



REFINING THE FUTURE OF KICKBOXING

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ONE WAKO, ONE CHAMPION, ONE BRAND GLOBALLY

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## **KICKBOXING. UNITED BY PURPOSE.**

MORE THAN A SPORT — KICKBOXING IS CULTURE, CHARACTER, AND A GLOBAL FORCE FOR GOOD.

**Over 149 nations, WAKO represents the most popular stand up Combat Sport in the world.**

Fast-growing, deeply respected, and ready to stand shoulder-to-shoulder with the Olympic movement.

This brand system isn't just visual — it's strategic.

A unifying identity built to align our message, elevate our global perception, and reflect the values that define us:

**Respect. Excellence. Unity. Discipline. Inclusion. Honor.**

From local clubs to world championships, this identity is for every fighter, coach, official, and nation.

**ONE WAKO, ONE CHAMPION, ONE BRAND GLOBALLY.**  
**Welcome to the new era of WAKO**



# PRESIDENT'S MESSAGE

WWW.WAKO.SPORT



As President of the World Association of Kickboxing Organisations, it is my distinct honour to introduce the commissioning and development of our new brand book—an initiative that marks a transformative chapter in the ongoing evolution of our sport.

Kickboxing has, for decades, inspired athletes and enthusiasts across continents, forging a legacy that resonates with the values of discipline, integrity, and unity. Our association stands as a testament to the relentless passion and collective ambition that have shaped kickboxing into a truly global movement.

As we embark on the creation of this brand book, we do so with deep reverence for our

past—recognising the champions, visionaries, and communities whose dedication has brought us to this pivotal moment.

Yet, while we celebrate our heritage, we must also turn our gaze to the horizon—towards a future illuminated by new possibilities within the Olympic Movement. The inclusion and recognition of kickboxing at this level signals not only our growing stature, but also the responsibility we bear to uphold and advance the highest standards in sport. The brand book we are developing is more than a visual guide; it is a strategic tool designed to modernise our identity, strengthen our position, and ensure that every expression of our brand reflects the excellence and professionalism synonymous with the Olympic ideal and WAKO Itself.

In undertaking and completing this process, we were committed to aligning ourselves with best practices in brand promotion and development. This effort is about clarity, cohesion, and authenticity—ensuring that our message, our visual language, and our values resonate powerfully with all stakeholders, from athletes and officials to fans and partners worldwide. By embracing modernisation, we fortify our relevance, broaden our reach, and foster an environment in which kickboxing can flourish at every level.

I invite each member of our community to take pride in this endeavour, knowing that it is built upon the foundation of our shared history and propelled by our aspirations for the future. Together, through collaboration and innovation, we will present a unified, dynamic identity that truly reflects the spirit of kickboxing and our unwavering commitment to excellence.

Let us move forward with confidence, honouring the legacy we inherit and shaping the future we envision—one that shines brightly within the Olympic Movement and beyond.

**Roy Baker**

President  
World Association of Kickboxing Organisations

**WAKO**  
WAKO WAKO WAKO WAKO





**THIS ISN'T JUST A LOGO UPDATE.  
IT'S A DECLARATION OF WHO WE ARE,  
AND WHERE WE'RE GOING.**

*WAKO is no longer a niche sport.*

We're a global movement on the path to the Olympic Games, and our brand must reflect and support that aspiration.

This brand book is created to align every continent, every federation, every promoter, every athlete, under one unified identity.

*It's not just for designers.*

It's for leaders, coaches, event organizers, media partners, and sponsors who carry the WAKO message forward.

Every visual. Every touchpoint. Every post.

From uniforms to scoreboards, from world championships to social media, we now speak with one voice and one brand.

Because we don't just compete.

We represent a global sport.





## 1. INTRODUCTION

Defining who we are, what we stand for, and why this new identity matters.

## 2. BRAND STRATEGY & POSITIONING

This brand system is not just a design refresh. It's a declaration:  
WAKO is ready for the next era — and we're leading from the front.

## 3. VISUAL IDENTITY

Core Visual Tools That Define Wako's Identity

## 4. VISUAL SYSTEMS

Modular Colors. One Global Identity.

## 5. BRAND IN ACTION

Design isn't static. It moves. It speaks. It leads.

## 6. IMPLEMENTATION

Where Strategy Meets Execution

These guidelines introduce the essential tools that shape WAKO's brand identity. They exist to help you communicate clearly and confidently — from national teams to world stages.

While this book defines the core system, creative execution is always encouraged. Use it as your standard — and your launchpad.





## INTRODUCTION

DEFINING WHO WE ARE,  
WHAT WE STAND FOR,  
AND WHY THIS **NEW IDENTITY MATTERS.**



# WAKO

## MISSION, VISION, AND PURPOSE

### OUR MISSION

To organize and regulate kickboxing competitions at all levels, from grassroots to elite, in accordance with the Olympic Charter and the WAKO rules and regulations.

To provide education, training, and certification for our members, athletes, coaches, officials, and administrators.

To support the development and growth of our national federations and continental confederations, and to facilitate their cooperation and communication.

To advocate for the recognition and inclusion of kickboxing in the Olympic Games and other multi-sport events.

To collaborate with other international sport organizations and relevant stakeholders to advance the interests and values of kickboxing and sport in general.

### PURPOSE

#### Respect

We honour our athletes, coaches, officials, and cultures — upholding tradition while welcoming progress.

#### Excellence

From a local club to a national or continental federation, this identity and brand belongs to everyone.

#### Unity

WAKO is one global team. Our styles, nations, and backgrounds may vary — but our mission is shared.

#### Discipline

Kickboxing is built on focus and self-mastery — values we bring into every decision, design, and competition.

#### Inclusion

We open our doors to all — regardless of age, gender, ability, or region. Our sport belongs to everyone.

#### Honour

We carry the spirit of Kickboxing — recognising those who came before us, competing with integrity, and representing WAKO with pride on and off the Mat & Ring.



## MISSION, VISION, AND CORE VALUES

### VISION STATEMENT

To promote and develop kickboxing as a sport for all, regardless of age, gender, race, religion, or ability.

To foster a culture of respect, fair play, and excellence among our members, athletes, coaches, officials, and stakeholders.

To enhance the health, well-being, and social inclusion of our participants through the IOC recognized sport of kickboxing.

To contribute positively to the Olympic movement and the global sport community through our values and actions.

### PURPOSE STATEMENT

To develop, promote, regulate and deliver the sport of kickboxing in a safe, fair, and inclusive way for people of all ages, abilities, genders, and backgrounds, from grass roots to elite.



#### A Truly Global Federation

WAKO is the IOC-recognised world governing body for the sport of kickboxing, with a footprint that spans every continent and continues to grow and prosper.

## Member Reach

149 affiliated countries across 5 continents

119 National Federations recognized by their respective National Olympic Committees or Government Sports Authorities

Active presence in Africa, Asia, Europe, Oceania, Pan America.

## Olympic-Aligned Governance

An International Federation operating within the IOC Charter ensuring Integrity, Transparency and Democracy

Structured as an International Federation and supported by continental federations to develop, promote and align global standards

Unified under WAKO's mission & vision to promote excellence, fairness, standards and safety in the sport Kickboxing

## Strategic Partnerships

IOC-Recognized International Federation  
A WADA Compliant Signatory

Member of TAFISA, IWGA, ARISF, and SportAccord

Strong relations with regional multi-sport games (IWGA, Asian Indoor Martial Arts Games, Combat Games, European Games, Africa Games, Bolivian Games, Central America Games, Mediterranean Games)





## Kickboxing in the Modern World

Kickboxing has grown into a global movement.

Across five continents, millions of people take part — from grassroots clubs in small towns to professional athletes on the world stage. With our WAKO standards at the centre of the growth and evolution of the sport kickboxing.

As combat sports surge in popularity, kickboxing is redefining how combat sports are seen and respected. We blend tradition with innovation — merging discipline, athleticism, and entertainment in a way that speaks to modern generations.

Our styles are diverse. Our athletes are world-class.  
And our potential has never been greater.

This brand system is not just a design refresh, it's a renewal a regeneration of our commitment to the future.

**It's a bold declaration:  
That WAKO is ready for the next era — and we're leading from the front.**





## Why Now? The Strategic Opportunity

We're a recognized global body, active in over 149 countries, and recognized by the International Olympic Committee.

The world is watching — and our brand must match our status & aspirations.

From Olympic alignment to sponsor partnerships, from digital engagement to global unity... this is our moment to lead.

But with opportunity comes responsibility & accountability. A weak or inconsistent brand signals disorganization. It holds us back from growth, credibility, and high-level collaboration.

### This rebrand is a strategic move:

To modernize our identity, but acknowledge our past.

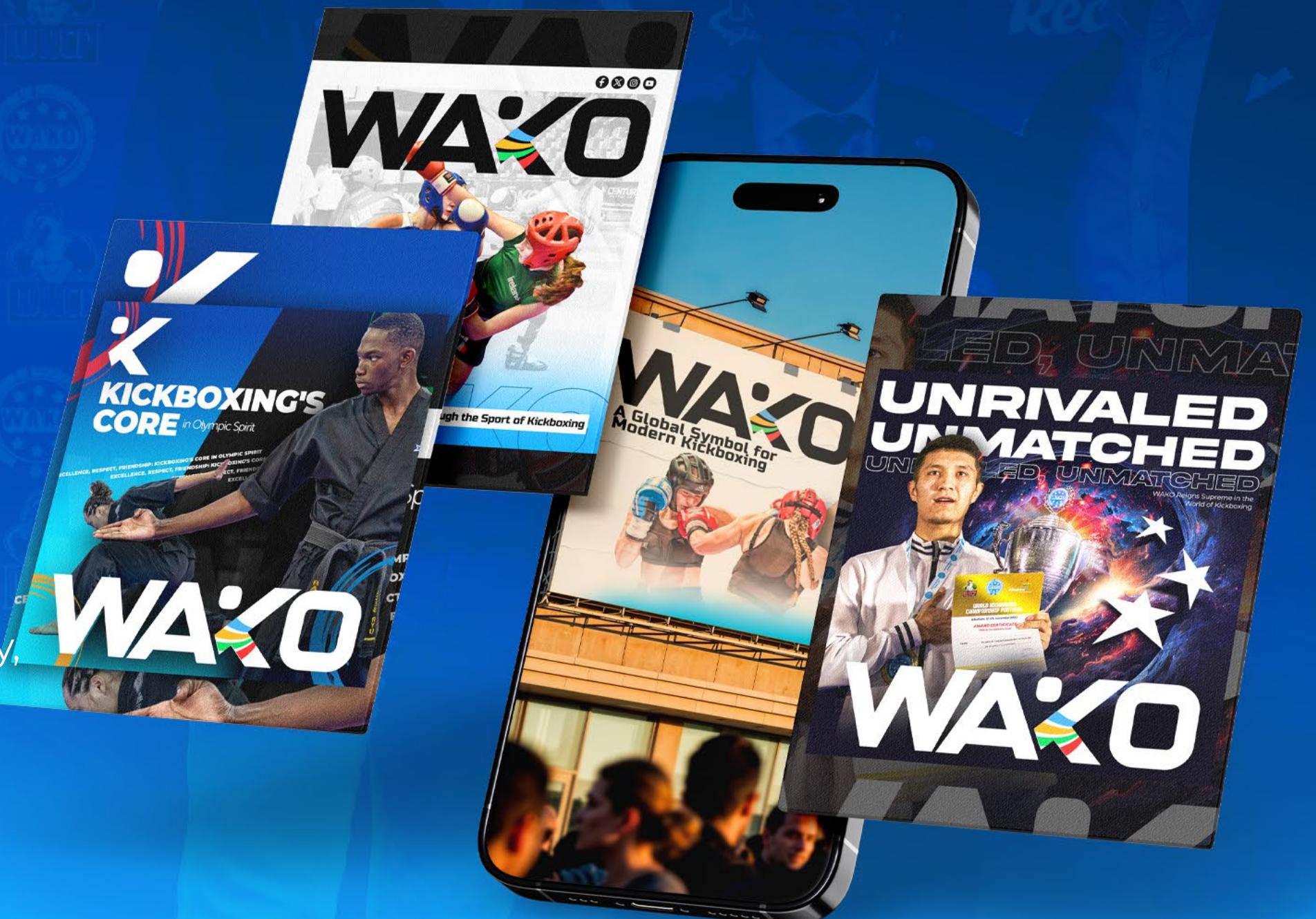
To unify our global presence.

To elevate how the world sees WAKO — on every screen, stage, ring and mat.

