



国际武术联合会
International Wushu Federation



Brand Manual

品牌手册

2019 WWKD OFFICIAL LOGO
2019世界武术日官方会徽

世界武术日 World Wushu Day
(2018.08.11) Hongkong



世界武术日启动仪式
World Wushu Day Official Launch
第三届全球武术日活动

Contents

目录

Basic Usage Guidelines / 基础部分

Logo Creative Concept / 标志创意说明	1
Logo Coloring and Scope of Usage / 标志标准色使用规范	2
Logo Background Coloring and Suggested Usage / 标志背景色使用建议	3
Logo Proportion / 标志标准比例	4
Logo Safe / 标志可侵入范围	5
Minimum Scope of Logo Usage / 标志最小使用范围	6
Logo and Background Color Combination Rules / 标志与背景色组合使用规范	7
Logo Font Style Standards (Chinese) / 标志标准字体使用规范(中文)	8
Logo Font Style Standards (English) / 标志标准字体使用规范(英文)	9

Product Design Examples / 应用部分

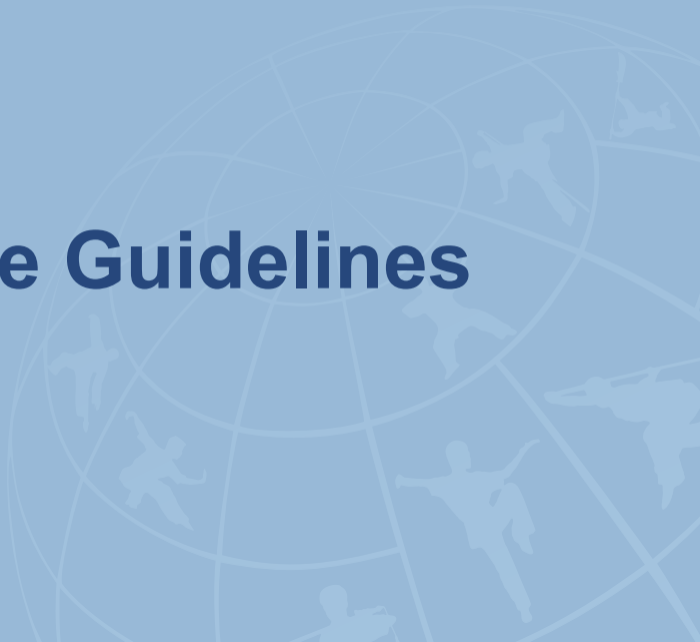
Mug Design / 马克杯设计	10
Phone Case Design / 手机壳设计	14
Tote Bag Design / 帆布包设计	18
Drawstring Bag Design / 双肩包设计	20
Keychain Design / 钥匙扣设计	22
Hat Design / 帽子设计	24
T-shirt Design / T恤衫设计	26

Promotional Design Examples / 展陈设计

Cardboard Photo Frame Design / 话题框设计	29
Cardboard Hashtag Design / 互动话题设计	30
Weapons Design / 兵器设计	31
Promotional Banner/Poster Design / 宣传海报设计	34

Basic Usage Guidelines

基础部分



Logo Creative Concept

标志创意说明

The 2019 WWKD logo displays silhouettes of different styles of wushu-kungfu on a globe. The palm-fist salute, an iconic greeting, is a sign of respect and adherence to tradition. The “yin-yang” on the top of the globe symbolizes an integration of sports and traditions, a coming-together of different wushu-kungfu styles and the collaboration of people worldwide.

徽标由三部分组成：遍布“地球”的多个流派武术剪影，象征着武术流派众多、武迷遍布全球五大洲；抱拳礼，是武术人表示尊重和致意的标志性动作，以示对全球武友的问候；“地球”上的阴阳八卦图代表传统元素，象征运动对传统的继承与发扬。整体表现出世界武术日是全球武术人共同的节日，全球武友是一家。



Logo Coloring and Scope of Usage

标志标准色使用规范

#:a4bfdb
R:164 G:191 B:219
C:39 M:18 Y:6 K:0

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

#:c9b0a1
R:201 G:176 B:161
C:25 M:32 Y:34 K:0

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

Logo Background Coloring and Suggested Usage

标志背景色使用建议

The image on the right shows the standard color gradient from the dark blue to red, which is recommended as the design background.

