



International Taekwon-Do
Identity Standards

Introduction

The International Taekwon-Do logo as represented in these guidelines is a valuable visual asset. By taking care and responsibility to apply the standards as described in these guidelines, you will ensure that International Taekwon-Do is seen as an organisation that is proud of its identity and image.

Consistency of application is essential as any deviation from our visual style will only create confusion and dilute the desired impact. All forms of this logo must always be reproduced from master artwork. Under no circumstances should any attempts be made to copy, approximate or otherwise generate the logo without using the master artwork.

Every time we come into contact with the wider community we have an opportunity to build the International Taekwon-Do brand. The extent to which people understand and respond to our identity is dependent on the clarity and coherence of their experience with the brand. The brand image therefore relies heavily on these guidelines being adhered to. Key elements such as the identity, typeface, colour and style must be applied exactly as defined in these guidelines to ensure consistency across a broad range of communications.

Our logo is both distinctive and memorable. The symbol of the fist – a Taekwon-Do punch, is made up of individual figures. Each of the figures is also a lower case 'i', referencing the first initial of 'International'.

The symbol represents:

- a fist
- community
- family
- making friends
- having fun
- a constructive team environment
- contributing to society
- working together towards a common goal

As well as the two middle grade belt colours, the clean greens and blues reflect the colours of New Zealand and also relate to the colours of the planet, symbolising the building of international relationships.



Logo Formats - Landscape Colour



Spot Colour Version: Blue = PMS 280 Light Blue = 70% PMS 280
 Green = PMS 362 Light Green = 70% PMS 362



Process Colour Version: Blue = 100c, 78m, 5y, 18k Light Blue = 96c, 59m, 4y, 17k
 Green = 78c, 2m, 98y, 9k Light Green = 62c, 0m, 78y, 0k

The landscape logo is the preferred format.

Logo Formats - Landscape Black & White



Black and White Positive Version



Black and White Reversed Version



Black and White Toned Version



Black and White Toned Reversed Version

Logo Formats - Portrait Colour



International[®]
Taekwon-Do

Spot Colour Version: Blue = PMS 280 Light Blue = 70% PMS 280
 Green = PMS 362 Light Green = 70% PMS 362



International[®]
Taekwon-Do

Process Colour Version: Blue = 100c, 78m, 5y, 18k Light Blue = 96c, 59m, 4y, 17k
 Green = 78c, 2m, 98y, 9k Light Green = 62c, 0m, 78y, 0k

The portrait logo can be used in instances where the landscape version would appear too small.

Logo Formats - Portrait Black & White



Black and White Positive Version



Black and White Reversed Version



Black and White Toned Version



Black and White Toned Reversed Version

The toned versions of the logo can only be used when the production is of a high enough quality to ensure the greys don't appear mottled.

Logo Usage



In most instances the fist symbol and the text should appear side by side.



The portrait logo can be used in instances where the landscape version would appear too small.

On occasions it is acceptable to use the fist symbol on its own as a graphic device for impact, as shown.



Byline



The inclusion of the byline 'Power for Good' can be used in promotional collateral.



Sizing and Spacing



Minimum Size

Logo shouldn't be reproduced smaller than 25mm in width



Clear Space

Allow a minimum clear space around the logo based on the height of the letter 'T'

Logo alongside other Brands



When the logo is used alongside other brands a grey line should divide the logos as shown.

Typeface

To keep a consistency in all printed communications we have chosen a typeface to be used throughout. It is modern, friendly, clean and simple: DIN. There are 4 weights available.

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
DIN-Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
DIN-Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
DIN-Medium

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
DIN-Bold

For inhouse and online communication please use Arial.

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
Arial

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
Arial Bold

Backgrounds

Logo usage on coloured backgrounds

The colour version of the logo should only be used on a white background. When used on a coloured background either the 'Black and White Positive' version or the 'Black and White Reversed' version should be used. Choose a positive or reversed version based on the darkness of the colour in order to have the most contrast. This rule applies to textured backgrounds also.



Do Bok Regulations



The fist symbol is to be used by itself on the do bok, either embroidered directly onto the uniform or sewing on an existing badge provided.



