



LOGO STANDARDS MANUAL

Wisconsin Water Ski Federation (WWSF)

Purpose

The Wisconsin Water Ski Federation promotes water skiing, water safety, and good sportsmanship throughout Wisconsin and elsewhere; encourages and supports the formation of water ski clubs; serves as an educational, informational, and organizational center for water skiers in Wisconsin; disseminates information and news about water skiing; and presents annually the Think Tank Water Ski Convention & Expo, state championship events, and other events and activities in support of organizational objectives.

Mission

Our mission is to make it easy for members and the general public to learn about, participate, and compete in all disciplines of water skiing throughout Wisconsin and elsewhere.

We fulfill this mission by:

- Organizing, promoting and supporting world-class water ski events and tournaments.
- Providing everyone in Wisconsin an opportunity to learn how to water ski.
- Having the most members and teams affiliated with USA Water Ski & Wake Sports.

By staying true to our mission, we will realize our ***Vision*** of Wisconsin as the Water Ski Capital of the World.

Organization

The Wisconsin Water Ski Federation is a 501(c)(3) nonprofit organization founded in 1960.

Total membership consists of nearly 2,500 people from 500 family and 600 individual memberships.

The WWSF represents approximately 17% of total USA Water Ski & Wake Sports membership and 45% of all USA Water Ski & Wake Sports members with NSS (show ski) designation.

The Wisconsin Water Ski Federation is comprised of seven sport disciplines:

- Show Ski
- Traditional (3-Event)
- Barefoot
- Wake Sports
- Collegiate
- Adaptive
- Recreational

Primary Logo & Color Palette



Hex: #003F87 (Dark Cerulean or Midnight Blue)

CMYK: 100% / 85% / 19% / 5%

RGB: 0 / 63 / 135

Pantone 294



Hex: #000000

CMYK: 75% / 68% / 67% / 90%

RGB: 0 / 0 / 0

Pantone 6



Hex: #AEB0B2

CMYK: 100% / 85% / 19% / 5%

RGB: 174 / 176 / 178

Pantone 421

Alternate Logo Variations (Using the Proper Color Palette)



Copyright

The Wisconsin Water Ski Federation logo consists of the “wave W” curling around itself counter-clockwise to form a water ski rope and handle. The logo technically does not contain any letters or words. However, if letters or words are to be used to identify the organization as either the Wisconsin Water Ski Federation or WWSF, then use the appropriate logo file containing the only acceptable font to be used for such purpose. It is acceptable to use the “wave W” logo on its own without any letters or words to specifically identify the name of the organization.

The logo is not a registered mark, but the Wisconsin Water Ski Federation lays claim to the artwork as its own. Use of the logo is restricted and must adhere to the guidelines set forth in this manual.

Do not remove the copyright symbol from the logo.

Minimum Logo Size & Clearance



Minimum acceptable logo size is 1.25" wide when using the primary logo consisting of the "wave W" logo with letters/words.



Preferred logo size is 1.5" wide when using the "wave W" logo without letters/words.



Minimum acceptable clearance around all variations of the logo is 1/8" (0.0125").



Minimum acceptable logo size is 4" wide when using the primary logo consisting of the "wave W" logo with letters/words in an alternate/horizontal format.

Acceptable & Unacceptable Logo Usage

Grayscale

It is acceptable to convert any variation of the WWSF logo to grayscale. Photoshop is the recommended software to make such a conversion.

One Color

Do not portray any variation of the WWSF logo using only one color. The WWSF logo is a two-color logo and must remain as such in all applications.

Reversed/Negative

Do not portray the WWSF logo as a negative (reversed). As such, it is not recommended to use any variation of the WWSF logo on dark backgrounds.

Proportionality

The "wave W" portion of the WWSF logo is nearly square. Do not stretch or shrink any variation of the WWSF logo or its components out of proportion.

Tilt/Rotation

Do not tilt or rotate any variation of the WWSF logo or its components.

Screen

Do not screen or change the transparency of any variation of the WWSF logo or its components.

Alternate Colors

Do not use alternate colors for any variation of the WWSF logo or its components without consent.

Typography

Primary Typography

The primary font of the Wisconsin Water Ski Federation brand is Myriad Pro. It is legible and versatile in a wide variety of type treatments for headings, subheadings and body copy. Use variations of Myriad Pro for all commercially-printed materials and digital documents whenever possible.

