WRRC

WORLD ROCK'N'ROLL CONFEDERATION

BRAND GUIDELINES

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I. DESIGN EQUITIES

ABBREVIATION

WRRC

WORLD ROCK'N'ROLL CONFEDERATION

ABBREVIATION

ABBREVIATION MAIN VIEW

WE RECOMMEND TO USE THIS TYPE OF ABBREVIATION AS THE MAIN ELEMENT OF BRANDING BECAUSE OF ITS VARIABILITY, READABILITY AND RECOGNIZABILITY

Download
(.jpg)

(.pdf)

(.png)

WRRC

WORLD ROCK'N'ROLL CONFEDERATION

ABBREVIATION

ABBREVIATION MONOCHROME VIEW

Download

WRRC

WORLD ROCK'N'ROLL CONFEDERATION

ON LIGHT BACKGROUND

! DO NOT USE ANY ABBREVIATION COLORS EXCEPT MAIN & MONOCHROME VIEW

ABBREVIATION

ABBREVIATION SIZES

YOU CAN USE AS LARGE ABBREVIATION
AS NECESSARY

BUT NO SMALLER THAN 20 mm
IN HEIGHT FOR ITS READABILITY

ABBREVIATION

ABBREVIATION EXCLUSION ZONE

ABBREVIATION

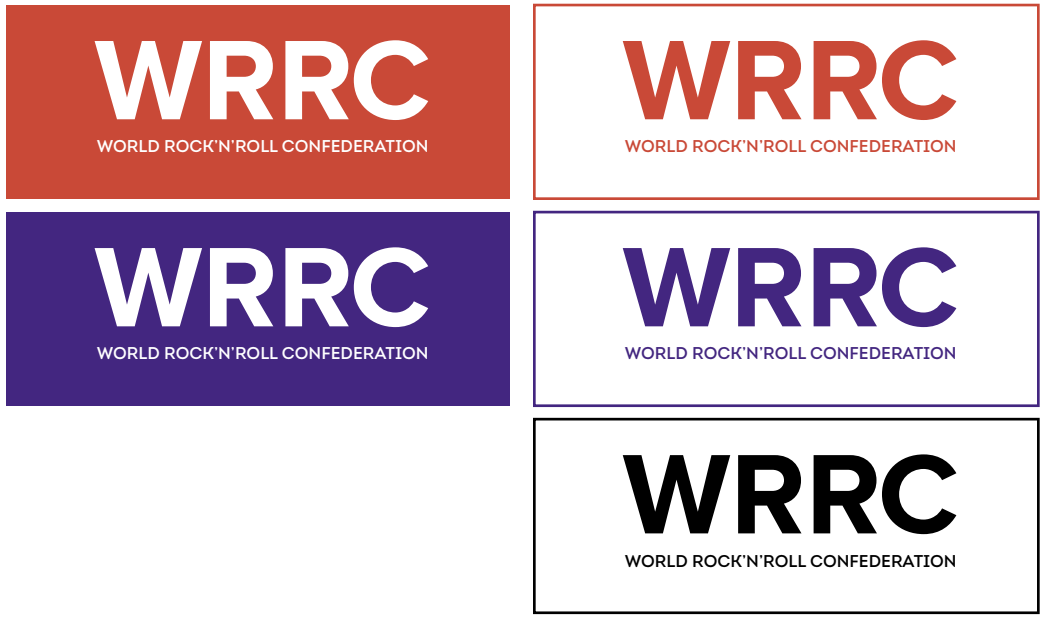
OPTIONS FOR DECORATIVE USE

Download

1. YOU CAN USE A PHOTO OR COLLAGE OF PHOTOS AS A BACKGROUND FOR AN ABBREVIATION

Download

2. YOU CAN USE ANY BRAND COLORS TOGETHER OR SEPARATELY FOR THE BACKGROUND OR THE ABBREVIATION ITSELF



I. DESIGN EQUITIES

CLASSIC LOGOS

WRRC

WORLD ROCK'N'ROLL CONFEDERATION

CLASSIC LOGOS

BASIC LOGO MAIN VIEW

WE RECOMMEND TO USE THIS LOGO AS AN ADDITIONAL BRANDING ELEMENT
IF NECESSARY

Download
(.jpg)

