



WORLD KARATE FEDERATION

Member of:
Global Association of International Sport Federations (GAISF)
International World Games Association (IWGA)

REGULATION OF USE OF THE WKF LOGO "WORLD KARATE FEDERATION"

TITLE I. GENERAL PROVISIONS

Article 1. The logo

[The World Karate Federation \(WKF\) Logo](#) is for its own official identification and that of all official events organized directly by the WKF, whether they are co-organized, supervised or authorized by its affiliated Federations or third parties.

All the technical conditions of the [WKF logo](#) corresponding to the design, structure, size, colors, and other elements thereof, are included in the Graphic Identity Manual (G.I.M) annexed to these Regulations, as an inseparable part thereof.

Article 2. Purpose of the Regulation

The purpose of these Regulations is to regulate the mandatory minimum conditions for the use of the [WKF logo](#) by its affiliated Federations and by third parties.

Affiliate membership condition belongs to the National Federations (NFs) and Continental Federations (CFs).

In addition to the mandatory minimum standards of use, NFs and CFs may be required to comply with other obligations regulated in an express agreement signed with WKF.

It is absolutely forbidden for third parties not affiliated with WKF the use of the logo, unless express and irrefutable agreement with WKF.



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Article 3. Ownership of the logo

WKF is the sole owner of the WKF logo and its use. All rights to use the WKF name and logo belong exclusively to the WKF.

Article 4. Domicile of the holder

The headquarters and legal domicile of the WKF will be located in the country of residence of the elected President, unless the Executive Committee decides otherwise. The current headquarters and address are in Spain, Madrid, calle Princesa n ° 25.

Article 5. Legal regime

The use of the [WKF logo](#) will be governed by the provisions contained in these Regulations and by the express and bilateral agreements that WKF reaches with affiliates or third parties.

In addition, current Spanish legislation on trademarks will apply.

Article 6. National Karate Federations affiliated with the WKF and entitled to use the WKF logo

The National Federations affiliated to WKF are entitled to use the [WKF logo](#), or its name, in general, on all official material and digital elements in the communication field (stationery and official websites).

The express authorization of WKF will be mandatory in the cases that the use of logo is requested for different purposes other than those mentioned in the previous paragraph. This authorization will be incorporated in the agreement specifically signed between WKF and the affiliated National Federation.

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TITLE II. TERMS OF USE

Article 7. Use of the logo

The condition of affiliated National or Continental Federation allows the use and inclusion of the name and logo of the WKF, in accordance with the specifications indicated in the attached GIM, and no changes permitted notwithstanding, in the advertising of their own official events (National or Continental Championships) or in those events that require the express authorization of the WKF, always respecting the limits established in these Regulations.

The affiliated National or Continental Federations shall not assign or license the rights that have been granted to them, neither partially nor totally, except by express agreement with WKF.

The concession of the use of the [WKF logo](#) to the affiliated National or Continental Federations will not generate in their favor, any right of ownership over it.

The affiliated National or Continental Federations will be solely responsible for the defects or irregularities that are verified, not being able in any case to hold the WKF responsible for this, assuming on their own the responsibilities and compensation for damages caused to third parties that derive from their acts and omissions.

Article 8. Obligations of the affiliated National or Continental Federations, holders of the authorization to use the WKF logo

The affiliated National or Continental Federations, which are authorized to use the [WKF logo](#), must expressly comply with the minimum obligations to use the aforementioned logo, which are, among others, the following:

1. Maintain compliance with the requirements on the basis of which the authorization has been granted.

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2. In the event of becoming aware of an infringement or illicit use of the [WKF logo](#), the Federations holding the authorization of use must immediately inform the WKF of this circumstance.
3. Use the distinctive of the [WKF logo](#) under the conditions established in these Regulations and in a bilateral agreement, if applicable.
4. Not to use the [WKF logo](#) in a way that could cause discredit, damage its reputation or mislead third parties about the characteristics of the WKF or the activities it carries out.

