INTERNATIONAL WUSHU FEDERATION 30th Anniversary

International Wushu Federational 30th Anniversary
Visual Identity System Guidelines

International Wushu Federation 30th Anniversary Visual Identity System Guidelines

Basic part

IWUF 30th Anniversary Visual Identity Guidelines

品牌标志规范

基础部分

IWUF 30 Anniversary
国际武术联合会30华诞

Logo Introduction

The logo is a brand’s most frequently used visual symbol and the core element of its visual identity, the essence of a brand’s image.

This manual provides the most standard form of the logo, and is also intended as the main reference for logo usage and fidelity. When using the logo, please select the appropriate electronic version from this guide for download, and never redraw the logo.

Logo Inspiration

The logo places the Arabic numeral 30 in the center of the pattern, which represents the 30th anniversary of the establishment of the IWUF. The "3" on the left is visualized by wushu weapons such as broadsword and straight sword, combined into the word 3, and the part on the right "0" is represented by a palm-fist salute greeting. The "3" and "0" are connected by Taiji S-curve, showing the strength and softness of wushu. On the lower right, 1990-2020 is used to clearly indicate the years of establishment of the IWUF. The standard colors of the classic "ocean blue"and "maple red", through the warm and unrestrained and broad and rigorous color collocation, bring out both the dynamic and static nature of wushu.

Logo Inking

If logo colors cannot be used due to restricted availability, the logo colors shall be formulated to ensure the unified and accurate representation of brand images. Please observe and follow the specifications in this document. Never redraw the logo, and always use the appropriate electronic file template.

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国际武术联合会30华诞

Logo Against White Background

If logo colors cannot be used due to restricted availability, the logo colors shall be formulated to ensure the unified and accurate representation of brand images. Please observe and follow the specifications in this document. Never redraw the logo, and always use the appropriate electronic file template.

Standard Logo Structure

As the logo is a whole, in order to ensure brand logo and identity consistency the shape, structure and proportion shall not be altered for use. This document provides the standards for the logo structure and shows the correct proportion of the logo. Never redraw the logo, and always use the appropriate electronic file template.

Logo’ s English & Chinese Font

IWUF 30th Anniversary Logo’ s English and Chinese font is an exclusive design of which the font, word width, word height and word spacing are all carefully designed,and may not be changed in any way during use.

思源黑体 Extralight
思源黑体 Light
思源黑体 Normal
思源黑体 Regular
思源黑体 Medium
思源黑体 Bold
思源黑体 Heavy

IWUF 30 Anniversary
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国际武术联合会30华诞

Logo Color

Besides shape, color is the most important design element that strengthens the visual identity. Because color standards are integral to forming a brand's visual impression, brand colors must be used consistently.

A color's appearance may change slightly under different lighting conditions or with different materials, so this guide's color sample benchmark should be used and viewed under conditions with sufficient natural light. The colors shall not be changed casually.

C : 100
M: 90
Y : 17
K : 20

R: 8
G: 43
B: 114
#082b72

C : 10
M: 98
Y : 70
K : 0

R: 215
G: 21
B: 59
#d7153b

IWUF 30th Anniversary Visual Identity Guidelines

品牌标志规范

基础部分

Logo Usage

There is no fixed size for the logo. It may be altered based on space, aesthetics, functionality and visibility.

The minimum print size width of the International Wushu Federation's solo logo is 20mm and the minimum display size width is 100px. When combined with other logos the IWUF’ s logo size should be of an appropriate ratio compared to the other logos.

IWUF 30 Anniversary
国际武术联合会30华诞

20mm

IWUF 30 Anniversary
国际武术联合会30华诞

100PX

IWUF 30th Anniversary Visual Identity Guidelines

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基础部分

Logo Visual Standards

There is no fixed size for the logo. It may be altered based on space, aesthetics, functionality and visibility. Any alterations to the IWUF logo must retain visual consistency, and fine-tuning of the internal graphics is acceptable only if there is visual consistency.

Select different versions of the logo according to the size limit of the icon.

Logo Inviolable Areas

To ensure that the logo can be clearly identified in all usage contexts, a certain inviolable area should be reserved around the logo. This area is the minimum distance from other design elements or text content at which the logo should be kept when used in order to ensure the integrity and readability of the logo. When the logo is scaled, the size of the inviolable area shall be scaled proportionally.

Horizontal Positioning of Logo in Relation to Chinese and English Text

The combination of logo and name should be fixed, and its shape, structure and proportion shall not be changed during use. This guide provides the standard for combining the logo and text. Never redraw the logo, and always use the appropriate electronic file template.