(.pdf)

(.png)

CLASSIC LOGOS

BASIC LOGO MONOCHROME VIEW

Download

ON LIGHT BACKGROUND

ON DARK BACKGROUND

CLASSIC LOGOS

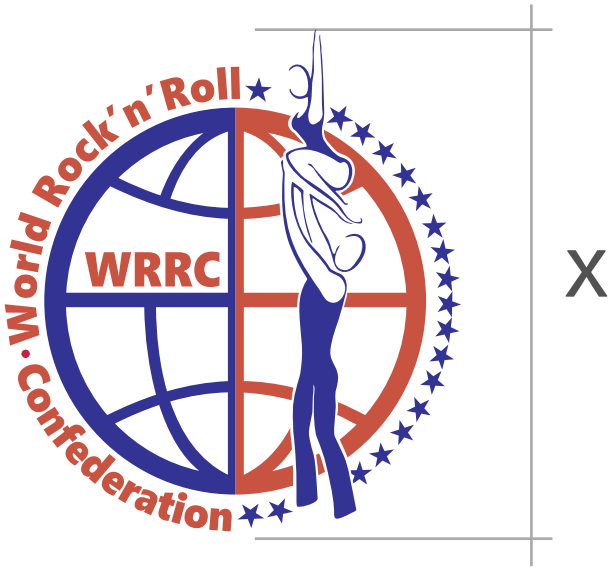
BASIC LOGO SIZES

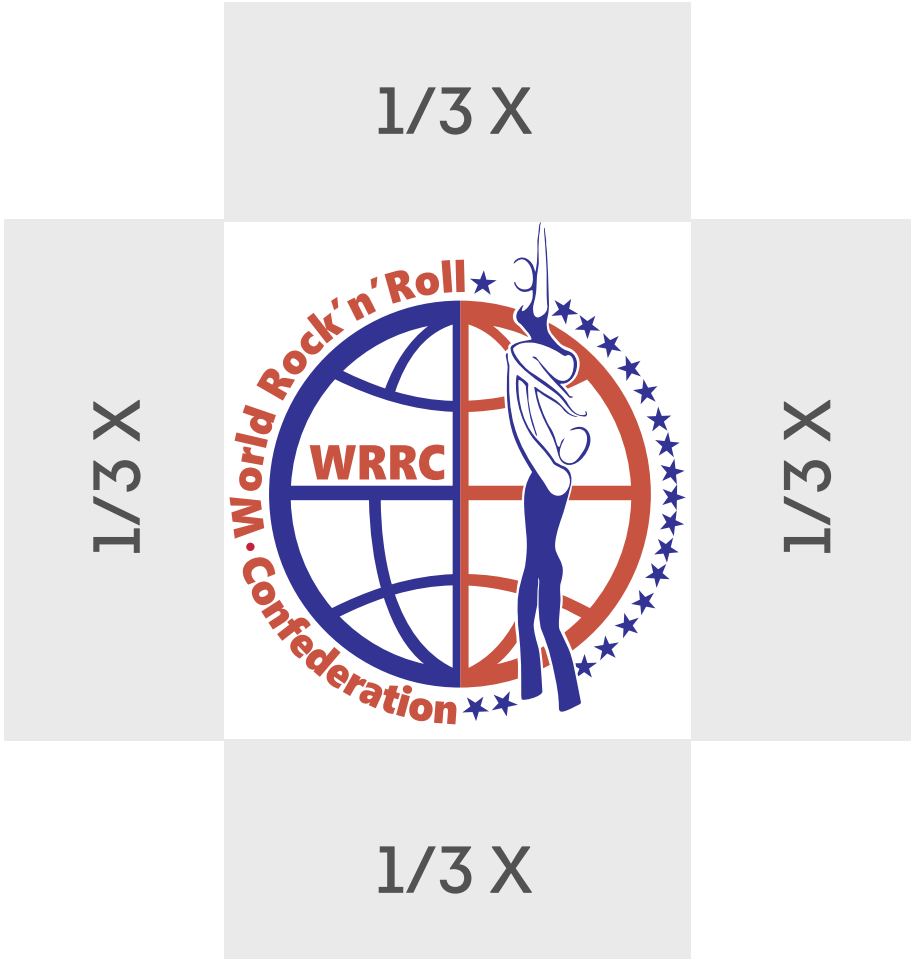
YOU CAN USE AS LARGE LOGO
AS NECESSARY

BUT NO SMALLER THAN 30 mm
IN HEIGHT FOR ITS READABILITY

CLASSIC LOGOS

BASIC LOGO EXCLUSION ZONE





CLASSIC LOGOS

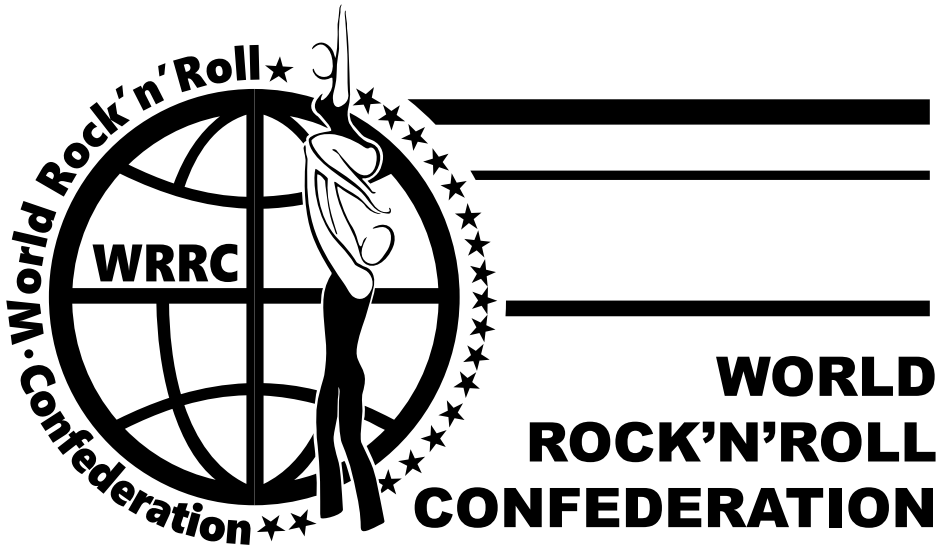
SECONDARY LOGO VIEW

Download

CLASSIC LOGOS

SECONDARY LOGO MONOCHROME VIEW

Download



ON LIGHT BACKGROUND

ON DARK BACKGROUND

CLASSIC LOGOS

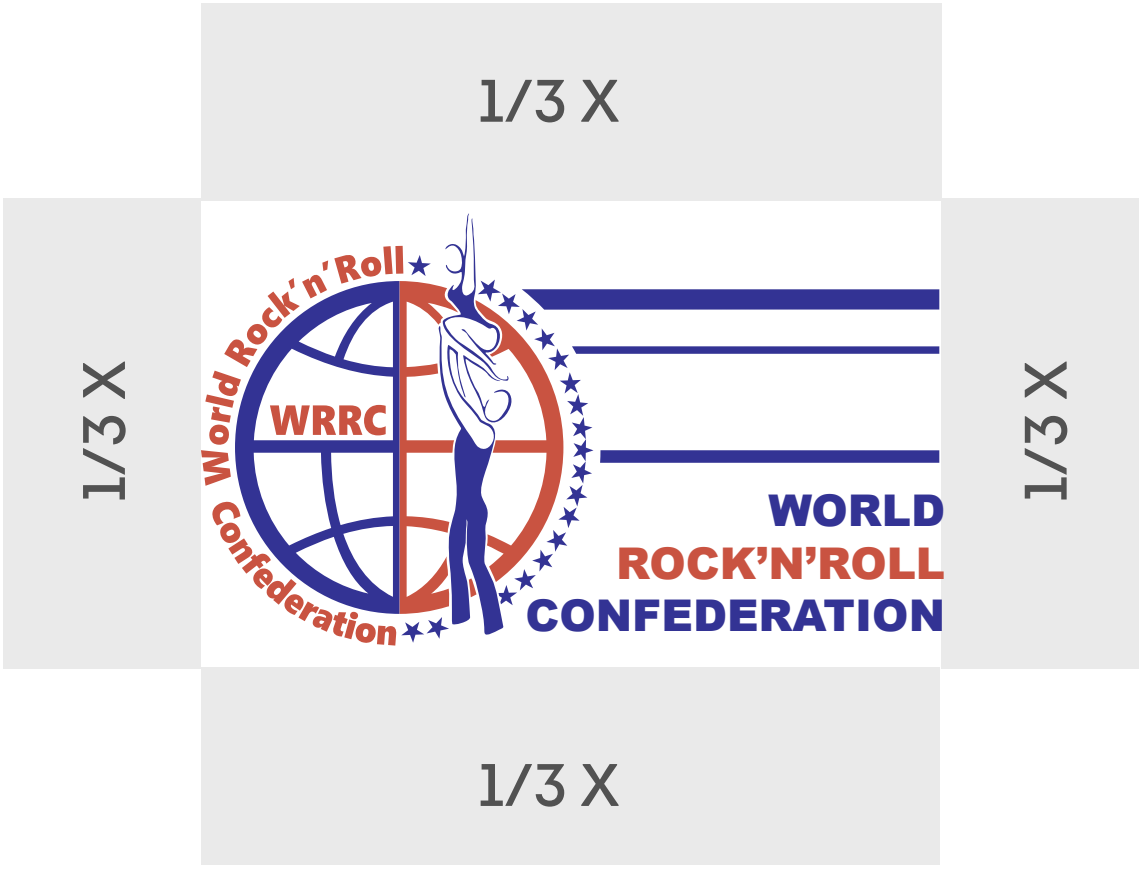
SECONDARY LOGO SIZES