Myriad Condensed	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789
<i>Myriad Condensed Italic</i>	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789</i>
Myriad Bold Condensed	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789
<i>Myriad Bold Condensed Italic</i>	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789</i>
Myriad Pro Regular	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789
<i>Myriad Pro Regular Italic</i>	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789</i>
Myriad Pro Semibold	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789
<i>Myriad Pro Semibold Italic</i>	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789</i>
Myriad Pro Bold	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789
<i>Myriad Pro Bold Italic</i>	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789</i>

Logo Typography

The font used in the variations of the WWSF logo containing letters/words is Univia Pro.

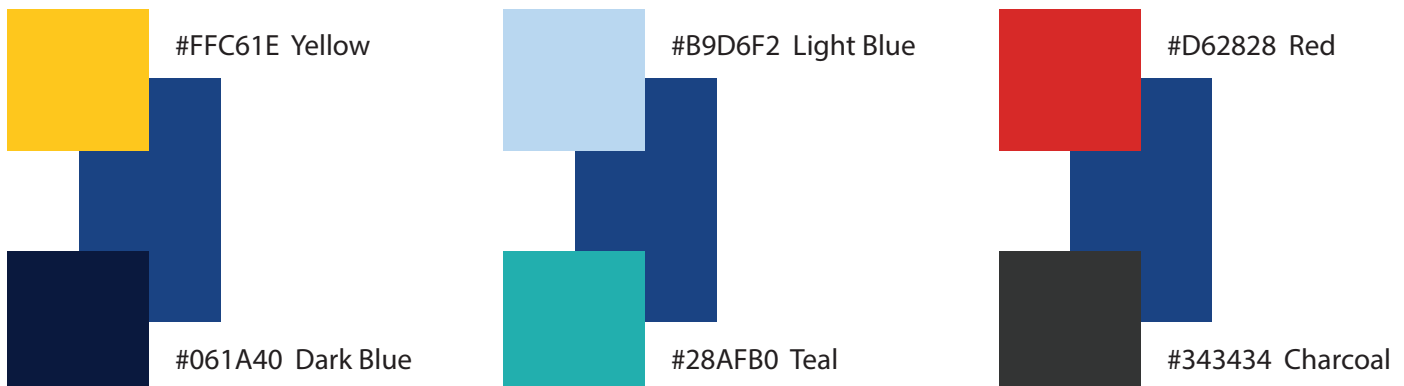
Univia Pro Regular	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
Univia Pro Medium	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
Univia Pro Bold	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
Univia Pro Black	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
Univia Pro Ultra	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

Web Typography

Certain web applications and content management systems allow for customization of fonts on a website. Use a sans serif font such as Helvetica or anything that closely resembles Myriad Pro.

Secondary Color Palette

Recommended secondary colors for use in web, digital and print applications should complement blue in the WWSF logo include any of the following colors.



Web & Social Media Usage

It is acceptable to use smaller versions of any variation of the WWSF logo, as necessary, to meet the image guidelines for various web and social media platforms (i.e. website favicon, profile photo/image, etc.)

Imagery

Only use photos showing safe, legal and proper technique as required under current boating and water sports laws of the state of Wisconsin and bylaws, policies, procedures and rules of the Wisconsin Water Ski Federation, National Show Ski Association and USA Water Ski & Wake Sports. Whenever possible give credit for all photography. The use of stock photos is permitted so long as the photography was purchased by the Wisconsin Water Ski Federation and is applicable to water skiing events and activities in the state of Wisconsin.

Other Logos & Graphics

Logos, icons or other illustrations created for the purpose of promoting WWSF events including, but not limited to state championship events, must be approved by majority vote of the WWSF Board of Directors or Executive Board.

Any logo, icon or other illustration created for an event "sanctioned" by the Wisconsin Water Ski Federation shall automatically become the intellectual property of the Wisconsin Water Ski Federation. "Sanctioned" events include the Think Tank Water Ski Convention & Expo, state championship events and any other/special events organized and/or funded by the Wisconsin Water Ski Federation.

The Wisconsin Water Ski Federation reserves the right to create and use icons, logos or other graphics that may include any variation of the WWSF logo for the purpose of promoting the Think Tank Water Ski Convention & Expo, state championship events and other/special events.

The Wisconsin Water Ski Federation reserves the right to modify any variation of the WWSF logo outside the parameters of these guidelines. No other individual or entity may do so without the express written consent of the WWSF Board of Directors or Executive Board.

Obtaining a WWSF Logo

These guidelines and variations of the WWSF logo can be downloaded from the WWSF website. Logo formats shall include EPS (Illustrator vector file), JPG (white background) and PNG (transparent background).

Questions Regarding the WWSF Logo or Usage

Contact the Wisconsin Water Ski Federation via email to wwsf@waterski.org.