

LOGO GUIDELINES

Version 2.2 2022



BWF LOGO GUIDELINES v2.2

Welcome to the BWF logo guidelines.

The primary use of this document is to act as a guide for all future usage of the BWF logo.

These simple rules will help to achieve ongoing consistency when in the hands of customers, colleagues, business partners and suppliers alike.

All versions of the BWF logo as shown in these guidelines must only be used with approval from the BWF.

- 01 Introduction
- 02 Contents
- 03 Colour logos
- 04 Mono logos
- 05 Reversed logos
- 06 Logos on colour
- 07 Logo with supporting text
- 08 Clear space & minimum size
- 09 Logo with holding device
- 10 Clear space & minimum size
- 11 Supporting text - single line
- 12 Brand typeface
- 13 Correct and incorrect usage
- 14 Example of use

BWF LOGO GUIDELINES v2.2

COLOUR LOGOS

BWF LOGO

CMYK, RGB and Pantone® versions of the logo exist and the correct one should be used.

The file names for each logo are shown below.

CMYK File

BWF_logo_CMYK.eps

RGB File

BWF_logo_RGB.eps

Pantone® File

BWF_logo_PMS_186c.eps



BWF RED

CMYK: 8 100 100 0

RGB: 215 20 28

HEX: #D7141C

PANTONE: 186 C



BWF LOGO - WITHOUT HOLDING DEVICE

CMYK, RGB and Pantone® versions of the logo exist and the correct one should be used.

The file names for each logo are shown below.

CMYK File

BWF_text_CMYK.eps

RGB File

BWF_text_RGB.eps

Pantone® File

BWF_text_PMS_186c.eps



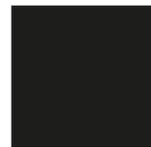
BWF LOGO GUIDELINES v2.2

MONO LOGO

BWF LOGO MONO 100% BLACK

Only a CMYK vector version of the logo exists. The file name of the logo is shown below.

BWF_logo_CMYK_Black.eps

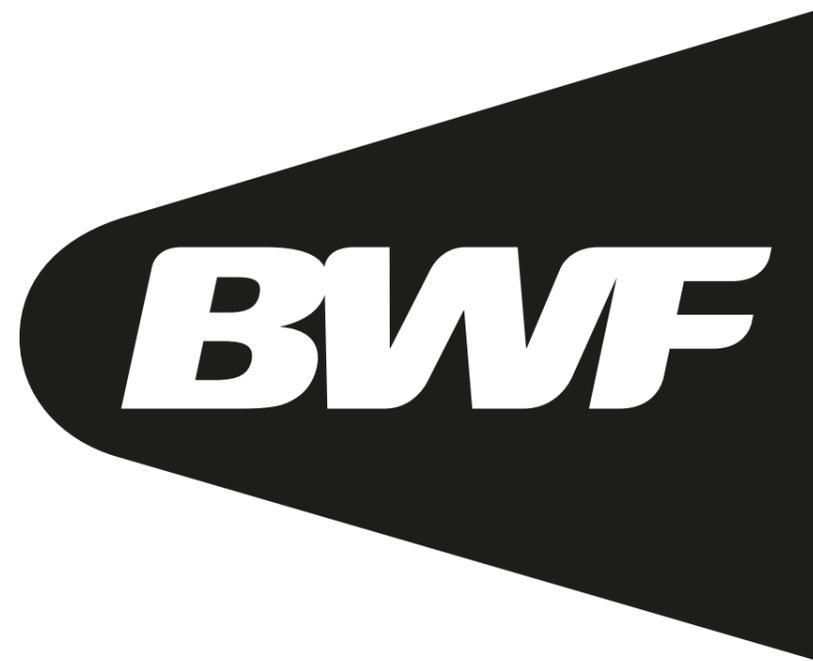


BWF BLACK
CMYK: 0 0 0 100

BWF LOGO MONO 100% BLACK - WITHOUT HOLDING DEVICE

Only a CMYK vector version of the logo exists. The file name of the logo is shown below.

BWF_text_CMYK_Black.eps



BWF LOGO GUIDELINES v2.2

REVERSED LOGO

BWF LOGO REVERSED

CMYK and Pantone® versions of the logo exist and the correct one should be used. The file name of the logo is shown below.

BWF_logo_reversed_Red_CMYK.eps

BWF_logo_reversed_Black_CMYK.eps

BWF_logo_reversed_Red_PMS_186c.eps



BWF LOGO REVERSED - WITHOUT HOLDING DEVICE

Only a CMYK vector version of the logo exists. The file name of the logo is shown below.

