WORLD FOOTBALL SUMMIT

Brand Manual

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Welcome to World Football Summit's Brand Manual

These guidelines outline the main criteria for how to use our brand identity effectively, so that all brand contact points look and sound consistent. This document will take us through the various sections that make up the visual universe of World Football Summit.

Basic Elements

Logo

Our logo is at the heart of our brand. It is unique and captures the essence of World Football Summit, and should be used in all of our communications without altering its order or composition. The following criteria are a guide to how to use our logo most effectively.

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Logo

Our logo is the most important element of the brand. It is based on the full brand name together with dynamic diagonal elements that bring recognition to the whole and at the same time convey a sporty character. These elements create a unique and differentiating logo.

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Version

Our logo can be used in “Rebel Yellow” and “Serene Blue”. Using elements within the communications deck, the version of the logo to be used can be determined, with the objective of achieving maximum contrast and legibility If the background is dark, we should use the logo in “Rebel Yellow”. If the background is light, we will apply the logo in “Serene Blue”.

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Version

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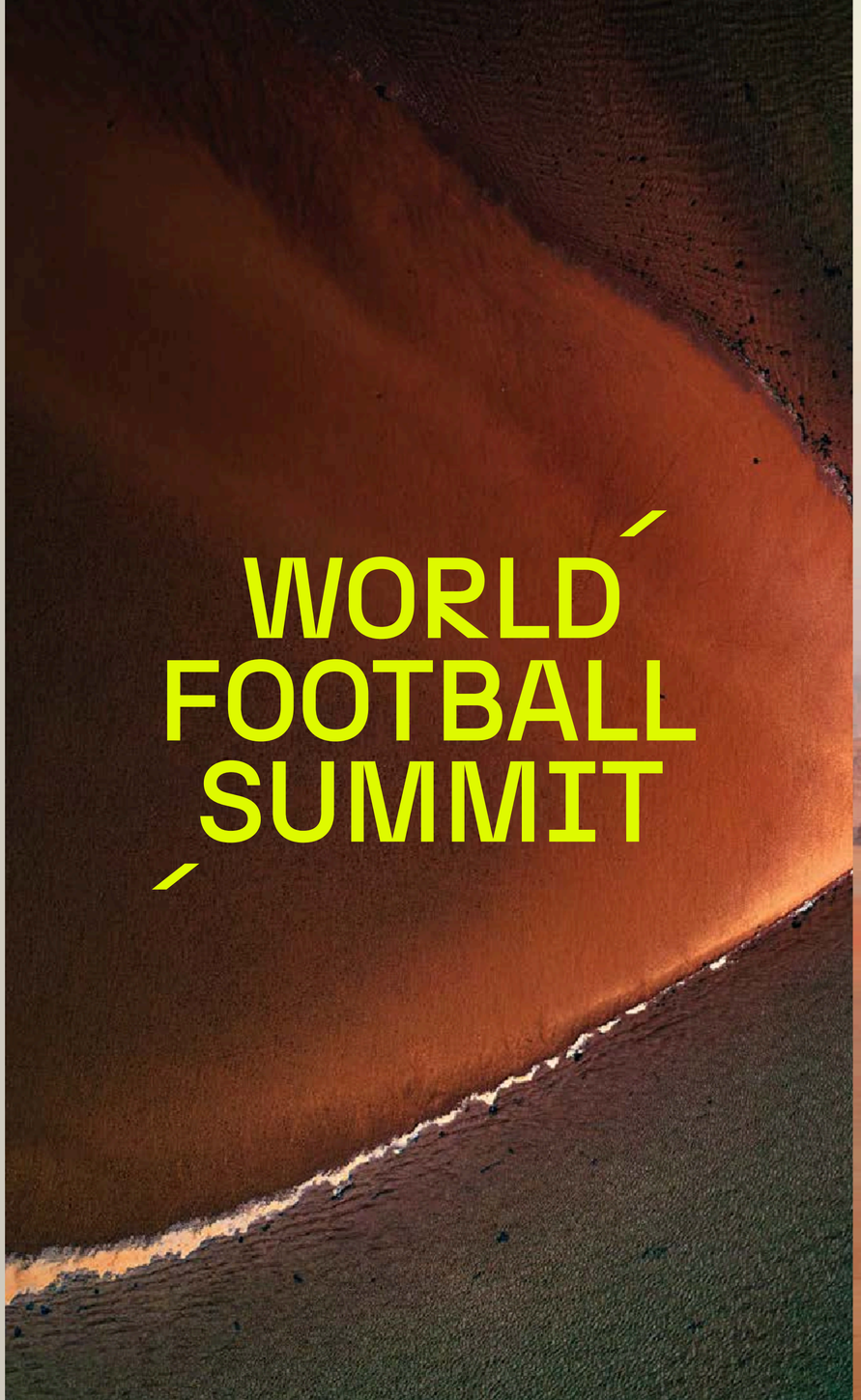
Version

In images, we will use the version that generates the most contrast according to the background of the image, always making sure it is clear and legible.



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Minimum printed size

30 mm

Minimum digital size

80 px

Safety Area

In order to show off our logo as well as possible and so that no other element invades its space, a security area has been created so that it can stand out. The security area will always be three times the digital element.

Minimun Sizes

For greater efficiency in digital environments and printed applications, our logo can never be produced below the defined sizes.

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Alteration of elements

Use of the online logo

Use of non-corporate colors

Logo rotation

Use gradients

Logo deformation

Size alteration

Use of mask

Incorrect uses

Our logo is one of the most important brand elements, so we cannot alter its shape or composition. Please treat it with the utmost respect.

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Responsive version

We have at our disposal the responsive version of the logo, it keeps the same gestures and elements as the official logo, in order to maintain the highest possible brand recognition and association. We will always apply it in secure environments where we are sure of brand recognition. of brand recognition; internal communications, (RRSS), web and reduced sizes.

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Responsive version

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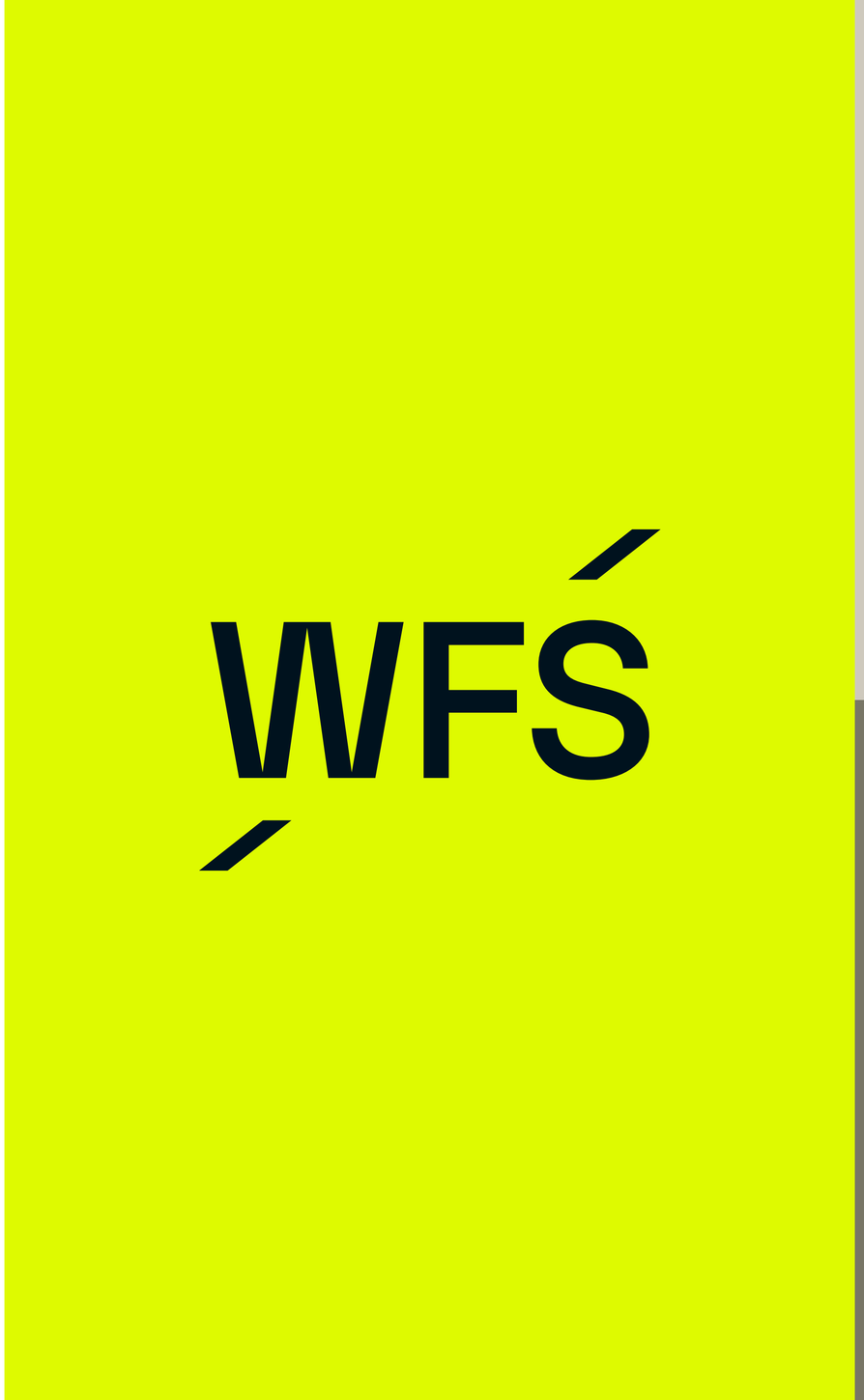

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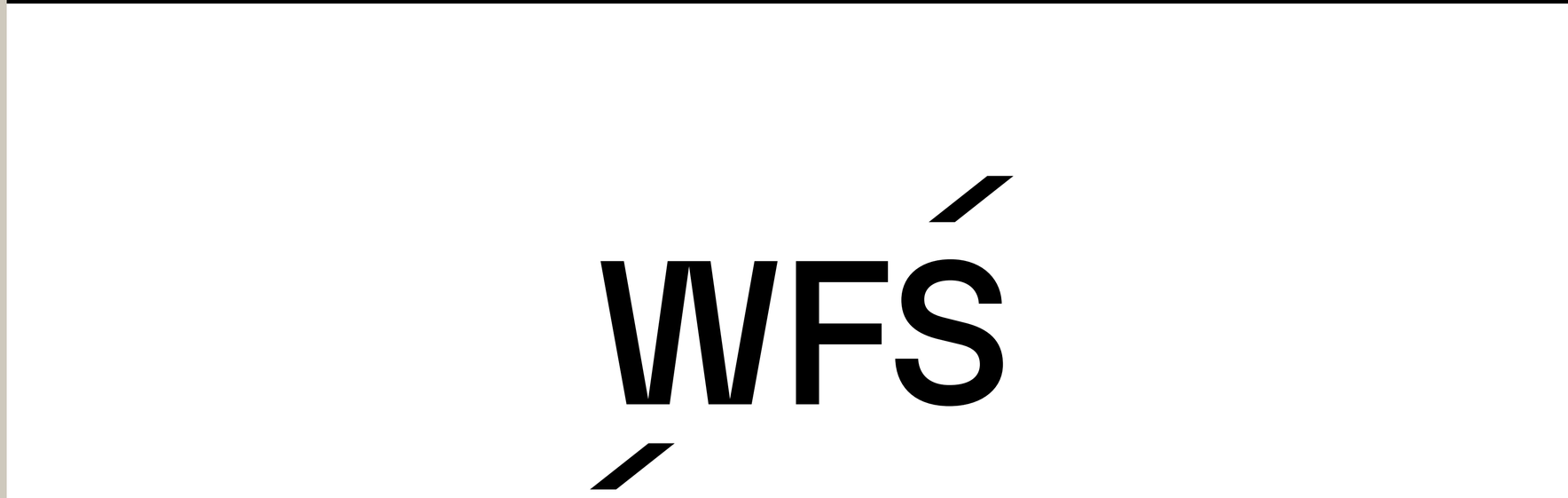

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Responsive version

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Minimum printed size

15 mm

Minimum digital size

40 px

Safety Area

In order to show off our logo as well as possible and so that no other element invades its space, a security area has been created so that it can stand out. The security area will always be three times the digital element.