**We don't just need a better logo.**

**We need a brand that reflects who we are — and where we're going.**

“ **WAKO**  
THIS IS OUR MOMENT TO LEAD ”





## BRAND STRATEGY & POSITIONING

A strong brand is more than logos and colours, it is consistency.

Consistency builds recognition, trust and credibility, both within our WAKO community and with the outside world.

For athletes, coaches and officials, it provides a clear and unified identity they can stand behind.

For federations and promoters, it ensures every event and communication reflects the same high standards.

For media partners, sponsors and new audiences, it presents kickboxing as a professional, world-class sport ready for the global stage.

This brand system is not just about design.

It is a framework to align every continent, every federation and every athlete, so that wherever WAKO appears, we are instantly recognised as one.

ONE WAKO, ONE CHAMPION, ONE BRAND GLOBALLY.





WAKO HAS GROWN INTO A GLOBAL POWERHOUSE — PRACTICED IN OVER 149 COUNTRIES, RECOGNIZED BY THE IOC, AND SUPPORTED BY MILLIONS OF ATHLETES, COACHES, AND FANS.

But our identity had not kept pace.

We faced a brand that was:

- ∅ Fragmented across continents and competitions
- ∅ Visually inconsistent in logos, colours and communication
- ∅ Difficult for sponsors, media and new members to understand at a glance
- ∅ Rooted in the past, restricting how we represent our future

As we step forward towards our Olympic aspirations, we needed more than a logo. We needed a system — one that reflects unity, modernity and professionalism at every level.

A system that gives every nation, every athlete and every event the power to look and operate at the highest standard, and to align who we are, what we do and how we present ourselves on the global stage.

**THIS WAS NOT A REBRAND FOR DESIGN'S SAKE.  
IT WAS A STRATEGIC NECESSITY.**

## THE BRANDING CHALLENGE WE FACED





## Brand Transformation Goals

This transformation isn't cosmetic, it's strategic.  
It bridges tradition with progress, and local pride with global standards

### OUR GOALS

#### 1. Unify Our Identity

One flexible brand system across all continents, teams, and disciplines.

#### 2. Elevate Global Perception

Match the quality of our athletes with elite, Olympic-aligned design.

#### 3. Empower Our Members

Equip nations, coaches, and athletes with easy-to-use brand tools.

#### 4. Modernise for Digital

Design for mobile, broadcast, sponsorship, and social reach.

#### 5. Show Olympic Readiness

Stand out proudly beside the world's most iconic sports brands.

**WAKO'S FUTURE IS BOLD — THIS BRAND MAKES IT VISIBLE.**





## Brand Personality

WAKO isn't just a federation, it's a family.

Our personality and culture reflect the precision, passion and power of the athletes who represent us.

### **Bold**

We don't whisper. We lead. Our voice is confident, assertive and unafraid to stand out.

### **Global**

With members across every continent, we speak with a unified voice, showing our unity and collective ambitions.

### **Modern**

Our brand lives in motion — designed for screens, stadiums and the next generation.

### **Disciplined**

Rooted in tradition, forged by structure and values.

Consistently balanced with passion, precision, performance and presentation.

### **Unified**

One brand, one voice.

A design system that reinforces a shared, aligned identity that we can all be proud of.





## Tone of Voice Guidelines

WAKO's tone reflects who we are: **POWERFUL, PROFESSIONAL, AND PURPOSE-DRIVEN.**

We speak with clarity, not complexity.

Confidence, not arrogance.

Conviction, not noise.

Our writing must unify across continents, cultures and communication channels.

### How We Sound

*Clear* — We use direct, active language. Every word must earn its place.

*Confident* — Our tone reflects a global leader in sport. Never casual, always composed.

*Inclusive* — We write for everyone in the sport, from grassroots to world champions.

*Disciplined* — Our voice is sharp and consistent, like our athletes.

*Elevated* — Professional, not corporate. Inspiring, not fluffy. Respected, not distant.

“**WAKO is more than a federation, it's a global movement**”

**WAKO President - Roy Baker**



# WAKO

## VISUAL IDENTITY

KICKBOXING IS BOLD. **SO IS OUR NEW BRAND.**

This Section Introduces The Core Visual Tools That Define Wako's Identity — Starting With The Logo, Then Expanding Into Our Colors, Typography, Patterns, And Applications.





## A Global Symbol for Modern Kickboxing

The new WAKO logo is more than just an emblem — it's a strategic signal to the world.

**Engineered for clarity, built for power, and recognized worldwide.**

A modern, united, Olympic-ready sport.

It carries the legacy of our past and the ambition of our future —  
Bridging continents, cultures, and kickboxing styles under one bold mark.

**Clean. Timeless. Elite.**

This is the new face of global kickboxing.

# PRIMARY LOGO



**THE FULL WAKO LOGO IS OUR CORE VISUAL IDENTITY — BOLD, MODERN, AND UNMISTAKABLE.**

Built from clean geometry and sharp alignment, the mark reflects precision, unity, and global credibility. This version should be used wherever possible to maintain consistency and maximum brand recognition.

Use this version whenever possible to anchor our visual identity.

WAKO

**Modular Identity. Global Consistency.**

Colors that scale from national teams to Olympic podiums,  
Without losing identity.

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**A Global Sport. Built for the Rings & Tatami**



THE NEW WAKO BRAND IS DESIGNED TO ALIGN WITH OLYMPIC VISUAL STANDARDS, BOLD, INCLUSIVE, AND INSTANTLY RECOGNIZABLE ON EVERY PLATFORM.

# K is for Kickboxing

Every shape tells a story.

The WAKO logo isn't just a mark, it's a symbol of movement, mastery and modern sport.

## The “K” Icon

A bold kicker in motion — our “K” is unique in world sport.

No other federation carries its defining action in its very first letter.

K is for Kickboxing, and here it becomes our signature strike: forward, powerful and unmistakable.

## Geometric Strength

Built from sharp angles and balanced forms, the design reflects discipline, control and international credibility.

## Legacy Alignment

The rounded square element bridges past and future — a subtle evolution from WAKO's original circle mark to a sharper, modern form. It honours our roots while stepping into an Olympic-ready era.

## Global Versatility

This icon travels. From broadcast screens to fight shorts, it holds power and presence across every platform and culture.

## This isn't just a logo.

**It's the only logo that kicks — bold, united and unmistakably kickboxing.**



# One Logo. One Identity.



## **WAKO DOESN'T DILUTE ITS IDENTITY.**

Just like the world's top sports organisations, we commit to a single, unified logo structure — no vertical stacks, no alternate lockups.

While colour variations exist to serve different contexts (light, dark, greyscale), the core mark remains unchanged.

This standard ensures WAKO's presence is consistent, professional and instantly recognisable — across every nation, every discipline and every platform.

**One WAKO. One Champion. One Brand Globally.**



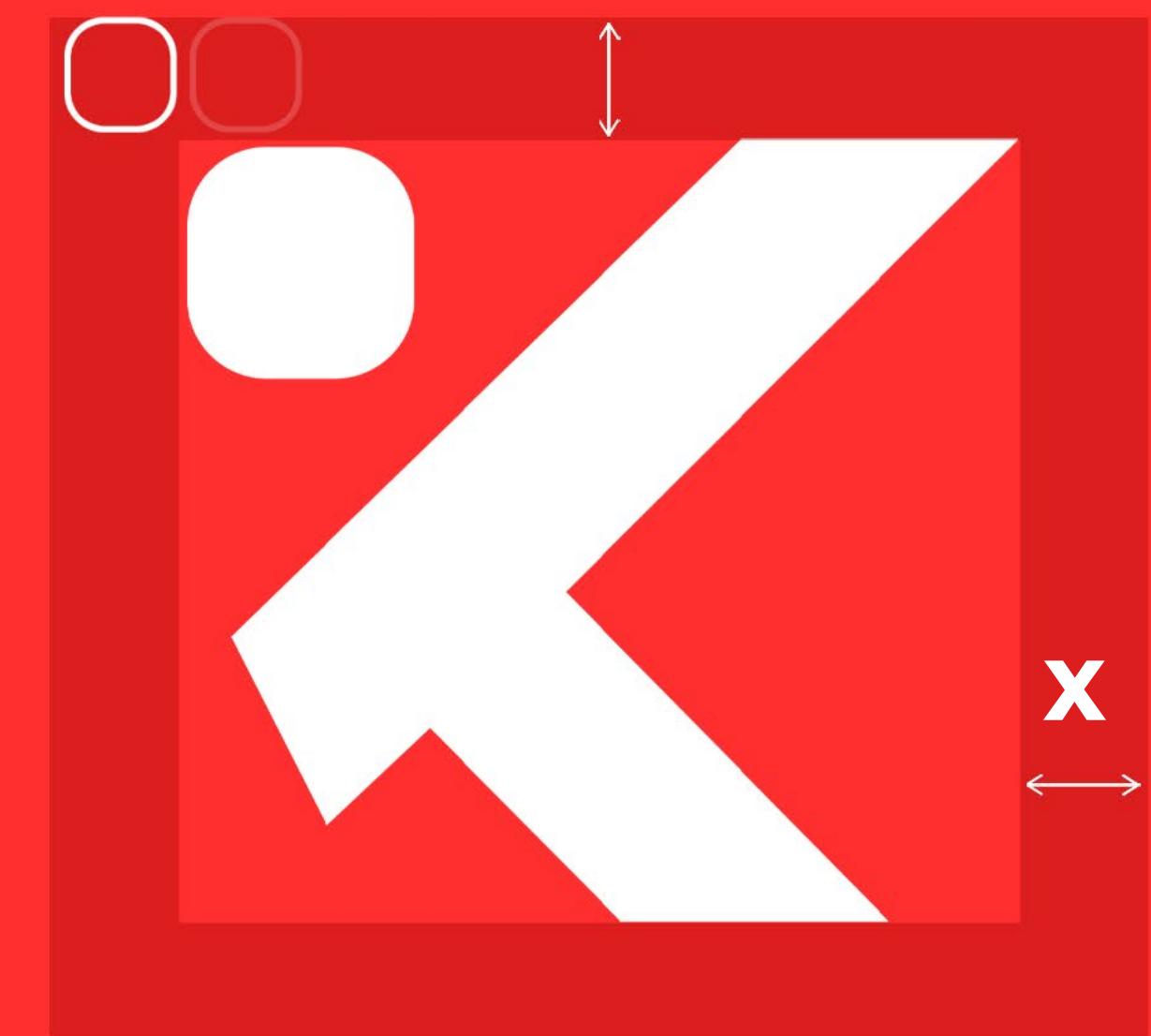
# LOGO SAFETY ZONE

To maintain visual clarity and professional impact, the WAKO logo must always be given space to breathe.



## Clear Space Rule:

Use the rounded-square dot (from the full WAKO logo) as the unit of measurement (x). Maintain this spacing on all sides of the logo — no text, images, or design elements may enter this zone.



## Note:

When using the standalone "K" icon, do not use the "K" itself as a spacing reference — it's proportionally too large. Continue using the dot unit from the full logo for consistent padding.

# Mis Usage

Protect the brand.  
Don't compromise the mark.

The examples shown highlight treatments that must never be applied to the WAKO logo.

While some may seem creative in isolation, they break the visual discipline, credibility, and Olympic-grade clarity that our brand demands.

To preserve the strength of WAKO's identity on the global stage, the logo must always remain intact, precise, and only used in approved forms.

**Creativity is welcomed — within a system.**

*Break the system, you weaken the brand.*

Don't stretch, skew, or warp the logo



Don't modify or replace the font



Don't add drop shadows, bevels, or glow effects



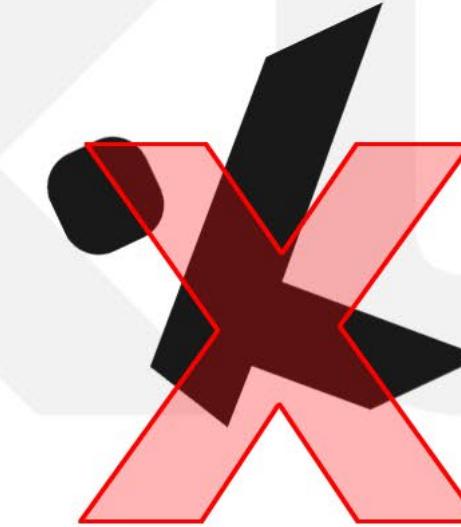
Don't apply unapproved color schemes



Don't place on backgrounds that reduce legibility



Don't rotate, flip, or distort the "K"



Don't redraw or modify the shape



Don't add shadows, outlines, or gradients unless officially defined



Don't fill the "K" with random textures or unapproved imagery



Don't crop the "K" out of context (must retain safe space)





## Co-Branding Guidelines

**RESPECT THE PAST. REPRESENT THE FUTURE.**

As WAKO transitions to a modern global identity, there will be times when legacy and innovation must coexist. This co-branding system ensures both the classic roundel and the new elite logo can appear together — without confusion, hierarchy issues, or brand dilution.