BWF_text_reversed_CMYK.eps

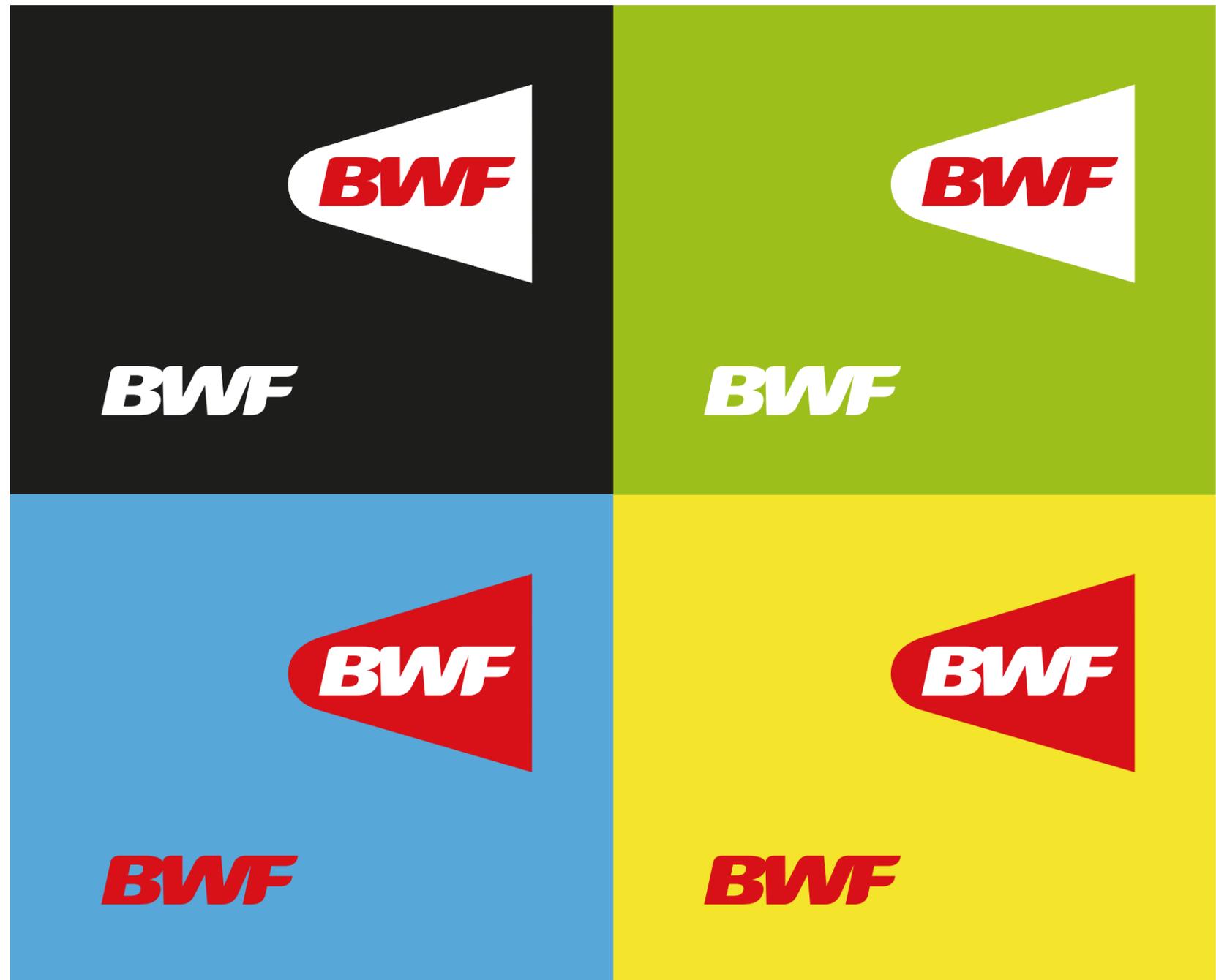


BWF LOGO GUIDELINES v2.2

BWF LOGO ON COLOUR

BWF LOGO ON COLOUR

The BWF logo can be used on different colour backgrounds. Which logo to use depends on the colour of the background. Please make sure all elements are legible.



BWF LOGO GUIDELINES v2.2

LOGO WITH SUPPORTING TEXT

BWF LOGO WITH SUPPORTING TEXT

This can only be used in the suggested typeface.

This can only be used as shown and must be approved by the BWF.

The file name of the logo is shown below.

CMYK File

BWF_logo_supporting text_CMYK.eps



BWF LOGO - WITHOUT HOLDING DEVICE

This logo will never appear with additional text.