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For greater efficiency in digital environments and printed applications, our logo can never be produced below the defined sizes.

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Use of non-corporate colors

Logo rotation

Use gradients

Logo deformation

Size alteration

Use of mask

Incorrect use

Our logo is one of the most important brand elements, so we cannot alter its shape or composition. Please treat it with the utmost respect.

Color

Color is an essential component of our brand and is what makes a communication immediately recognizable.
Our palette is modern, elegant, powerful and rebellious.

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Main color

Serene Blue is the color with the greatest impact at World Football Summit. It is a color that conveys stability, strength and prestige.

Serene Blue

#00121e

RGB 0/18/30
PANTONE® 296C
CMYK 100/44/10/91

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Secondary Colors

Rebel Yellow and Rebel Blue are the secondary colors of World Football Summit. They are colors that convey modernity, character and echo our brand personality.

Rebel Yellow

#defa00

RGB 222/250/0
PANTONE® 387C
CMYK 11/0/91/0

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Secondary Colors

Rebel Yellow and Rebel Blue are the secondary colors of World Football Summit. They are colors that convey modernity, character and echo our brand personality.

Rebel Blue

#2d2df5
RGB 45/45/245
PANTONE® 293C
CMYK 100/70/0/0

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Supporting colors

The colors “Elegant Dark” and “Elegant Light” add elegance to the ensemble. They are colors designed to be used in key moments. Where it will never be more prominent than “Serene Blue”.

Elegant Dark

#787666

RGB 120/118/102
PANTONE® 4222C
CMYK 47/36/50/25

Elegant Light

#cec9bd

RGB 206/201/189
CMYK 12/10/14/0
PANTONE 7534 C

Font

World Football Summit’s font is essential to shape brand communications. It is a font chosen to emphasize the values of the brand and create a direct link with the brand, through its shapes and finishes. The following section tells us how to use the font of our brand to ensure that it is always used to its full potential.

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Manuka type *Klim Type Foundry*

A network for positive impact

Font

Font is the voice of our message and brings together the personality and character of our brand.
For headlines our typeface is Manuka.
Manuka is a font with impact, character and high recognition.
NOTE:
The system font that replaces Manuka is League Gothic.
We will use it where Manuka is not available. For example; for email texts or external PPT presentations.

League Gothic

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PT Serif

Google fonts

38pt

At WFS, we have always gone beyond, looking for new horizons that make our sector evolve. Today, more than ever, it is clear to us that the soccer industry as we know it must move towards a modern and progressive industry, more inclusive and fairer for all of us who are part of it.

26pt

At WFS, we have always gone beyond, looking for new horizons that make our sector evolve. Today, more than ever, it is clear to us that the soccer industry as we know it must move towards a modern and progressive industry, more inclusive and fairer for all of us who are part of it.

Font

PT Serif is our support font. It is a font that gives us seriousness and elegance. We will always use it for consecutive text bodies, to ensure good legibility. **NOTE:** The system typeface that replaces PT Serif is Times New Roman. We will use it where PT Serif is not available. For example; for email texts or external PPT presentations.

Times new Roman

Text Expression

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Correct spelling

At WFS we have always gone beyond, looking for new horizons that make our sector evolve.

Today, more than ever, it is clear to us that the soccer industry as we know it must move towards a modern and progressive industry. as we know it must move towards a modern and progressive industry. More inclusive and fairer for all of us who are part of it. In short, at Word Football Summit we open the way to the soccer we want; the one we need. we want; the one we need.

Correct & incorrect uses

When the trademark is written, it should be done as shown in the example; WFS and World Football Summit.
We will not write “World Football Summit” as shown in the examples of incorrect spelling.

Incorrect Spelling

wfs Wfs world football summit WORLD FOOTBALL SUMMIT World football summit

Visual System

WFS adapts its visual style to effectively engage its audience.
The style is versatile, which means that we can adapt the brand identity manual to different scenarios where it will be involved and cover all the needs of World Football Summit.
The brand identity manual should always be followed when creating any type of material.

Key visual

The Net

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The Net

It is the conceptual name for the visual key of WFS. It refers to the networking and connections that occur within WFS, as well as being a metaphor for the goal net.

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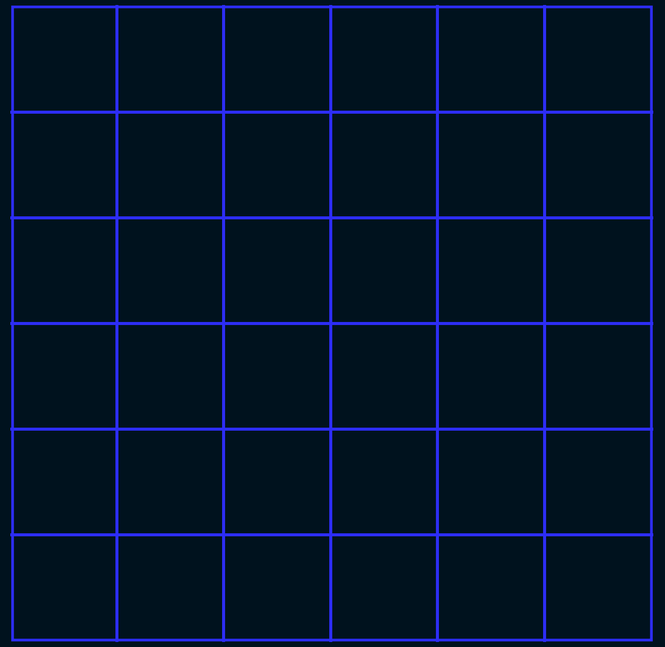
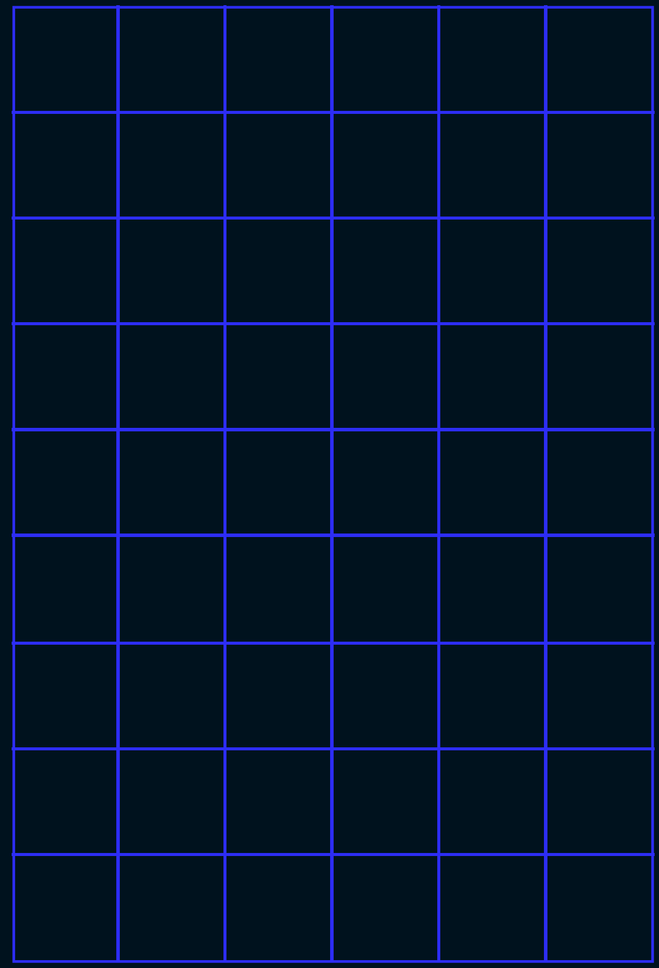
Build

“The Net” is built on a 1x1 grid, which can be adapted according to the format or size of the piece. The net must always be applied in “Rebel Blue” to create an iconic element of the brand and make this gesture a symbol. To determine the stroke of the net we will always start from a size of 1080x1080 px where the stroke will always be 2.5pt. Taking this as a basis, we will try to adjust to the proportion of the same thickness. Always under the designer’s criteria.





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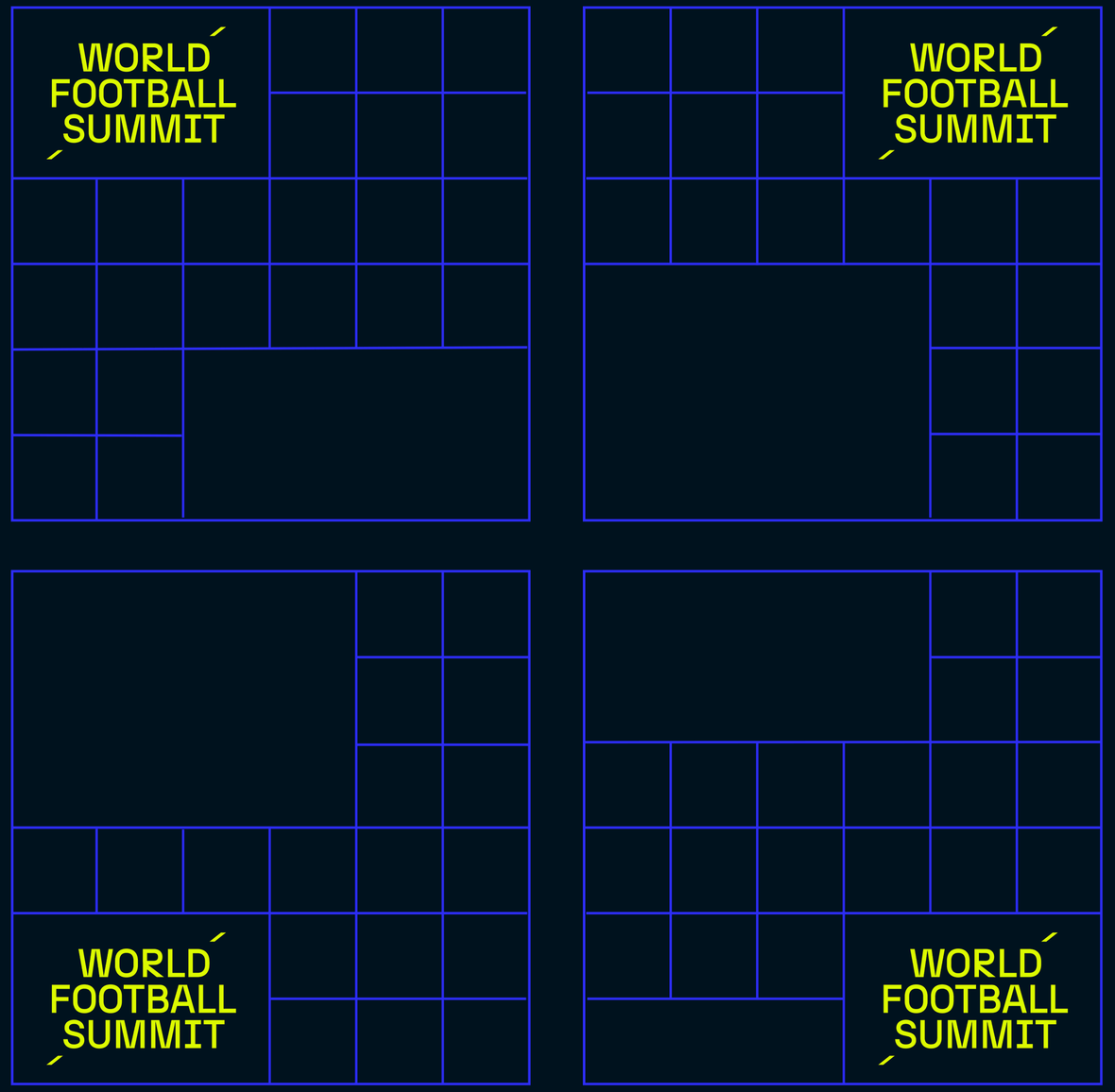
Build

“The Net” has a liquid character; it has the ability to adapt to any content or situation. The logo can be placed in any corner of the design.