YOU CAN USE AS LARGE LOGO
AS NECESSARY

BUT NO SMALLER THAN 30 mm
IN HEIGHT FOR ITS READABILITY

CLASSIC LOGOS

SECONDARY EXCLUSION ZONE



I. DESIGN EQUITIES

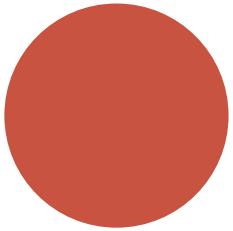
COLOUR PALETTE

WRRC

WORLD ROCK'N'ROLL CONFEDERATION

COLOR PALETTE

BASIC COLORS



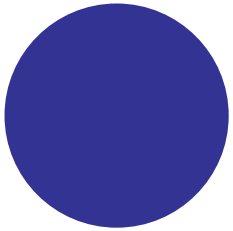
WRRC RED

H:7 S:68 B:80

R:206 G:83 B:65

C:14 M:77 Y:73 K:4

#CE5341



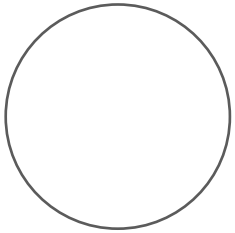
WRRC BLUE

H:258 S:70 B:50

R:67 G:38 B:130

C:92 M:100 Y:30 K:0

#432682



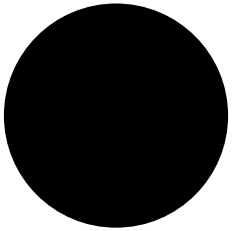
WRRC WHITE

H:258 S:0 B:100

R:255 G:255 B:255

C:0 M:0 Y:0 K:0

