THE LOGO AND OTHER DESIGNS

The logo as depicted above – henceforth “the Logo“ – is the official logotype for the World DanceSport Federation (WDSF), a non-governmental, non-profit organisation established under Swiss law.

The design of a number of additional icons and symbols in this document are derived from, or are applications of, the Logo. They identify properties, entities as well as activities associated with WDSF and DanceSport.

ALL RIGHTS RESERVED

All intellectual property rights to the Logo and the other designs – including copyright and trademark rights – are owned by WDSF. All rights are reserved.

TERMS OF USE

Any use of the Logo and/or the other designs – including, without limitation, the reproduction, distribution, display or transmission – is subject to an authorisation issued by WDSF and governed by the norms established in this document.
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INTRODUCTION

In 2007, the Spanish graphic artist Lluis Puigbert was tasked with the design of a new logotype for the International DanceSport Federation. It had to identify an organisation with 50 years of history, with many traditions and long-established credentials, but also one that was to evolve further and change significantly over the years to come.

The design was to be adaptable to an imminent restructure of the organisation, and it was to allow for the change of its name to World DanceSport Federation (WDSF).

When DanceSport’s world governing body was officially renamed WDSF in 2011, final adjustments were made and the current WDSF Logo was released. A number of additional designs and applications based on the Logo were rolled out at the same time.

The Visual Identity Guidelines define the basic norms that govern the use and the reproduction of the WDSF Logo as well as of the other designs derived from the latter. These norms need to be rigorously respected by all those making use of them.

Inconsistency in their use causes brand erosion. These guidelines establish the thread that keeps the visual brand and the identity system of WDSF unified.

Generally, this document is revised and updated at intervals of two years.

Roland Hilfiker
WDSF Communications Director
com@worlddancesport.org
BRAND

DanceSport is one of the dominant elements in the Logo. DanceSport is the brand that was created by this federation in the 1980s. It was promoted consistently from 1990, when WDSF adopted it as part of the organisation’s name, emphasising the organisation’s view of dance as sport.

As outlined in the WDSF VISION 2012 development plan, it stands for a generic brand that allows for interpretation beyond pair dancing in determined styles. This notion is taken up in the postures of two stylised dancers as well. The other elements are kept in distinctive shapes and colours alluding to “light”, “dance floor” and “globe”.

The font used in the three lines of text is Akzidenz Grotesk. For “DanceSport” Akzidenz Grotesk Extra Bold is used. For “international” and “federation” – both as lower case – Akzidenz Grotesk Medium Condensed is used.

The font colours are blue and – for “DanceSport” – grey. Substituting the text “world DanceSport federation” with the acronym “WDSF” is only permissible in the “button” configuration for specific applications of the Logo.
FORMATS

Through its website, WDSF makes the Logo as well as compositions thereof available in the following graphic file formats.

EPS
AI (with the required Akzidenz Grotesk fonts for Mac)
JPEG
PDF
PNG
PSD

COLOURS

The Logo and the other designs are available as CMYK, RGB and Pantone.

DOWNLOADS

The graphic files and certain applications of the Logo can be downloaded directly through links in the Visual Identity Guidelines.

AMENDMENTS | ADDITIONS

Amendments to existing elements of the visual identity are made and new designs are added at regular intervals. Downloadable files and file packages under the links may contain designs that are not visible in the document itself.

ASSISTANCE

Upon request, WDSF can provide additional file formats, colour models and assistance to those duly authorised to make use of the designs in these guidelines.

com@worlddancesport.org
SPACE AND SIZE RELATIONSHIP

The grid establishes the proper proportions for construction of the Logo. These proportions must be maintained in all reproductions. The space around the Logo must be kept free of other elements that could compromise its appearance and prominence, or that could create clutter.
SIZES

The absolute minimum height for proper reproduction of the Logo is 1 cm. For specific applications where this minimum height requirement cannot be respected, the Logo can be reproduced in the “button” configuration.