The logo of the WKF may be only reproduced on their official stationery and website documents, in accordance with the specifications indicated in the attached brandbook, as well as in the case of acting as co-organizers of an official WKF event, for instances of their promotional documents.

Notwithstanding the foregoing, if an express bilateral agreement is signed between WKF and the affiliated National or Continental Federation, which regulates other details of the use of the logo, the former will also be obliged to comply with the obligations included therein.

TITLE III. CONTROL AND VALIDITY OF THE AUTHORIZATION OF USE OF THE WKF LOGO.

Article 9. Control of use of the logo

The WKF will supervise, during the validity of the authorization, the fulfillment of all those circumstances that have allowed its concession in the terms in which it occurred, or with the modifications subsequently agreed, established both in this Regulation and in the bilateral agreement, if applicable.

The WKF will also supervise and control that the use that the affiliated National or Continental Federation makes of the [WKF logo](#) is in accordance with the provisions of these Regulations and the bilateral agreement, if applicable.

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As a consequence of this control, and in the event of non-compliance with any of the obligations assumed by the affiliated National or Continental Federation, the WKF may unilaterally agree to revoke the authorization grant.

Article 10. Validity of the authorization

The authorization to use the [WKF logo](#) granted to the National or Continental Federation affiliated under this Regulation, will remain in force as long as these organizations continue their affiliation with the WKF, or, where appropriate, during the period established in the bilateral agreement to be signed with the National or Continental Federation authorized.

Article 11. Registry of Affiliated National and Continental Federations, authorized to use the WKF logo

The WKF will maintain a private registry of the affiliated National or Continental Federations, authorized to use the [WKF logo](#), in which the data related to them will be collected, strictly respecting the requirements and conditions set out in the current legislation for the personal data protection.

TITLE IV. CAUSES OF REVOCATION OF THE AUTHORIZATION OF USE OF THE MARK.

Article 12. Causes for revocation of authorization

The authorization to use the [WKF logo](#) will be revoked:

1. When the use made of it by the affiliated National or Continental Federation, as the holders of the authorization, contradicts or exceeds the conditions established in these Regulations, or is a manifestly harmful use for the purposes for which the authorization was granted.

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2. When the affiliated National or Continental Federation, as the holders of the authorization, fails to comply with any of the conditions and obligations, formal or substantial, imposed by these Regulations, as well as those that are included in the express bilateral contract that is subscribed for this purpose, if applicable.

TITLE V. FINAL PROVISIONS

Article 13. Defense of the WKF logo.

In the case of the infringement of the [WKF logo](#), the owner (that is, the WKF itself) will be the only entitled to exercise the corresponding actions to defend it, and the affiliated National or Continental Federations are expressly prohibited from exercising any kind of action in that sense.

If the affiliated National or Continental Federations become aware of an infringement or illegal use of the [WKF logo](#), they must immediately inform the WKF of this, communicating the precise information so that it can take the pertinent actions.

Article 14. Advertising

It will be the exclusive responsibility of the WKF to carry out advertising and promotion campaigns for the logo.

Article 15. Modification of the Regulations

The WKF, as the sole owner of the [WKF logo](#), will be the only entity authorized to make the modifications to these Regulations that are deemed necessary, as established in its statutory order.

[LINK TO DOWNLOAD WKF LOGO](#)



