



# **Branding Guidelines**

*ITTF World Cups & Continental Cups*



## A. BRAND IDENTITY

# ITTF World Cup Series of Logos - Typography

The font types used for the ITTF Men's World Cup logo are

**MISO BOLD** & **MOON BOLD**.

The text should always be at a readable size.

## MISO BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

## MOON BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890



# ITTF World Cup Colors



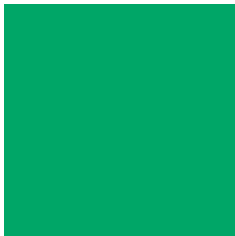
## ITTF Green - Primary

Pantone 3305 C  
C91 M46 Y68 K42  
R6 G61 B53



## ITTF Green - Secondary

Pantone 3268 C  
C90 M0 Y57 K0  
R0 G161 B128



## ITTF World Team Cup

Pantone 3405 C  
C100 M0 Y83 K0  
R0 G173 B104



## ITTF Men's World Cup

Pantone 2905 C  
C42 M7 Y3 K0  
R141 G201 B232



## ITTF Women's World Cup

Pantone 211 C  
C0 M66 Y0 K0  
R252 G124 B179

# General ITTF World Cup Logo

Horizontal



Vertical



**ITTF Green - Primary**  
Pantone 3305 C  
C91 M46 Y68 K42  
R6 G61 B53



**ITTF Green - Secondary**  
Pantone 3268 C  
C90 M0 Y57 K0  
R0 G161 B128

# ITTF World Team Cup Logo

## Horizontal



## Vertical



**ITTF Green - Primary**  
Pantone 3305 C  
C91 M46 Y68 K42  
R6 G61 B53



**ITTF World Team Cup**  
Pantone 3405 C  
C100 M0 Y83 K0  
R0 G173 B104

# ITTF Men's World Cup Logo

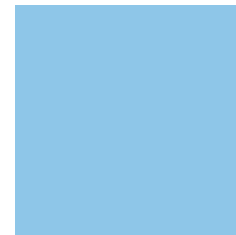
## Horizontal



## Vertical



**ITTF Green - Primary**  
Pantone 3305 C  
C91 M46 Y68 K42  
R6 G61 B53



**ITTF Men's World Cup**  
Pantone 2905 C  
C42 M7 Y3 K0  
R141 G201 B232



# ITTF Women's World Cup Logo

## Horizontal



## Vertical



**ITTF Green - Primary**  
Pantone 3305 C  
C91 M46 Y68 K42  
R6 G61 B53



**ITTF Women's World Cup**  
Pantone 211 C  
C0 M66 Y0 K0  
R252 G124 B179



# ITTF Continental Cup Colors



## ITTF-Africa

Pantone 7408 C  
C4 M34 Y100 K0  
R244 G175 B0



## ITTF-Asia

Pantone 158 C  
C4 M68 Y99 K0  
R234 G113 B37



## ITTF-Europe

Pantone 3015 C  
C100 M55 Y19 K3  
R0 G101 B162



## ITTF-Latin America

Pantone 187 C  
C22 M100 Y85 K14  
R172 G26 B47



## ITTF-North America

Pantone 654 C  
C100 M87 Y34 K30  
R0 G44 B95



## ITTF-Oceania

Pantone 2915 C  
C80 M27 Y0 K0  
R0 G150 B219

# ITTF-Africa Cup Logo

## Horizontal



ITTF CONTINENTAL CUP  
**AFRICA**  
2016



**Light Blue**  
Pantone 2905 C  
C42 M7 Y3 K0  
R141 G201 B232

## Vertical



ITTF CONTINENTAL CUP  
**AFRICA**  
2016



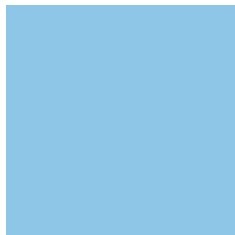
**ITTF-Africa**  
Pantone 7408 C  
C4 M34 Y100 K0  
R244 G175 B0

# ITTF-Asia Cup Logo

## Horizontal



ITTF CONTINENTAL CUP  
**ASIA**  
2016



**Light Blue**  
Pantone 2905 C  
C42 M7 Y3 K0  
R141 G201 B232

## Vertical



ITTF CONTINENTAL CUP  
**ASIA**  
2016



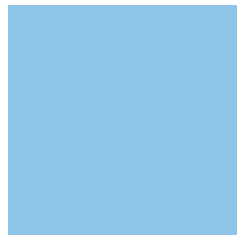
**ITTF-Asia**  
Pantone 158 C  
C4 M68 Y99 K0  
R234 G113 B37