**Use these rules to guide placements when both logos are shown in:**

Championship Posters  
Diplomatic Documents  
Formal Presentations  
Olympic-Related Events

### Approved Co-Branding Rules:

- ✓ Ensure the new WAKO logo remains visually primary — either through scale, alignment, or placement hierarchy — even when the legacy roundel is taller in shape
- ✓ Keep both logos separated by clear space — never merged or fused.
- ✓ Use official logo files only — no edits, shadows, or hybrids.
- ✓ Maintain visual balance — respect proportions and scale.
- ✓ Legacy roundel can be used sparingly in ceremonial or archival contexts only.

### AVOID!

- ✗ Placing logos side-by-side with equal hierarchy
- ✗ Blending or overlapping legacy and new marks
- ✗ Using the old logo in isolation unless pre-approved by WAKO HQ
- ✗ Altering color schemes to match — both logos retain original hues

### Reminder:

- ✓ The classic roundel honors our legacy.
- ✓ The new mark leads our future.
- ✓ Use both with precision and purpose.



# WAKO Sub-Brand System

GLOBAL IDENTITY. LOCALLY DELIVERED.



To maintain visual strength and brand consistency, all WAKO national and continental logos will be designed centrally and provided to regional bodies in approved formats.

## EACH SUB-BRAND LOGO FEATURES:

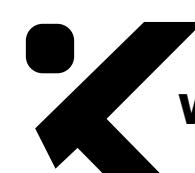
- The master WAKO logo structure
- A custom flag or color fill in the "K" to reflect national/continental identity
- The country or region name placed below in the official typeface

## THIS ENSURES:

- Consistency across all platforms
- Recognition at global events
- Pride of place for every nation

**DO NOT ATTEMPT TO RECREATE OR MODIFY THE LOGO.**

Only official versions supplied by WAKO may be used.





# WAKO

**VISUAL SYSTEM**

Modular Colors. One Global Identity.

WAKO





## The Stripe. Our Global Signature.

The WAKO Stripe Mark represents more than design, it's a visual statement of who we are becoming.

Inspired by the colors of the Olympic rings, this logo introduces a bold, unified identity made for the global stage. It symbolizes our presence, our growth, and our alignment with the highest level of international sport.

From championship events to media campaigns, the Stripe Logo is now the primary face of WAKO's global communications.

While our design draws from the Olympic palette, each color has been custom-toned for WAKO — including our signature WAKO Blue. This ensures visual continuity with our legacy, while elevating the brand for modern platforms and future ambitions.

Tone	Colour Name	Meaning / Use Case
	WAKO Blue	Core identity, trust, digital assets, European base
	Kickboxing Green	Growth, youth energy, African identity, event branding
	Victory Yellow	Visibility, highlights, Asian events, promotional materials
	Champion Red	Action, intensity, social media, American presence
	Unity Black	Authority, structure, formal documents, global balance
	Pure White	Clean space, contrast, overlays, modern design
	Arena Grey	Neutral backgrounds, containers, layout structure

“ WE DON'T COPY THE OLYMPIC RINGS. WE STAND BESIDE THEM , WITH A MARK THE WORLD WILL REMEMBER. ”

# Color Strategy. Built for Structure, Not Restriction.

The WAKO color system is a foundation — not a cage. It creates structure for consistency, while leaving room for bold, modern creativity across digital, social, apparel, and event design.

We don't restrict expression. We guide it — so that every piece still feels like WAKO, no matter the color focus.

## USAGE GUIDANCE

### The Stripe Logo leads global communication.

→ Use it freely across global, Olympic-facing, or high-prestige materials.

### Modular Color Logos support regional relevance.

→ Blue for Europe, Green for Africa, Red for Americas, Yellow for Asia, Black for global/formal.

### Black and White are foundational, not accents.

→ They can be used heavily in digital, social, apparel, and layout systems.

→ Logos in Pure White over black — or vice versa — are standard and encouraged.

### Color use is context-driven.

→ Don't randomly mix logo colors. But feel free to build layouts, posters, and kits with vibrant tones that support the brand's energy.

### Treat the system as a flexible grid — not a rulebook.

→ Elite design is bold and consistent. Choose clarity, contrast, and cohesion — not forced constraints.

**“THE BRAND ISN'T JUST THE COLORS, IT'S THE ENERGY BEHIND THEM.”**

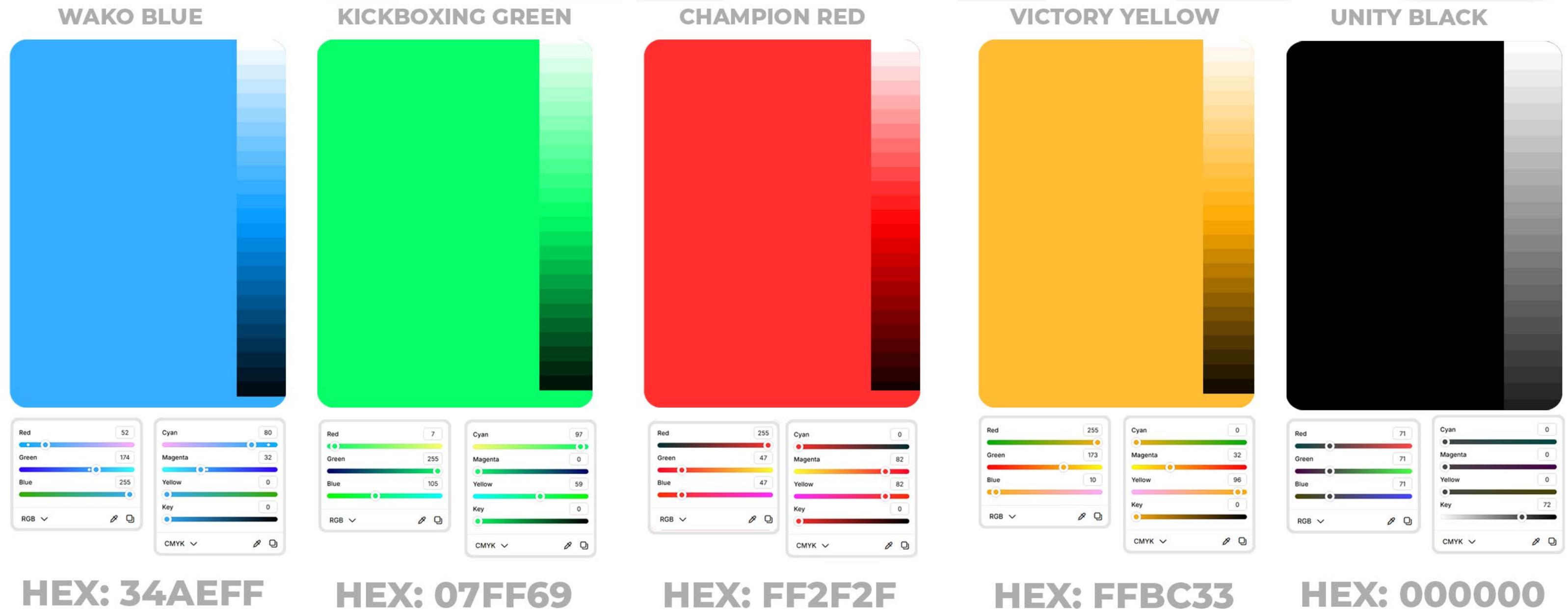


# The WAKO Color System: Digital + Print Specifications

Consistency across borders requires precision. The WAKO color palette is optimized for both digital and print formats using carefully selected HEX, RGB, and CMYK values.

While each tone draws inspiration from Olympic color standards, every shade has been custom-toned for WAKO — designed for clarity, contrast, and high-performance use across screens, fabric, signage, and more.

Use the following references to ensure absolute color accuracy across all applications.



## Secondary Colours



**PURE WHITE**  
HEX: FFFFFF



**ARENA GREY**  
HEX: E3E3E3

These values have been tested across apparel, web, print, and broadcast. Match HEX for digital and CMYK for print — Pantone can be matched as needed based on vendor capabilities.





# TYPOGRAPHY

## Headline Typeface: Russo One

Strong, sharp, structured | All-caps or Title Case only | Used for posters, banners, digital headlines

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**  
**1 2 3 4 5 6 7 8 9 0**

## Sub-Head + Body Typeface: Montserrat

Clean, geometric | Use Regular or Medium for body | Use ExtraBold for subheaders or CTA blocks | Works great in print, decks, web, and video

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**  
**1 2 3 4 5 6 7 8 9 0**

## Internal Documents Typeface: Arial

Universally available | Used for Word docs, letters, admin, etc. | Matches Montserrat's structure well in fallback scenario

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**  
**1 2 3 4 5 6 7 8 9 0**



# OUR HEADLINE FONT IS RUSSO ONE

GLOBAL. UPRIGHT. COMMANDING.

Russo One is WAKO's official headline font — chosen for its clean strength, elite posture, and global readability. It delivers instant authority on posters, banners, presentations, and branded media.

Always set in UPPERCASE.

Always bold.

Never distorted or stretched.

## WE USE RUSSO ONE TO:

**Set the tone of our voice:** confident, Olympic, undeniable

**Signal hierarchy:** headlines, section titles, and major statements

**Create** brand consistency across every platform

## ALLOWED WEIGHTS & USAGE

Russo One Regular – HEADLINES, TITLES

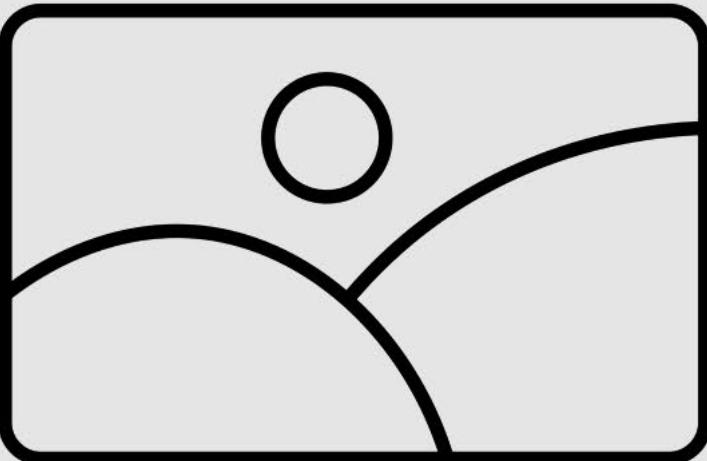
No italic or light variations permitted

## IMPORTANT

Russo One is display-only. Never use it for paragraphs, body text, or captions.

*For supporting content, always use Montserrat or Arial as defined on the next page.*

# ONE WAKO ONE CHAMPION



# WAKO

# OUR TEXT FONTS

## MONTSERRAT

### Arial

VERSATILE. ACCESSIBLE. CONSISTENT.

Montserrat is our primary font for paragraphs, labels, supporting text, and interface design. It's modern, readable, and performs well across web, print, and presentation formats.

Arial is used for internal and fallback situations — particularly where Montserrat is unavailable or access is limited (e.g. Microsoft Word, Google Docs, internal reports).

## USAGE GUIDANCE

**Montserrat ExtraBold / Bold:** Subheadlines, feature callouts

**Montserrat SemiBold / Regular:** Body text, captions, small titles

Arial Regular: Internal documents, email templates, Google Docs

### RULES TO FOLLOW:

Use sentence case for Montserrat

Maintain clear hierarchy between font weights

Never substitute Arial for visual assets — it's fallback only

# ONE WAKO ONE CHAMPION

**Montserrat ExtraBold / Bold:** Subheadlines, feature callouts

## BUILDING A GLOBAL KICKBOXING LEGACY

**Montserrat SemiBold / Regular:** Body text, captions, small titles

WAKO competitions follow strict visual rules to ensure consistency across digital and print platforms.

Arial Regular: Internal documents, email templates, Google Docs

Draft sent to committee. Awaiting final review  
from regional directors.




# Typography in Action

CONSISTENT HIERARCHY. INSTANT RECOGNITION. GLOBAL PROFESSIONALISM.

Typography does more than convey words — it sets tone, builds trust, and drives action.

This page demonstrates how WAKO's font system performs in real-world layouts across digital, print, and event use.