#FFFFFF



WRRC BLACK

H:258 S:70 B:0

R:0 G:0 B:0

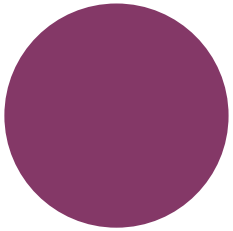
C:91 M:79 Y:62 K:97

#000000

! USE THE MAIN PALETTE FOR CREATING BRANDED DESIGN PRODUCTS

COLOR PALETTE

SECONDARY COLOR PALETTE



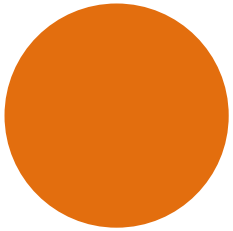
WRRC VIOLET

H:324 S:658 B:53

R:137 G:56 B:103

C:46 M:86 Y:28 K:17

#893867



WRRC ORANGE

H:259 S:93 B:90

R:232 G:3110 B:14

C:3 M:67 Y:99 K:0

#E86E0E

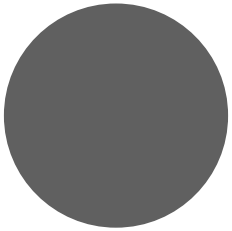
WRRC LIGHT GREY

H:25 S:0 B:88

R:226 G:226 B:226

C:10 M:14 Y:11 K:0

#E2E2E2



WRRC DARK GREY

H:25 S:70 B:37

R:96 G:96 B:96

C:57 M:47 Y:46 K:36

#606060

!