# ITTF-Europe Cup Logo

## Horizontal



ITTF CONTINENTAL CUP  
**EUROPE**  
2016



**Light Blue**  
Pantone 2905 C  
C42 M7 Y3 K0  
R141 G201 B232

## Vertical



ITTF CONTINENTAL CUP  
**EUROPE**  
2016



**ITTF-Europe**  
Pantone 3015 C  
C100 M55 Y19 K3  
R0 G101 B162

# ITTF-Latin America Cup Logo

## Horizontal



ITTF CONTINENTAL CUP  
**LATIN AMERICA**  
2016

## Vertical



ITTF CONTINENTAL CUP  
**LATIN AMERICA**  
2016



**Light Blue**  
Pantone 2905 C  
C42 M7 Y3 K0  
R141 G201 B232



**ITTF-Latin America**  
Pantone 187 C  
C22 M100 Y85 K14  
R172 G26 B47

# ITTF-North America Cup Logo

## Horizontal



ITTF CONTINENTAL CUP  
**NORTH AMERICA**  
2016



**Light Blue**  
Pantone 2905 C  
C42 M7 Y3 K0  
R141 G201 B232

## Vertical



ITTF CONTINENTAL CUP  
**NORTH AMERICA**  
2016



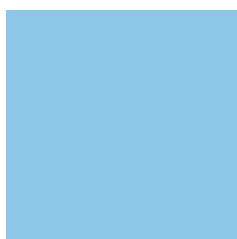
**ITTF-North America**  
Pantone 654 C  
C100 M87 Y34 K30  
R0 G44 B95

# ITTF-Oceania Cup Logo

## Horizontal



ITTF CONTINENTAL CUP  
**OCEANIA**  
2016



**Light Blue**  
Pantone 2905 C  
C42 M7 Y3 K0  
R141 G201 B232

## Vertical



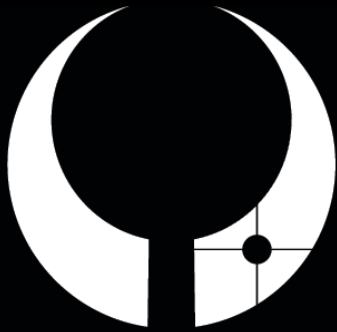
ITTF CONTINENTAL CUP  
**OCEANIA**  
2016



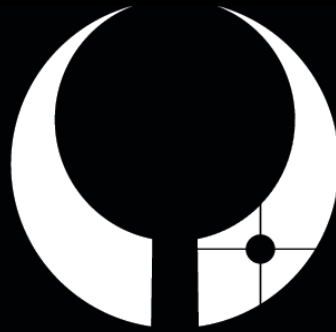
**ITTF-Oceania**  
Pantone 2915 C  
C80 M27 Y0 K0  
R0 G150 B219



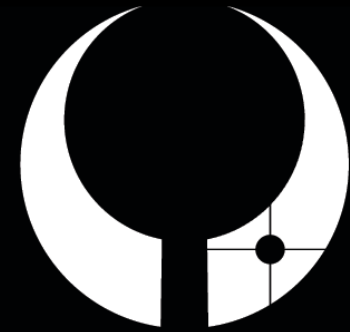
# Logo in Inverse Color



ITTF WOMEN'S  
**WORLD CUP**  
2016

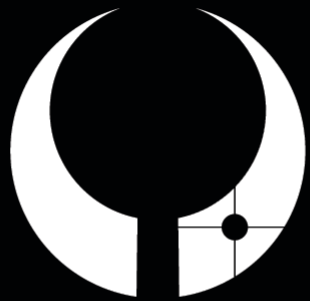


ITTF MEN'S  
**WORLD CUP**  
2016

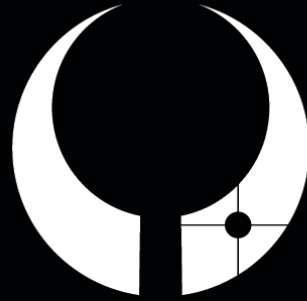


ITTF TEAM  
**WORLD CUP**  
2016

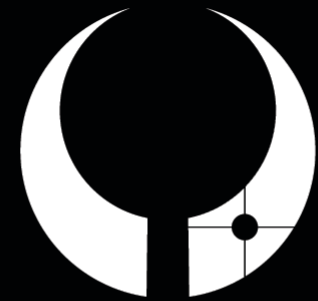
# Logo in Inverse Color



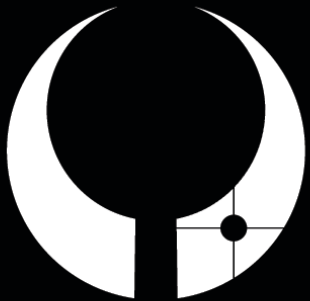
ITTF CONTINENTAL CUP  
**AFRICA**  
2016