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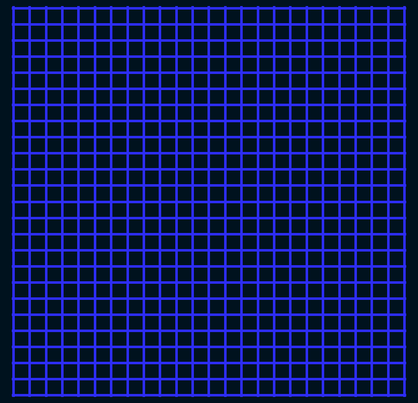
The Net

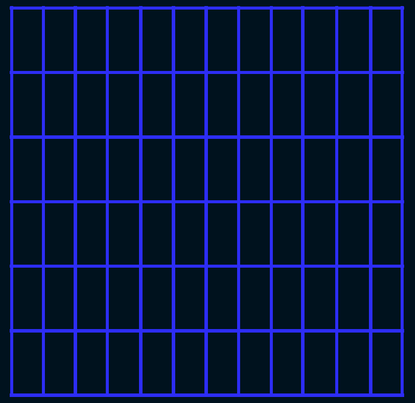
To maintain brand consistency and coherence, we have to use “The Grid” in an oxygenated, where the grid is sufficiently generous and helps to create harmony with the content.

Incorrect uses

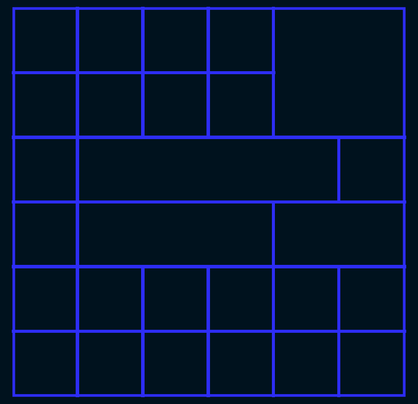
Division saturation



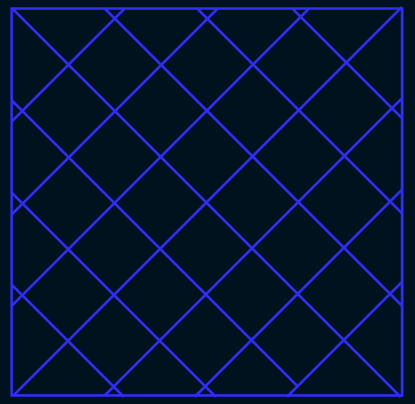
Non-square proportions



Very tight space



Network rotation



Goal

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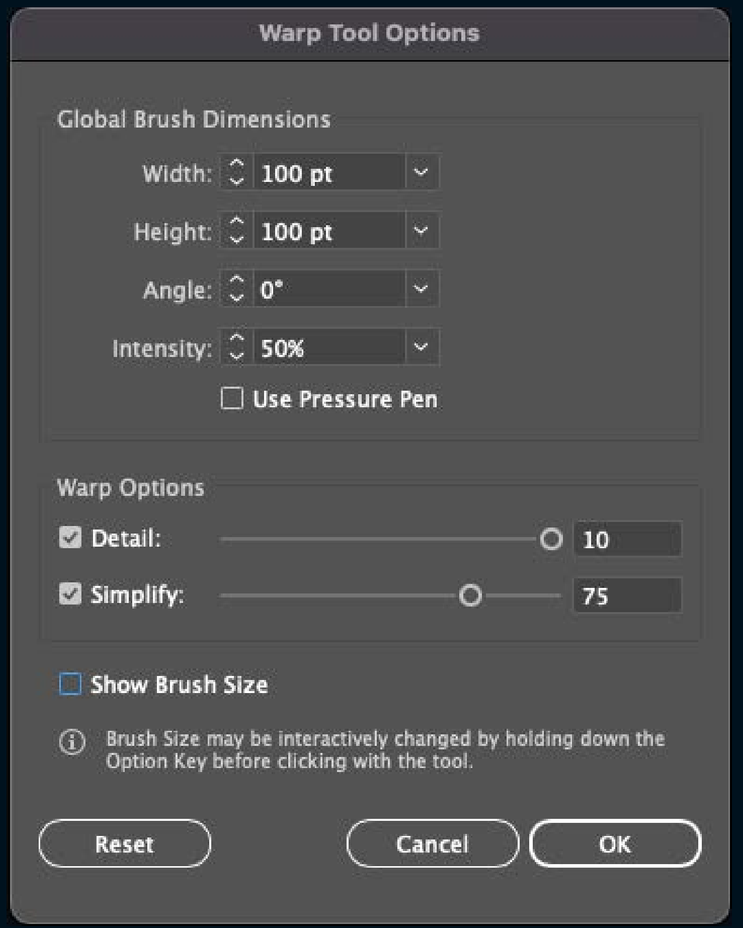
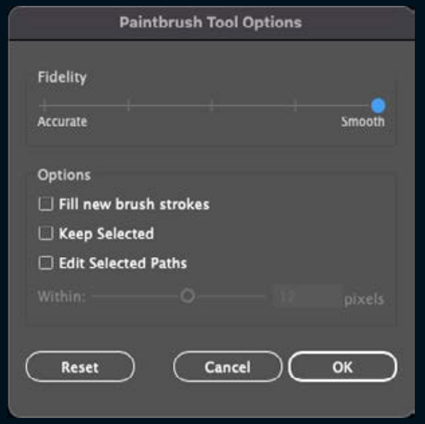
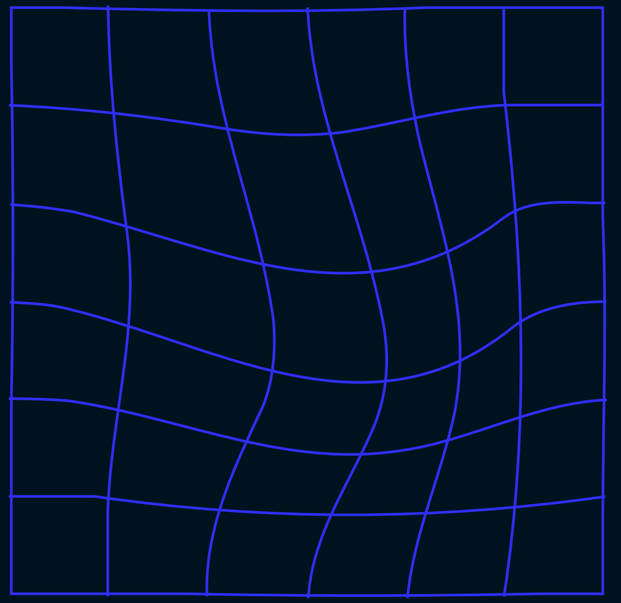
Goal

With this effect we seek to represent the concept of the ball hitting the net. The goal is a vehicle to success, a virtue closely linked to WFS.

NOTE:
When using the deform tool, in some cases, it can generate somewhat more angular curves. In such cases, we will use the Smooth Tool.







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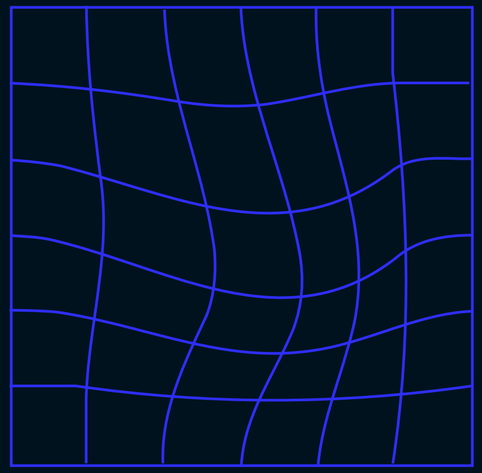
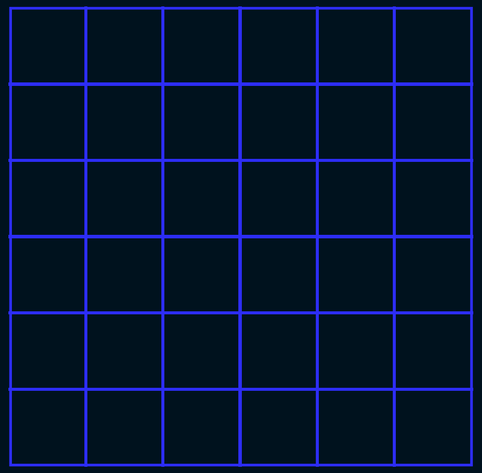
Expressions

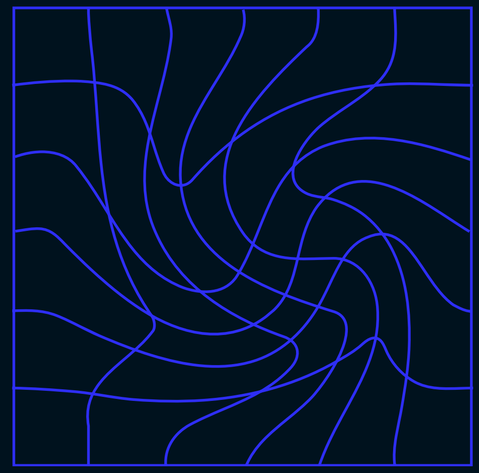
Depending on the moment, application, or audience, the net can be more rational or more expressive.



Rational

Expressive





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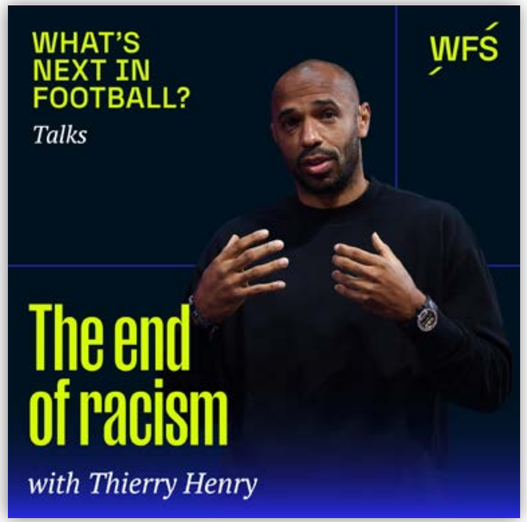
Ways of use

The net can be applied in a number of different ways to provide both dynamism and opportunities for use. There are three versions; the “Relax” version which is always applied with a margin, the “Expanded” version where there are no margins and the “UltraExpanded” version where a part of the network is zoomed in.

Relax - Version with margins

Expanded - Margin-less version

Ultra Expanded - Margin-less version



Layouts

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Layouts

To build the grid we will take into account three aspects: margins, columns and gutter. We start by obtaining the proportion of the narrowest width of the piece. For example: in a vertical part the narrowest width would be the horizontal part. To obtain the margin, 5% of the surface is calculated, this can be can be done with the Illustrator Scale tool.

NOTE: This standard covers 90% of the possible applications, in some cases and always under the supervision of the branding department, its size can be modified to adapt it to specific situations.

1080x1080px

Margins: 5% of width.
Columns: 4 columns.
Gutter: Same as margin.

1920x1080px

Margins: 5% on the narrowest side.
Columns: 4 columns.
Gutter: Same as margin.

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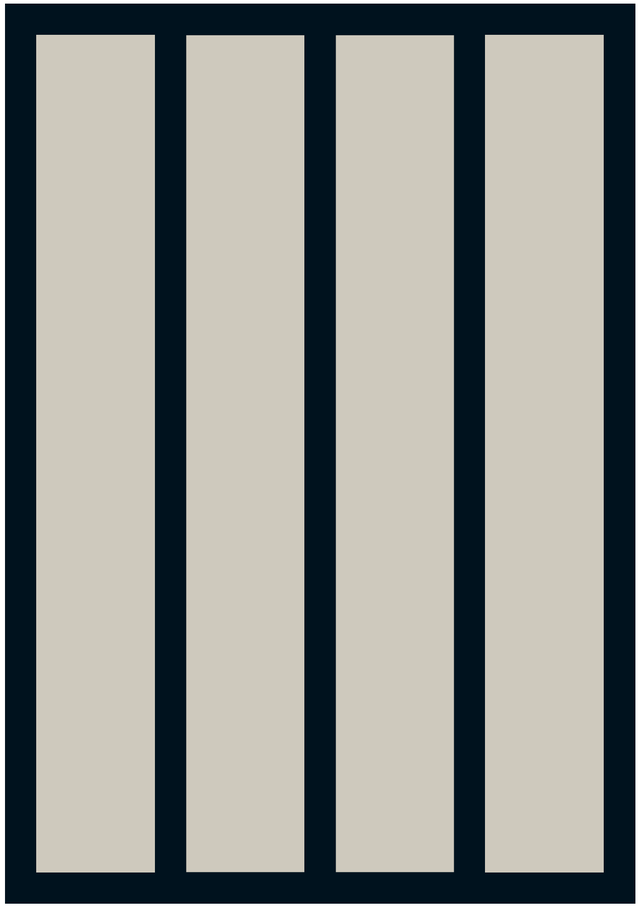
Layouts

To build the grid we will take into account three aspects: margins, columns and gutter. We start by obtaining the proportion of the narrowest width of the piece. For example: in a vertical part the narrowest width would be the horizontal part. To obtain the margin, 5% of the surface is calculated, this can be can be done with the Illustrator Scale tool.

