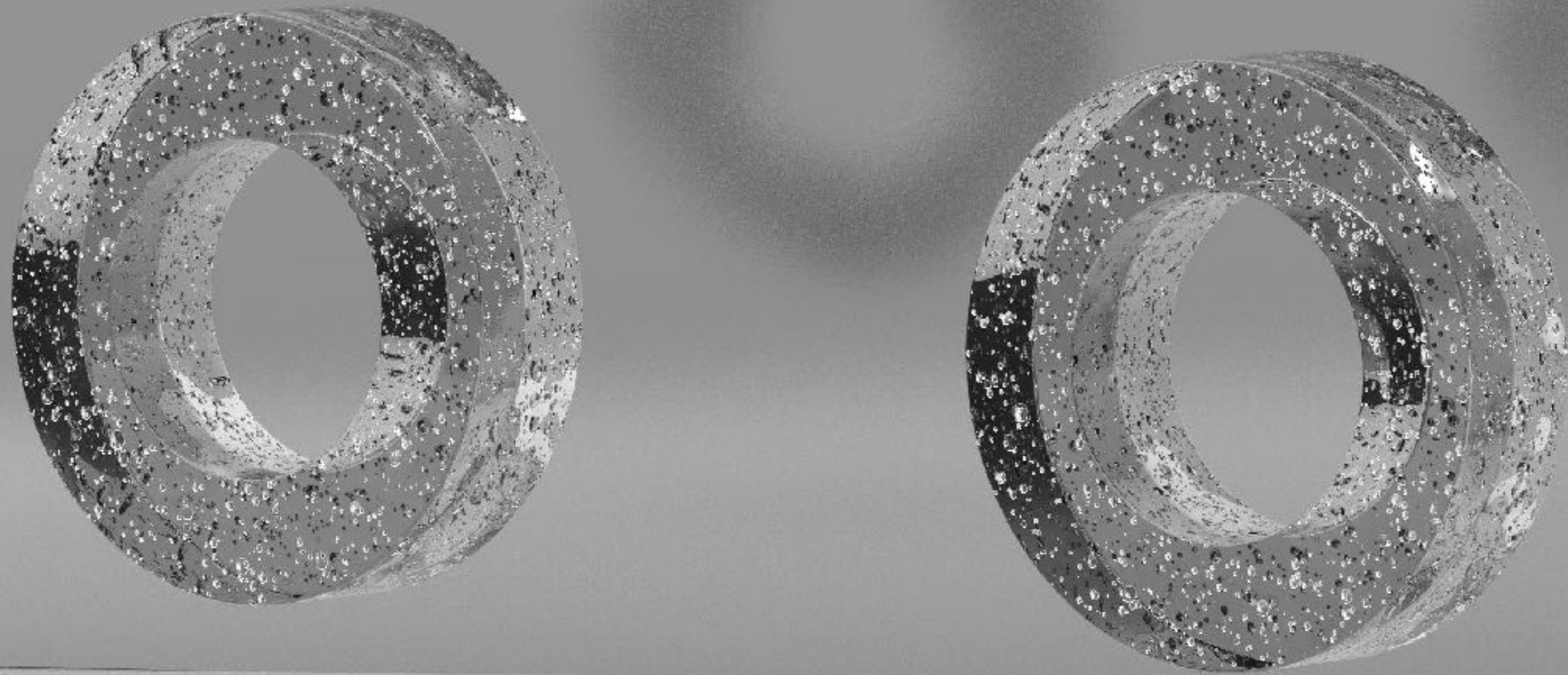# the branding people ®

Proyecto: World Boxing Council

Basic Brand book

imagotype

brand expressions:

One of the most representative brand expressions is the logotype.

The following document describes its composition, elements, usage and colors for its correct application.

Isotype :

The brand is visually represented with an imagotype, that is, an image and a body of text that together form a key part of the brand identity. The composition of this element maintains a reading order in which the image is always positioned in the foreground and the text in the bottom part. Both elements can coexist separated depending on the surface and technique in which it will be applied.

brand expressions:

Imagotype

Logotype

isolation area

The base unit (x) is extracted from the letter "C" of the brand,

delimited by its silhouette. This unit is used to define margins, proportions and also determines the protection area within various compositions.

It is important to respect the protection area since no element should obstruct it to ensure the readability of our imagotype.

Imagotype
correct uses:

The correct use of our brand implies a good use of color, that is, using its original color.

There will be applications in which the original color can not be used and therefore a black and white version should be utilized.

Only its application is allowed as shown in the following example:

Colors may vary depending on the material or printing machine

used. It is important to always request a color test prior to printing to ensure similarity. Getting the exact color will not be possible unless you print PANTONE directly.

logotype
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WBC

WBC

incorrect uses

incorrect
uses:

⊗ 01. Remove elements

⊗ 03. Alter its structure

⊗ 03. Add elements

⊗ 04. Change color

⊗ 05. Stretch or crush the structure

⊗ 06. Replace fonts

designed by @tbpmx®

color palette

Color palette:

Colors may vary depending on the material or printing machine used. It is important to always request a color test prior to printing to ensure similarity. Getting the exact color will not be possible unless you print PANTONE directly.

PMS	Pantone 1788C
RGB	Red: 232 Green: 68 Blue: 39
CMYK	Cyan: 0% Magenta: 84% Yellow: 88% Black: 0%
HEX	#E84427

80%
60%
40%
20%

PMS	Pantone 285 C
RGB	Red: 0 Green: 120 Blue: 191
CMYK	Cyan: 89% Magenta: 43% Yellow: 0% Black: 0%
HEX	#0078BF

80%
60%
40%
20%

PMS	Pantone 102 C
RGB	Red: 255 Green: 238 Blue: 0
CMYK	Cyan: 0% Magenta: 0% Yellow: 95% Black: 0%
HEX	#FFEE00

80%
60%
40%
20%

Color palette:

Colors may vary depending on the material or printing machine used. It is important to always request a color test prior to printing to ensure similarity. Getting the exact color will not be possible unless you print PANTONE directly.

PMS	Pantone 2995C
RGB	Red: 0
	Green: 156
	Blue: 222
CMYK	Cyan: 90%
	Magenta: 11%
	Yellow: 0%
	Black: 0%
HEX	#009CDE

80%
60%
40%
20%

PMS	Pantone 354 C
RGB	Red: 4
	Green: 166
	Blue: 75
CMYK	Cyan: 80%
	Magenta: 0%
	Yellow: 90%
	Black: 0%
HEX	#04A64B

80%
60%
40%
20%

PMS	Process Black
RGB	Red: 227
	Green: 6
	Blue: 19
CMYK	Cyan: 0%
	Magenta: 100%
	Yellow: 100%
	Black: 0%
HEX	#E30613

80%
60%
40%
20%

the branding people