> 1 cm

< 1 cm

Download Button

Download brand png  Download brand pdf
COLOUR REFERENCES

The Logo is available as CMYK, RGB and Pantone in nearly all of the above file formats.
Greyscale, Black and White
Certain applications could call for the reproduction of the Logo in a single colour. Only the following versions as greyscale, black and white are acceptable.

Black Backgrounds

One Ink
Appropriate backgrounds
Below are samples of what is acceptable (Yes) and of what is unacceptable (No) in reproducing the Logo on different/coloured backgrounds. Dark backgrounds may require some of the text in the Logo to be reversed out white.

Yes
- White logo on black or very dark background
- Colored logo with white words on black or very dark background
- Colored logo on a clear background
- Colored logo on black or very dark background

Yes
- White logo on appropriately colored background

No
- Colored Logo on inappropriately colored background
- Logo on yellow background
- White Logo on a clear background
- Colored Logo on a clear background
COMPOSITIONS
Graphic and text elements of the Logo may be composed differently to suit a particular layout. Only the following compositions are acceptable.
For the text elements of the WDSF Logo Akzidenz Grotesk Medium Condensed and Akzidenz Grotesk Extra Bold fonts are used. The line “DanceSport” is always put in Akzidenz Grotesk Extra Bold, “world” and “federation” in Akzidenz Grotesk Medium Condensed.

Akzidenz Grotesk Medium Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Akzidenz Grotesk Extra Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Download fonts
EXPANDED BRAND
A range of additional icons and designs are derived from the WDSF Logo. They serve to identify properties, entities as well as activities associated with WDSF and DanceSport.
PROFESSIONAL DIVISION LOGO
A separate logo identifies the WDSF Professional Division (PD). The text “PROFESSIONAL DIVISION” – in upper case – is added to the Logo. It is put in white against an orange design placed at the bottom of the Logo.

Download
WDSF PD TEACHER & STUDENT
The design below identifies the WDSF PD Teacher & Student Programme, a specific competition format falling under the authority of the PD.
DANCESPORT PICTOGRAPHMES

A number of pictogrammes have been derived from the Logo to identify dance styles and/or forms that fall under the genus name DanceSport.

Download Rock ‘n’ Roll
Download HipHop
Download Wheelchair

Download Country Western
Download Baton Twirling
WDSF ASSOCIATE MEMBER BANNERS
The banners serve to identify the WDSF Associate Members and the dance styles and forms that fall under their respective authority.

WBTF
WDSF Associate Member
WORLD BATON TWIRLING FEDERATION - WBTF
Download

UCWDC
WDSF Associate Member
UNITED COUNTRY & WESTERN DANCE COUNCIL - UCWDC
Download

WRRC
WDSF Associate Member
WORLD ROCK 'N' ROLL CONFEDERATION - WRRC
Download
BUTTONS
The buttons have the text “world DanceSport federation” substituted with the acronym “WDSF”. They are intended for use where the Logo cannot be reproduced to the minimum height and/or other requirements in these guidelines.
OTHER
The below applications of the Logo are provided as AI files.

RollUp

Stickers

Download

Download

Download
Branding Statement | WDSF

world
DanceSport
federation
KEEPING THE WORLD IN STEP

Download

Branding Statement | WDSF

DanceSport
TO THE RHYTHM OF TIME!

Download
STATIONERY | PPT

MS Word Letter

MS PowerPoint Presentations
WDSF COMPETITION BRAND
After the recent revision of its DanceSport competition structure and the addition of new formats, events and age groups, WDSF enforces a strict system of proper identification for all its championships and competitions.

Only through the most consistent use of the name and the visual identification will the structure be comprehensible for the public at large as well as the media.

With WDSF sanctioning in excess 1,000 different competitions around the world, the organisers’ fullest compliance with the norms established in this section is paramount to ensure that WDSF and each the one organising entities attain their respective objectives.

The hosts and organisers are entrusted with staging championships and competitions pertaining to an established and strong global brand. Any inconsistencies in adhering to the system of proper nomenclature and visual identification will automatically cause brand erosion.
WDSF CHAMPIONSHIPS

Championships are the highest echelon in the WDSF structure when it comes to competitions for which the participants have to be entered through a National Member Body. They are held once every year, which makes the latter an important part in their official name.