NOTE: This standard covers 90% of the possible applications, in some cases and always under the supervision of the branding department, its size can be modified to adapt it to specific situations.

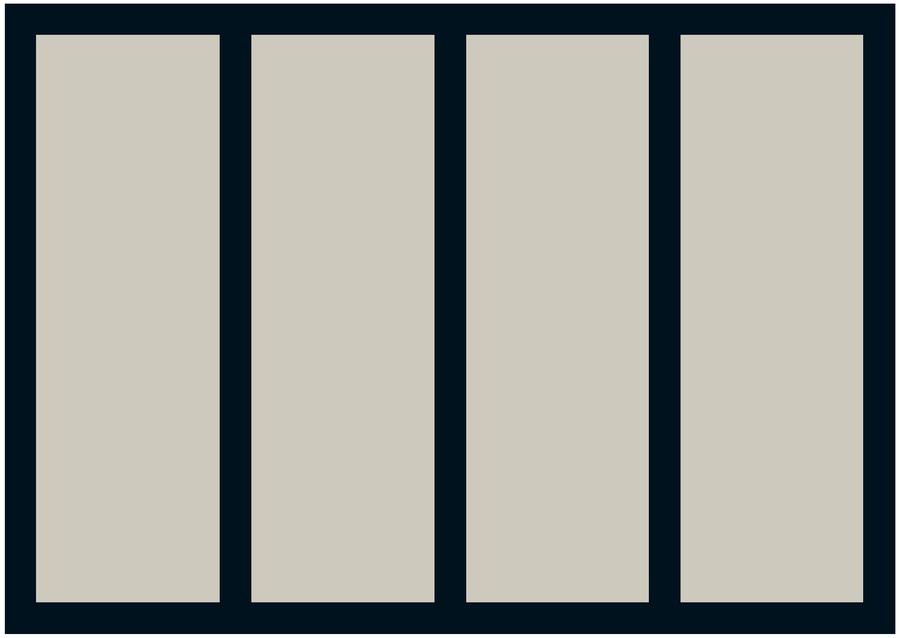
70x100mm

Margins: 5% of widht
Columns: 4 columns
Gutter: Same as margin



29,7x210mm

Margins: 5% on the narrowest side
Columns: 4 columns
Gutter: Same as margin



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Layouts

There are sizes that deviate from most standardized formats. The system can be perfectly adapted to these situations implementing the same criteria of use as in the most common formats.

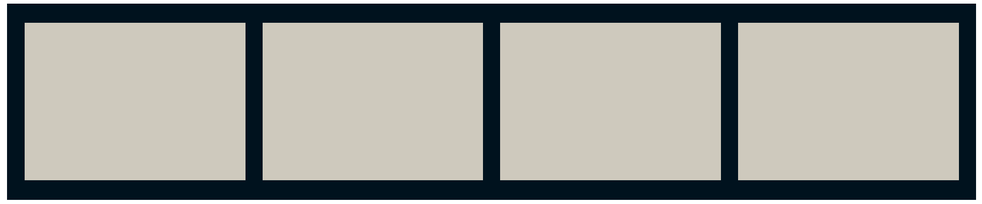
NOTE: This norm covers 90% of the possible applications, and in some cases, and always under the supervision of the branding department, its size can be modified to adapt it to specific situations.

Super horizontal 1

- *Margins: 10% of the narrowest side*
- *Columns: 4 columns*
- *Gutter: Same as margin*

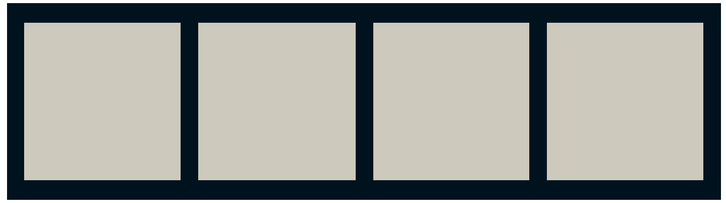
Siper horizontal 2

- *Margins: 10% of the narrowest side*
- *Columns: 4 columns*
- *Gutter: Same as margin*



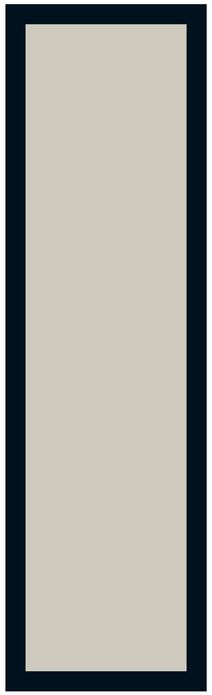
Super horizontal 3

- *Margins: 10% of the narrowest side*
- *Columns: 4 columns*
- *Gutter: Same as margin*



Super vertical

- *Margins: 10% of the narrowest side*
- *Columns: 4 columns*
- *Gutter: Same as margin*



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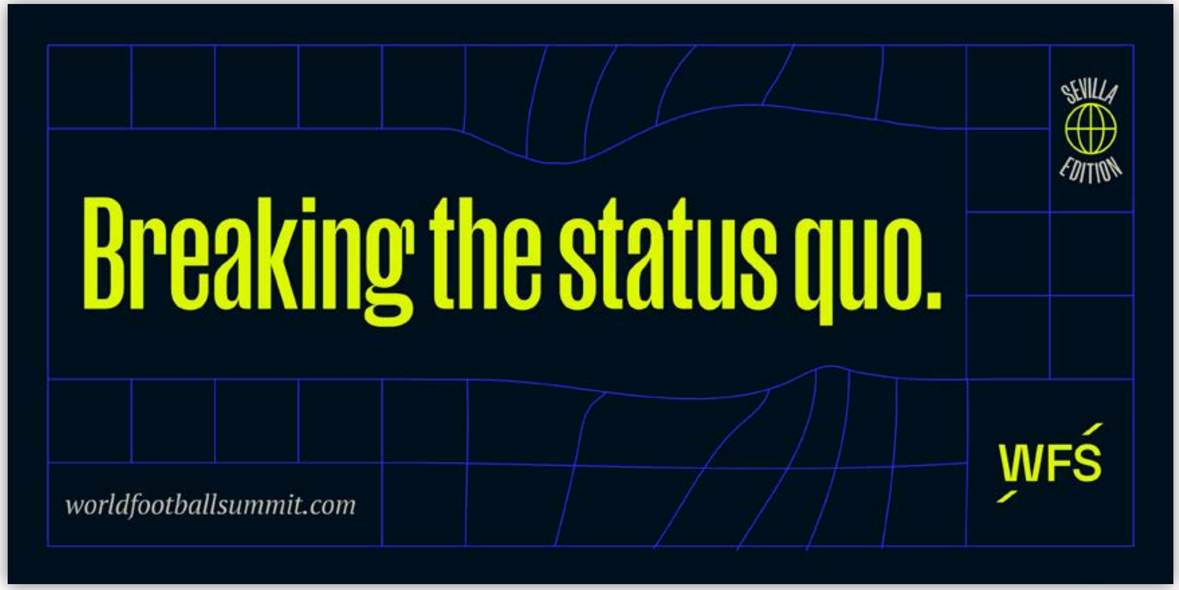
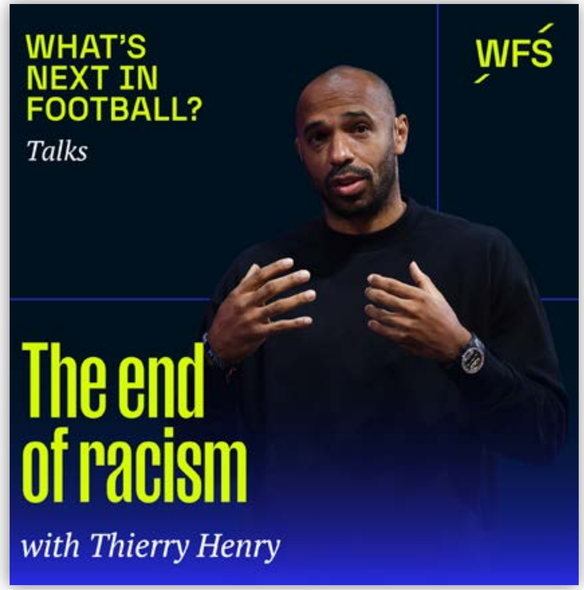
Examples





Graphic Resources

Use of font

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At WFS we have always gone beyond, looking for new horizons that will make our sector evolve.

Brand platform

Headings

Subheading, or complementary information

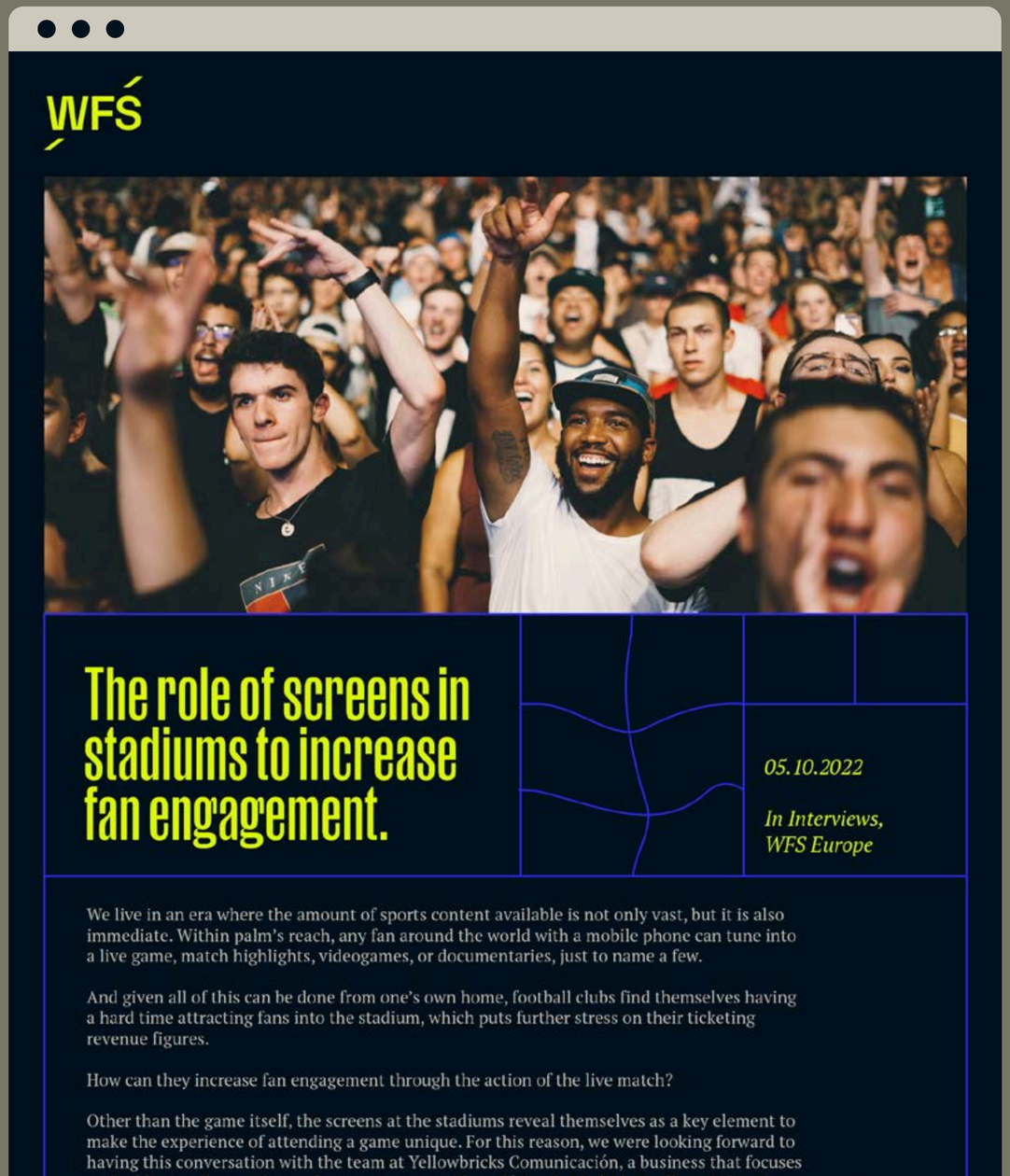
Today, more than ever, it is clear to us that the soccer industry as we know it must move towards a modern and progressive industry. More inclusive and fairer for all of us who are part of it. In short, at World Football Summit, we open the way towards
the football we want, the football we need.

