FIFG FOOTGOLF WORLD CUP

MARRAKESH 2018

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GRAPHIC CHARTER

LOGO

Logo design
Options
Usage

LOGO

LOGO (portrait)

LOGO

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LOGO (portrait)

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LOGO (b/w option)

LOGO (alternate)

It could happen a non common situation where logo details are hard to apply or print. In those cases you may use one of the following simplified alternatives.
Always check first with design responsibles.

IDEA

The idea for this logo is based in 3 aspects:

Tradition and style, recovering “Moroccan felling” from buildings shapes and mosaic patterns typical from Morocco, and of course the flag, the moon and the star. Selected font refers old writing style. Miscelaneous are also great reference.

French touch. Logo brings tradition and style, but also some “modern flavour”. Mosaic and patterns descontracturated and vibrant colours that add french intervention, to talk about co-organization between both countries. French flag is present too.

Footgolf is present as long ball, player, hole and flag are part of the main design, but never as solo. The logo itself represent a trophy, to talk about competiton / tournament. World cups in general (soccer, tennis, golf, etc) are priced with beautiful trophys that have become symbols of international tournaments.

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BACKGROUND

As Footgolf has its history, this logo has been thought to recover our "footgolf tradition". It is a new sport, we know, but it is time to step foward and get personality definitivelly.
So logo is original but at the same time honours the previous world cups.

You can easily find elements that while are different, take you to our past world cups.
The trophy, footgolf elements, flag, and typography.

Moreover, logo follows our footgolf tradition and history. Footgolf has become a great sport, not different than old and traditional sports getting more and more strengh. So logo does the same and matches international standards. Colours, typography, construction have been thought carefully and professionaly.

Incorrect usage

Any modification of our logo confuses its meaning, diminishes its impact, and is not allowed.
Precise logo artwork has been created to accommodate any usage need.
Never redraw, translate, or alter our logo in any way. The following list of incorrect use must be avoided to maintain the integrity of our brand.

DO NOT stretch or alter

DO NOT retype or redraw

DO NOT stretch or alter

DO NOT create pattern

DO NOT change colours

DO NOT use outline

DO NOT rotate

DO NOT use effects

DO NOT lock-up anything to logo (tagline, institutions, etc.) without defined clearspace

TYPOGRAPHY

Logo type

Font family

TYPO

Carefully selected, type font brings Moroccan style and that powerfull as logo itself. Actually font can work alone perfectly not loosing any reference or strengh. Typography is itself logo.

See examples. Always use colour logo unless you have situations as follows:

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TYPO

Typography from Logo should not be used, except for specific cases.
See the image.

FIFG font:
It cannot be used for any other thing than FIFG logo.

Museo:
Use this font for titles or subtitles.

2018 font:
Do not use this font.

Ceria Lebaran:
Just to be used in some specific cases (not marketing or comercial).

TYPEFACE font

Our brand typeface, Segoe UI, is available in a few font weights. Use them to have different weights and meanings but never pick a different font family.

Segoe UI

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Segoe UI Book Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Segoe UI Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Segoe UI Bold Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Segoe UI Black

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Segoe UI Black Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

STYLE

The following are illustrate the dos and don’ts associated with using our typeface.

- Do use only the approved typefaces
- Do set type in “sentence case” - combination of uppercase and lowercase
- Do use flush left, rag right for body copy

- Do not alter the style or color for emphasis; avoid all caps
- Do not justify body copy or open letter spacing
- Do not substitute Segoe UI for other typefaces
- Do not distort the typeface (e.g. using special effects, such as drop shadows, or modify the letterforms)

Example of usage

Headline goes here.

Lorem ipsum dolor

Amet consectetuer adipiscing elit, sed diam nonu nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat. Vel illum dolore eu feugiat nulla facilisis at vero eros. Qui blandit praesent luptatum gril delenit augue duis dolore te feugait nulla facilisi.

Incorrect use

HEADLINE GOES HERE.

LOREM IPSUM DOLOR

Amet consectetuer adipiscing elit, sed diam nonu nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

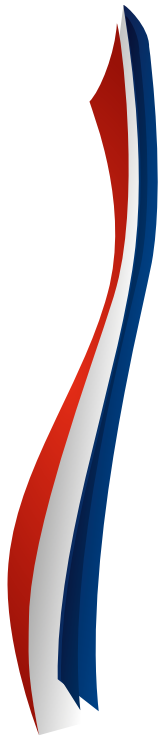
Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat. Vel illum dolore eu feugiat nulla facilisis at vero eros. Qui blandit praesent luptatum gril delenit augue duis dolore te feugait nulla facilisi.

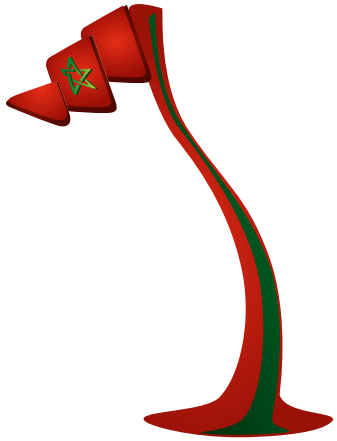
APPLICATIONS

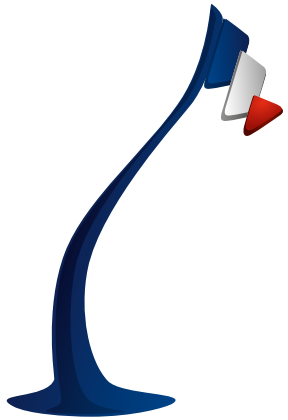
Logo space
Imaginery
Examples

APPLICATION / ELEMENTS

Elements from logo build style and general looking for different applications along the graphics for the World Cup.
You may use any of those elements to compound new graphics.
Please keep an eye in this manual and the examples and always check with design responsibles.