NOMENCLATURE

The full championship name is a composite of up to four (4) elements.

The first element in the proper order is the CHAMPIONSHIP name itself.

<table>
<thead>
<tr>
<th>CHAMPIONSHIP</th>
<th>ABB</th>
</tr>
</thead>
<tbody>
<tr>
<td>YYYY WDSF World DanceSport Championship</td>
<td>YYYY WC</td>
</tr>
<tr>
<td>YYYY WDSF European DanceSport Championship</td>
<td>YYYY EC</td>
</tr>
<tr>
<td>YYYY Asian DanceSport Championship</td>
<td>YYYY AC</td>
</tr>
<tr>
<td>YYYY Asian – Pacific DanceSport Championship</td>
<td>YYYY APC</td>
</tr>
<tr>
<td>YYYY WDSF Pan American DanceSport Championship</td>
<td>YYYY PANAMC</td>
</tr>
</tbody>
</table>

Corresponding to championships of the WDSF Professional Division

| YYYY WDSF PD World DanceSport Championship                                   | YYYY PDWC |

The second element is the AGE GROUP.

<table>
<thead>
<tr>
<th>AGE GROUP</th>
<th>ABB</th>
</tr>
</thead>
<tbody>
<tr>
<td>Juvenile I, II</td>
<td>JUV I, II</td>
</tr>
<tr>
<td>Junior I, II</td>
<td>JUN I, II</td>
</tr>
<tr>
<td>Youth</td>
<td>YOU</td>
</tr>
<tr>
<td>Under-21</td>
<td>U-21</td>
</tr>
<tr>
<td>Adult – NO MENTION*</td>
<td></td>
</tr>
<tr>
<td>Senior I, II, III</td>
<td>SEN I, II, III</td>
</tr>
</tbody>
</table>

*No mention of the age group implies that the Championship is Adult!

The third element is the DISCIPLINE or SECTION

<table>
<thead>
<tr>
<th>DISCIPLINE</th>
<th>ABB</th>
</tr>
</thead>
<tbody>
<tr>
<td>Latin</td>
<td>LAT</td>
</tr>
<tr>
<td>Standard</td>
<td>STA</td>
</tr>
<tr>
<td>Ten Dance</td>
<td>10D</td>
</tr>
</tbody>
</table>
OTHER CHAMPIONSHIPS AND CUPS
A few other WDSF Championships are subject to exactly the same principle in terms of the proper composition of their names.

<table>
<thead>
<tr>
<th>CHAMPIONSHIP</th>
<th>CUP</th>
<th>ABB</th>
</tr>
</thead>
<tbody>
<tr>
<td>YYYY WDSF European Union Championship</td>
<td>YYYY EUC</td>
<td></td>
</tr>
<tr>
<td>YYYY WDSF World/European University Championship</td>
<td>YYYY EUNIC</td>
<td></td>
</tr>
<tr>
<td>YYYY WDSF World Cup</td>
<td>YYYY WCUP</td>
<td></td>
</tr>
<tr>
<td>YYYY WDSF European Cup</td>
<td>YYYY ECUP</td>
<td></td>
</tr>
</tbody>
</table>

CHAMPIONSHIP VISUAL
Whenever possible, the full CHAMPIONSHIP /CUP NAME should be brought in association with the WDSF LOGO. Particularly on posters, banners and websites as well as in brochures, ads and other print publications, the Logo must appear in relative proximity to the full name.
OPEN COMPETITIONS
Championships are the highest echelon in the WDSF structure when it comes to competitions. The open competitions granted by WDSF are clearly structured in four (4) tiers.
WDSF GrandSlam

Of the four tiers the GrandSlam needs to be singled out. GrandSlam competitions are limited to five per year, recurring and part of the coherent GrandSlam Series. They culminate in the GrandSlam Finals. The five legs per annum as well as the finals are generally awarded to the same hosts and organisers for a period of five years.

GrandSlam NAME

The construction of the official name of GrandSlam competition is similar to that of the championships. Included in the name are the year and the location where the leg takes place. GrandSlam is always written without spacing.

