# BRANDBOOK



Edition 2026

## WFGA
### FOOTBALLGOLF SINCE 2007

## IMPRINT

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## WORLD FOOTBALLGOLF ASSOCIATION (WFGA)

The WFGA has etablished logo guidelines to ensure consistent and recognizable use of its visual identity.

This Brandbook provides detailed instructions for internal members, external partners, sponsors, and media.

The goal is to strengthen the brand and maintain a inified presentation across all communications.

## QUICK GUIDE TO THE WFGA BRAND RULES

The Executive Summary is designed as a quick-reference guide to the most important brand rules of the WFGA. It allows staff, partners, and sponsors to immediately understand the essentials of correct brand application.

The WFGA logo is more than a symbol – it represents credibility, professionalism, and the energy of a global sport. Correct application strengthens recognition and protects the integrity of the association's identity.

**Correct Logo Use**: Always source the logo from the official WFGA asset library. Use the full-color primary logo whenever possible. If color printing or contrast is limited, use the approved monochrome or simplified versions.

# 1. EXECUTIVE SUMMARY

**Clear Space & Minimum Size**: Keep the logo free from visual clutter. Maintain a clear space equal to the height of the letter 'W' in the logotype on all sides. Minimum print width: 20 mm. Minimum digital width: 120 px.

**Color Discipline**: Only official brand colors may be used with the logo. No gradients, drop shadows, or unapproved effects.

**Approval Requirement**: Any use outside the standard templates must be reviewed by the WFGA Brand Management team.

**Fast Checklist:**
- ▸ Correct file?
- ▸ Enough clear space?
- ▸ Approved colors?
- ▸ Proportional scaling?
- ▸ Background contrast acceptable?
- ▸ Approval needed?

# 2. INTRODUCTION & PURPOSE

## WHY BRAND GUIDELINES MATTER

The WFGA brand is a strategic asset. It embodies the spirit of Footballgolf — precision, movement, and fair play — and it communicates a consistent, recognizable identity across regions, events, and channels. Clear rules ensure that every touchpoint strengthens the brand rather than diluting it.

This Brandbook serves both as a practical manual and as a governance framework. It equips designers, event organizers, sponsors, and media partners with clear instructions and ready-to-use parameters. Internally, it supports training and quality control. Externally, it enables partners to work efficiently without repeated clarification cycles.

**Audience**: Internal WFGA staff and members, regional associations, event hosts, sponsors and commercial partners, as well as journalists and media creators.

# 2. INTRODUCTION & PURPOSE

**How to use this Brandbook**:

▶ Start with the Executive Summary (Pages 2 to 3) for quick decisions

▶ Use Chapters 3–7 for visual execution.

▶ Consult Chapters 8–10 for internationalization, legal, and technical specifics.

## CONSISTENT LOGO USE ACROSS APPLICATIONS

The WFGA logo must always appear exactly as supplied. Do not redraw, modify, or add effects. Choose the correct variant for the medium and the background to guarantee legibility and consistency.

**Primary Logo (Full-Color)**: Default for most uses in print and digital when sufficient contrast and color reproduction are available.

# 3. LOGO VARIANTS

**Monochrome**: Approved black or white versions for single-color printing, embossing, or high-contrast overlays.





**Sub-Logos for Events & Regions**: Sub-brands must follow a fixed structure: the WFGA master mark remains dominant; the event or region descriptor appears in a designated zone.



Sub-Logo Placeholder

## THE WFGA VISUAL LANGUAGE

WFGA colors convey trust, dynamism, and clarity. Use the palette consistently to build recognition across broadcast, digital, and print. Typography complements the color system with a modern, athletic tone that remains highly readable.

| | CMYK | RBG | HEX |
|---|---|---|---|
| Primary Green | 80/35/77/27 | 60/106/66 | #3C6A42 |
| Secondary Green | 60/31/60/9 | 119/142/107 | #778E6B |
| Background Grey | 0/0/0/8 | 234/234/234 | #EAEAEA |
| Ball Blue | 80/25/2/0 | 0/159/227 | #009FE3 |
| Ball Green | 74/5/96/0 | 87/176/48 | #57B030 |
| Ball Orange | 6/56/76/0 | 240/134/60 | #F0863C |
| Ball Red | 20/96/80/9 | 203/28/43 | #CB1C2B |
| Ball Yellow | 5/31/77/0 | 250/188/67 | #FABC43 |

**Typography**: Headlines set in **Montserrat ExtraBold**. Sub-heads in **Montserrat SemiBold**, continuous text in Montserrat.

# 5. USAGE CONTEXTS

## ADAPTING THE WFGA BRAND ACROSS MEDIA

The WFGA brand is applied in diverse environments, from large-scale banners to small promotional items. Each medium requires attention to detail to ensure visibility and consistency.

**Digital Use**: Logos must remain sharp and legible across websites, mobile apps, and social media channels.

**Print Use**: For flyers, brochures, and signage, always use high-resolution logo files (minimum 300 dpi).

**Small-scale Items**: When branding pens, pins, or badges, use the simplified logo to maintain clarity.

# 6. CO-BRANDING RULES

## BALANCING WFGA WITH PARTNER LOGOS

Co-branding situations occur when the WFGA appears alongside sponsors, partners, or event hosts. The WFGA logo must always remain dominant.

**Placement**: WFGA logo is always positioned first, followed by partner logos.

**Size Ratios**: Partner logos may not exceed 70% of the WFGA logo height.

**Spacing**: Maintain at least one 'W'-height of clear space between logos.

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Sub-Logo Placeholder

## WHAT TO DO AND WHAT TO AVOID

To safeguard brand integrity, apply the following rules. Each correct application strengthens recognition; each incorrect one weakens it.



*Proportional Scaling*



*Distorted Scaling*



*Official Palette*



*Unapproved Colors*

## MAINTAINING GLOBAL CONSISTENCY

English is the official language of the WFGA identity. Translations may appear in supporting text but must never alter the official logo.

**Sub-Logos**: Regional or local event marks must follow the approved template. The WFGA master mark remains visually dominant.

# 9. LEGAL FRAMEWORK

## PROTECTING THE WFGA IDENTITY

The WFGA logo and brand assets are the exclusive property of the World Footballgolf Association. Unauthorized use is prohibited.

**Approval & Licensing**: All third-party use requires prior written approval from WFGA Brand Management.

**Misuse**: Any misuse may result in legal action, including withdrawal of sponsorship rights or termination of partnership agreements.

## TECHNICAL SPECIFICATIONS AND SUPPORT

**CMYK** is an abbreviation for Cyan, Magenta, Yellow, and Key (black), the four colors used in four-color process printing.

**RGB** is an acronym for Red, Green, and Blue, a color model used for digital displays like computer monitors, TVs, and smartphones.

**List of file formats:**

EPS = Professional print (scalable)

PNG = Digital with transparency

JPG = Digital / Web without transparency

PDF = Print documents and forms.

**Contact**

WFGA Brand Management Team

Email: brandmanagement@worldfootballgolf.com

# NOTES

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