THE SECONDARY PALETTE IS ONLY USED IN ORDER TO ADD VARIETY AND CREATE ACCENTS IN DESIGN PRODUCTS AND IT SHOULD ONLY BE USED ON THE APPROVAL OF THE WRRC PRESIDIUM

I. DESIGN EQUITIES

FONTS

WRRC

WORLD ROCK'N'ROLL CONFEDERATION

FONTS

DESIGN FONTS

INTRO

BLACK: Aa Bb Cc Dd Ee Ff Gg Hh Ii Gg Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

REGULAR: Aa Bb Cc Dd Ee Ff Gg Hh Ii Gg Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

LIGHT: Aa Bb Cc Dd Ee Ff Gg Hh Ii Gg Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

CIRCE

EXTRA BOLD: Aa Bb Cc Dd Ee Ff Gg Hh Ii Gg Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

REGULAR: Aa Bb Cc Dd Ee Ff Gg Hh Ii Gg Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

THIN: Aa Bb Cc Dd Ee Ff Gg Hh Ii Gg Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

! USE THESE FONTS TO CREATE NEW DESIGNS OR MODIFY EXISTING

FONTS

BASIC FONTS

ARIAL

BOLD: Aa Bb Cc Dd Ee Ff Gg Hh Ii Gg Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

REGULAR: Aa Bb Cc Dd Ee Ff Gg Hh Ii Gg Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

ITALIC: Aa Bb Cc Dd Ee Ff Gg Hh Ii Gg Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