**Headlines** use **Russo One** — bold, upright, global-ready.

**Subheadlines and body** use Montserrat for clarity and cohesion.

**Internal docs** default to Arial for universal access.

**DESIGNERS SHOULD ALWAYS MAINTAIN A CLEAN HIERARCHY:**

**Hero Message** (Russo, 60–72pt)

**Supporting Info** (Montserrat SemiBold, 24–36pt)

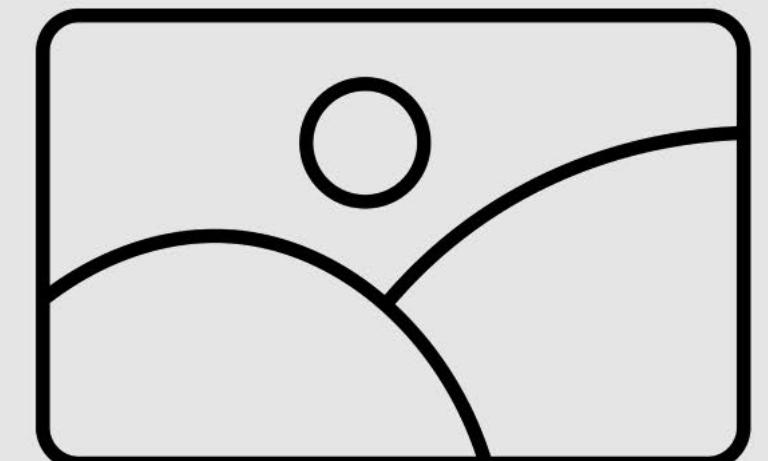
**Body Text** (Montserrat Regular, 12–18pt)

**Notes or Legal** (Montserrat Light or Arial, 10pt)

*Only combine ExtraBold + Regular, or SemiBold + Light  
Never stack multiple heavy weights,  
it breaks visual rhythm.*

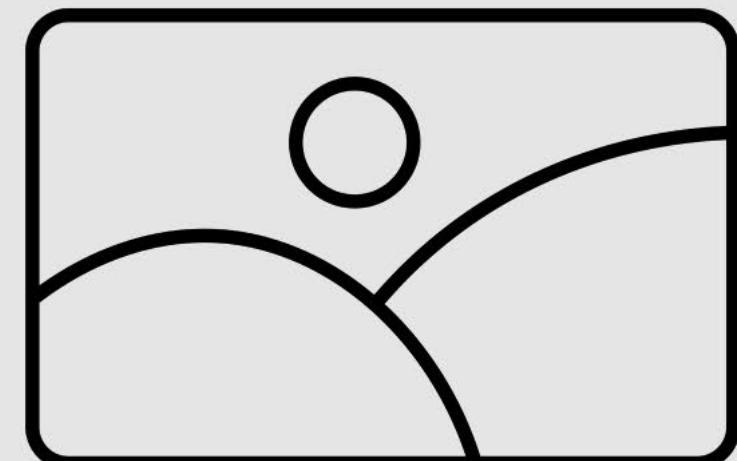
## HEADLINES

Sub text: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis.



WAKO

WAKO



## HEADLINES

Sub text: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt

# Writing Style & Brand Voice

CONFIDENT. GLOBAL. UNMISTAKABLY WAKO.

## OUR VOICE IS AS BOLD AS OUR SPORT.

We speak with clarity, purpose, and global relevance — ensuring every word we publish reflects the strength and unity of the WAKO community. Whether it's an internal memo or an Olympic campaign, our tone builds trust, commands attention, and reinforces our leadership position in combat sports.

## Voice Attributes

### ✓ **Clear, not complex**

Avoid jargon or overly academic language. Speak directly. Short sentences win.

### ✓ **Confident, not arrogant**

We lead with results and impact — never hype. We let proof do the talking.

### ✓ **Global, not localised**

Write for an international audience. Avoid idioms or local slang. Use terms athletes, media, and officials understand globally.

### ✓ **Human, not robotic**

Even formal messaging can be warm. Use active voice and human phrasing.



Overly casual or jokey tone  
Long-winded intros or filler text  
Copy/paste from other federations  
Regional dialect or slang



WAKO

# Photography That Commands Respect

ELITE ATHLETES. REAL MOMENTS. UNFILTERED INTENSITY.

## IMAGERY STYLE & GUIDELINES

Photography is one of WAKO's most powerful storytelling tools. It captures the energy, prestige, and global relevance of our sport and must reflect our Olympic ambition at all times.

## WHAT WE SHOW:

Photography is one of WAKO's most powerful storytelling tools. It captures the energy, prestige, and global relevance of our sport and must reflect our Olympic ambition at all times.

To ensure brand consistency and elite visual quality, we categorize all photography into four key types:

→ **Action. Emotion. Details. Lifestyle.**

These categories help unify visuals across events, media, and campaigns — ensuring every photo contributes to WAKO's global brand.

## WHAT WE AVOID:

**Low-resolution** or blurry images

**Passive** body language or staged photos

**Distracting** backgrounds or non-WAKO branding

**Overused** filters or Instagram-style edits

## PHOTO TONE:

High contrast. Clean lighting. Crisp action.

If it doesn't feel elite, it doesn't go in the system.



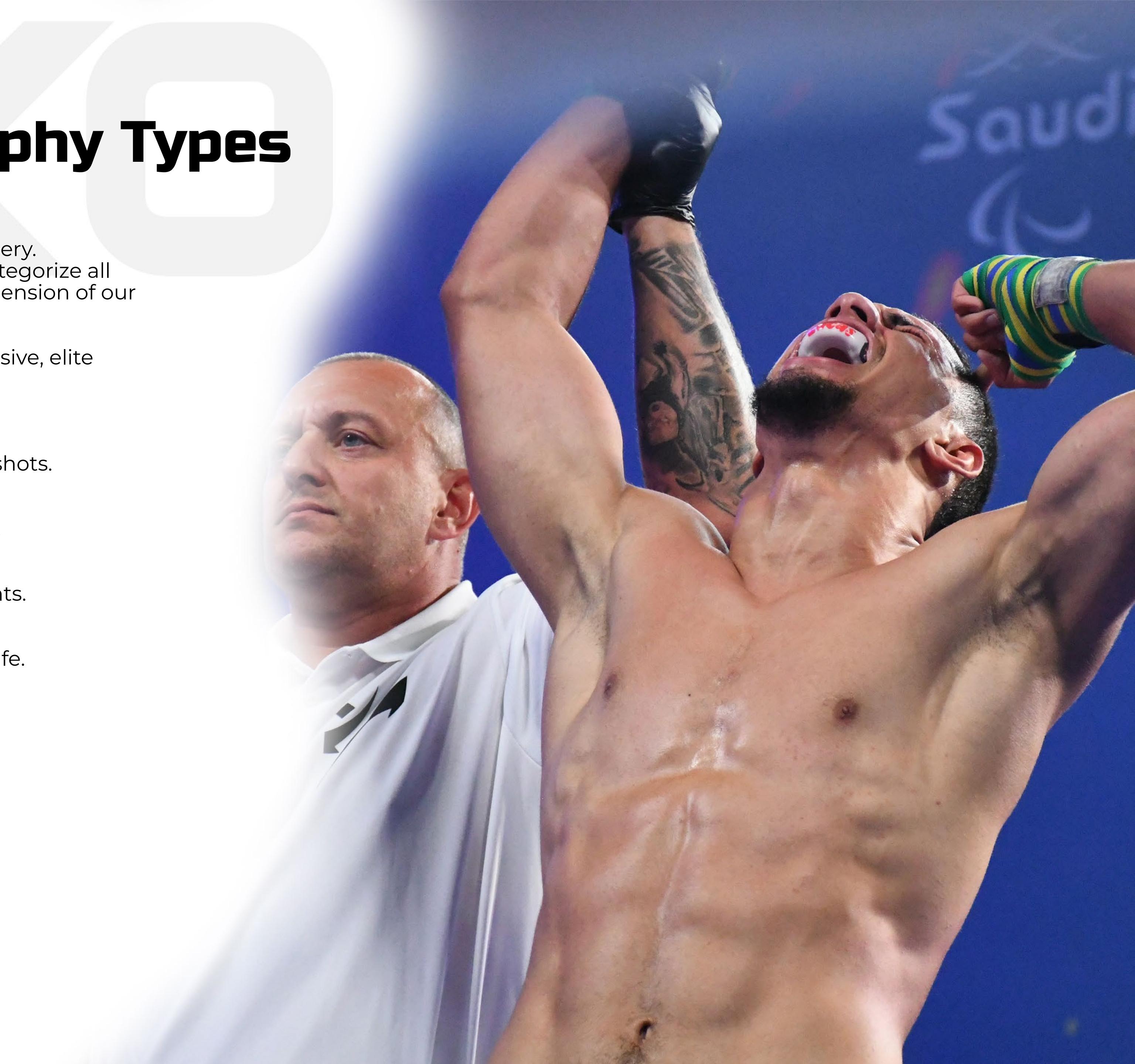
# The 4 WAKO Photography Types

ACTION. EMOTION. DETAILS. LIFESTYLE.

WAKO's global story is told through powerful, consistent imagery. To guide photographers, designers, and content teams, we categorize all visuals into four core styles — each chosen to reflect a key dimension of our sport.

These categories ensure every photo we publish builds a cohesive, elite identity — whether it's for Olympic media, event campaigns, or federation communications.

- ✓ **ACTION**  
Showcases physical intensity, speed, and skill — our hero shots.
- ✓ **EMOTION**  
Captures human drama: triumph, defeat, resilience, focus.
- ✓ **DETAILS**  
Highlights textures, gear, backstage prep, unseen moments.
- ✓ **LIFESTYLE**  
Reveals the culture of kickboxing — team spirit, joy, daily life.



# ACTION

DYNAMIC. PHYSICAL. UNMISTAKABLY WAKO.

These are our flagship images — fast, intense, and undeniably world-class.

Action photography should freeze the most electrifying moments of our sport: flying kicks, clean strikes, fierce exchanges, and the sheer athleticism that defines WAKO competition.

This category is designed to impress — from Olympic pitches to highlight reels. **Think: movement, precision, and visual dominance.**



## WHAT TO CAPTURE:

- Peak action: kicks, punches, counters, takedowns
- Sharp focus on form, speed, and technical ability
- Clean, branded environments (rings, mats, podiums)
- Fighters mid-air or mid-impact
- Signature WAKO uniforms, equipment, or staging

## WHAT TO AVOID:

- Blurry or missed-timing shots
- Overexposed lighting or low contrast
- Unclear backgrounds with distracting elements
- Unbranded or mixed federation imagery



# EMOTION

POWERFUL STORIES. REAL MOMENTS. GLOBAL HUMANITY.

WAKO is not just action — it's emotion in motion.

The best photographs capture the raw intensity behind the scenes: the silent focus before a bout, the eruption of joy after a win, the heartbreak of defeat, or the deep connection between teammates and coaches.

Emotion photography humanizes our sport. It creates relatability, pride, and global resonance — helping fans and partners connect with our athletes on a deeper level.