Standard Joint Logos Usage of IWUF and IWUF 30th Anniversary

示例：

IWUF 30th Anniversary Visual Identity Guidelines

品牌标志规范

基础部分

Incorrect Logo Usage

The combination of logo and name should be fixed, and its shape, structure and proportion shall not be changed during use. This guide provides the standard for combining the logo and text. Never redraw the logo, and always use the appropriate electronic file template.

Fonts may not be altered

Content may not be altered

IWUF 30th Anniversary Logo elements may not be changed at will

IWUF 30th Anniversary Logo design may not be altered

IWUF 30th Anniversary Visual Identity Guidelines

品牌标志规范

基础部分

Incorrect Logo Usage

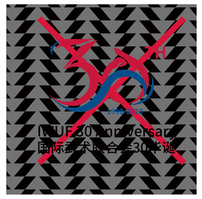
The combination of logo and name should be fixed, and its shape, structure and proportion shall not be changed during use. This guide provides the standard for combining the logo and text. Never redraw the logo, and always use the appropriate electronic file template.

IWUF 30th Anniversary Logo colors may not be altered

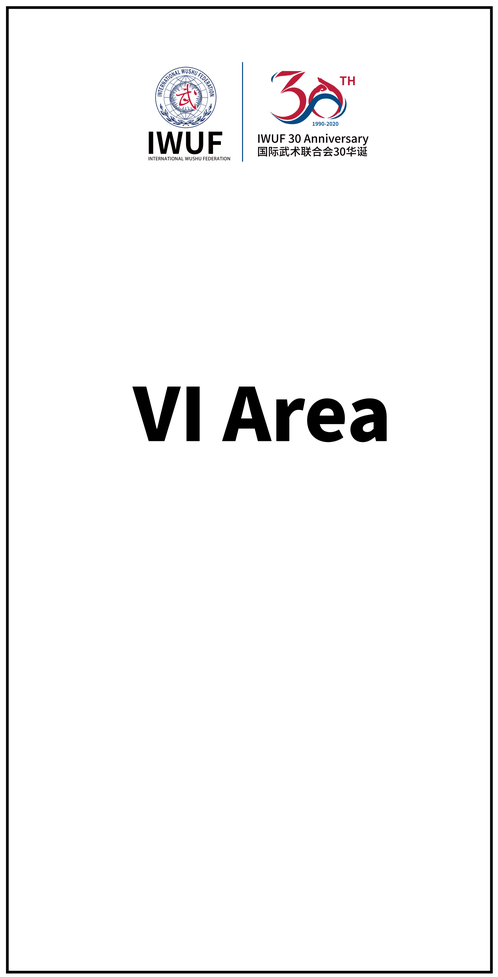
No special effects may be added

If the background and IWUF 30th Anniversary Logo colors are similar or contrast sharply, a border must be added

IWUF 30th Anniversary Logo may not be placed over a complex background



IWUF 30th Anniversary Logo may not be placed over a chaotic background



Poster Usage Guidelines

This section shows guidelines for the usage of logos on posters. Please make reasonable adjustments according to the specific event’ s actual requirements to ensure appropriate business rights and interests.

The examples provided are for illustration purposes only and are not for direct use. Please design according to the actual event situation.

Background Usage Guideliness

This section shows guidelines for the usage of logos on tickets. Please make reasonable adjustments according to the specific event’ s actual requirements to ensure appropriate business rights and interests.

International Wushu Federation 30th Anniversary Visual Identity System Guidelines Applications part