Following text

Highlights

Hierarchy

Each of the font styles is intended for different aspects of the brand, and although there may be exceptions, as a general rule these areas of use should be followed.
To be noted:
1. Hierarchizing information:
The use of the different bodies may also respond to functional criteria when ordering the text.
Headlines: Manuka Medium
Text followed: PT Serif Regular
Highlights: PT Serif Regular Italic
2. Ensure legibility:
In very small body sizes, good readability must be ensured with the right thickness. For example, a body that is too thin on brighter colors can make reading difficult.


WFS
The role of screens in stadiums to increase fan engagement.
05.10.2022
In Interviews, WFS Europe
We live in an era where the amount of sports content available is not only vast, but it is also immediate. Within palm's reach, any fan around the world with a mobile phone can tune into a live game, match highlights, videogames, or documentaries, just to name a few.
And given all of this can be done from one's own home, football clubs find themselves having a hard time attracting fans into the stadium, which puts further stress on their ticketing revenue figures.
How can they increase fan engagement through the action of the live match?
Other than the game itself, the screens at the stadiums reveal themselves as a key element to make the experience of attending a game unique. For this reason, we were looking forward to having this conversation with the team at Yellowbricks Comunicación, a business that focuses

More business,
more values.
WORLD
FOOTBALL
SUMMIT
worldfootballsummit.com
HOSTAL
CONTINENTAL
HOTEL ATLANTICO

Use of color

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Color Backgrounds

For communication pieces we will always use the backgrounds shown on this page. The Serene Blue background is the color that has the greatest impact on the overall pieces. To enrich the brand ecosystem we can also use Elegant Dark and Elegant Light. For greater impact and contrast we will use Rebel Yellow as a background.

Serene Blue

Serene Blue

Elegant Dark

Elegant Light

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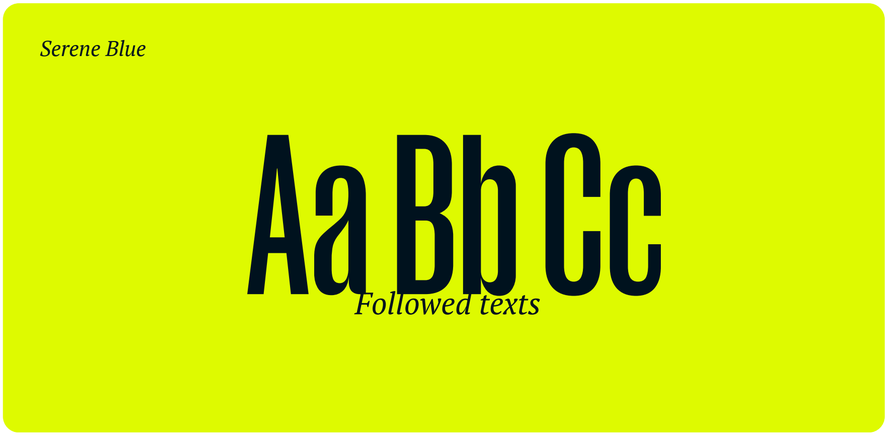
Text over color backgrounds

To maintain a solid and unified criteria, we will always apply the headlines and texts in sequence as shown on this page.



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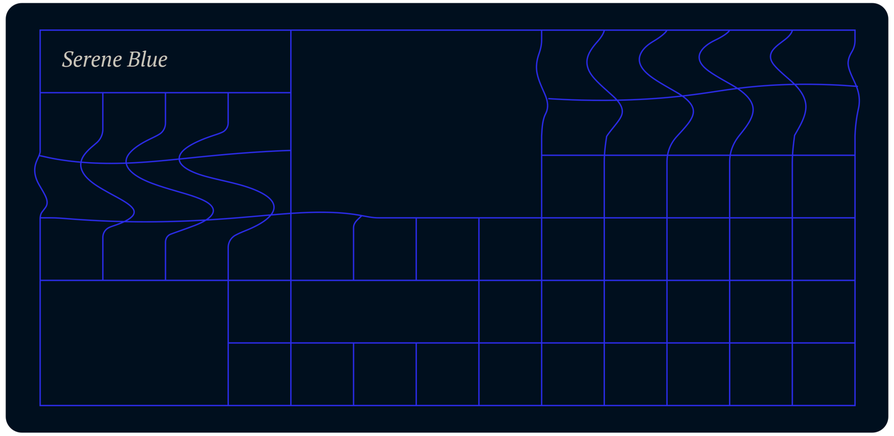
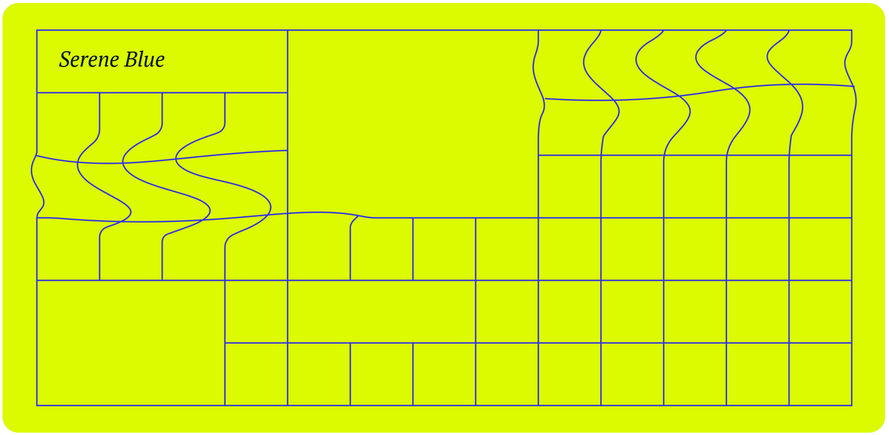
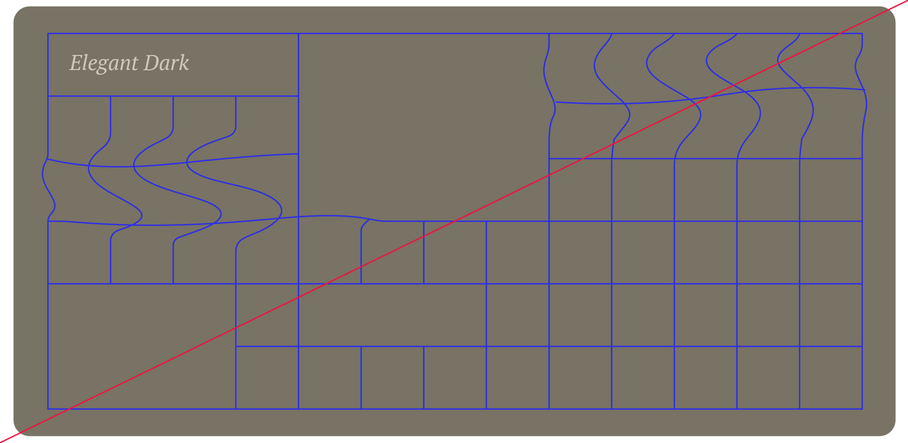
The net over color backgrounds

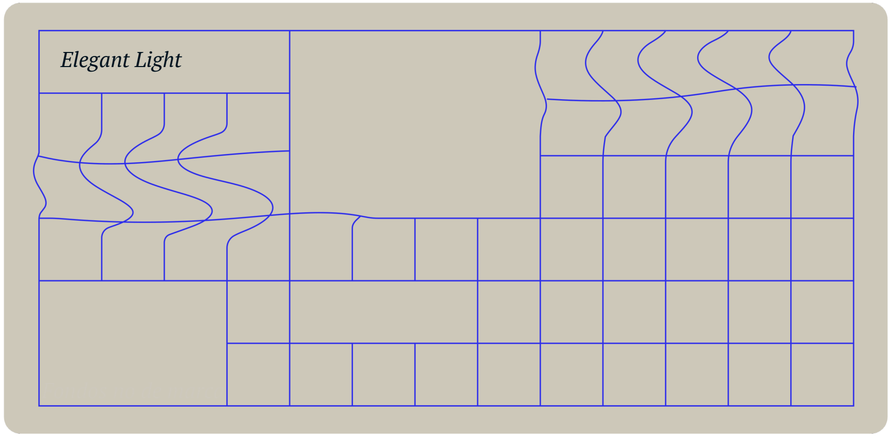
To gain recognition and create an iconic brand element, it is necessary that “The Net” always appears in Rebel Blue. We will never use “The Net” on Elegant Dark and non-corporate backgrounds.

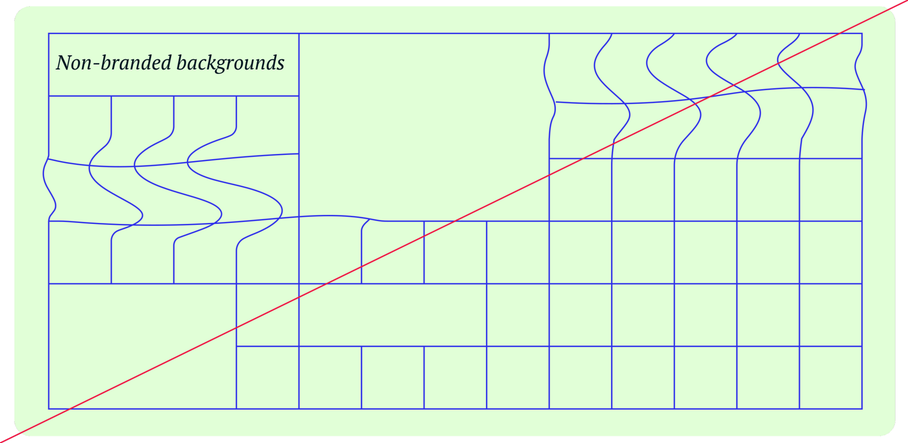
NOTE: It is possible that in other verticals of the architecture another color may be used to differentiate from the trademarks. Always under supervision of the branding department.

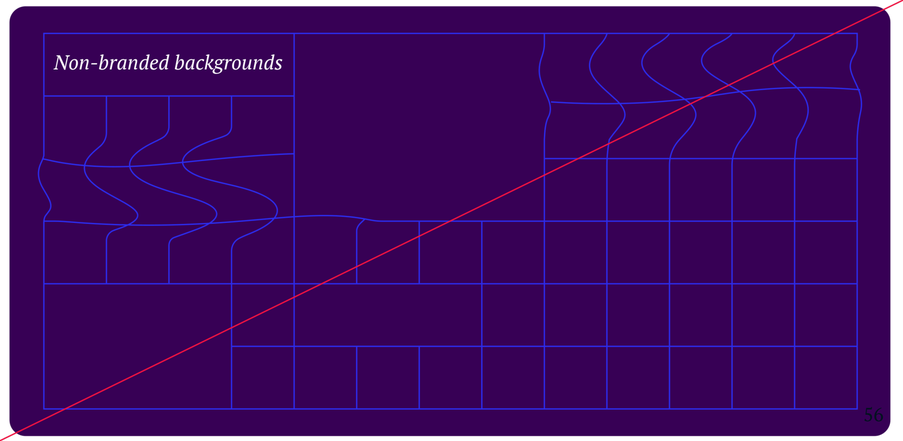












Gradients

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Build

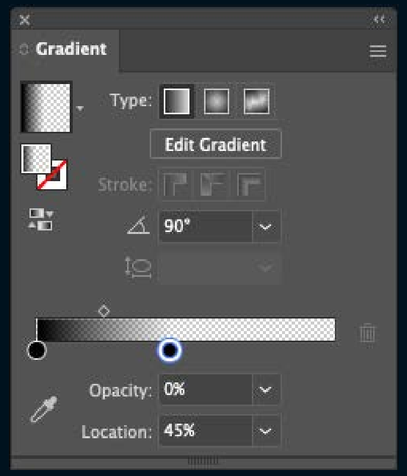
We can use gradients within the visual system to meet possible needs. They will always be placed under the piece and will not cover more than 25% of the piece.