**GRAPHIC
IDENTITY
MANUAL**

WKF

WORLD KARATE
FEDERATION



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1. GENERAL TERMS



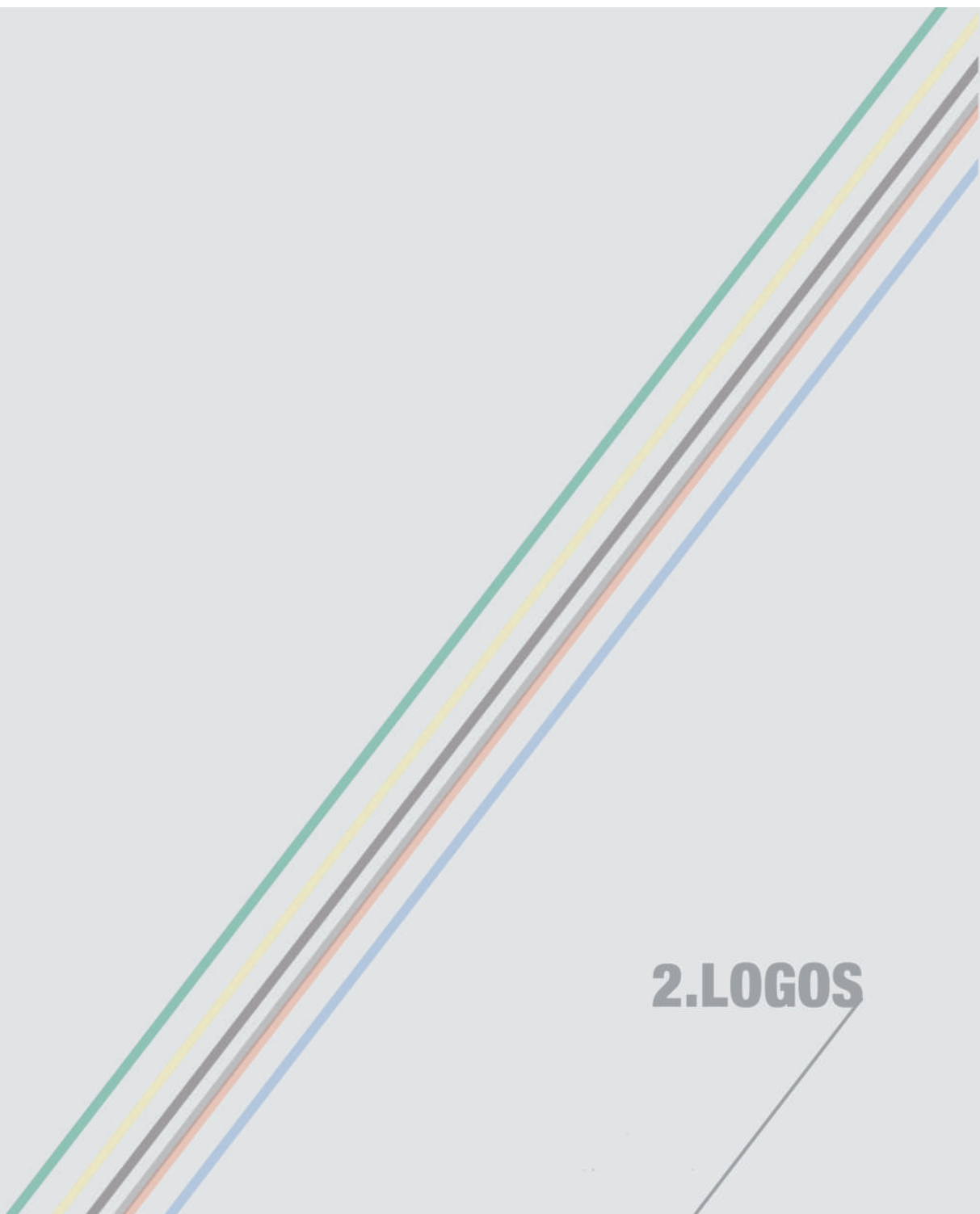
1. GENERAL TERMS

This corporate identity manual must be provided to designers and printers and, in general, to every person in charge of corporate identity in order to respect procedures, sizes, colors and typesettings defined in the following paragraphs.

This manual defines the brand aspects as well as its applications and its presentation regulations.

Any use of font, composition, color or form not defined in this manual may lead to confusion and spoil corporate image.

Given the important quantity of possible design applications, all the options are not defined in this manual, though main guidelines hereby defined, together with coherence, may help maintain a proper identity in any case.



2.LOGOS



2.1 THE LOGOS

LOGO 1



Main Logo

To be used when an official identification as a Federation is required.

Main Uses:

Official Identifications.
Federation Stationery.