## WHAT TO CAPTURE:

- Pre-fight rituals and post-fight reactions
- Tears, triumph, relief, and resilience
- Moments of mentorship, team huddles, silent focus
- Intimate facial expressions and body language
- Candid emotion before, during, or after competition

## WHAT TO AVOID:

- Posed or overly staged setups
- Emotionless or disengaged expressions
- Images lacking narrative weight
- Photos without clear emotional context or significance



# EMOTION

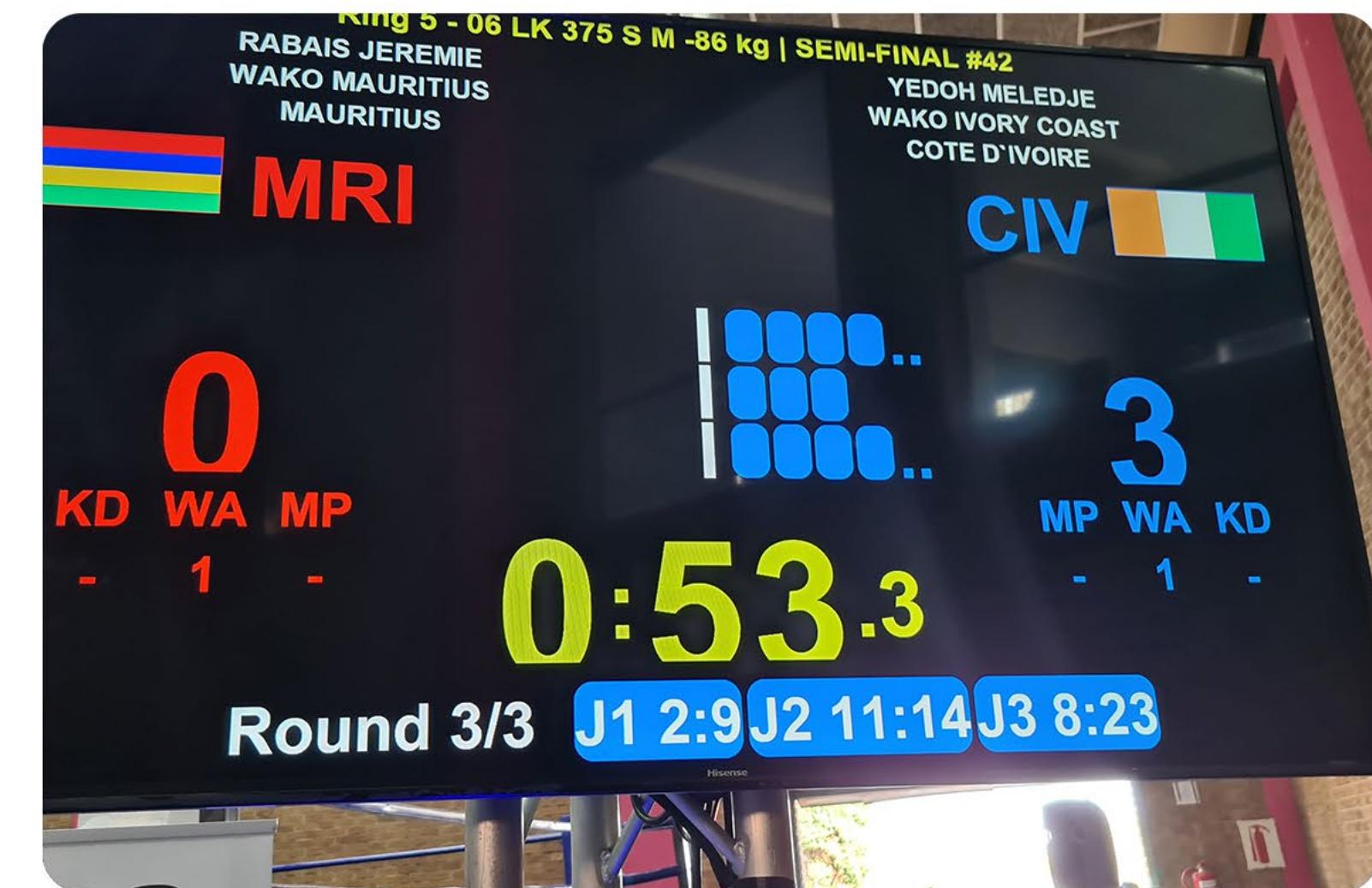
# DETAILS

CRAFT. RITUAL. PRECISION. IDENTITY.

Sometimes the smallest moments speak the loudest.

Details photography captures the tools, textures, and behind-the-scenes elements that define WAKO — from gloves being laced to belts on the mat. These images communicate craft, tradition, and discipline.

Details build trust. They tell a world-class audience that nothing here is accidental — everything is intentional.



## WHAT TO CAPTURE:

- Gloves, wraps, belts, medals, uniforms
- Athlete hands being taped or tied
- Equipment setups before competition
- Branded details (floor markings, signage, gear)
- Tight focus shots: shoes, hands, textures

## WHAT TO AVOID:

- Over-zoomed, pixelated close-ups
- Unbranded or generic equipment
- Over-styled or moody edits that lose clarity
- Repetitive detail shots without context or story



# DETAILS

# LIFESTYLE

CULTURE. COMMUNITY. THE WORLD BEYOND THE RING.

WAKO is more than medals — it's a movement.

Lifestyle photography captures what happens outside of competition: the energy of team gatherings, the grind of training, the laughter between sessions, and the global community that powers our sport.

These images reveal the human side of WAKO — how we live, connect, and grow.



## ✓ WHAT TO CAPTURE:

- Training environments: gyms, stretches, warmups
- Team bonding, travel moments, backstage camaraderie
- Cultural context: flags, traditions, language, family
- Everyday athletes: from juniors to champions
- Smiles, discipline, togetherness, growth

## ✗ WHAT TO AVOID:

- Posed or forced group photos
- Empty venues or low-energy scenes
- Off-brand apparel or unrelated environments
- Boring or unengaging daily life visuals



# LIFESTYLE



## BRAND IN ACTION

Design isn't static. It moves. It speaks. It leads.



# BRAND IN ACTION

## HOW THE BRAND COMES TO LIFE

The WAKO brand isn't just a logo or a color palette — it's a living system designed to perform in the real world.

From Instagram reels to Olympic backdrops, every asset must reflect the same standard: world-class, unified, unmistakably WAKO.

This section shows how the visual system scales across all touchpoints — digital, physical, and global. Whether it's a social post or a sponsorship deck, the application must feel cohesive, confident, and elite.

### What you'll see next:

- ✓ How the WAKO identity is applied to content, events, and communications
- ✓ Templates that streamline design across platforms
- ✓ Real-world mockups to guide national teams, partners, and media

“If you remove the logo and people still know it's WAKO — you've done it right.”



# SOCIAL MEDIA TEMPLATES

BUILT FOR VISIBILITY. DESIGNED FOR CONSISTENCY.

Social media is WAKO's most visible touchpoint. Whether it's event coverage, athlete highlights, or Olympic announcements — every post must reflect the same elite standard.

This system provides a flexible range of branded templates for posts, stories, and reels — ensuring visual consistency across all national pages, while leaving room for local personality.

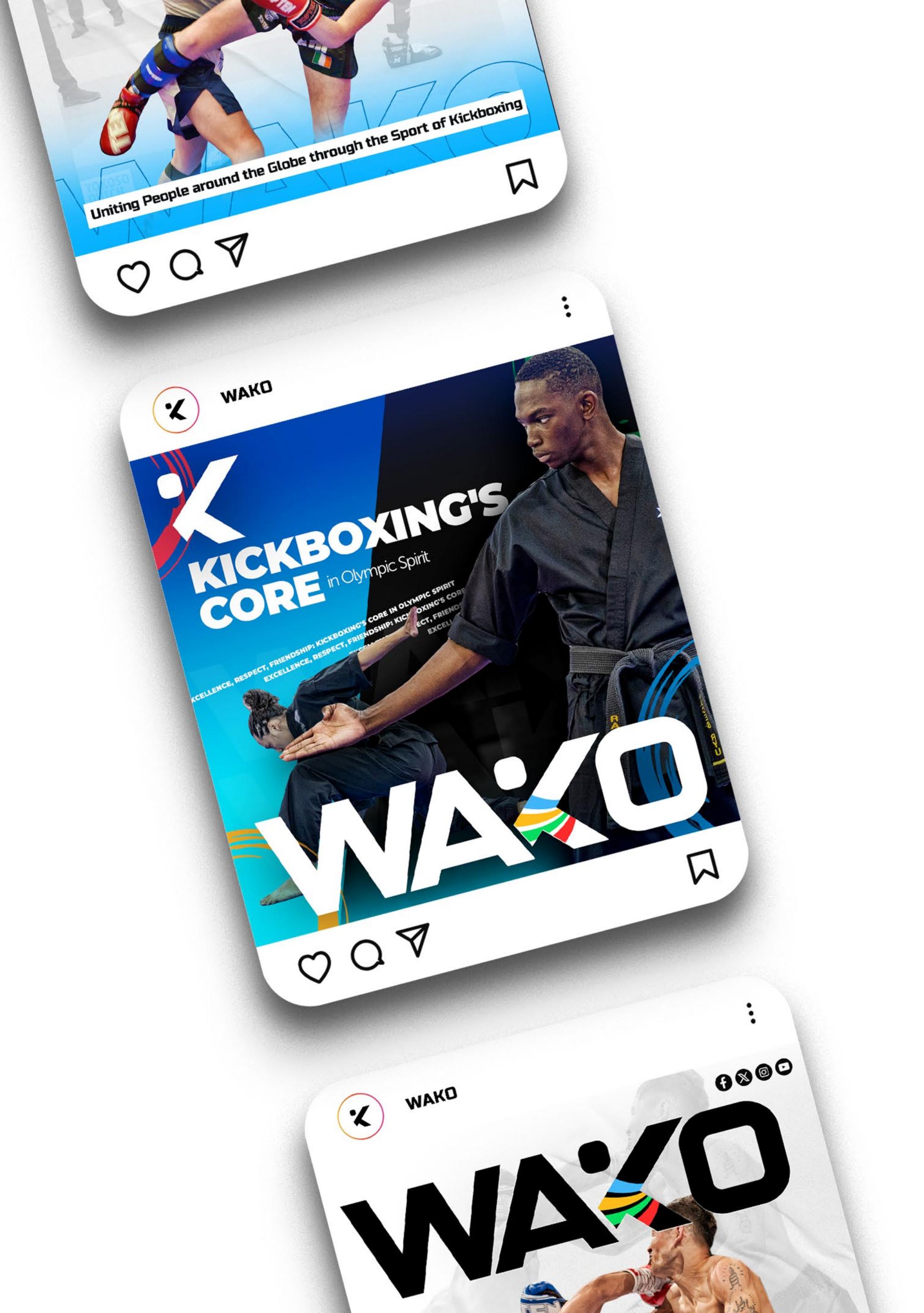
All templates are pre-formatted for mobile optimization and high engagement.

## What's Included:

- ✓ Static Post Templates (e.g. results, announcements, schedules)
- ✓ Story Formats (countdowns, quotes, match updates)
- ✓ Reel Covers (uniform styling for athlete clips, recaps)
- ✓ Live Event Assets (pre-fight, in-progress, post-fight visuals)
- ✓ Callout Styles (breaking news, wins, celebrations)

## Usage Notes:

- ✓ Only official WAKO templates may be used on federation and event accounts
- ✓ Do not alter colors, fonts, or logo placement
- ✓ Always use high-resolution photos — no pixelated or blurry images
- ✓ Add flags, tags, and names with proper formatting (see template guide)



# WEBSITE & DIGITAL

## THE DIGITAL HOME OF GLOBAL KICKBOXING

The WAKO website is more than a hub — it's the digital headquarters of the sport.

It must reflect our authority, professionalism, and Olympic ambition at every click. Every national federation site, microsite, or campaign page must align visually and structurally with this global identity.

Consistency builds trust. And trust builds recognition — especially with partners, media, and institutions.

### Key Elements of the Web System:

- ✓ Responsive Design: All layouts are mobile-first and fully responsive
- ✓ Typography Rules: Only approved fonts (Russo One, Montserrat, Arial)
- ✓ Color Usage: Digital palette only — no off-brand tones or gradients
- ✓ Logo Placement: Top-left always, with protected spacing
- ✓ Navigation Structure: Streamlined, clear, and globally unified
- ✓ Photography: High-resolution, emotionally resonant, never generic
- ✓ Downloadable Materials: Branded PDFs, assets, media kits

### Rules to Follow:

- ✓ Do not stretch or recolor logos
- ✓ Avoid cluttered layouts or inconsistent typography
- ✓ Never use unofficial icons, buttons, or fonts
- ✓ Content should always speak with our brand voice and tone



# EVENT BRANDING

LIVE. LOUD. UNMISTAKABLY WAKO.

Every WAKO event is an opportunity to broadcast our identity to the world.

From world championships to regional tournaments, the visual system must be deployed at the highest standard — across every arena, stage, and backstage space.