NOTE: To create consistency in all parts we will always use the same settings.

Degradado azul

Degradado gris

Degradado Yellow



Rebel Blue

Elegant Dark

Serene Blue

Duotone

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Duotone

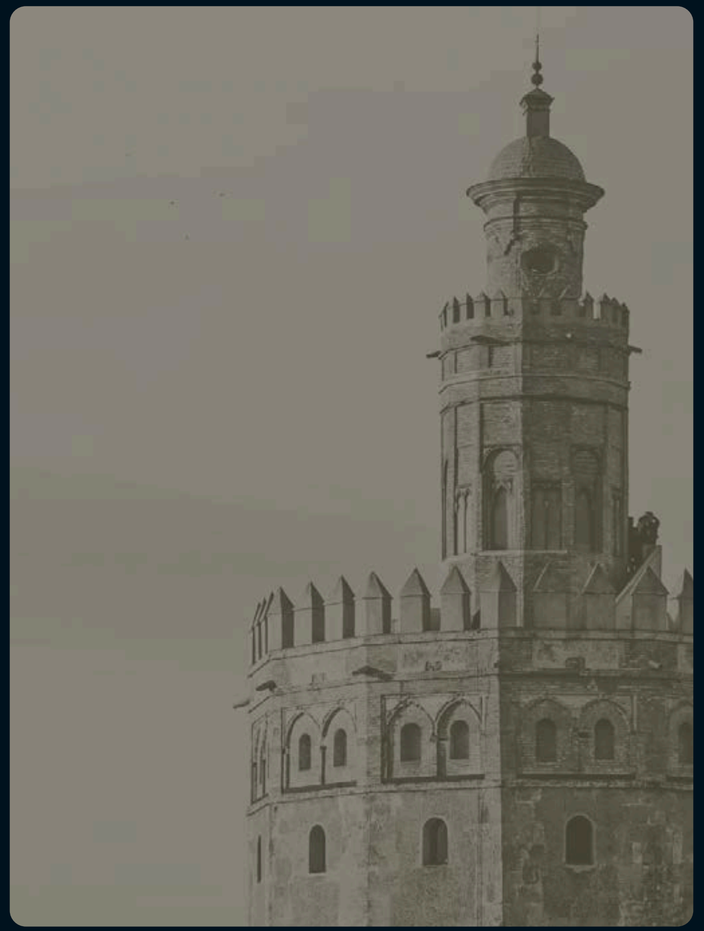
We use the duotone to create photographs with their own personality linked to the WFS brand. Duotone can be made in Photoshop in the menu: Settings > Gradient Map.

NOTE: Whenever possible to create consistency in all parts we will always use the same settings.

Duotone 01

From Serene Blue to Rebel Blue

Duotone 02



From Elegant Dark to Elegant Light

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Examples

Duotone 01

Duotone 02

Photo mask

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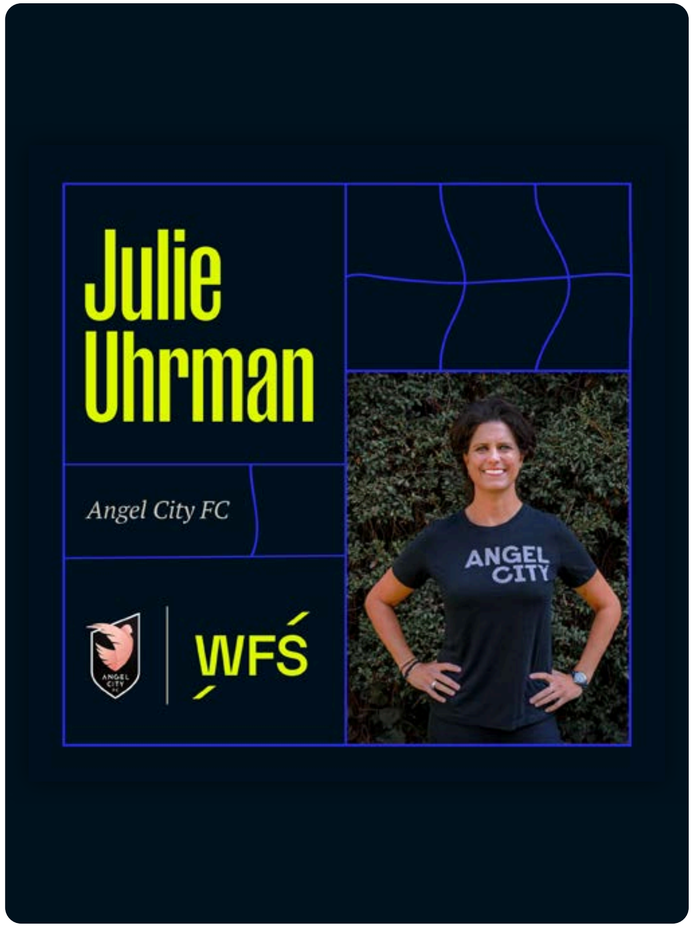
Masks

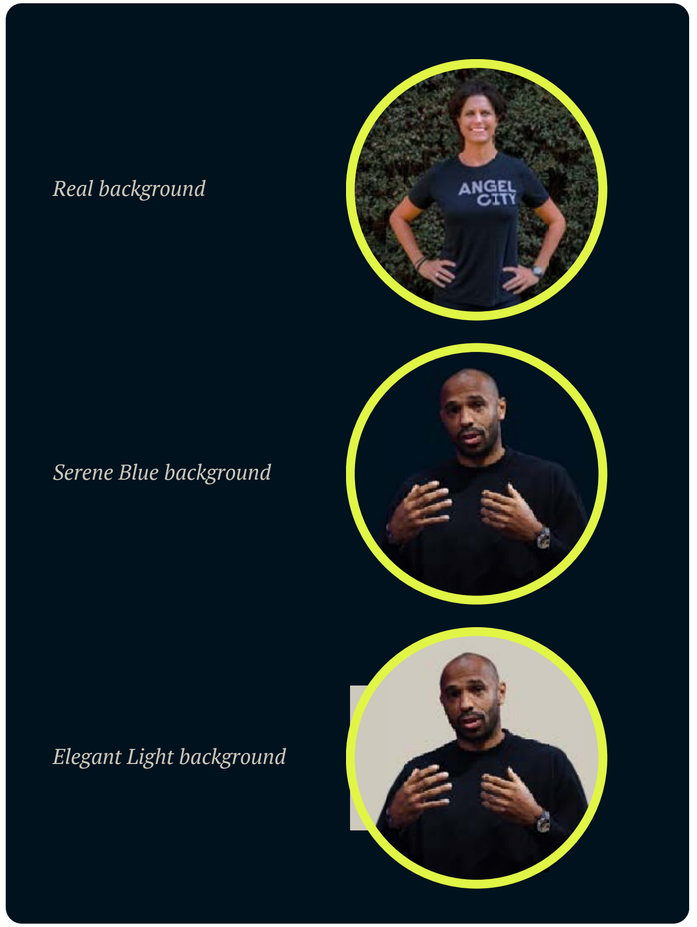
There are two ways to apply the images. Embedded in “The Net” or with a Circular element. They can be used indistinctly according to the use, format or type of application.

NOTE: The outline of the circle must be marked and identified in a conclusive way. It should never be applied too thin or too thick. Depending on the format and size, the designer will have to adjust the thickness to create harmony.

Embedded in “the net”



Circular



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Cropping

There are three different ways to apply a cropped image. Background: real, Serene Blue and Elegant Light.

Real background

Serene Blue background

Elegant Light background

Photography

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People

We seek closer and more evocative moments that are able to transmit and move our audiences. Gestures, smiles, admiration, empowerment, a look, elegance. These are some of the traits that should appear in communication images. Closer shots give us more intimacy and warmth, it is good to use this resource when communicating.

NOTE: The personality and character of the people will be adapted to each continent; gestures, laughter, formality, etc. Gathering the essence of the country to create pride of belonging and respect its culture.

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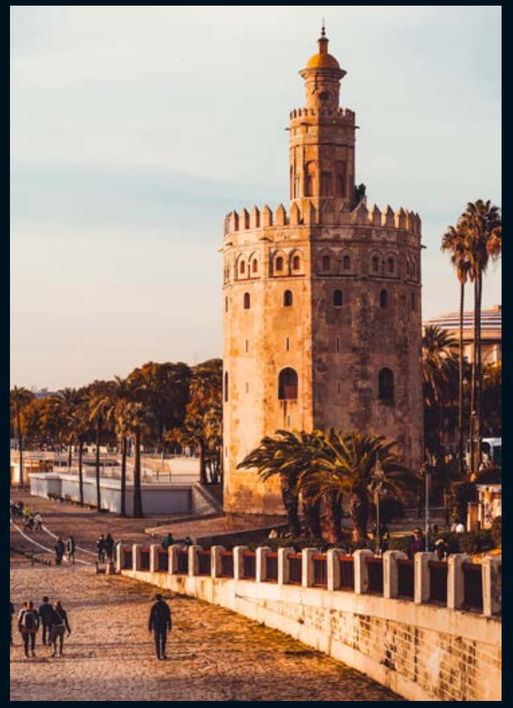
Cities

Images have to represent the essence of the cities, creating recognition and pride of belonging, which can be through its architecture or environment, we seek to highlight the character of the city. It is advisable that the images have nuances or variety of lighting; the use of night photography can help to generate those brightnesses and contrasts that will help to create a visually more attractive monotone. The night also helps us to transmit spectacle, magic, romanticism...



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Incorrects uses

Generic images without personality and massed

Avoid visual effects

Classic monuments with extreme personality

Spaces without people

Very open spaces

Disorder and complexity

Architecture overview

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WORLD FOOTBALL SUMMIT

Commercial brand

Events

WFS visual system with its own elements.

WOMEN'S FOOTBALL SUMMIT BILBAO

WORLD FOOTBALL SUMMIT RABAT

FOOTBALL INNOVATION FORUM MÁLAGA

WORLD FOOTBALL SUMMIT MONTERREY

WORLD FOOTBALL SUMMIT HONG KONG

WORLD FOOTBALL SUMMIT MADRID

WORLD FOOTBALL SUMMIT RIYADH

Services

WFS visual system

WFS MEDIA HOUSE

WFS SPEAKERS BUREAU

Sub-brands

Own identity because they might have their own audiences

WORLD FOOTBALL SUMMIT AWARDS

WORLD FOOTBALL SUMMIT THE CLUB

Products/Content

Initiatives that doesn't need to have the WFS endorsement.

WHAT'S NEXT IN FOOTBALL?

Global Events

Global events logos

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Global events logos

This is our logo for the “Global Events”. It is the version of the logo used for the events of the different cities. It is based on the official WFS logo plus the descriptor of the city where the event is held.

NOTE: These usage rules apply to all versions of the different cities today.

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Overview Global events logos

This page showcases the various versions currently available. Each city is assigned a unique color, determined by its continent, to ensure differentiation and facilitate easy recognition for diverse audiences.

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Versions Global events logos

We will use the elements within the communication piece to determine the version of the logo to be used in order to obtain maximum contrast and legibility.

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Versions Global events logos

In cases where, for technical reasons, it is only possible to print in black or white, our logo can be adapted and used in either of the two options.

Responsive Global Events logos

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Responsive Global events logos

This is our responsive logo for “Global events”.

NOTE: These usage rules apply to all versions of the different continents today.

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Overview Global events logos

This page shows the different versions that currently exist. Each continent has been assigned a color to create differentiation between them and easy recognition for different audiences.

WFS RABAT

WFS MONTERREY

WFS HONG KONG

WFS MADRID

WFS RIYADH

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Version Global events logos

We will use the elements within the communication piece to determine the version of the logo to be used in order to obtain maximum contrast and legibility.