[LINK TO DOWNLOAD WKF LOGO](#)

LOGO 2



Secondary Logo

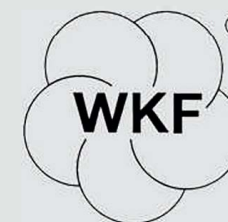
For commercial use.

® identification must always be attached.

Main Uses:

WKF approved items.
Merchandising Items.

LOGO 3



Outlined Logo

Use restrained to highly specific applications.

Main Uses:

WKF approved sport items.
Merchandising Items.



**2.2 MAIN
LOGO**

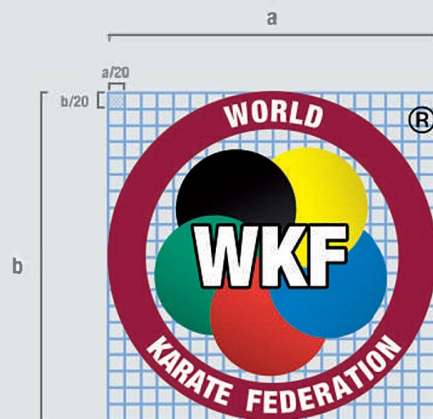


2.2.1 BASIC ELEMENTS

2.2.1.1 BASIC STRUCTURE

A proper representation of the logo may respect a pattern with equal width and height in order to avoid proportions and placement mistakes.

Due to multiple elements in the logo composition, an accurate pattern may be composed of 400 cells (20 x 20) in order to assure a correct placement of each item.



[LINK TO DOWNLOAD WKF LOGO](#)

2.2.1.2 COLORS

The official logo colors are yellow, blue, red, green, black and grey.
The color for all font typing is white. (WKF central Initials surrounded in black).

PANTONE COLORS



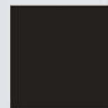
PANTONE
RED
032 PC



PANTONE
300 U



PANTONE
123 C



PANTONE
BLACK C



PANTONE
340 PC

OUTTER RING



PANTONE
202 U

CMYK

C: 0%
M: 90%
Y: 86%
K: 0%

C: 100%
M: 44%
Y: 0%
K: 0%

C: 0%
M: 24%
Y: 94%
K: 0%

C: 0%
M: 13%
Y: 49%
K: 98%

C: 100%
M: 0%
Y: 66%
K: 9%

C: 0%
M: 100%
Y: 61%
K: 43%

RGB COLORS

RGB
R:229
G:53
B:44

RGB
R:0
G:113
B:185

RGB
R:253
G:198
B:0

RGB
R:39
G:34
B:19

RGB
R:0
G:139
B:108

RGB
R:153
G:4
B:47



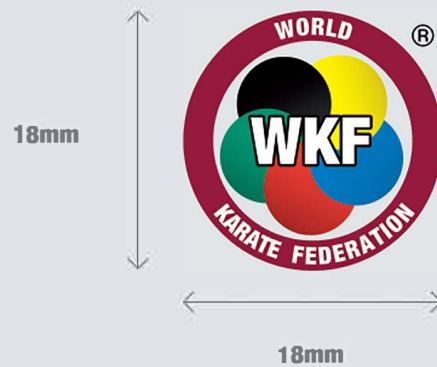
[LINK TO DOWNLOAD WKF LOGO](#)

2.2.1.3 REDUCTION LIMITS

The logo size should allow the perfect readability of the different parts of the brand, both in printed and web versions.

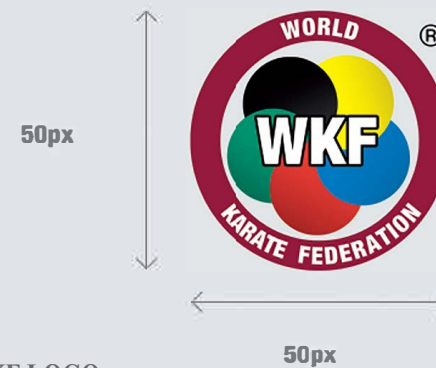
PRINTED LOGO SIZE

The minimum dimensions for printed version are:



WEB LOGO SIZE

The minimum dimensions for any form of screen displaying are:



[LINK TO DOWNLOAD WKF LOGO](#)

2.2.1.4 BLANK AREA AND COEXISTENCE WITH OTHERS BRANDS

In order to avoid interferences with other brands or graphic elements, a blank area has to remain free of any element around the logo. Width of said area may be at least 1/8th of logo vertical dimension.