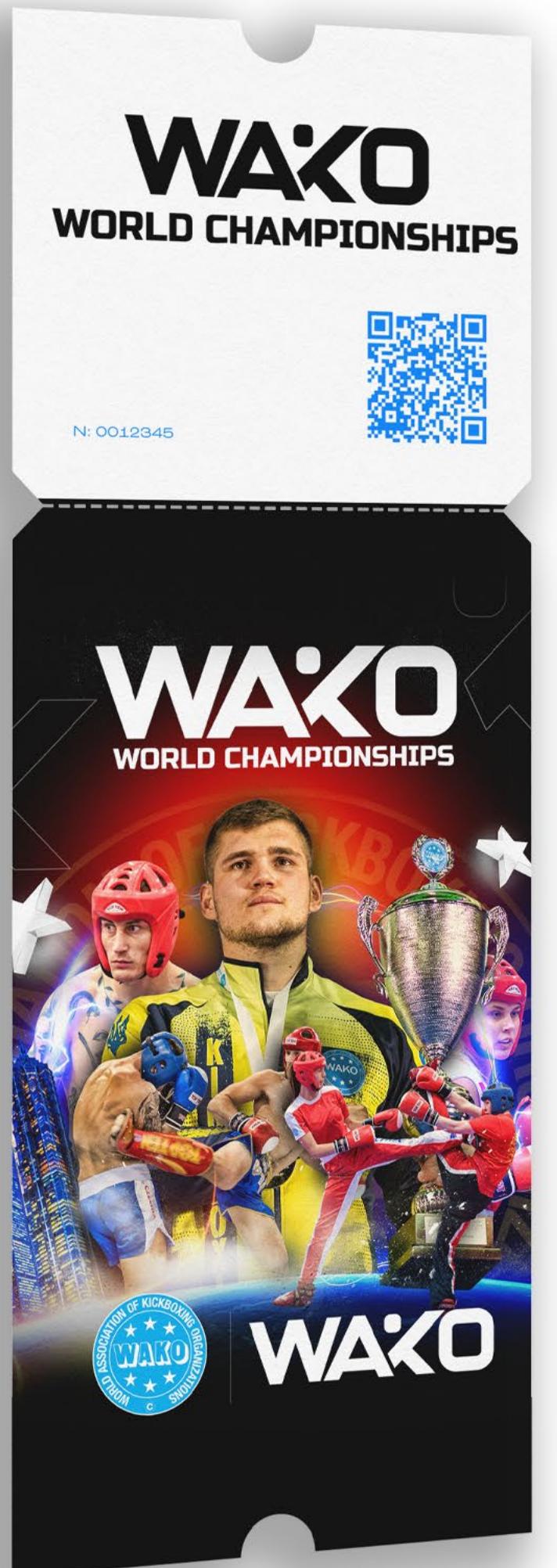
Event branding is not just decoration — it's perception control. When done right, it elevates the experience for athletes, fans, sponsors, and media alike.

## What's Included:

- ✓ Arena Backdrops — podiums, press walls, walkouts
- ✓ Scorecards & Brackets — clean, on-brand, high contrast
- ✓ Wayfinding Signage — clear typography, consistent icon use
- ✓ Passes & Lanyards — color-coded by role, branded front and back
- ✓ Stage Screens & LED Banners — motion graphics matching core identity
- ✓ Ceremony Assets — flags, podiums, branded medals and trophies

## Do's & Don'ts:

- ✓ Ensure all signage uses official colors and fonts
- ✓ Maintain logo spacing rules at scale
- ✓ Local logos may be added, but never overpower the WAKO brand
- ✗ Never mix unrelated styles or off-brand elements



# Athlete Materials

POSTERS. RANKINGS. CREDENTIALS. RESPECT.

WAKO athletes are the face of the sport — and every material tied to them must reflect our elite status.

From promotional posters to official rankings and athlete credentials, we build with precision, pride, and power.

These assets must elevate the athlete while reinforcing the strength and unity of the WAKO brand.

Whether it's a world champion or a rising star, the system must never look amateur. It must look global.

## Key Athlete-Facing Assets:

- ✓ Event Posters — fighter photos, flags, clean hierarchy, strong brand voice
- ✓ Rankings Visuals — weight class charts, regional/global ranking cards
- ✓ Credentials & Badges — role-based designs (athlete, coach, media)
- ✓ Athlete Profiles — digital cards or PDFs for events or press kits
- ✓ Onboarding Packs — welcome materials for new members or qualifiers

## Execution Rules:

- ✓ Always use high-res photography with clean backgrounds
- ✓ All typography must follow brand hierarchy
- ✓ Templates must be reused — not redesigned per event
- ✗ Never distort logos or freestyle layouts
- ✗ Avoid gimmicky styles or overdone effects



# MERCHANDISE

WEAR THE STANDARD. REPRESENT THE IDENTITY.

WAKO merchandise extends our brand into everyday life — from event apparel to global federation gear.

Whether it's a podium hoodie, referee polo, athlete duffel, or branded signage — every item must communicate professionalism, unity, and pride in the sport.

Merch isn't just a souvenir. It's a statement.

Every item should make people want to wear the WAKO name — with zero compromise on quality or visual consistency.

## Approved Merchandise Categories:

- ✓ Apparel — hoodies, tees, polos, warm-ups, caps
- ✓ Accessories — lanyards, bags, water bottles, notebooks
- ✓ Signage — flags, tablecloths, banners, display stands
- ✓ Competition Gear — official branded gloves, belts, towels
- ✓ Retail Packs — limited edition collections for fans and events

## Branding Guidelines:

- ✓ Use only official logo versions (primary or secondary)
- ✓ Respect color rules — no freestyle adaptations or gradients
- ✓ Labels, tags, and embroidery must follow spec sheets
- ✓ National adaptations must retain global consistency
- ✗ Never use unapproved vendors or print-on-demand setups



# PRINTED MEDIA

## HIGH-IMPACT, HIGH-STANDARD, ALWAYS ON-BRAND

Printed materials remain one of WAKO's most valuable brand assets — from sponsor decks and brochures to event booklets and official reports.

These materials often land directly in the hands of decision-makers — partners, media, and sporting authorities — meaning they must meet the highest visual and content standards.

Every page is an opportunity to reinforce our credibility and global leadership.

### Approved Printed Formats:

- ✓ Sponsor Decks — designed to impress and close deals
- ✓ Event Programmes — clear schedules, athlete profiles, and branding
- ✓ Brochures — federation overviews, development projects, outreach tools
- ✓ Annual Reports — clean, data-led layouts with strong visual rhythm
- ✓ Flyers & Handouts — minimal clutter, clear calls-to-action

### Branding Guidelines:

- ✓ Use only approved typography and color palette
- ✓ Keep margins, spacing, and alignment consistent
- ✓ Always use high-resolution imagery (300dpi minimum)
- ✗ Never mix styles or insert unapproved clip art/icons
- ✗ Avoid excessive text blocks without visual balance



# EMAIL CAMPAIGN DESIGN

## CONSISTENT, CLEAR, CLICK-WORTHY

Email remains one of WAKO's most direct and measurable communication tools — whether reaching athletes, federations, sponsors, or media. Every campaign must carry the same visual discipline as our live events and printed materials, ensuring the WAKO brand is instantly recognisable.

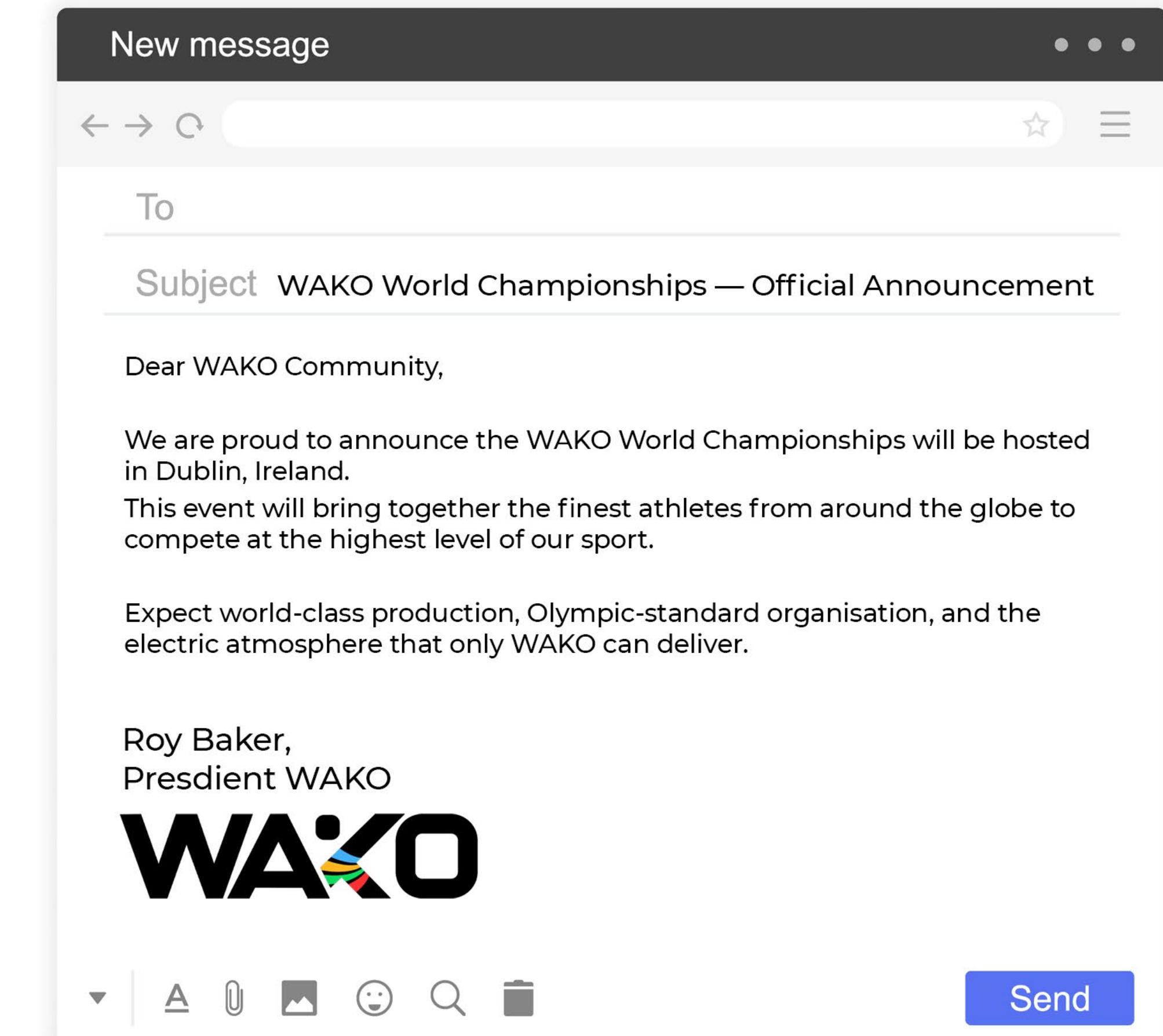
Our email design principles are built for clarity, impact, and consistency — with a focus on delivering the message without distractions.

### Key Email Formats:

- ✓ Event Announcements — dates, locations, ticket info, official graphics
- ✓ Athlete & Federation Updates — rankings, results, upcoming matches
- ✓ Sponsor & Partner News — launches, partnerships, activations
- ✓ Press Releases — official statements in WAKO voice
- ✓ Training & Development — courses, webinars, resources

### Design Guidelines:

- ✓ Use official header banner with WAKO logo and blue/black background
- ✓ Keep subject lines short and action-focused
- ✓ Use Montserrat for body text (16px) and Russo One for section headers
- ✓ Maintain a clean single-column layout for mobile compatibility
- ✓ Always include a clear CTA button in brand colors
- ✗ Never use unapproved color gradients or random stock imagery



# PRESS KITS / MEDIA TEMPLATES

EQUIPPING THE MEDIA TO TELL OUR STORY RIGHT

WAKO's press kits and media templates are designed to ensure that every journalist, broadcaster, and media partner has immediate access to accurate, visually consistent materials.

A well-prepared press kit reinforces WAKO's professionalism and makes it easy for the media to showcase our sport at its best — whether covering events, publishing interviews, or promoting athletes.

## Core Components of a WAKO Press Kit:

- ✓ Official WAKO Logos – in approved formats and colors
- ✓ Event Information Sheets – schedules, results, key facts
- ✓ Athlete Profiles – bios, stats, high-resolution photography
- ✓ Sponsor Information – current partners and contact details
- ✓ Media Usage Guidelines – how to apply logos, images, and brand colors correctly
- ✓ Contact Details – for media liaison and official statements

## Branding Guidelines:

- ✓ Keep layouts clean and minimal — let the images and facts speak
- ✓ Use Montserrat for all body text and Russo One for headers
- ✓ Include only approved brand photography
- ✓ Always include the WAKO logo on the front cover and footer
- ✗ Do not alter logos, crop incorrectly, or add unapproved color treatments



# SPONSOR ASSETS

## MAKING PARTNERSHIPS VISIBLE AND VALUABLE

Sponsorship is one of WAKO's most powerful growth drivers — both financially and in building brand credibility. Our sponsor asset system ensures every partner receives high-quality, on-brand visibility across all platforms, events, and materials.

From arena signage to digital placement, every sponsor integration must feel seamless, professional, and aligned with WAKO's global identity.