右图所示为标志标准色中的深蓝和标准色当中红色的渐变, 建议可以当做背景色使用。

#:0e3d75

R:14 G:61 B:117

C:98 M:85 Y:33 K:1



#:e73721

R:231 G:55 B:33

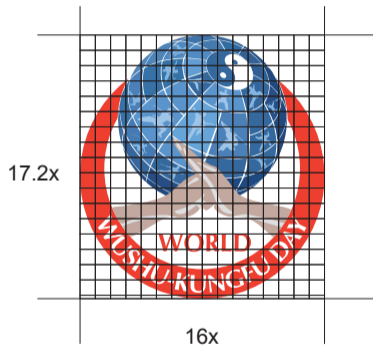
C:0 M:90 Y:89 K:0

Logo Proportion Standards

标志标准比例

The image on the right shows the standard logo proportions for height to width set at 17.2:16.

右图所示为标志标准比例，标志高度与宽度的比例大小大致为17.2:16。

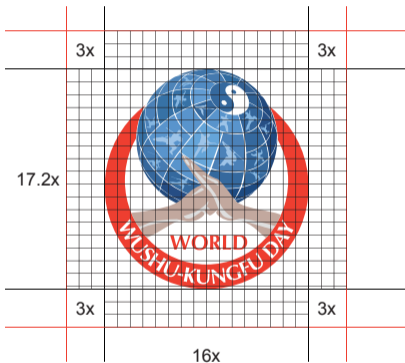


Logo Safe Space

标志可侵入范围

The image on the right shows the dimensions of the safe space, $3x$, that must be maintained on all four sides of the logo between the logo and any other logos or pictures.

右图所示以标志四周为 $3x$ 范围大小的安全距离可出现其他标志或图形。



Minimum Scope of Logo Usage

标志最小使用范围

The images on the right shows the minimum dimensions for the logo to appear. Image 1 shows the minimum dimensions for offline logo usage. Image 2 shows the minimum dimensions for online logo usage.

右图所示为标志最小使用范围，示例1为线下使用，示例2为线上使用。

Image 1

Offline Logo Usage

线下

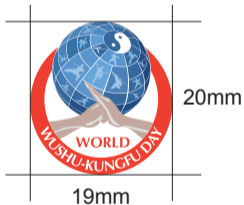


Image 2

Online Logo Usage

线上



Logo and Background Color Combination Rules

标志与背景色组合使用规范

Due to the logo design, an outline must be placed around the logo when set against a dark background (as in the images on the right).

由于此标志图形结构特殊,在保证标志在遇到深色背景情况下,采用标志外轮廓描边的方式体现。



Logo Font Style Standards (Chinese)

标志标准字体使用规范(中文)

In order to maintain consistency and uniformity when displaying the logo, any Chinese text (not including numbers) should appear in the Siyuan Bold font.

为达到标志信息传达的统一一致性,标志中文字体(除数字)以外,均应采用思源黑体字体家族系列。

Example

示范

思源黑体CN-Light

思源黑体CN-Medium

思源黑体CN-HeavyBold

Logo Font Style Standards (English)

标志标准字体使用规范(英文)

In order to maintain consistency and uniformity when displaying the logo, any English text (including numbers and letters) should appear in the Arial font.

