ribbon graphic over text.

Note: Headings can be used over ribbon graphic where required however this should be avoided where possible.



Do not distort ribbon graphic.

5 TEMPLATES

5.1 WORD TEMPLATE

For documents developed in Microsoft Word, a specific template is to be used. This template has pre-set formatting and type styles, and will assist in the development of documents in the WAoS brand style.



5.2 POWERPOINT TEMPLATE

For documents developed in Microsoft PowerPoint, a specific template is to be used. This template has pre-set formatting and type styles, and will assist in the development of documents in the WAoS brand style.



5 TEMPLATES

5.3 CERTIFICATE TEMPLATE

Certificate templates are available in Microsoft Publisher format.