### Standard Sponsor Assets:

- ✓ Logo Placement Templates – for arena boards, scorecards, and event backdrops
- ✓ Social Media Graphics – “Official Partner” and “Proudly Supported By” templates
- ✓ Digital Banners – website, email headers, live stream overlays
- ✓ Event Program Spots – premium ad space with brand-consistent design
- ✓ Press Release Mentions – structured copy to highlight partnerships

### Design & Placement Rules:

- ✓ Always position sponsor logos in designated safe zones
- ✓ Maintain aspect ratios — no stretching or skewing
- ✓ Keep color usage consistent with brand palette
- ✓ Provide both light and dark background variations
- ✗ Never place sponsor logos over busy or unapproved imagery
- ✗ Avoid combining competing sponsor logos in the same space without approval



# DO'S AND DON'TS FOR APPLICATION

## PROTECTING THE INTEGRITY OF THE WAKO BRAND

Consistent application of the brand is non-negotiable. The following guidelines ensure that every use of the WAKO identity — from posters to digital campaigns — strengthens our image rather than diluting it.

### Do:

- ✓ Use only approved WAKO logos from the official asset library
- ✓ Follow the color palette and typography guidelines exactly
- ✓ Maintain clear space around the logo as defined in this book
- ✓ Use high-quality, approved imagery that matches the brand style
- ✓ Ensure all designs are reviewed before public release
- ✓

### Don't:

- ✗ Alter logo proportions, colors, or typefaces
- ✗ Place the logo over busy, low-contrast backgrounds
- ✗ Use unofficial fonts or color combinations
- ✗ Add unapproved effects such as drop shadows, bevels, or filters
- ✗ Incorporate outdated WAKO branding elements without approval



# CROSS-PLATFORM CONSISTENCY

ONE BRAND. ONE VOICE. EVERYWHERE.

Whether WAKO is seen on a phone screen, a stadium banner, or a press conference backdrop, the audience should instantly recognise it. Consistency across all platforms builds trust, authority, and memorability.

## ✓ Match Core Elements:

Always use the same logo versions, color palette, and typefaces.

## ✓ Adapt, Don't Alter:

Resize and reformat assets for different platforms without changing core design rules.

## ✓ Check Legibility:

Ensure all text and logos are readable on small screens and large formats.

## ✓ Keep the Tone Consistent:

Social media, press releases, and in-arena visuals should all “sound” like WAKO.

## ✓ Use Approved Templates:

Prevent off-brand improvisation by starting with official files.





## IMPLEMENTATION

Where Strategy Meets Execution



# STAKEHOLDER SURVEY QUOTES

## VOICES FROM ACROSS THE WAKO WORLD

The WAKO brand represents a global community. The insights, experiences, and aspirations shared by our stakeholders help shape how the brand looks, feels, and communicates. These quotes are drawn from WAKO leadership, coaches, athletes, and partners worldwide, collected through our global brand alignment survey. They provide a real-world pulse on how our sport is perceived — and where we're heading.



**Q: What message should our new brand send to the world?**

That everyone here and on every platform can join a world where real family, love and atmosphere guide life.

*Istvan Kiraly, WAKO Vice President*

**WAKO**



**Q: What do you believe is WAKO's biggest opportunity in the next 5 years?**

WAKO is Kickboxing, and Kickboxing is WAKO. Our duty now is to raise every continent to the level of Europe.

*Paulo Zorello, Vice President, WAKO IF*

**WAKO**



**Q: What does being part of WAKO mean to you personally?**

We are Family, Our goal to Make the sport great for every athlete and member of WAKO.

*Aslam Mahomed, WAKO Africa President*

**WAKO**



**Q: What should WAKO be known for globally?**

The home of kickboxing.

*Zsolt Moradi, WAKO Board Member*

**WAKO**



# GLOBAL ROLLOUT STRATEGY

FROM GUIDELINES TO ACTION — WORLDWIDE

The strength of WAKO's brand lies in its consistent use across every continent, discipline, and event.

These guidelines are designed for self-implementation by all members, ensuring a unified identity without creating unnecessary administration.

## **Step 1 – Distribute & Download**

Brand book and all assets made available via secure link.

Access granted to all continental and national federations.

## **Step 2 – Local Adoption**

Federations integrate new branding into their own events, materials, and digital channels.

Templates provided for logos, social media, event branding, and sponsorship decks.

## **Step 3 – Ongoing Consistency**

All new WAKO materials (digital or print) use updated branding.

Outdated materials are phased out naturally over the season.



# FILE NAMING CONVENTIONS & ACCESS NOTES

## KEEPING OUR BRAND FILES ORGANIZED & EASY TO FIND

To protect brand integrity, all WAKO files follow a clear naming and storage system. This ensures members can quickly find the correct version without confusion or duplication.

### File Naming Structure

[Asset Type]\_[Region/Discipline]\_[Version/Year]\_[Format]

### Examples:

Logo\_WAKO-Europe\_2025\_RGB.png  
Poster\_World-Championships2025\_A3\_Print.pdf  
Deck\_SponsorshipKit\_Global\_v2.pptx

### Access & Downloads

All brand files hosted in the WAKO Brand Portal (secure online drive).

Files are available in multiple formats: PNG, JPG, PDF, EPS, AI.

Search by keyword or filter by asset type.

### Version Control

Only the most up-to-date files remain in the portal.

Outdated files are archived and clearly marked “Do Not Use”.



# CONTACT FOR SUPPORT / QUESTIONS

HELP IS ALWAYS AVAILABLE

If you need clarification on how to apply the WAKO brand, or require a specific asset for an event, our brand support team is here to help.

## Primary Contacts

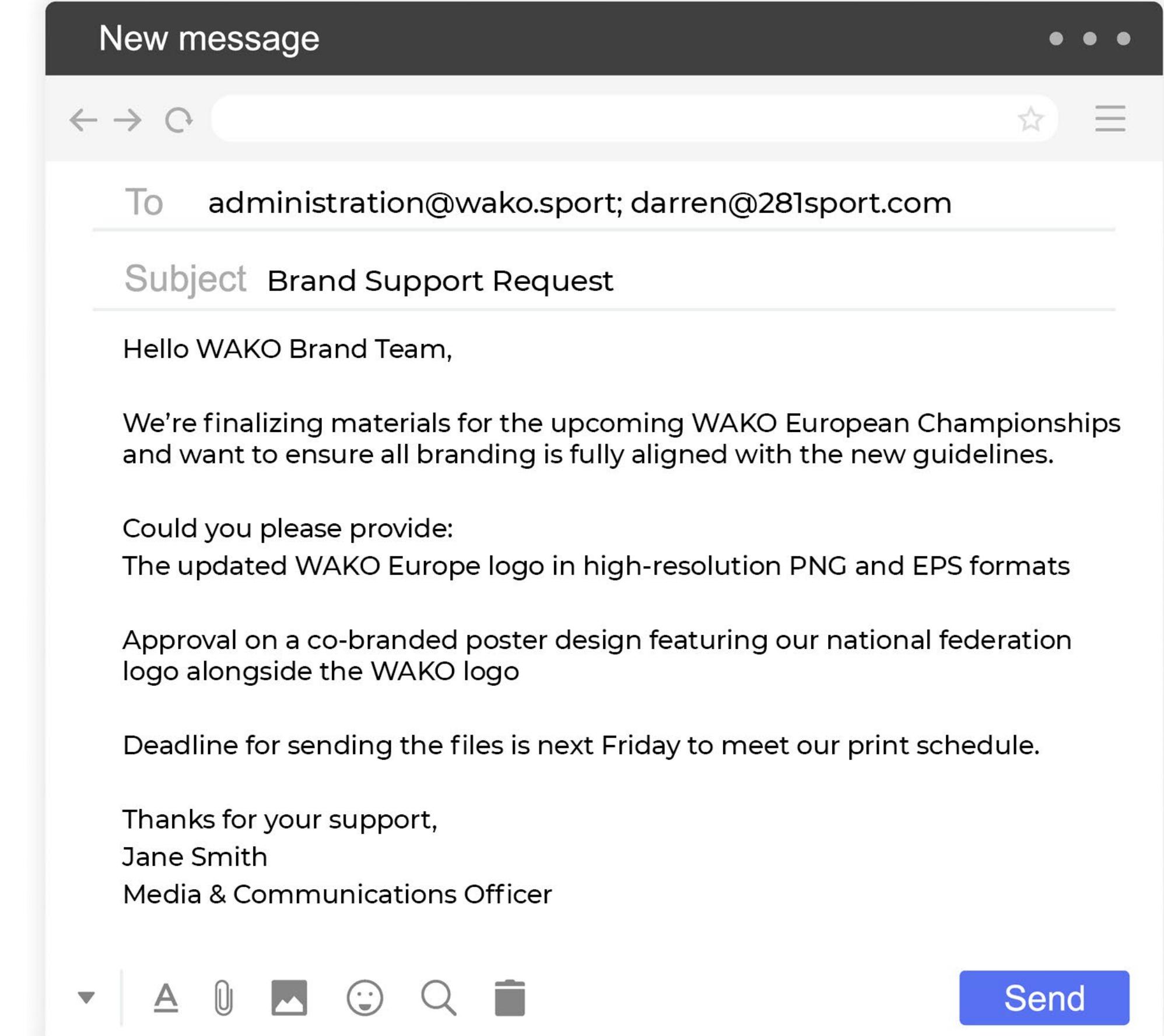
administration@wako.sport — General brand enquiries & asset requests  
darren@281sport.com — Design/application support, custom assets, urgent fixes

## When to Reach Out

Unsure which logo version to use  
Need a file in a different format or resolution  
Special co-branding request  
Approval for a unique application

## Response Time

Standard enquiries: within 3–5 business days  
Urgent event-related enquiries: within 24 hours



# APPROVAL PROCESS FOR NATIONAL USAGE

## ENSURING CONSISTENCY ACROSS ALL LEVELS

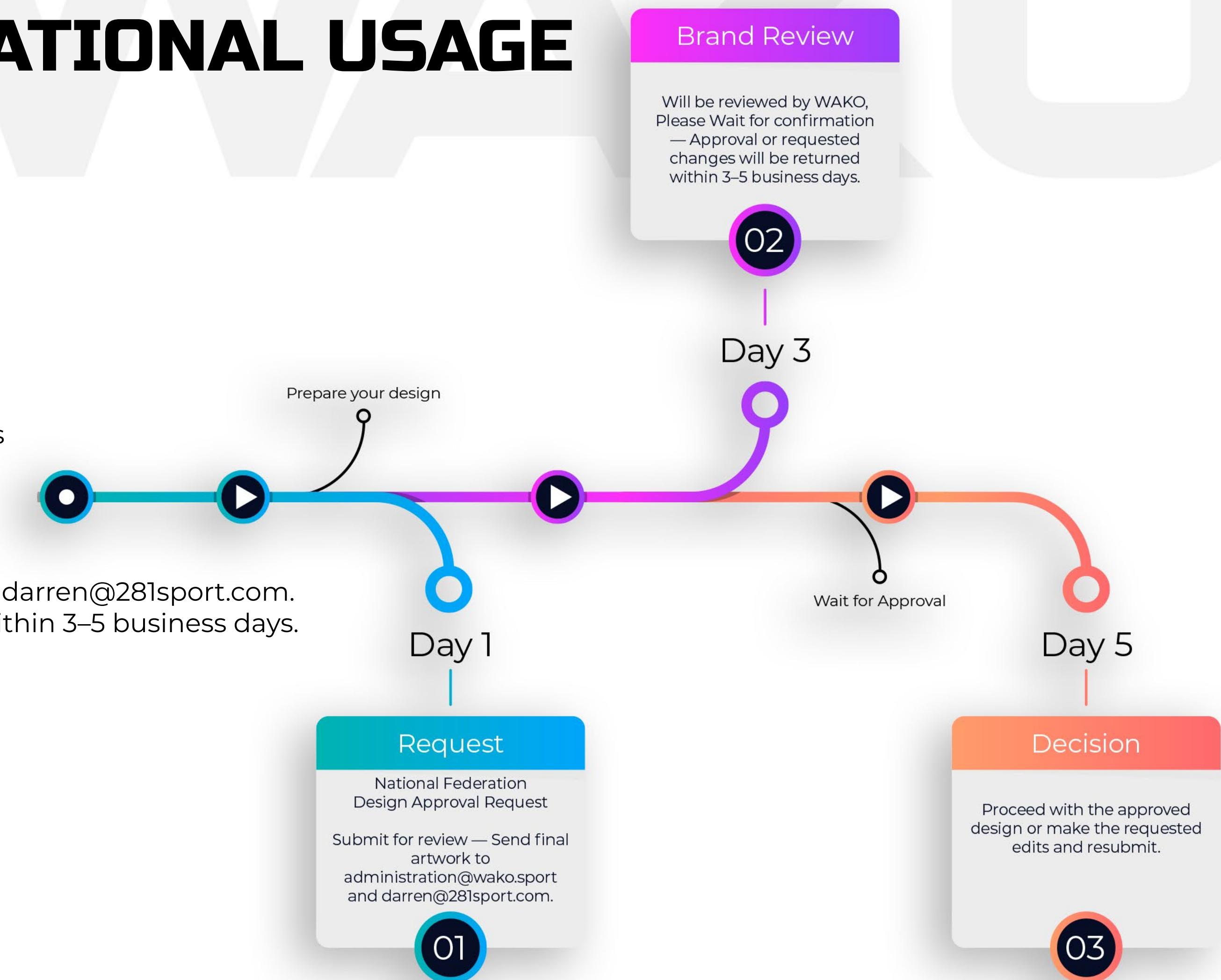
While national federations have the freedom to localize their branding, any adaptations of the WAKO identity must follow an approval process. This protects brand consistency and ensures WAKO remains instantly recognizable worldwide.