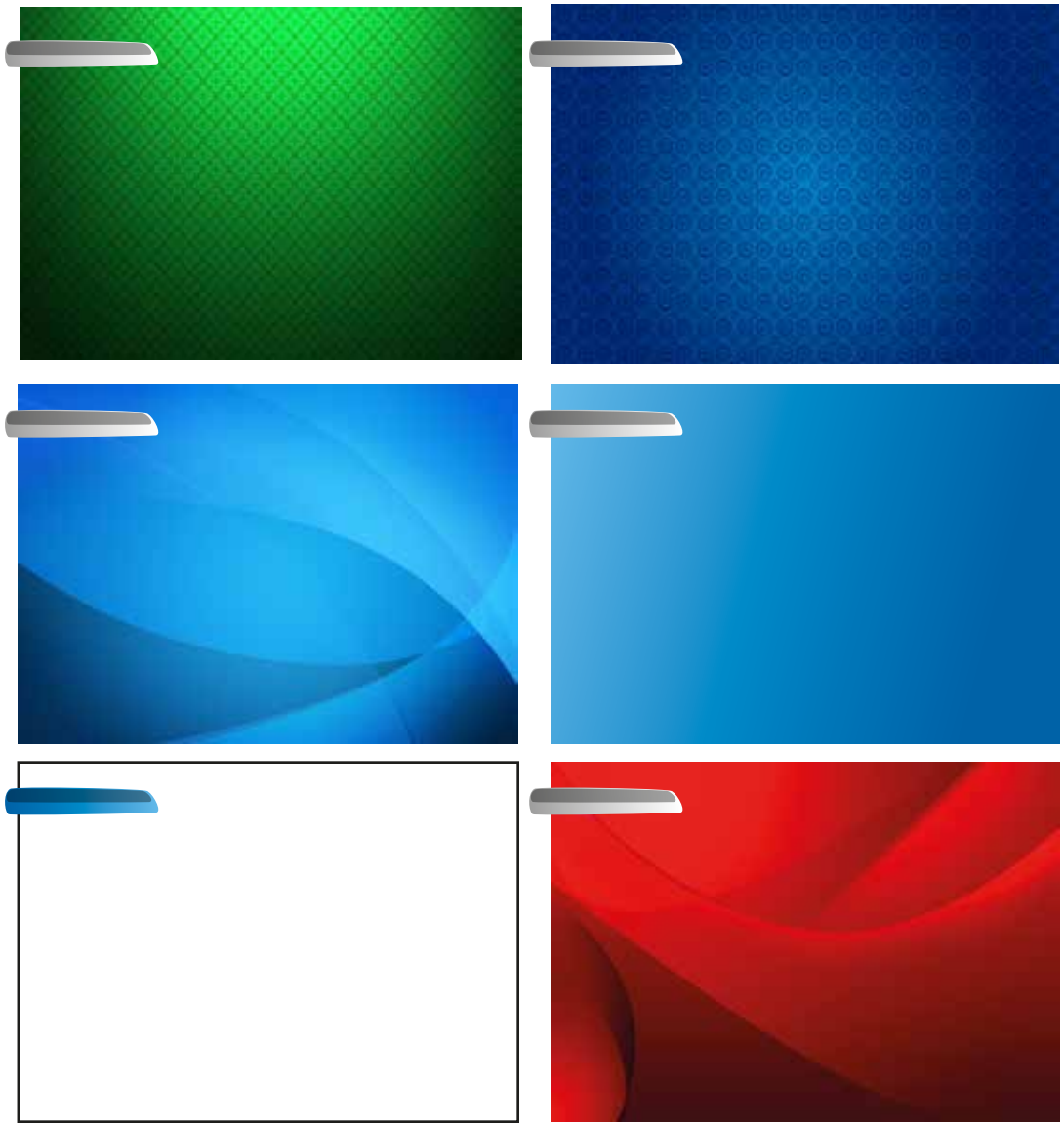


APPLICATION / BACKGROUNDS

There are a few options for backgrounds. Give always priority to blue or white. Match tag colours as shown.

LINE UP

SCHEDULE



APPLICATION / SPACING

Logo has to live and it needs space to exist. The "box" or "capsule" you see on the following images is the way to apply it.

EXAMPLES

See application examples

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READY TO PLAY

SEMI FINALS

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MARRAKESH
2018 FIFG

PLAY THE BEST

TEAM CHART

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2018

FOOTGOLF WORLD CUP
MARRAKESH
2018 FIFG

WELCOME TO THE
2018 FOOTGOLF WORLD CUP

FIFG FOOTGOLF WORLD CUP
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2018
GROUP A
PAPUA NEW GUINEA
BRAZIL
SWEDEN
KOREA DPR
GROUP B
SPAIN
CANADA
JAPAN
NIGERIA
GROUP C
FRANCE
USA
GHANA
NEW ZEALAND
GROUP D
GERMANY
VENEZUELA
MEXICO
KOREA REPUBLIC

COMPOSITE

Composite logo for sponsors & partners

COMPOSITE

Use this sample to apply sponsors and partners logos.

THANK YOU

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