



CORPORATE IDENTITY & BRAND GUIDELINES





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INTRODUCTION

These guidelines have been created to introduce and coordinate the appearance, personality and appropriate implementation of our identity. They are meant to inform all future brand communication decisions.

The WAWA Logo is the primary expression of the brands identity. It's proper application is essential for promoting, maintaining, and protecting the value of our brand.



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THE MASTERBRAND

The WAWA identity embodies different concepts.

Perspective, to represent speed, dynamism.
Blue colour to represent wake of a boat,
stars to represent the southern cross,
yellow to represent sunny outlook.



LOGO ELEMENTS

The Logo combines the two most important visual elements of the brand: the WAWA symbol and the WAWA logotype. Position, size, and color, along with the spatial and proportional relationships of the Logo elements, are standardized and should never be altered.

Always keep the signature elements together
- never use the symbol or logotype alone





A.



B.



C.



D.



E.



F.

LOGO DON'TS

- a. Don't use any kind of shadow.
- b. Never modify inclination of the logo.
- c. Never change colors of the symbol or logotype (see monochrome options).
- d. Never use element individually, or modify logotype proportions.
- e. Never distort the Logo.
- f. Never violate clearspace superimposing any object or cropping any part of the Logo.



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CLEARSPACE

Clearspace refers to the area surrounding the Logo. It must be kept free of graphics, text, other logos, and the edges of an electronic document or printed piece. Whenever possible, clearspace dimensions should be increased so that the impact of the signature can be maximized.



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ACTUAL MINIMUM SIZE SHOWN



MINIMUM SIZE

The Logo, when printed in full color, should never be smaller than 3cm in width to ensure legibility across a variety of applications.

OK



BACKGROUND DON'TS

- A:** Never place the logo over a graphic pattern.
- B:** Never place the logo over a photo.
- C:** Never place the logo over a color other than white. There is an exception to this which is usage on merchandise.
- OK:** white shapes can be used in between logo and any background color or image.





MONOCHROME USES

The use of a monochrome logo may be permitted for specific cases subject to WAWA approval.

Black (100% black over white background)

Grey (90% black over 100% background)

Blue (official one, C:100 M:73 Y:0 K:5)

Dark Blue (tone over tone, C:100 M:80 Y:14 K:2)

White (over black or medium grey and blue background)



CORPORATE IDENTITY LOGOTYPE: META HEADLINE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

COLLATERAL - HEADLINE: Gotham Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

BODYTEXT:

Gotham Book Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

TYPOGRAPHY

The use of a key selection of fonts for the WAWA brand helps all brand collateral have a consistent look and feel.

The primary font for WAWA is GOTHAM BOLD.

The secondary font for WAWA is GOTHAM BOOK.





pms 362c C 74 M 15 Y 100 K 2	pms 357c C 80 M 0 Y 100 K 56	pms 5605c C 78 M 54 Y 72 K 61
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R 73 G 169 B 66	R 0 G 99 B 37	R 33 G 54 B 44
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pms 2767c C 100 M 78 Y 0 K 54	reflex blue C 100 M 73 Y 0 K 2	process cyan C 100 M 0 Y 0 K 0
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R 0 G 36 B 93	R 0 G 84 B 164	R 0 G 174 B 239
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pms 1365c C 0 M 34 Y 84 K 0	pms 3945c C 8 M 1 Y 100 K 0
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R 252 G 178 B 66	R 254 G 239 B 33
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pms
black
C 0
M 0
Y 0
K 100



reflex
blue
to
process
cyan



pms
1365c
to
pms
3945c

COLOR PALETTE

You may use the PANTONE® colors shown here, the standards for which can be found in the current edition of the PANTONE Color Formula Guide.

The colors shown in these standards have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standards. PANTONE® is a registered trademark of Pantone, Inc.



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IDENTITY & BRANDING



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NATIONAL EVENTS

The abbreviation “WAWA” will be integrated into the competition logo for all WAWA National Title events.

The Competition logo to be approved by WAWA President or WAWA CEO or an appointed representative.



STATIONERY



SINGLE SIDE BUSINESS CARD, 310GSM GLOSS LAMINATED, 90mm wide x 55mm high



WAWA logo.
cmyk EPS file.
Size: 34mm wide x 15mm high



ASC logo.
cmyk jpeg file.
Size: 39mm wide x 9mm high

Leeza Wray

TITLE FONT:
Gotham Bold
Size: 15.7pt

CEO
www.awwf.com.au

SUBTITLE FONT:
Gotham Book Regular
Size: 9.8pt

PO Box 457
Forrestfield WA 6058
executive@awwf.com.au

Phone: 08 9361 1005
Mobile: 0418 903 312

BODYTEXT FONT:
Gotham Book Regular
Size: 8.9pt



SINGLE SIDE LETTERHEAD, 90GSM BOND, 210mm wide x 297mm high



Australian Waterski and Wakeboard Federation Inc.
PO Box 457
Forrestfield WA 6100
Tel: +61 8 9361 1005 Fax: +61 8 9361 1007
ABN 83 058 843 468 (Inc in ACT)

- The governing body for water skiing and wakeboarding in Australia
- Member of the International Water Ski & Wakeboard Federation
- Member of the Australian Olympic Committee



Calibri Bold 11pt → **Leeza Wray**
Calibri 11pt → CEO
Calibri Bold & Calibri 11pt → **P: 08 9361 1005**
M: 0418 903 312
A: 1 Camfield Drive, Burswood WA 6100
PO Box 457, Forrestfield WA 6058
E: executive@aawwf.com.au

Calibri 11pt → www.aawwf.com.au



EMAIL SIGNATURE

It should be configured in HTML with server side stored logo



MERCHANDISE & EXPOSURE





CAP & VISOR

insert shirt options



SHIRTS

FRONT



BACK



ATHLETE BIBS

Examples include the WAWA, ASC and IWWF logos and also a spot for sponsors



EVENT BACK DROP



BANNERS

Examples



FLAGS

Examples of teardrop and feather flag.



PROMOTIONAL MERCHANDISE

Examples





www.awwf.com.au