### When Approval Is Required

- Creation of new national sub-brand logos
- Co-branding with other organizations or sponsors
- Use of the WAKO logo in media campaigns, television, or large-scale events
- Any color, proportion, or layout changes to official assets

### Approval Steps

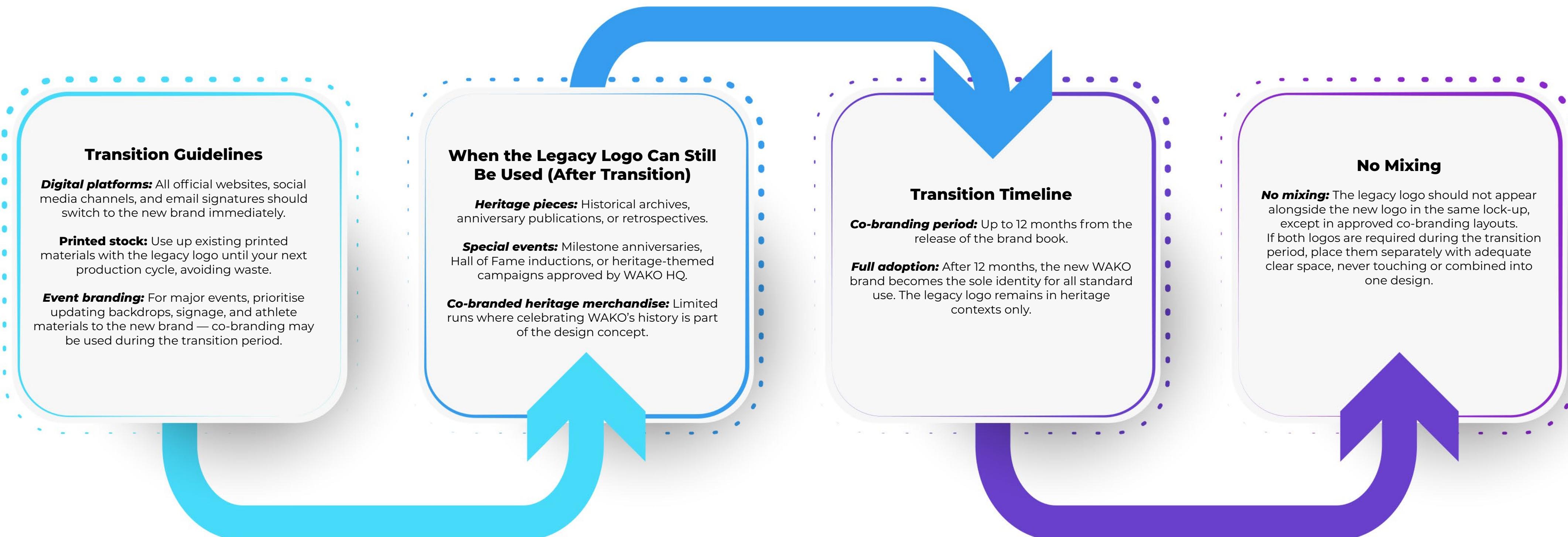
- Prepare your design — Use official templates whenever possible.
- Submit for review — Send final artwork to [administration@wako.sport](mailto:administration@wako.sport) and [darren@281sport.com](mailto:darren@281sport.com).
- Wait for confirmation — Approval or requested changes will be returned within 3–5 business days.



# USING LEGACY MATERIALS DURING

## Honouring Our Heritage While Moving Forward

The WAKO legacy logo is part of our history and a symbol recognised by generations of athletes and officials. While the new identity becomes our primary mark, the legacy logo will continue to have a place in specific contexts — ensuring our journey is remembered, even as we advance toward Olympic excellence.



# FAQ FOR TEAMS & DESIGNERS

ENSURING CONSISTENCY ACROSS ALL LEVELS

## Q1: Where can I download the official logos and templates?

A: All brand assets are stored in the WAKO Digital Asset Library. Contact [administration@wako.sport](mailto:administration@wako.sport) or [darren@281sport.com](mailto:darren@281sport.com) for secure access.

## Q2: Can I change the colors of the WAKO logo?

A: No. Logos must only use the approved color specifications provided in this Brand Book.

## Q3: What file format should I use for print vs. digital?

A: For print, use vector files (.AI, .EPS, .PDF) in CMYK. For digital, use .PNG or .JPG in RGB.

## Q4: Can I still use the legacy WAKO logo?

A: Only in approved heritage contexts or during the official transition period as outlined in the Brand Book.

## Q5: What if I need a design not covered by the templates?

A: Submit your request to WAKO HQ for review and approval before production.

## Q6: How much clear space should be around the logo?

A: Always maintain the minimum protection zone shown in the Logo System section — no text or graphics should intrude on this space.

## Q7: Who approves my design before I publish it?

A: All designs must be submitted to [administration@wako.sport](mailto:administration@wako.sport) and [darren@281sport.com](mailto:darren@281sport.com) for review and written approval.



# PARTNER LOGO USAGE RULES

## Maintaining Brand Dominance in Every Partnership

To maintain WAKO's global brand strength while honoring partnerships, all co-branded layouts must follow these rules:

### 1. WAKO Takes Priority

WAKO's logo must always appear first (left or top) in horizontal or vertical layouts. The WAKO logo must be equal to or larger than any partner logo.

### 2. Clear Space

Maintain the WAKO logo's protection zone on all sides — no partner logos, text, or graphics may intrude.

### 3. Color Integrity

Partner logos must appear in their official brand colors, black, or white — never recolored to WAKO's palette unless approved by the partner and WAKO HQ.

### 4. Balanced Placement

In sponsor grids, place the WAKO logo in the primary/top-left position, or centered at the top if in a vertical stack.

### 5. No Logo Lock-ups

Do not merge, overlap, or connect the WAKO logo with any partner logo into a single graphic unless specifically approved.

### 6. Event-Specific Exceptions

For title sponsors of a WAKO event, temporary layouts may give heightened visibility but must still protect WAKO's prominence and brand clarity.



# SPONSORSHIP APPLICATIONS

## SHOWCASING WAKO'S BRAND IN PARTNERSHIP MATERIALS

Sponsorship is one of the primary vehicles through which WAKO interacts with the outside world. Every proposal, deck, backdrop, or uniform represents not just the partnership itself, but WAKO's global standing as an elite, Olympic-recognized sport.

To ensure consistency and maximum impact, all sponsorship applications must follow these principles:

### 1. WAKO First

The WAKO brand must always appear prominently and take visual priority in all sponsorship layouts. Our logo, colors, and visual language set the tone — partner logos follow within approved guidelines.

### 2. Consistent Identity Across Formats

Whether in a PDF pitch deck, live-streamed event backdrop, competition uniform, or digital banner, the WAKO identity must be presented clearly, with no distortion, alteration, or dilution.

### 3. Global Standard, Local Flexibility

While sponsorship assets may be localized for national or continental events, the global WAKO brand system must remain intact. Local organizers should use approved templates and submit materials for review if unsure.

### 4. Prestige by Association

Every sponsor placement reflects on WAKO's credibility. The design must communicate professionalism, discipline, and Olympic-level ambition — never appearing cluttered, unbalanced, or secondary.

### 5. Visual Continuity at Events

From press conferences to arena signage, sponsorship integration should reinforce WAKO's dominance as the host brand, while still honoring partners in a balanced and professional way.



# DIGITAL + BROADCAST INTEGRATION

## ENSURING WAKO'S BRAND DOMINATES EVERY SCREEN

WAKO's identity doesn't stop at print and event signage — it must live powerfully in digital and broadcast spaces where the majority of fans, media, and stakeholders will engage with the sport.

### GUIDELINES:

#### On-Screen Graphics

WAKO's logo should appear in all broadcast graphics packages: lower-thirds, scoreboards, replay wipes, and intro/outro slates.

Always use approved color palettes to maintain visual integrity across broadcasts.

#### Livestream Branding

WAKO must be clearly visible in overlays, watermarks, and digital banners.

Sponsor logos may appear but must remain secondary to WAKO's brand.

#### Social Media Integration

All livestream clips, highlight reels, and press interviews shared on digital platforms should include WAKO's logo and taglines.

Templates for Instagram, YouTube, and TikTok are provided to ensure uniform look and feel.

#### Consistency Across Channels

Whether seen on Eurosport, the Olympic Channel, or WAKO's own platforms, the brand must be immediately recognizable.



# MERCHANDISE & LICENSING APPLICATIONS

## EXTENDING WAKO'S IDENTITY BEYOND THE RING

WAKO merchandise is more than apparel — it is a global ambassador for the brand. Every t-shirt, hoodie, cap, or accessory represents the professionalism, prestige, and Olympic ambition of WAKO.

### Guidelines:

#### Core Merchandise

Branded apparel (t-shirts, hoodies, jackets, hats) must always use approved logos, colors, and fonts.

Placement should prioritize visibility (chest, sleeve, cap front).

#### Event Merchandise

Limited-run event shirts, hoodies, and programs may feature event branding, but always with WAKO's identity in priority position.

Co-branding with sponsors is permitted if guidelines are followed.

#### Licensing Partners

External vendors must receive official design kits from WAKO HQ before production. All merchandise mockups require written approval before printing.

#### Quality Standards

No low-quality, off-brand, or novelty products that dilute WAKO's prestige. Fabric, print finish, and durability should reflect a world-class sports federation.



# PRINTED MEDIA APPLICATIONS

## ENSURING WAKO'S BRAND DOMINATES EVERY SCREEN

Printed materials remain one of the most visible ways the WAKO brand reaches athletes, fans, sponsors, and the wider sporting world. Every brochure, booklet, and flyer should project the same elite, Olympic-level identity seen across digital platforms.

### What This Includes:

**Brochures & Booklets** – event programs, federation guides, annual reports

**Posters & Flyers** – competition promotion, community outreach, recruitment

**Magazines & Inserts** – federation publications or partner media placements

**Sponsor Decks** – printed versions of digital presentations

### Design Guidelines:

Always use approved WAKO brand colors and typefaces.

Maintain clean margins, strong photography, and bold headlines.

Cover layouts should feel prestigious and powerful, avoiding clutter.

Printed sponsor materials must reflect the same visual rules as digital — no exceptions.

Paper choice should lean toward matte or semi-gloss premium finishes to project quality.

### Rule of Thumb:

If it doesn't feel like something you'd see at an Olympic federation or world championship event, it doesn't belong in circulation.



# EVENT DAY EXAMPLES

## EVENT BRANDING IN ACTION

Event day is where the WAKO brand is most visible to the world. Every live competition is both a sporting contest and a showcase of our identity. The arena must look, feel, and communicate the professionalism and unity of Olympic-level sport.

### KEY APPLICATIONS:

- Arena Backdrops & Screens → All stage visuals, banners, and LED boards should display the official WAKO branding in approved colorways. No outdated logos or mismatched visuals.
- Accreditation & Passes → Staff, athletes, and media passes must use the correct templates. A consistent design across all passes reinforces order and professionalism.
- Scorecards, Programs & Fight Posters → Every print and digital asset should clearly follow the visual system. This ensures fans and partners recognize WAKO instantly.
- Social Media & Broadcast Graphics → Live results, highlight reels, and overlays must mirror the same colors, fonts, and logos used in the arena. The digital presence is just as important as the physical.
- Signage & Wayfinding → Entry points, warm-up zones, and media areas must carry consistent branding so the event feels unified from every angle.

WHEN DONE CORRECTLY, A WAKO EVENT LEAVES NO DOUBT: THIS IS A WORLD-CLASS, OLYMPIC-READY FEDERATION WITH ONE BRAND, ONE STANDARD, AND ONE IDENTITY.



# FINAL RALLY / OWNERSHIP NOTICE

## FINAL RALLY & BRAND OWNERSHIP

This brand is more than a logo — it represents a united global sport. Every federation, athlete, and partner is responsible for protecting and applying it. By following these guidelines, we ensure WAKO speaks with one voice across all platforms.