! USE THESE FONT TO CREATE AND EDIT DOCUMENTATION WITH MICROSOFT OFFICE PROGRAMS

II. BRAND ELEMENTS

SOCIAL MEDIA MOCK UPS

WRRC

WORLD ROCK'N'ROLL CONFEDERATION

SOCIAL MEDIA MOCK UPS

DESIGN OF THE FACEBOOK PAGE

SIZE: 180PX x 180PX

USE BASIC LOGO
AS USERPICTURE

SIZE: 828 PX x 315 PX

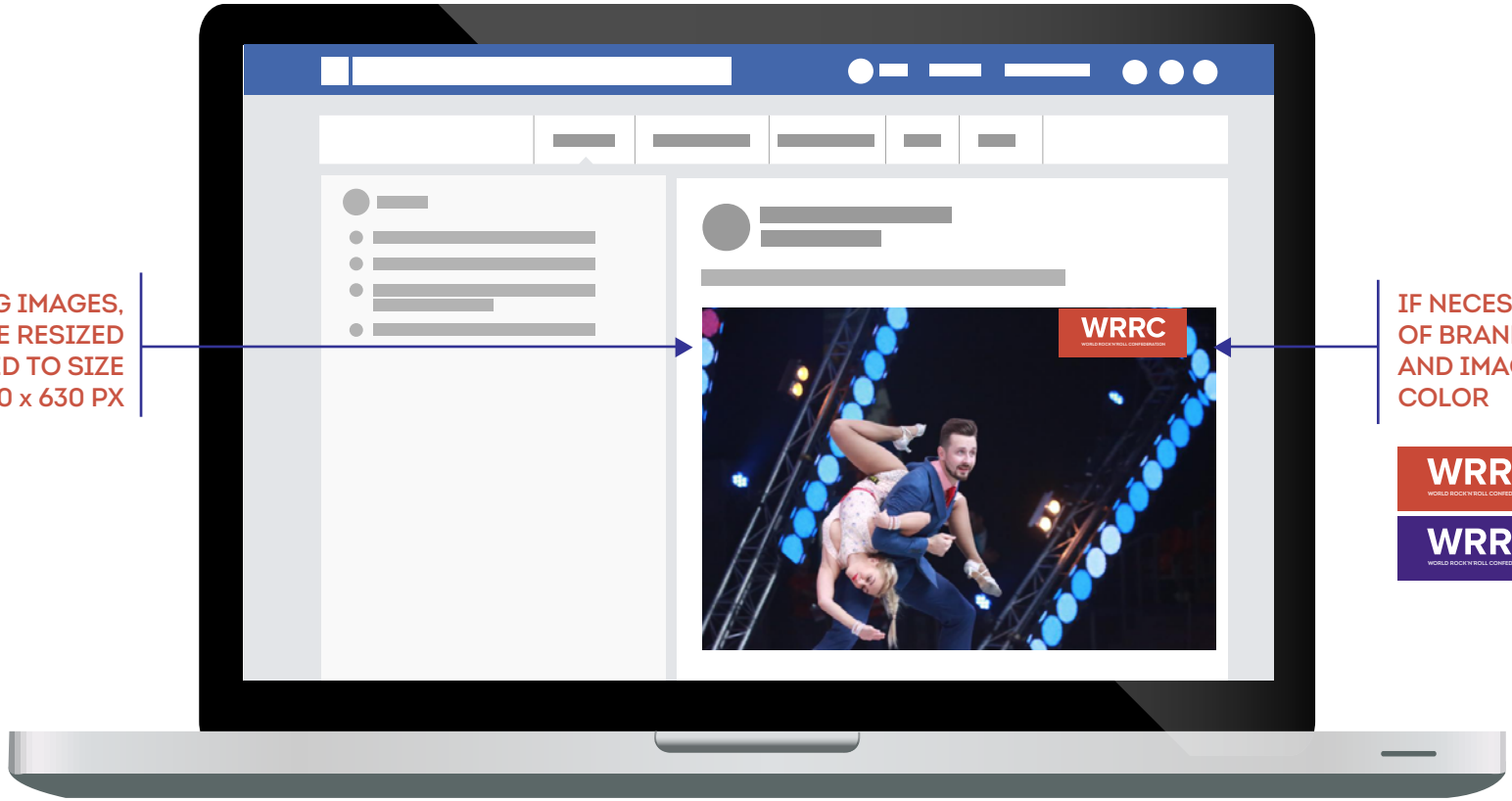
USE PHOTO COLLAGE IN
ABBREVIATION OR MAIN VIEW
OF ABBREVIATION AS COVER

Download

SOCIAL MEDIA MOCK UPS

DESIGN OF THE FACEBOOK PAGE

BEFORE POSTING IMAGES, THEY MUST BE RESIZED OR CROPPED TO SIZE 1200 x 630 PX



IF NECESSARY, USE THIS TYPE OF BRANDING FOR PHOTOS AND IMAGES IN ANY CORPORATE COLOR

WRRC WRRC WRRC WRRC

Download

SOCIAL MEDIA MOCK UPS

DESIGN OF THE YOUTUBE PAGE

SIZE: 2560PX x 1440PX

SIZE: 100PX x 100PX

USE CLASSIC LOGO AS USERPICTURE

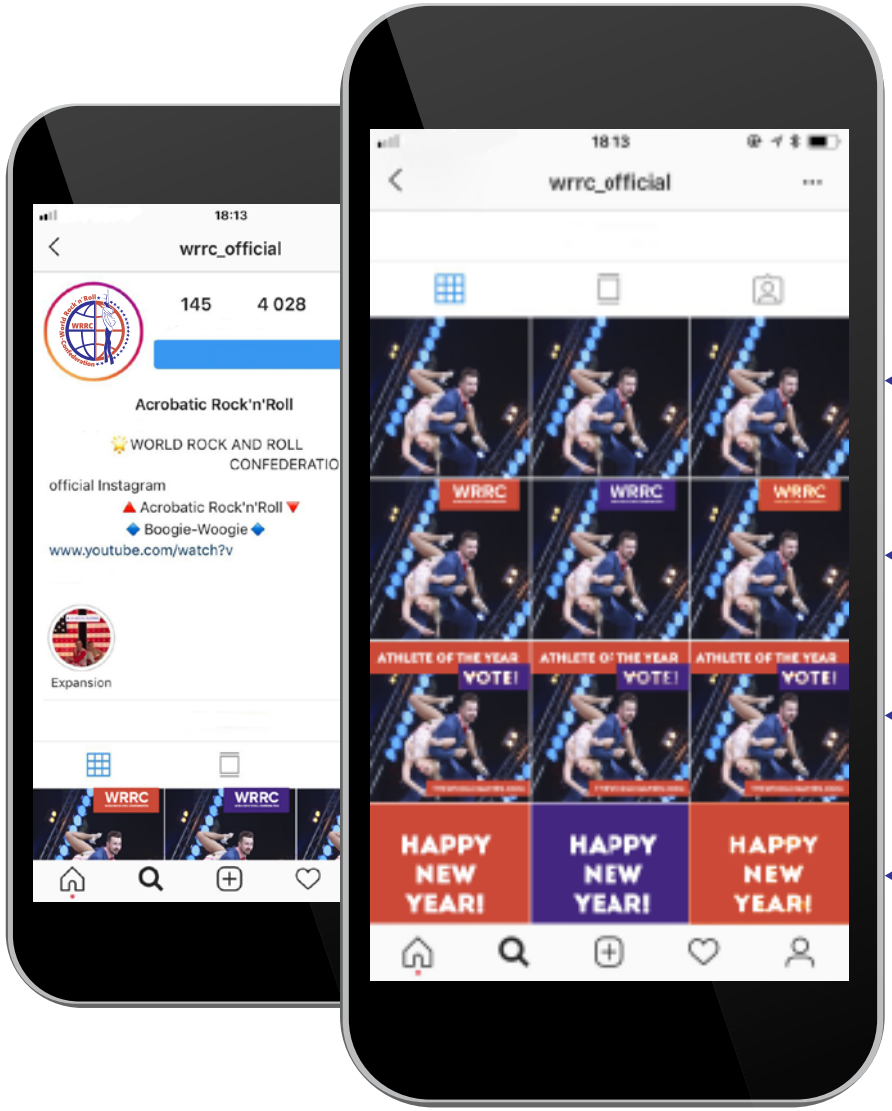
USE PHOTO COLLAGE IN ABBREVIATION OR MAIN VIEW OF ABBREVIATION AS COVER

Download

SOCIAL MEDIA MOCK UPS