为达到标志信息传达的统一一致性,标志英文字体(包括数字、英文字母)均应采用Arial字体家族系列。

Example

示范

Arial Regular
Arial Bold

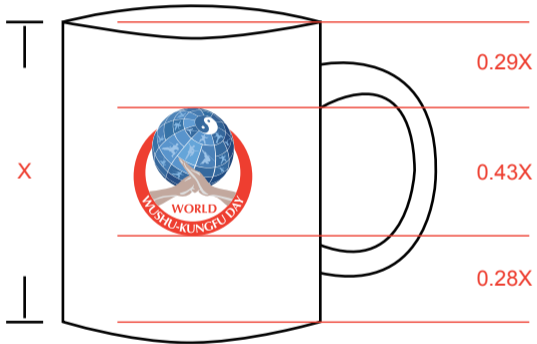
Product Design Examples

应用部分



Mug Design

马克杯设计



Mug Design

马克杯设计

White
白色

Example

效果图



Mug Design

马克杯设计



Mug Design

马克杯设计

Black
黑色

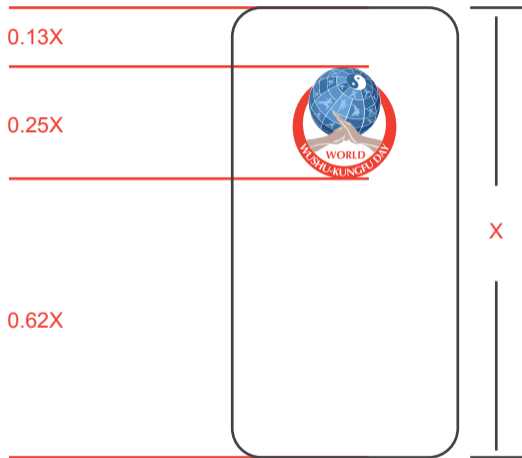
Example

效果图



Phone Case Design

手机壳设计



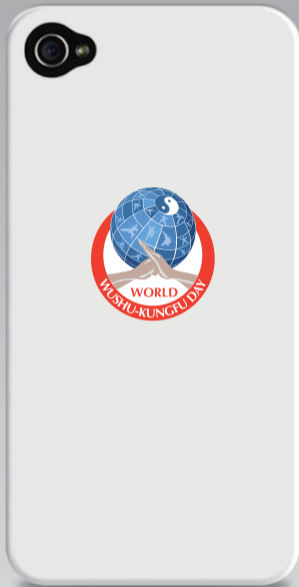
Phone Case Design

手机壳设计

White
白色

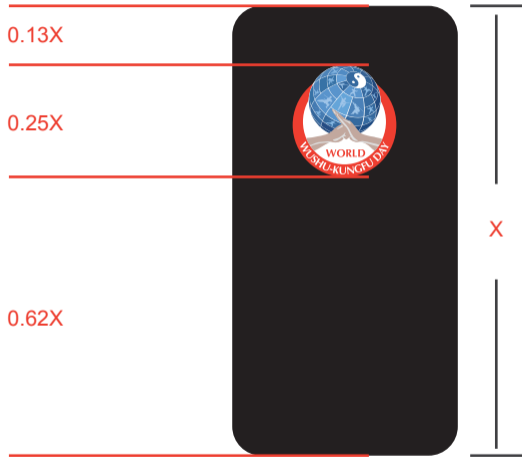
Example

效果图



Phone Case Design

手机壳设计



Phone Case Design

手机壳设计

Black
黑色

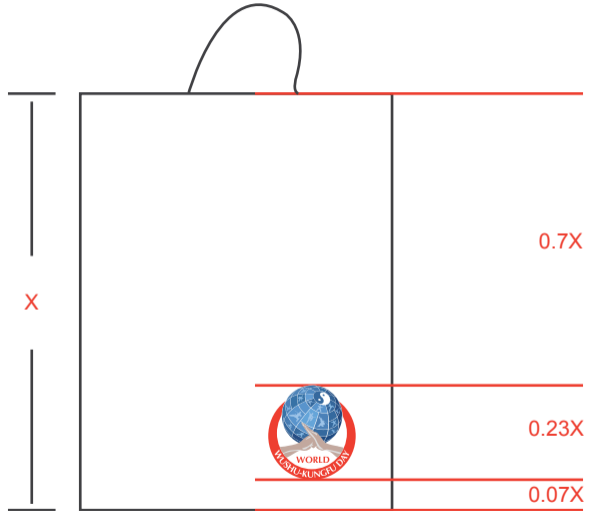
Example

效果图



Tote Bag Design

帆布包设计



Tote Bag Design

帆布包设计

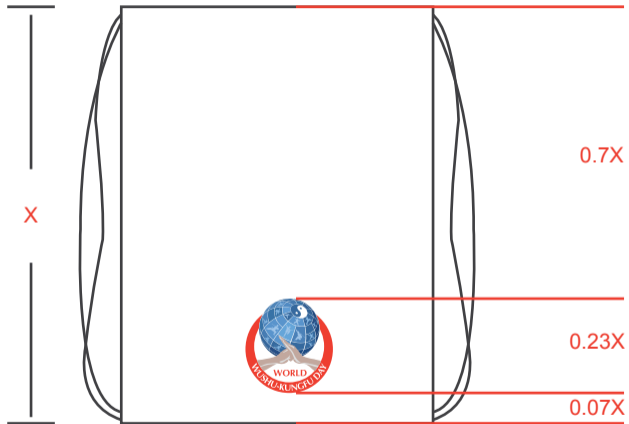
Example

效果图



Drawstring Bag Design

双肩包设计



Drawstring Bag Design

双肩包设计

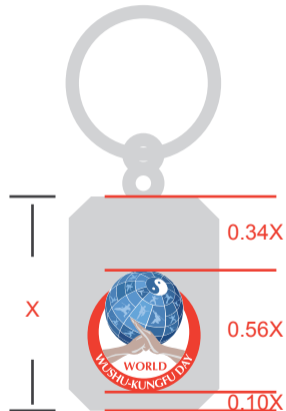
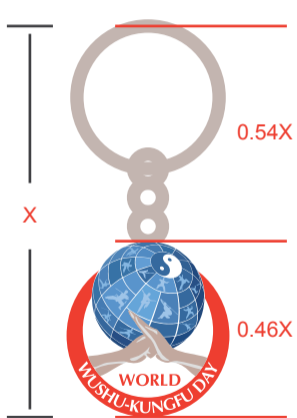
Example