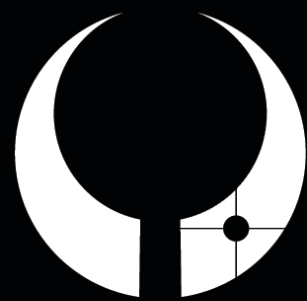
ITTF CONTINENTAL CUP  
**ASIA**  
2016



ITTF CONTINENTAL CUP  
**EUROPE**  
2016



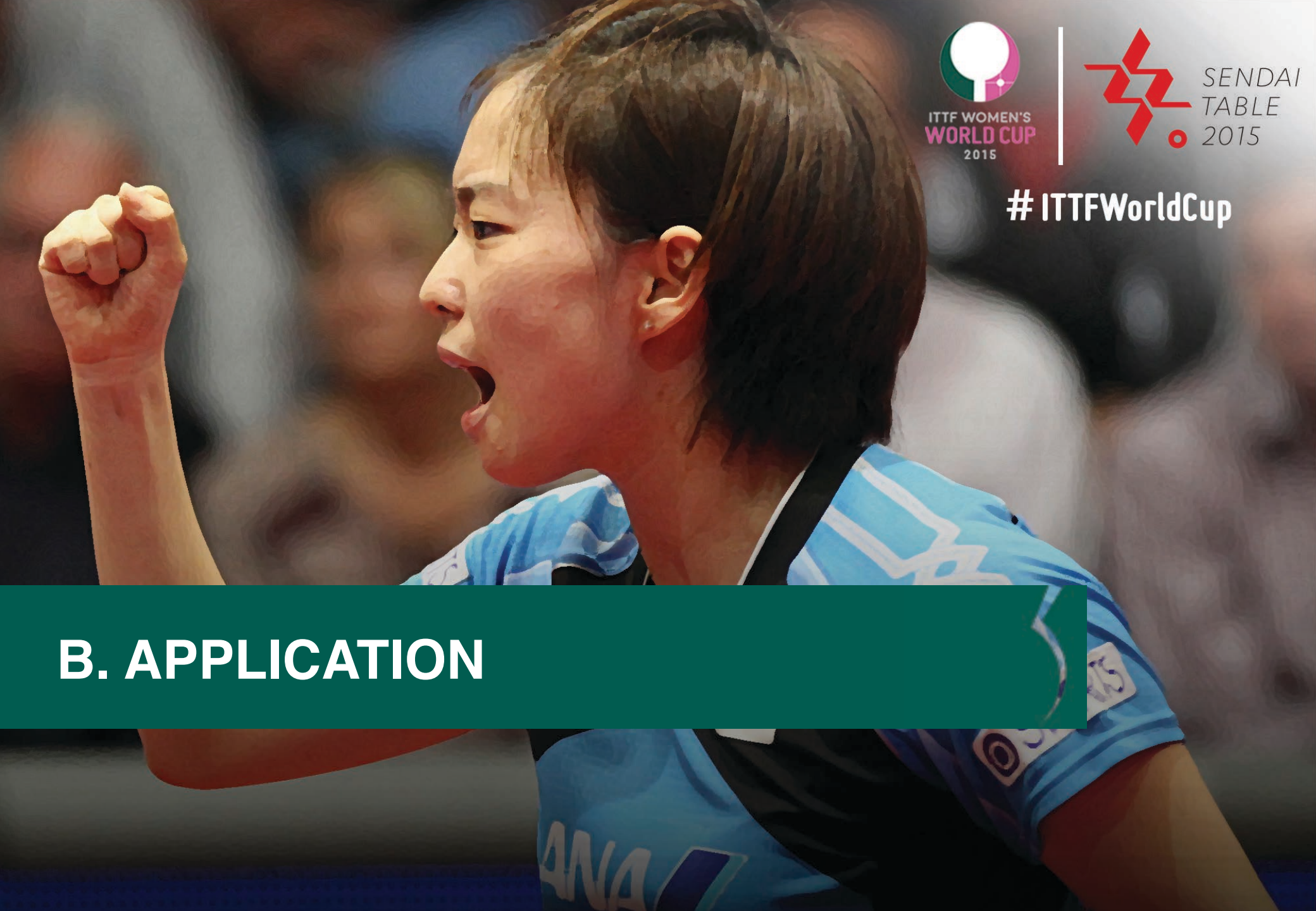
ITTF CONTINENTAL CUP  
**LATIN AMERICA**  
2016