BWF LOGO GUIDELINES v2.2

CLEAR SPACE AND MINIMUM SIZE

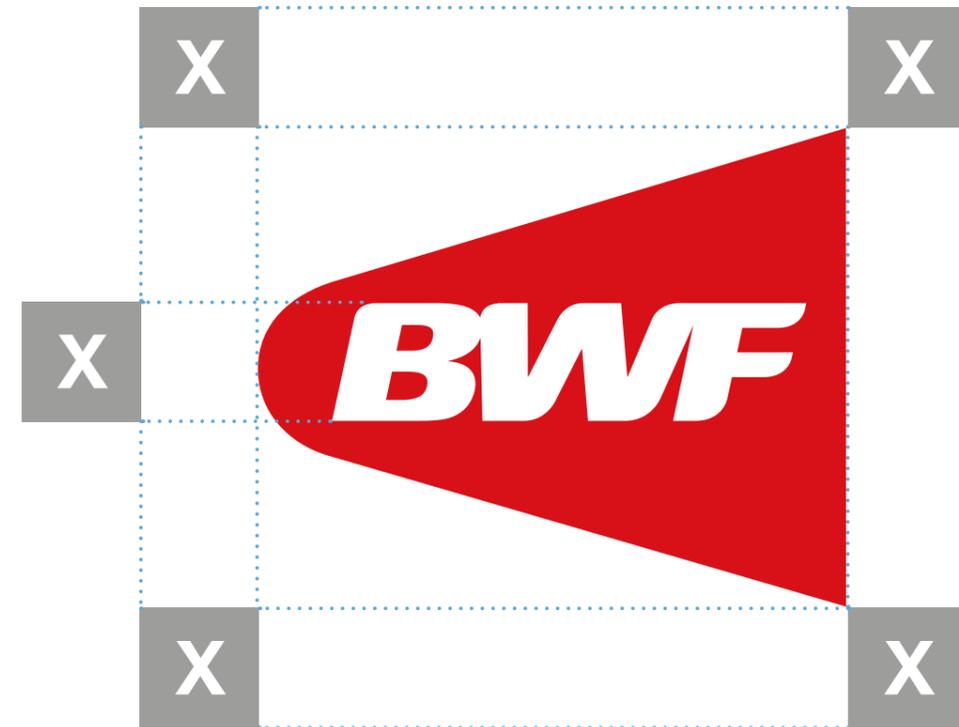
CLEAR SPACE

To make sure the logo has maximum standout, always try to implement the clear space. This is the 'X' height from the top to the baseline of the BWF letters. This prevents other graphic elements from interfering with the integrity and impact of the logo. This exclusion zone applies for all versions of the logo. Only the supporting text can be used within the clear space.

MINIMUM SIZE

There will be circumstances when the logo will need to be used at small sizes, for instance when we appear as a third party. The minimum size has been set at 25mm wide and should not appear any smaller.

For the logo without the holding device this has been set at 20mm.



BWF LOGO GUIDELINES v2.2

LOGO WITH HOLDING DEVICE

BWF LOGO WITH HOLDING DEVICE

This can only be used in the suggested typeface.

This can only be used as shown and must be approved by the BWF.

The file name of the logo is shown below.

CMYK File

BWF_logo_holding_device_CMYK.eps



BWF LOGO GUIDELINES v2.2

LOGO WITH HOLDING DEVICE - CLEAR SPACE AND MINIMUM SIZE

CLEAR SPACE

To make sure the logo has maximum standout, always try to implement the clear space. This is the 'X' height from the top to the baseline of the BWF letters. This prevents other graphic elements from interfering with the integrity and impact of the logo.

MINIMUM SIZE

There will be circumstances when the logo will need to be used at small sizes, for instance when we appear as a third party. The minimum size has been set at 55mm wide and should not appear any smaller.



← 55mm →

BWF LOGO GUIDELINES v2.2

SUPPORTINGTEXT - SINGLE LINE

SUPPORTINGTEXT - SINGLE LINE

This supporting text single line should only be used in special circumstances and with prior approval from the BWF.

The file name of the logo is shown below.

CMYK File

BWF_supporting text_single line_CMYK.eps

BADMINTON WORLD FEDERATION

BRANDTYPEFACE

Univers is used as the BWF BrandTypeface. Opposite are a few examples of the weights and how they should be used.

Fonts can be purchased from www.fonts.com
www.linotype.com

Titles / Headlines

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Univers Bold

Body Copy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Univers Roman

Emphasised Text

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Univers Oblique

BWF LOGO GUIDELINES v2.2

CORRECT AND INCORRECT USAGE

CORRECT LOGO USAGE

It is essential that the logo is used correctly and consistently in all applications – make sure that the logo is used on the appropriate background colour.



✓ BWF_logo_CMYK.eps should ideally be used on a complimentary colour.



✓ BWF_logo_Black.eps when only one colour printing is available.



✓ BWF_text_CMYK.eps should ideally be used on a complimentary colour.



✓ BWF_logo_reversed_red_CMYK.eps should be reversed out of the correct colour.

INCORRECT LOGO USAGE

These examples show how not to use the logo. Under no circumstances should the logo be edited from the master artwork supplied.



✗ The colour of the logo should not be altered in anyway.



✗ The logo should not be rotated.



✗ Do not distort the logo, always scale in proportion.



✗ Do not reverse the logo out of an unapproved colour.

BWF LOGO GUIDELINES v2.2

EXAMPLE OF USE

BWF LOGO - EXAMPLE OF USE

This shows you how the BWF logo could be positioned on promotional material.

Where possible we suggest that it is located in the top right hand corner in order to create consistency and impact for the brand.





FOR APPROVALS OR MORE INFORMATION CONTACT:

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