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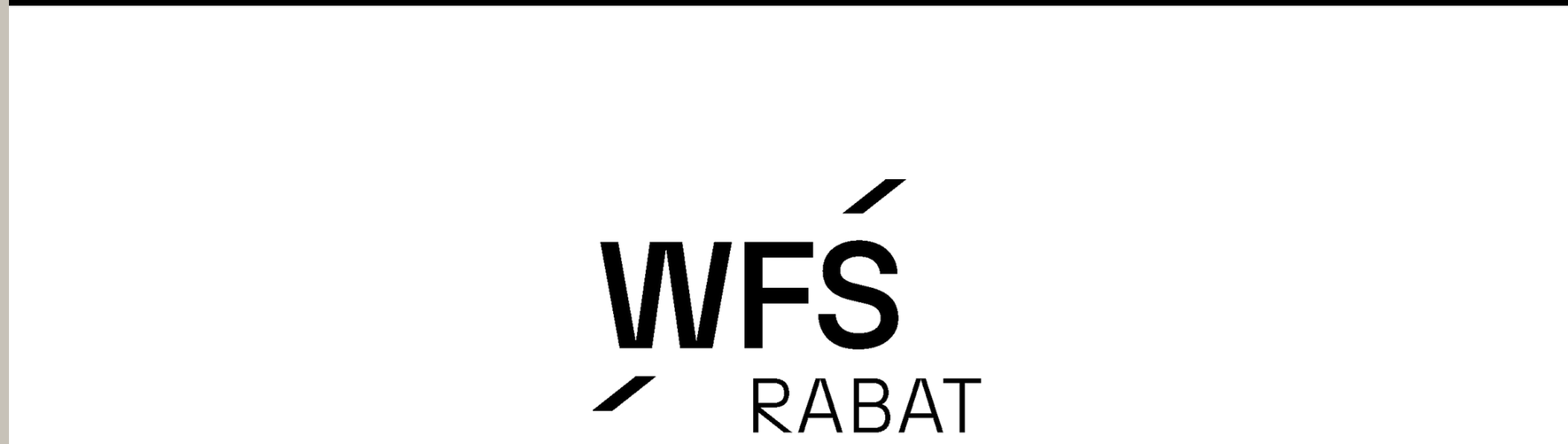
Version Global events logos

In cases where for technical reasons it is only possible to print in black or white, our logo can be adapted and used in either of the two options.



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Colors

The colors “Blue Europe”, “Green Africa”, “Red Asia” and “Orange Americas” are the colors intended for use at World Football Summit events, depending on the continent where they take place. As the name suggests, each continent where WFS has a presence has been assigned a color.

#25e0c7
RGB 37/224/199
PANTONE® 7472 C
CMYK 59/0/26/0

Blue Europe

#79e280
RGB 121/226/128
PANTONE® 2464 C
CMYK 55/0/68/0

Green Asia

#f41444
RGB 244/20/68
PANTONE® 1788 C
CMYK 0/89/76/0

Red Africa

#f4682a
RGB 244/104/42
PANTONE® 165 C
CMYK 0/64/80/0

Orange Americas

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Correct writing

At WFS Europe we have always gone beyond, looking for new horizons that make our sector evolve.

Today, more than ever, it is clear to us that the soccer industry as we know it must move towards a modern and progressive industry. as we know it must move towards a modern and progressive industry. More inclusive and fairer for all of us who are part of it. In short, at Word Football Summit Europe we open the way to the soccer we want; the one we need. we want; the one we need.

Correct & incorrects uses

When the trademark is written, it should be done as shown in the example; WFS EUROPE and World Football Summit EUROPE.
We will not write “World Football Summit EUROPE”

Incorrect writing

wfse Wfse world football summit europe World Football Summit EUROPE

WORLD FOOTBALL SUMMIT EUROPE World football summit europe

Key visuals
Global events

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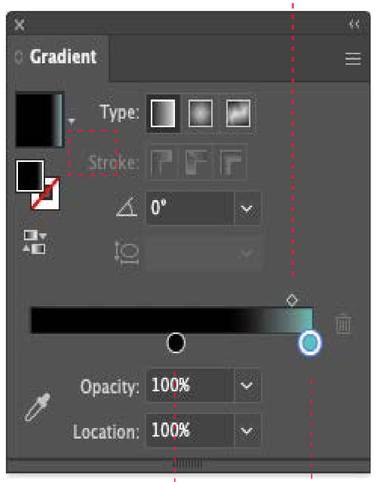
Key visuals Global events

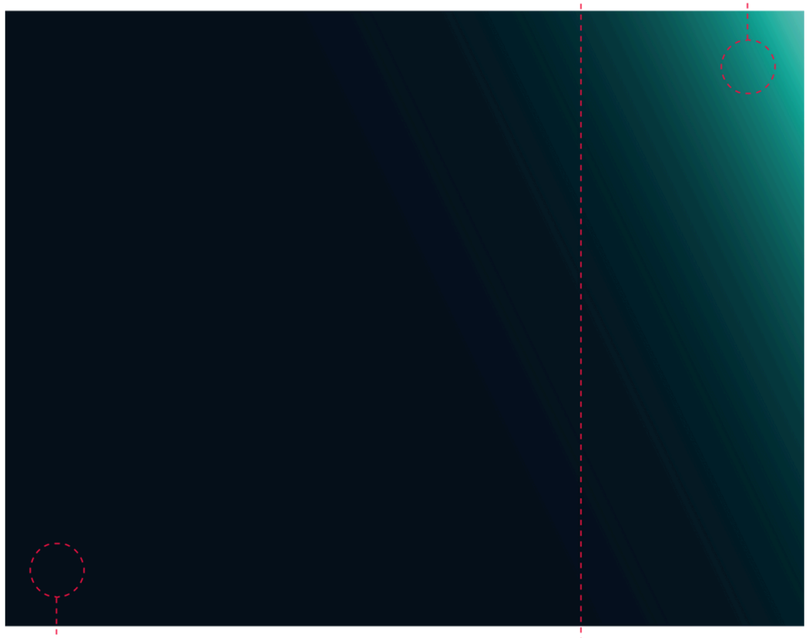
To build the backgrounds of the different events and to have a unique criteria we will always follow the rules of use shown in this page. NOTE: These rules are intended for external communication pieces at the event. Once inside the event there is the possibility to use the color of the event in a more protagonist way.



Location: 87%

Location: 100%

Location: 52%



The gradient color
It will depend on the continent.

*We always use **Serene Blue** as a transversal color to all events.*

NOTE:
The degraded never will exceed 25% of the total surface area of the piece.

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Key visuals Global events

Each continent is assigned a color to create differentiation between them. The color position is always in the same corner. Color is an important gesture to differentiate each Event, but it is important to remember that it is a priority to preserve and prioritize the elements of the main brand.

Europe

Asia

Africa

Americas

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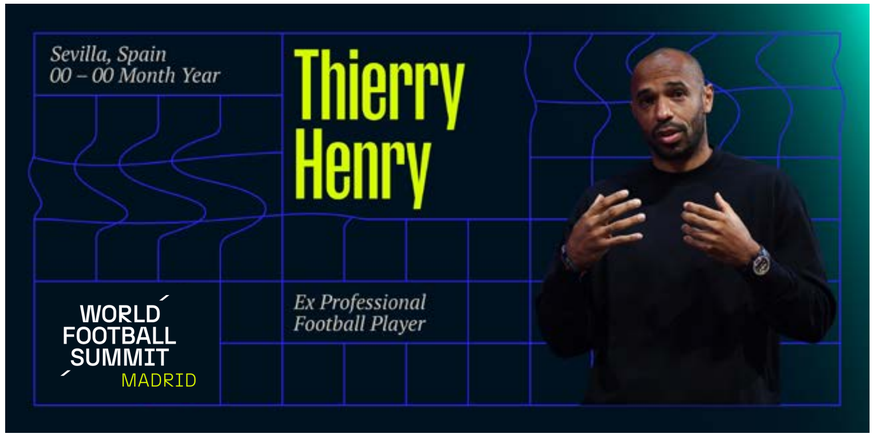
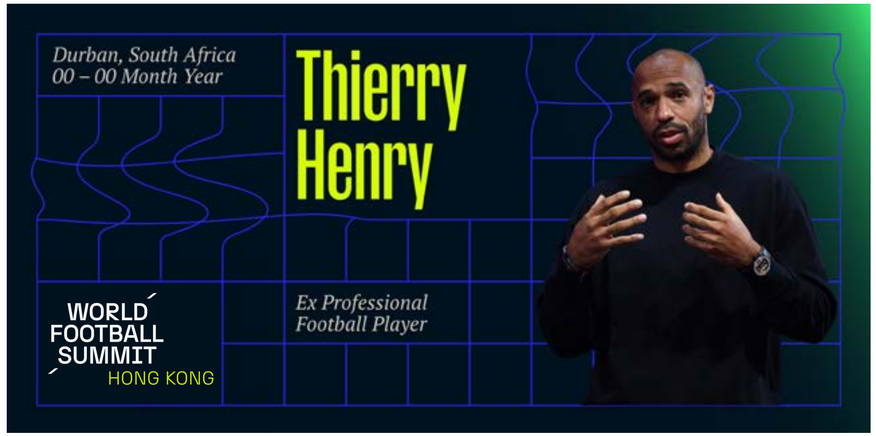
Examples

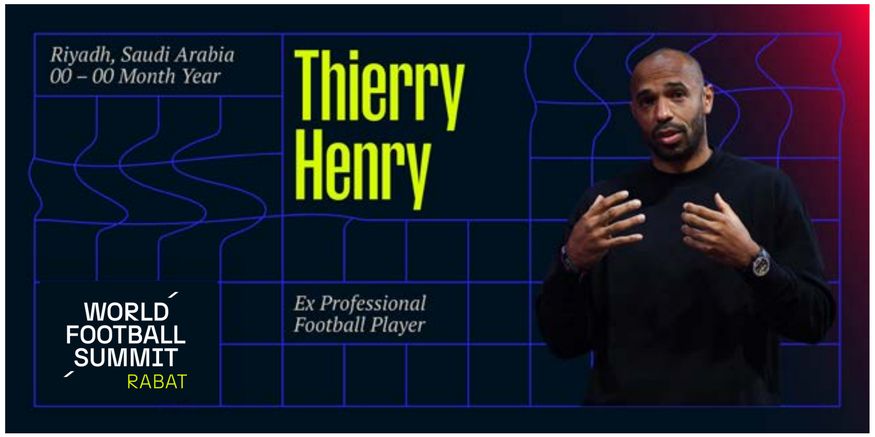
Europe



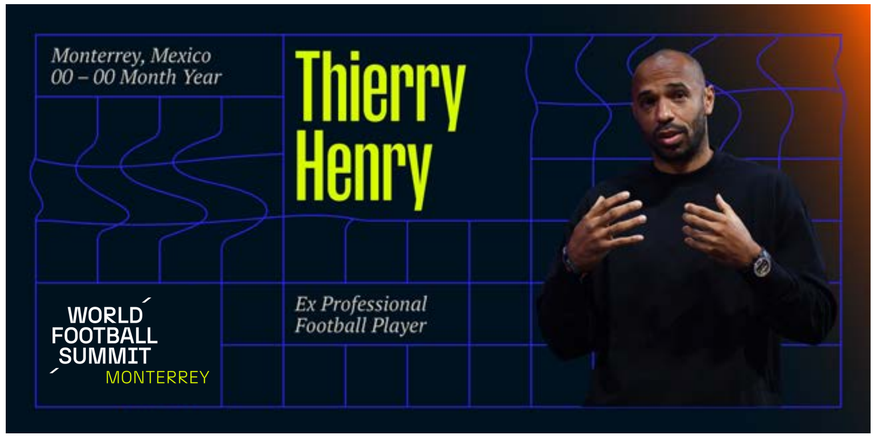
Asia



Africa



Americas



Track Events

Track events logos

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Track events logos

This is the build of the logo for the different “Track Events”. To create synergies and recognition, the name of the event is always accompanied by the endorsement “Powered by WFS”. Unlike the WFS logo, the “Track Events” logos are always applied in white with the descriptor in Rebel Yellow.

NOTE: These usage rules apply to all versions of the different logos.

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Examples of Track events logo builds

This page shows examples of how the different “Track events” logos should be constructed.

NOTE: The same proportions and hierarchies will be used to build new Track events.

WOMEN’S FOOTBALL SUMMIT
BILBAO

FOOTBALL INNOVATION FORUM
MÁLAGA

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Versions Track events logos

We will use the elements within the communication piece to determine the version of the logo to be used in order to obtain maximum contrast and legibility. Always following the rules of use shown on this page.