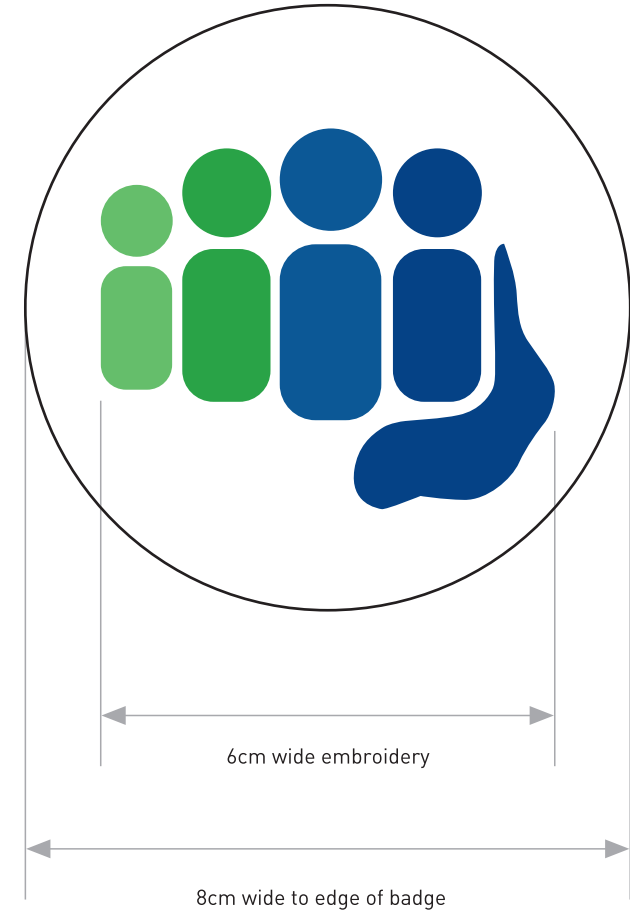
The official ITF tree is screenprinted in black only on the reverse of the do bok.

Badges

Embroidery directly onto dobok



Embroidery onto badge



Spot Colours:	Blue = PMS 280	Light Blue = 70% PMS 280
	Green = PMS 362	Light Green = 70% PMS 362
Process Colours:	Blue = 100c, 78m, 5y, 18k	Light Blue = 96c, 59m, 4y, 17k
	Green = 78c, 2m, 98y, 9k	Light Green = 62c, 0m, 78y, 0k

Embroidery Threads
(Marathon range of Colours):
Dark blue: 1066
Light Blue: 1253
Dark green: 1125
Light green: 1121

Please note: when embroidering the International Taekwon-Do symbol directly onto the dobok, please ensure it is angled correctly (**clockwise slightly**) so that it appears straight once the jacket is being worn with the belt tied. i.e. the dobok jacket tends to taper inward, which can make the logo appear crooked (if not rotated correctly at the time of embroidering).

Do Bok Regulations

Information for Instructors, Suppliers and Students

It is the responsibility of the instructor to ensure that their members are dressed in the appropriate do bok and that their students clearly know the expectations in regards to the do bok's appearance and up-keep. The do bok is not merely a set of comfortable clothes that we wear to train in, but is steeped in thousands of years of Korean tradition and culture. Therefore, like the do jang it should be held in high regard and treated with respect.

There are now many competing do bok suppliers dealing with ITF and its members. This is healthy and hopefully enables members to get the best value for money.

When choosing a do bok, it is paramount to keep the following in mind:

1. The do bok of choice must meet all of the requirements as outlined in the Standards of Dress for training.
2. The do bok of choice must have the correct version of each of the insignias / logos as outlined in this document. This must include the correct font.
3. The do bok of choice must not be covered with colourful, oversized or ostentatious branding. Instructors should control this in their own do jang's.