DESIGN OF THE INSTAGRAM PAGE AND POSTS

USE CLASSIC LOGO AS USERPICTURE



USE BRIGHT AND EMOTIONAL PHOTOS FOR POSTS

IF YOU NEED TO BRAND A PHOTO, USE THIS TYPE OF BRANDING IN ANY OF THE CORPORATE COLORS

IF YOU NEED TO PLACE THE TEXT ON THE PHOTO, USE THE DIES OF CORPORATE COLORS AND CORPORATE FONT WRITTEN «ALL CAPS»

IF YOU WANT TO MAKE A POST CONSISTING ONLY OF TEXT, USE THE CORPORATE COLOR FILL

Download

SOCIAL MEDIA MOCK UPS

DESIGN OF THE TWITTER PAGE

SIZE: 400PX x 400PX

USE CLASSIC LOGO AS USERPICTURE

IF NECESSARY, USE THIS TYPE OF BRANDING FOR PHOTOS AND IMAGES IN ANY CORPORATE COLOR

SIZE: 1500PX x 354PX

USE PHOTO COLLAGE IN ABBREVIATION OR MAIN VIEW OF ABBREVIATION AS COVER

Download

II. BRAND ELEMENTS

BRANDED ITEMS

WRRC

WORLD ROCK'N'ROLL CONFEDERATION

BRANDED ITEMS

T-SHIRT DESIGN (ONE-SIDED PRINTING)

BRANDED ITEMS

T-SHIRT DESIGN (DOUBLE-SIDED PRINTING)

BRANDED ITEMS

T-SHIRT DESIGN (DOUBLE-SIDED PRINTING)

