

# **British Taekwondo**

## **Guidelines for the Use of Logos**

## **BRITISH TAEKWONDO® – Guidelines for the Use of Logos**

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## Use of the logos

The logos in the Pack (downloadable ZIP file) are the copyright of British Taekwondo and the various other organisations but you can use them freely in publicity material.

The Pack contains the following logos:

- British Taekwondo and British Para-Taekwondo
- The Home Nations Branches of British Taekwondo
  - Taekwondo England
  - Taekwondo Scotland
  - Taekwondo Wales
  - Taekwondo Northern Ireland
  - Taekwondo Isle of Man
  - Taekwondo Gibraltar
- Other Taekwondo bodies
  - World Taekwondo Federation
  - European Taekwondo Union
  - Commonwealth Taekwondo Union
- Other sporting bodies

The logos given here may not be applied (e.g., embroidered, woven or printed) onto merchandise or products such as dobok, tracksuits, T-shirt, badges or promotional materials (other than flier, posters, adverts and the like) without permission from British Taekwondo. If you are in doubt, contact [marketing@britishtaekwondo.org](mailto:marketing@britishtaekwondo.org).

Please note that you may not use the following logos at all:



*The British Olympic Association (BOA) logo (left) may only be used by National Governing Bodies such as British Taekwondo and not by individual members.*



*The International Olympic Committee (IOC) logo (left) may not be used for publicity purposes at all, either by British Taekwondo® or its members. It may be used in editorial material (e.g., magazine or newspaper article). The logo or the Olympic rings (in any colours) may not be incorporated into any other logos.*

## Logo format

The logos are presented in various formats according to need.

<b>WMF</b>	Windows Metafile	Use in documents (e.g., Word or Publisher files) when producing posters, flyers, memos etc. Unless you have a drawing program, you cannot 'open' or edit these: you do not need to. In Word, you use 'Insert' followed by 'Picture'.
<b>EPS</b>	Encapsulated Postscript	For use with drawing programs such as Adobe Illustrator. Give these to printing firms.
<b>CDR</b>	CorelDraw	For use with the drawing program CorelDraw.
<b>JPG</b>	JPEG	For use on websites only.
<b>PNG</b>	Portable Network Graphics	Do not use these for printed material.

## Logo variations

The British Taekwondo logos shown below (and equivalent versions for the Home Nations Branches) may be used in promoting your club and British Taekwondo.



When the logo is placed on a dark background, the following colour variants may be used.



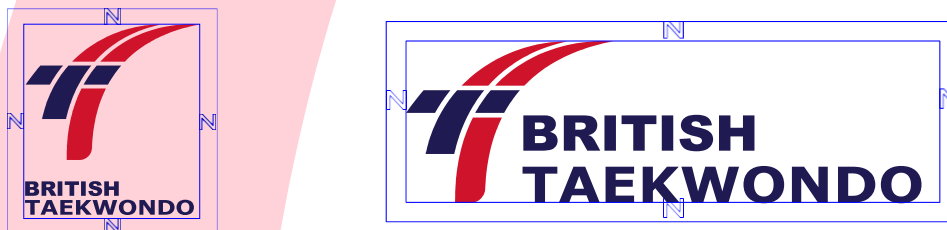
## Placing the British Taekwondo logo

### Positioning with other logos

The logo must not overlap other logos, except where it is used as a watermark (as in this document).

### Spacing

Objects (text or graphics) must not be placed closer to the logo than the width or height of the 'N' in the logo, as shown below.



### Size

The height of the brand/logo should not normally be less than 20 mm (0.787 inches).

**Colours in the logos**

In order to present a high-quality professional image, all uses of the British Taekwondo logos and the logos of its branches (e.g., Taekwondo Scotland) must be in standard colours. Please ensure that any printing uses the following colours for reproducing the logos

Colour	Blue	Red	Notes
Spot Colour (Pantone)	2766C	186C	Ink colours used in professional printing.
Process colour (CMYK)	100:94:0:47	0:100:81:4	Colour mix used in digital printing (e.g., home printers)
RGB	33:26:82	207:20:43	Colour for computer screens and web pages.

If the logo is to be printed in a single colour, you may use white (on a dark background), black or dark blue (Pantone 2766C or equivalent), as shown below. No other colours may be used.



**Typography**

Only the following fonts, in uppercase letters, should be used in the logo:

**TRADE GOTHIC EXTENDED**  
**TRADE GOTHIC EXTENDED BOLD**

**Variants of logo**

Users may not modify the logo or use the motif (the T-kicker figure, below) in isolation.



## Other brands or logos

The British Taekwondo brand/logos and the others in the pack may be used in association with the logos of British Taekwondo Member Clubs or British Taekwondo Member Group.

However, British Taekwondo clubs are members of British Taekwondo. Any use of the logo must not say or imply that they are not members of or directly affiliated to any of the following and:

- World Taekwondo
- European Taekwondo Union
- Commonwealth Taekwondo Union
- UK Sport
- British Olympic Association
- Home Nations sports councils

The British Taekwondo brands and logos must not be used in conjunction with other brands or logos that are not WT-approved without British Taekwondo's express, written permission. For example, do not use the British Taekwondo brands/logos next to commercial logos.

The British Taekwondo brand/logo must not be linked in any way to unhealthy products such as drugs, alcohol or tobacco. The British Taekwondo brand must not be used with any other martial arts logo without prior permission from British Taekwondo.

## Further information

If you require further information or advice, contact [marketing@britishtaekwondo.org](mailto:marketing@britishtaekwondo.org).