WOMEN'S FOOTBALL SUMMIT
BILBAO

WOMEN'S FOOTBALL SUMMIT
BILBAO

WOMEN'S FOOTBALL SUMMIT
BILBAO

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Versions Track events logos

In cases where for technical reasons it is only possible to print in black or white, our logo can be adapted and used in either of the two options.

Services

Services Logos

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Services Logos

This is the build of the logo for the different “Services”. To create synergies and recognition, the name of the service must always be in full name, while “World Football Summit” is applied with the responsive version to give more prominence to the service.

NOTE: These usage rules apply to all versions of the different logos.

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Overview services logos

This page shows the different versions that currently exist.

NOTE: The same proportions and hierarchies will be used to build new services.

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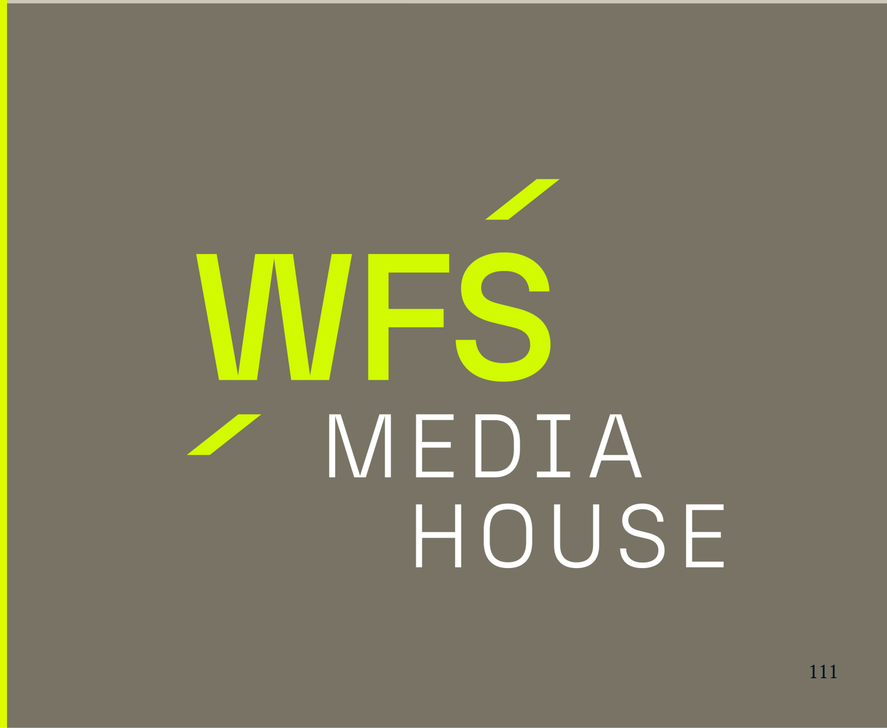
Version services logos

We will use the elements within the communication piece to determine the version of the logo to be used in order to obtain maximum contrast and legibility. Always following the rules of use shown on this page.



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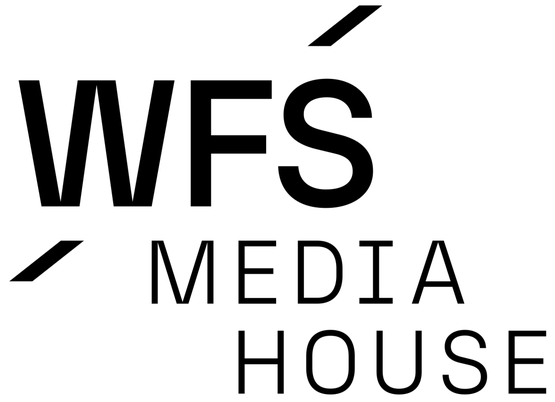
Version services logos

In cases where for technical reasons it is only possible to print in black or white, our logo can be adapted and used in either of the two options.



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Awards logo

This is the construction of the logo for Awards. To create synergies and recognition, the name of the service must always be in its full name, while “World Football Summit” is applied with the responsive version to give greater prominence to the service.

NOTE: These rules of use apply to all versions of the different logos.

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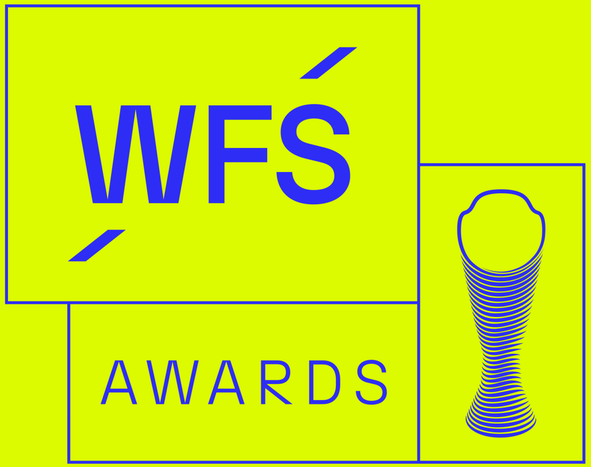
Versions

Our logo can be used in “Rebel blue” and “Serene Blue” colors. We will use the elements inside of the communication piece for determine logo version that should be used. With the aim of obtaining the maximum contrast and legibility. If the background is dark, we must use the original or “Rebel Blue” logo. If the background is light, we will apply the logo in “Serene Blue”.



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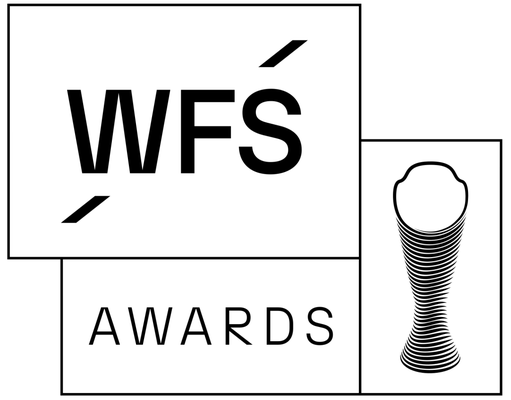
Versions

In cases where for reasons technical can only be printed in black or white, our logo can be adapted and used in either of the two options.



The Club

The Club logo

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The Club logo

The Club has its own logo, which seeks to convey a more premium and differentiated perception. The objective is to make you feel part of something more exclusive and special.

NOTE: The Club will always be applied in the same way: Serene Blue background with the logo and “The Net” in Gold Club.

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In cases where for technical reasons it is only possible to print in black or white, our logo can be adapted and used in either of the two options.

The Club responsive logo

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The Club responsive logo

This is our responsive logo of “The Club”. It is based on the official WFS logo.

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In cases where for technical reasons it is only possible to print in black or white, our logo can be adapted and used in either of the two options.

The Club’s Color

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The Club's color

This vertical has its own color to convey a perception of belonging or being part of something more exclusive and special.

Gold Club

#dda21d

RGB 221/162/29
PANTONE® 2007C
CMYK 0/20/100/8

The Club’s “The Net”

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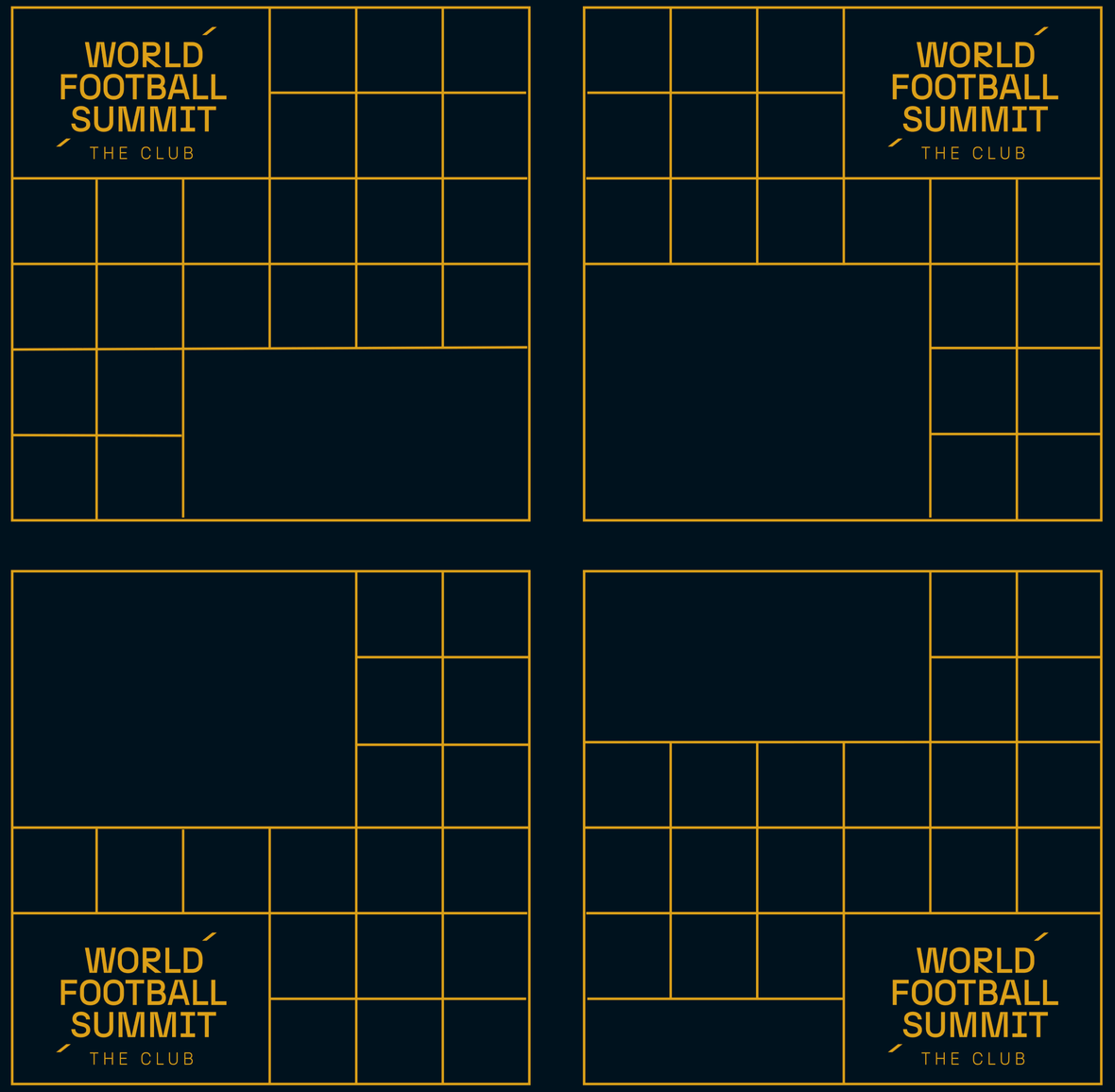
“The Net” application

To build “The Net” we use the same criteria the Visual System chapter. Unlike the rest of the verticals “The Net” in “The Club” always has to be applied in “Gold Club” to create a representation and differentiation of the vertical.

NOTE: All parts will be used on this construction.



The Club’s color uses

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Textos over color backgrounds

To maintain a solid and unified criteria we will always apply the headlines and texts in sequence as shown on this page.

Serene Blue

Aa Bb Cc

Textos seguidos

Light non-branded backgrounds

Aa Bb Cc

Consecutive texts

Dark non-branded backgrounds

Aa Bb Cc

Consecutive texts

The Most Inclusive Match logo

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The Most Inclusive Match logo

It is a flagship initiative by World Football Summit and Integrated Dreams, designed to break down barriers and create a match day experience where everyone belongs. We want football to be for everyone. No exceptions.

powered by WFS & INTEGRATED DREAMS

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The Most Inclusive Match responsive logo

This is our responsive logo of “The Most Inclusive Match”.

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Versions

In cases where for technical reasons it is only possible to print in black or white, our logo can be adapted and used in either of the two options.

Contact

Design Department:
Florencia Urquiza
florencia@worldfootballsummit.com

Marketing Department:
Cristona Morena
cristina@worldfootballsummit.com

Project Management Department

Paloma Fernández Niembro
paloma@worldfootballsummit.com

Info

info@worldfootballsummit.com

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FOOTBALL
SUMMIT

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