[LINK TO DOWNLOAD WKF LOGO](#)

2.2.1.5 INCORRECT USES

The logo size should allow the perfect readability of the different parts of the brand, both in printed and web versions.



Central circles must be ordered properly and follow the correct color order.



No mixed version of two logos is allowed. The main logo must include the purple ring.



The correct font must be used inside the logo. Wording may be typed and positioned properly.



Logo must not be rotated. Wording may be typed and positioned properly.



2.2.1.6 TYPESETTING - FONTS

Typesetting is a crucial tool in publications design. A proper use allows a correct interpretation of the information transmitted in different published supports.

The font election is also important as it contributes to identify and reinforce corporate image.

HELVETICA NEUE CONDENSED BLACK

**abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890!
?%&@ () , . * +**

TEXT SAMPLE 10/12

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin faucibus ligula et sem sollicitudin sollicitudin. Maecenas elit mauris, aliquam eu eleifend non, eleifend non sem. In vel semper metus. Duis quam turpis, eleifend eu luctus eu, faucibus quis enim.



**3. HOMOLOGATED
ITEMS**

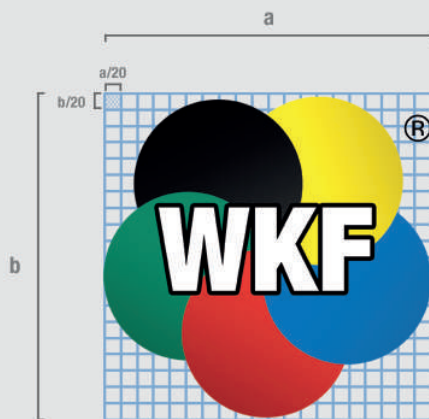


**3.1 BASIC
ELEMENTS LOGO 2**

3.1.1 BASIC STRUCTURE

A proper representation of the logo may respect a pattern with equal width and height in order to avoid proportions and placement mistakes.

Due to multiple elements in the logo composition, an accurate pattern may be composed of 400 cells (20 x 20) in order to assure a correct placement of each item.



3.1.2 COLORS

The official logo colors are yellow, blue, red, green, black and grey.
The color for all font typing is white. (WKF central initials surrounded in black).

PANTONE COLORS



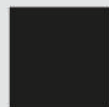
**PANTONE
RED
032 PC**



**PANTONE
300 U**



**PANTONE
123 C**



**PANTONE
BLACK C**



**PANTONE
340 PC**

CMYK

C: 0%	C: 100%	C: 0%	C: 0%	C: 100%
M: 90%	M: 44%	M: 24%	M: 13%	M: 0%
Y: 86%	Y: 0%	Y: 94%	Y: 49%	Y: 66%
K: 0%	K: 0%	K: 0%	K: 98%	K: 9%

RGB COLORS

RGB	RGB	RGB	RGB	RGB
R:229	R:0	R:253	R:39	R:0
G:53	G:113	G:198	G:34	G:139
B:44	B:185	B:0	B:19	B:108





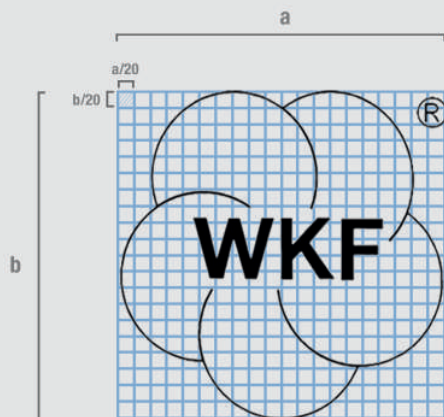
**3.2 BASIC
ELEMENTS LOGO 3**

3.2.1 BASIC STRUCTURE

A proper representation of the logo may respect a pattern with equal width and height in order to avoid proportions and placement mistakes.