Here are the correct versions of the current insignias / logos required on all International Taekwon-Do do boks:



Official ITF Tree



Official ITF Badge



Official International Taekwon-Do Symbol

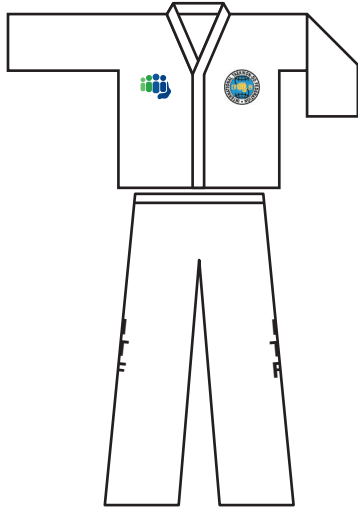


Official ITF Black Belt Layout

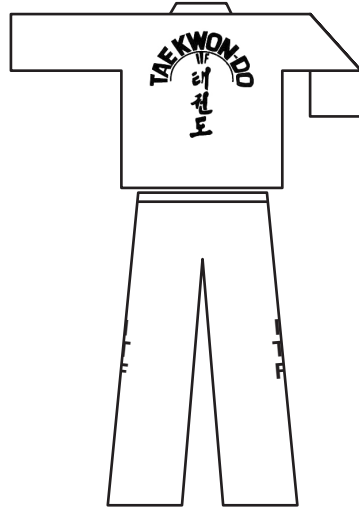
Do Bok Regulations

Below are standard mock-ups of both Gup Grade and Black Belt do boks:

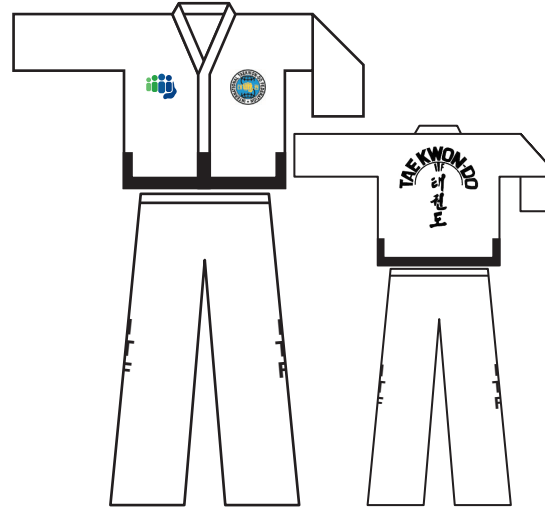
Gup Grade do bok (Front)



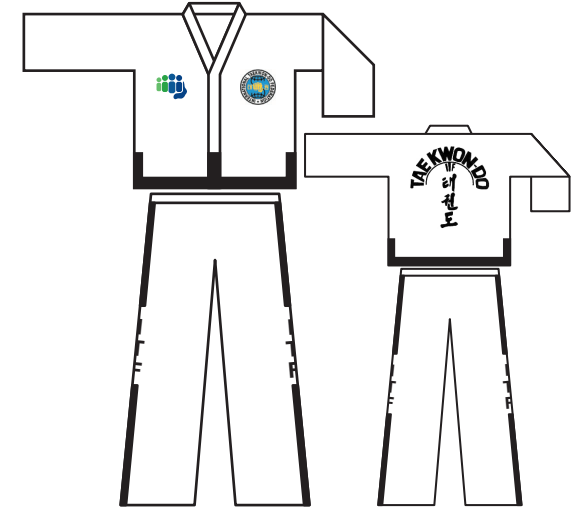
Gup Grade do bok (Rear)



Black Belt do bok 1st – 3rd Dan

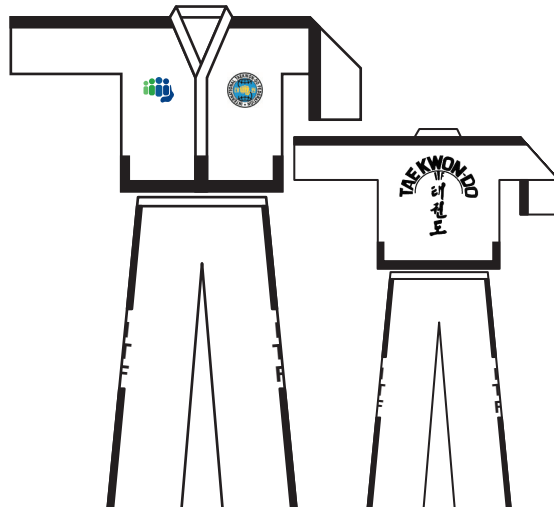


Black Belt do bok 4th Dan - 6th Dan
(Non-International Instructor)



Note: Striped legs but not the arms.

Black Belt do bok 4th Dan - 6th Dan
(International Instructor)



Black Belt do bok Masters (7th Dan and above)