ITTF CONTINENTAL CUP  
**NORTH AMERICA**  
2016



ITTF CONTINENTAL CUP  
**OCEANIA**  
2016



#ITTFWorldCup

## B. APPLICATION

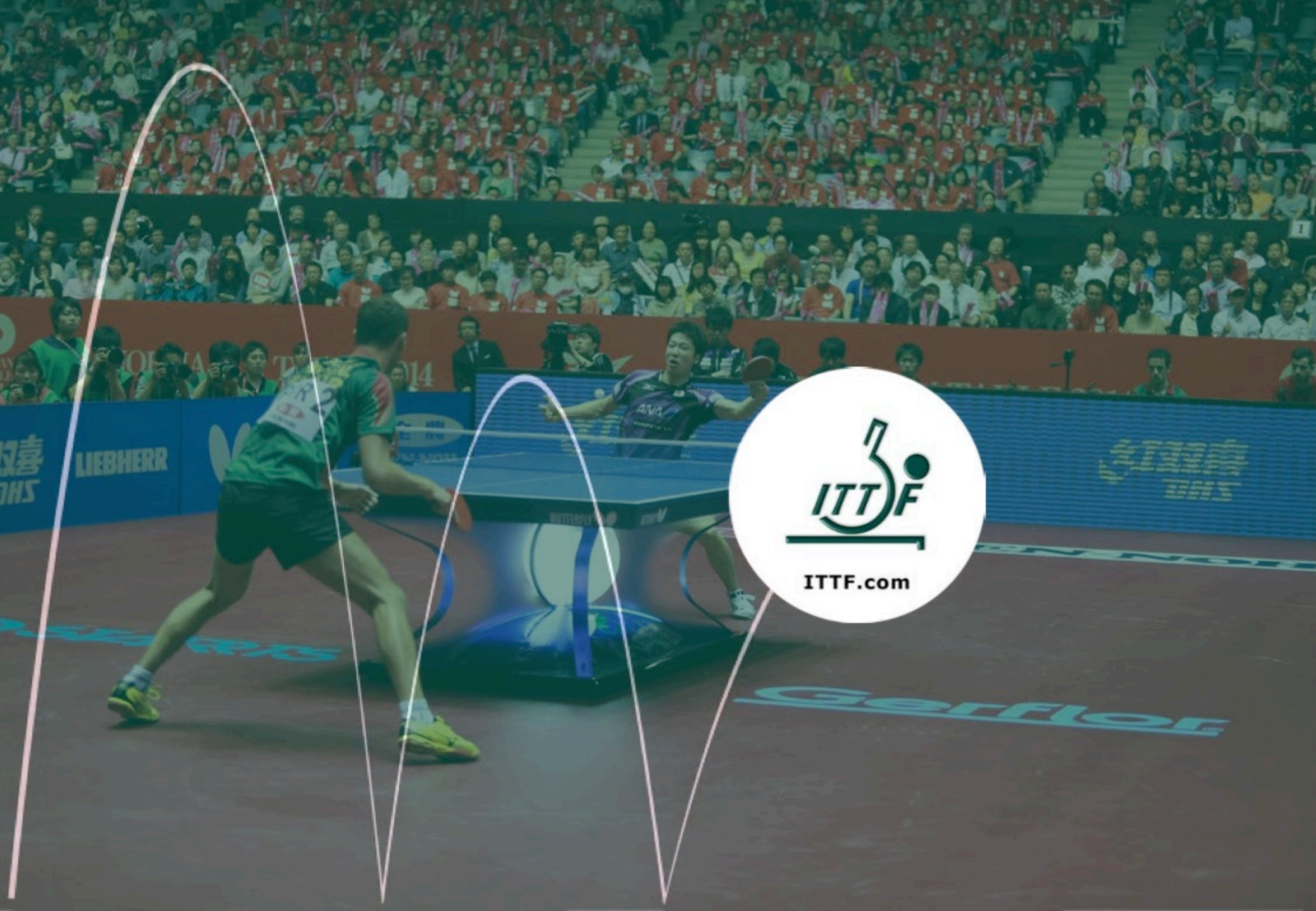
# Logo on Surrounds





# Use of Logo with Event Logo





ITTF.com