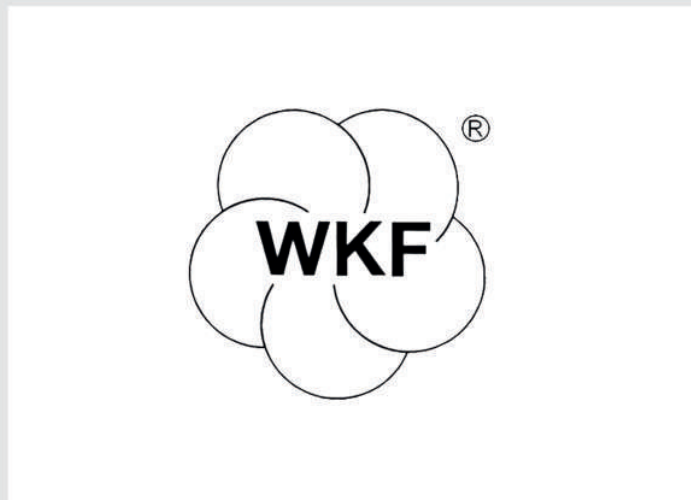
Due to multiple elements in the logo composition, an accurate pattern may be composed of 400 cells (20 x 20) in order to assure a correct placement of each item.

Font (unless for logo initials WKF) is ARIAL BOLD.

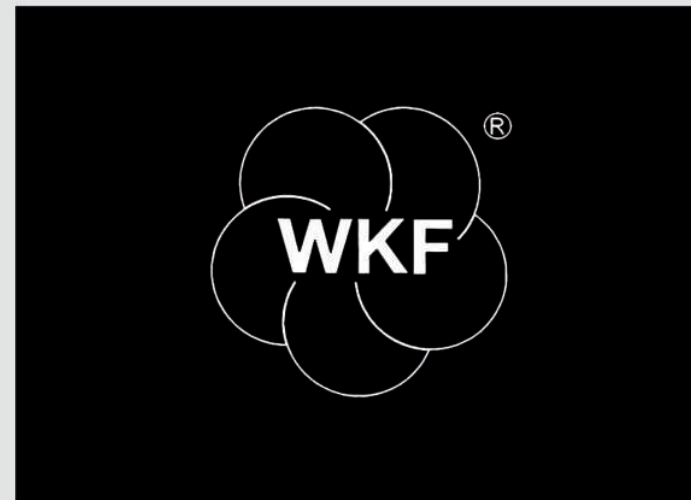


3.2.2 MONOCHROME

In some cases, backgrounds or materials, only monochrome printing may be available.
In these cases only, monochrome printing may be black or white and strictly restrained to the outlined logo.



White or light background / black printing.

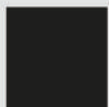


Black or dark background / white printing.

3.2.3 COLORS

The official logo color is black.
The color for all font typing is black.

PANTONE COLORS



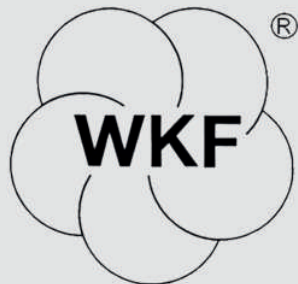
PANTONE
BLACK C

CMYK

C: 0%
M: 13%
Y: 49%
K: 98%

RGB COLORS

RGB
R:39
G:34
B:19





3.3
MERCHANDISING
EXAMPLES OF USE



**3.3.1
MERCHANDISING
LOGO 2**

3.3.1.1 EXAMPLES OF USE. LOGO 2

MALE FRONT



MALE BACK





3.3.2
MERCHANDISING
LOGO 3

3.3.1.2 EXAMPLES OF USE. LOGO 3

MALE FRONT

MALE BACK