<table>
<thead>
<tr>
<th>GrandSlam Legs and The Finals</th>
<th>ABB</th>
</tr>
</thead>
<tbody>
<tr>
<td>YYYY WDSF GrandSlam XXXX</td>
<td>YYYY GS XXXX</td>
</tr>
<tr>
<td>YYYY WDSF GrandSlam I The Finals I XXXX</td>
<td>YYYY GSF XXXX</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>1</th>
<th>2</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012 WDSF GrandSlam Stuttgart</td>
<td>Latin, Standard</td>
</tr>
<tr>
<td>2012 WDSF GrandSlam I The Finals I Shanghai</td>
<td>YYYY GSF XXXX</td>
</tr>
</tbody>
</table>

GrandSlam SYMBOL

The WDSF GrandSlam symbol serves to identify the 12 competitions pertaining to the Grand-Slam Series. Its design corresponds to that of the other open competitions. The colour pink used in the symbol sets it apart as “hors categorie”. It is to be used consistently whenever the full WDSF GrandSlam name is used by the hosts and organisers in official publications.
Location
GrandSlam BRAND

The WDSF GrandSlam brand consists of the GrandSlam symbol, dominated by the colour pink, and assorted visuals that serve to unify the ten competitions making up the annual GrandSlam Series as well as the two GrandSlam Finals.

CMYK

Pantone

Grayscale
One ink colour

One ink black & white

Composition

X  WDSF
Grand Slam

X  Barcelona
GrandSlam VISUALS | APPLICATIONS
Some of these visuals and applications can be downloaded as print-ready PDF, they are marked with *. The others are AI or EPS files.
GrandSlam VISUALS | APPLICATIONS
Some of these visuals and applications can be downloaded as print-ready PDF, they are marked with *. The others are AI or EPS files.

TV Backdrop

PowerPoint

TV Graphics | Lower Third
TV Graphics

Photo Call
WDSF World Open
The WDSF World Open symbol associated with the colour gold serves to identify the second tier of open competitions. It is to be used consistently whenever the full WDSF World Open name is used by the hosts and organisers in official publications.

<table>
<thead>
<tr>
<th>WORLD OPEN</th>
<th>ABB</th>
</tr>
</thead>
<tbody>
<tr>
<td>XXXX WDSF World Open YYYY</td>
<td>XXXX WOP YYYY</td>
</tr>
</tbody>
</table>

WDSF World Open Symbol
The WDSF International Open symbol associated with the colour silver serves to identify the third tier competitions. It is to be used consistently whenever the full WDSF International Open is used by the hosts and organisers in official publications.
WDSF World Open

CMYK

Pantone

Grayscale

Download World Open
One ink colour

One ink black & white

Composition

X Barcelona
WDSF International Open

CMYK

Pantone

Grayscale

Download International Open
One ink colour

One ink black & white

Composition

X WDSF International Open

X Barcelona
**WDSF Open**

**NAME**

<table>
<thead>
<tr>
<th>OPEN</th>
<th>ABB</th>
</tr>
</thead>
<tbody>
<tr>
<td>XXXX WDSF Open YYYY</td>
<td>XXXX WOP YYYY</td>
</tr>
</tbody>
</table>

**Open Symbol**

The WDSF International Open symbol associated with the colour silver serves to identify the third tier competitions. It is to be used consistently whenever the full WDSF International Open is used by the hosts and organisers in official publications.
WDSF Open

CMYK

Pantone

Grayscale

Download Open

<table>
<thead>
<tr>
<th>Color</th>
<th>CMYK Values</th>
<th>Hex Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>P 152</td>
<td>C 7% M 63% Y 80% K 0%</td>
<td>#e2783c</td>
</tr>
<tr>
<td>P 446</td>
<td>C 75% M 65% Y 61% K 30%</td>
<td>#454848</td>
</tr>
</tbody>
</table>
Visual Identity Guidelines
Version 2012.1

These guidelines are dynamic and evolve in response to the continued development of the WDSF brands. Generally, the document is revised and updated at intervals of two years.

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www.worlddancesport.org