效果图



Keychain Design

钥匙扣设计



Keychain Design

钥匙扣设计

Example

效果图



Hat Design

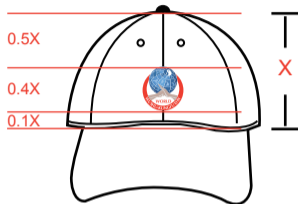
帽子设计

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)。

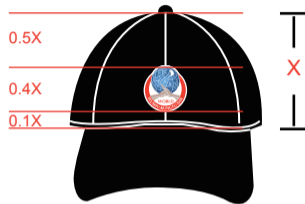
Design ①

类型 ①



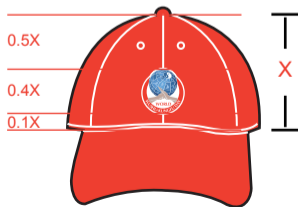
Design ②

类型 ②



Design ③

类型 ③



#:e73721

R:231 G:55 B:33

C:0 M:90 Y:89 K:0

Design ④

类型 ④



#:0e3d75

R:14 G:61 B:117

C:98 M:85 Y:33 K:1

Hat Design

帽子设计



Example

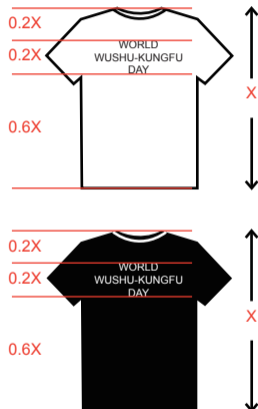
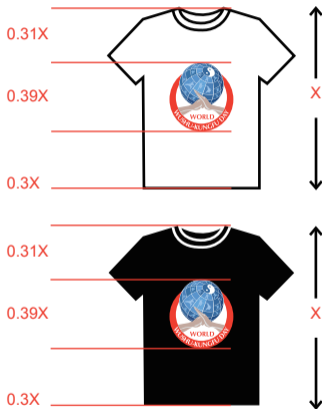
效果图

T-shirt Design

T恤衫设计

The images on the right show 2 recommended t-shirt designs for black and white t-shirts with the logo centered.

T恤衫展示建议为黑白两款，右图为标志在T恤衫居中位置。



T-shirt Design

T恤衫设计

White
白色

Example

效果图



T-shirt Design

T恤衫设计

Black
黑色

Example

效果图



Promotional Design Examples

The background of the slide is a light blue color. It features a large, faint, stylized globe with a grid of latitude and longitude lines. Overlaid on the globe are several white silhouettes of people in various dynamic, athletic poses, such as jumping, running, and stretching, suggesting movement and energy.

展陈设计

Cardboard Photo Frame Design

话题框展陈设计

The design proportions are based on actual sizes.

以实际落地大小为标准



Cardboard Hashtag Design

互动话题设计

The design proportions
are based on actual
sizes.

以实际落地大小为标准

Design ① (English)

类型 ①



Design ② (Chinese)

类型 ②



Weapons Design

兵器展陈设计

The design proportions are based on actual sizes.

以实际落地大小为标准

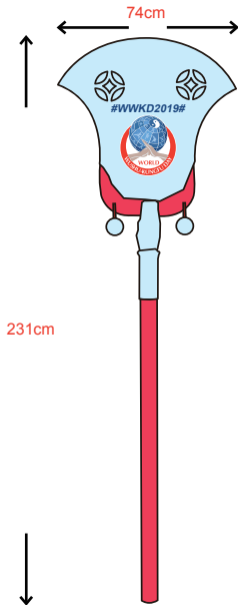


Weapons Design

兵器展陈设计

The design proportions
are based on actual
sizes.

以实际落地大小为标准

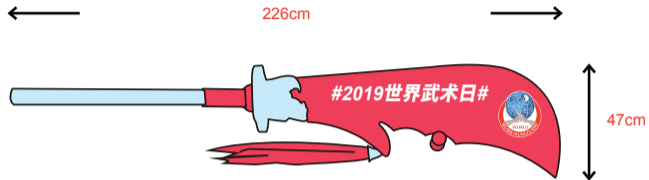


Weapons Design

兵器展陈设计

The design proportions are based on actual sizes.

以实际落地大小为标准



Promotional Banner/ Poster Design

宣传海报设计

Recommended actual
poster size: **60cm*90cm**

建议海报实际落地
大小为：
60cm*90cm