Mug Design

马克杯设计

Mug Design

马克杯设计

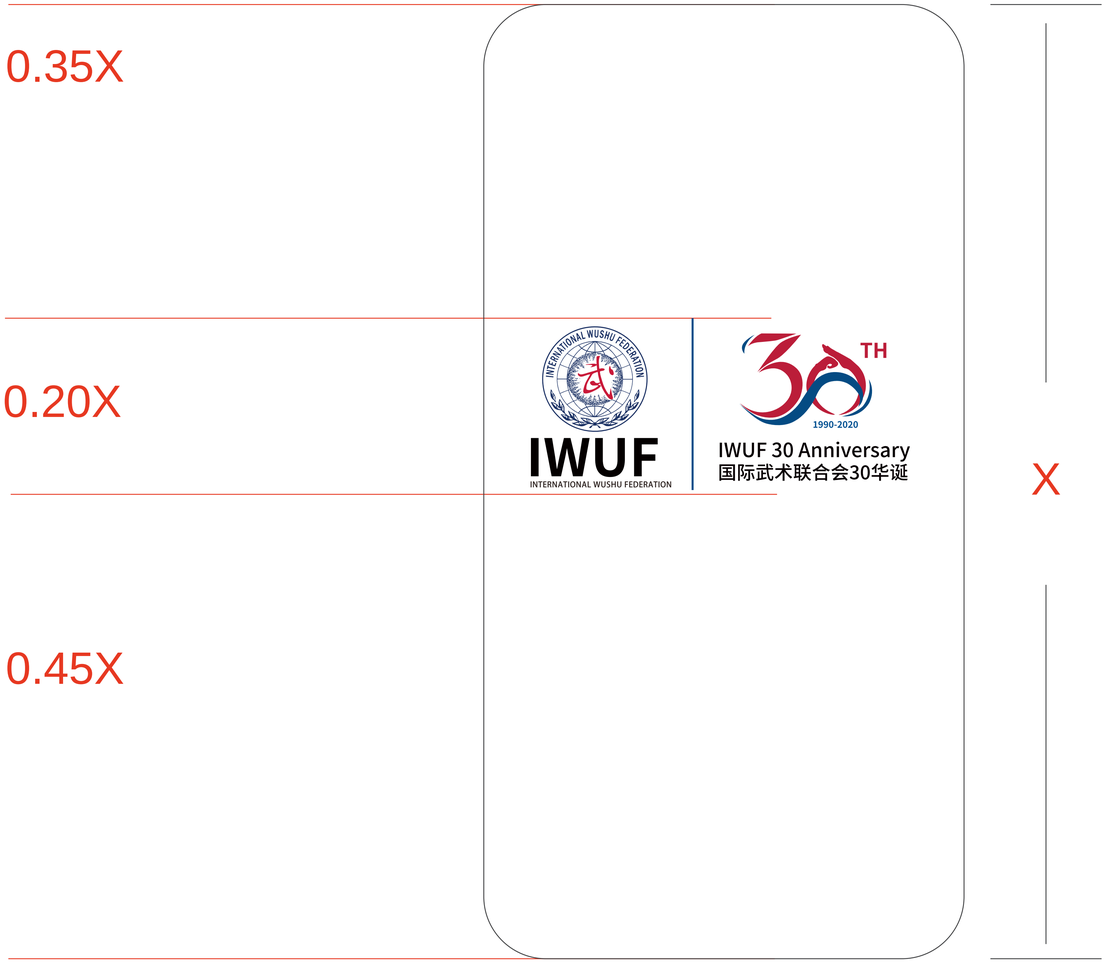
White
白色

Example

效果图

Phone Case Design

手机壳设计



Phone Case Design

手机壳设计

White
白色

Example

效果图

Tote Bag Design

帆布包设计

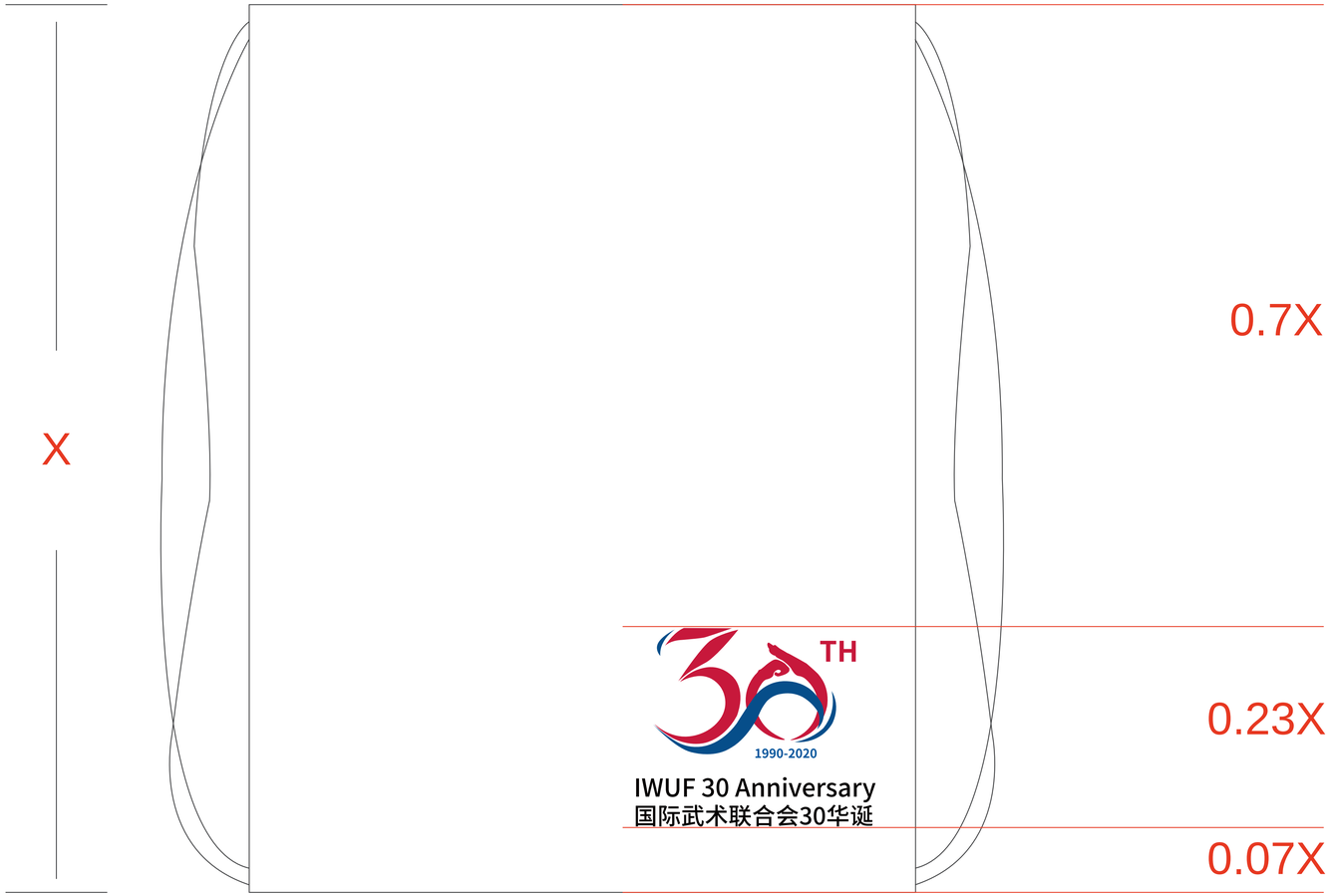
Tote Bag Design
帆布包设计

Example
效果图

正面

背面

Drawstring Bag Design
双肩包设计



Drawstring Bag Design

双肩包设计

Example

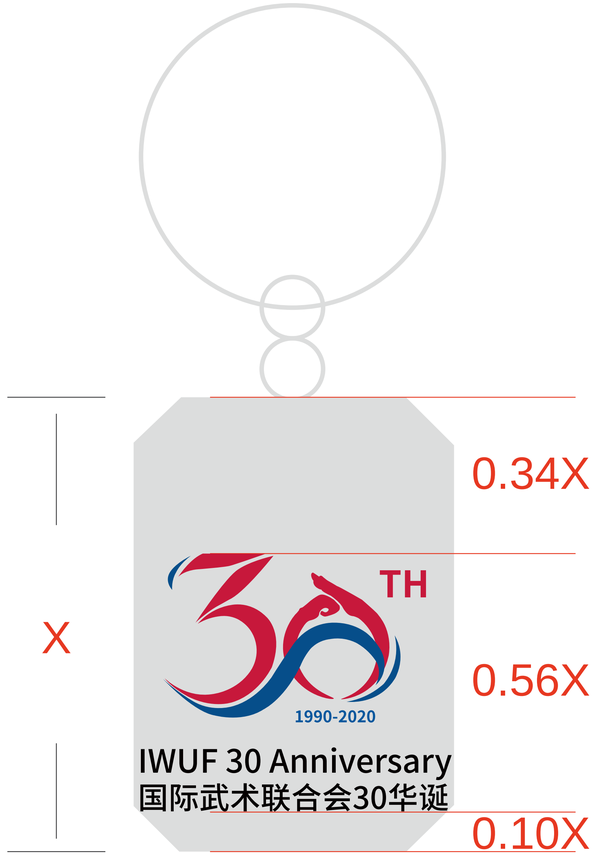
效果图

正面

背面

Keychain Design

钥匙扣设计



Keychain Design

钥匙扣设计

Example

效果图

T-shirt Design

T恤衫设计

T-shirt Design
T恤衫设计

Example
效果图

White
白色

Black
黑色

Hat Design
帽子设计

The images on the right show 4 recommended hat designs for white, black, red, and blue hats.

帽子展示建议为4款，分别为白色，黑色，标准色红和标准色蓝色（效果图）。

Design ❶
类型 ❶

Design ❷
类型 ❷

Design ❸
类型 ❸

#:e73721
R:231 G:55 B:33
C:0 M:90 Y:89 K:0

Design ❹
类型 ❹

#:0e3d75
R:14 G:61 B:117
C:98 M:85 Y:33 K:1

Hat Design
帽子设计

黑色

Example
效果图

Doll Design
玩偶设计

Example
效果图

Sticker Design

贴纸设计

Example

效果图