BRANDED ITEMS

PENS & NOTEPAD

BRANDED ITEMS

PENS & NOTEPAD

BRANDED ITEMS

PENS & NOTEPAD

BRANDED ITEMS

PENS & NOTEPAD

BRANDED ITEMS

FOLDERS

BRANDED ITEMS

PAPER STICKERS

II. BRAND ELEMENTS

BRANDED DOCUMENTS

WRRC

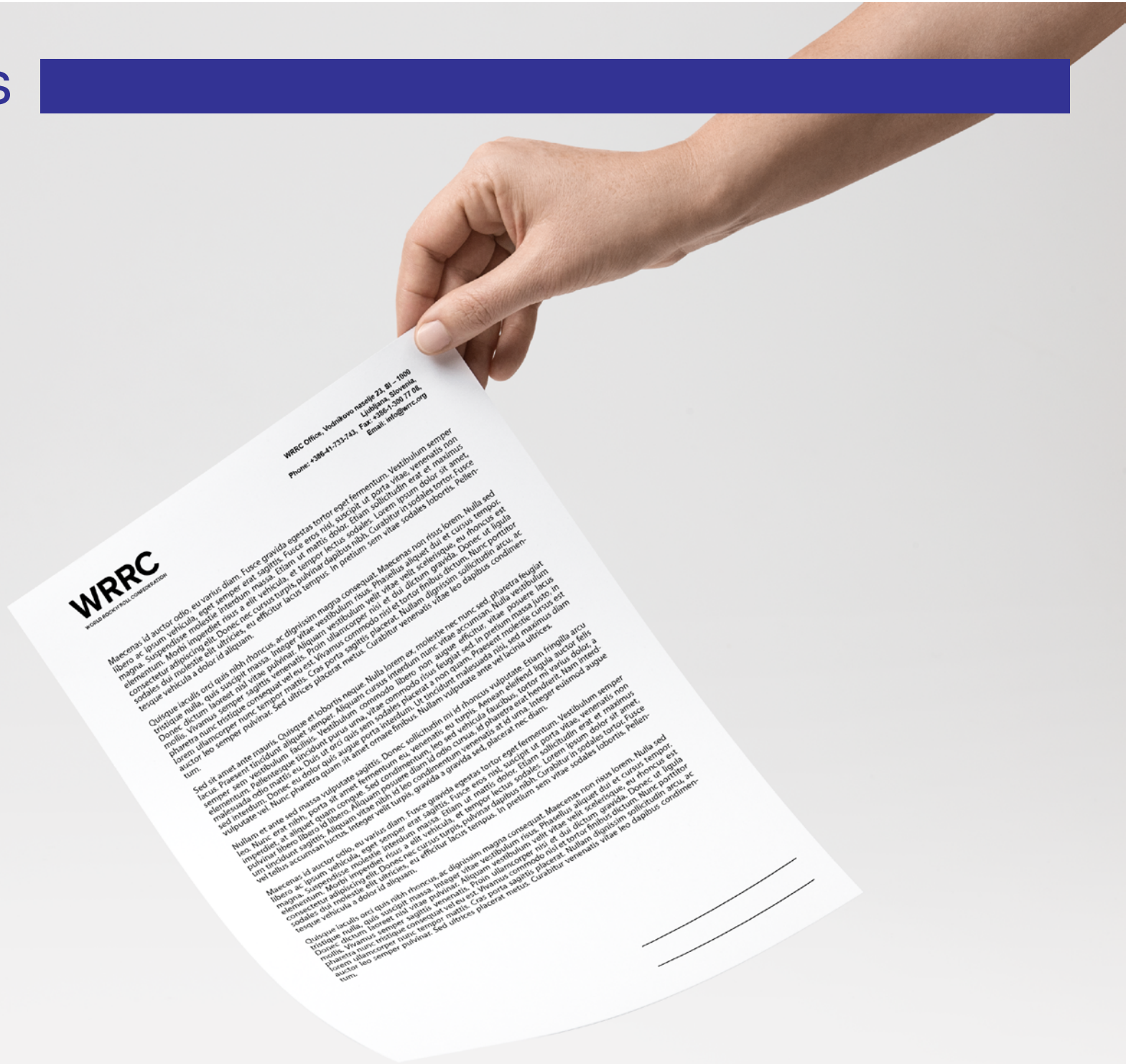
WORLD ROCK'N'ROLL CONFEDERATION

BRANDED ITEMS

PAPER BLANCS

BRANDED ITEMS

PAPER BLANCS



BRANDED ITEMS

ANNUAL REPORT FORMS

BRANDED ITEMS

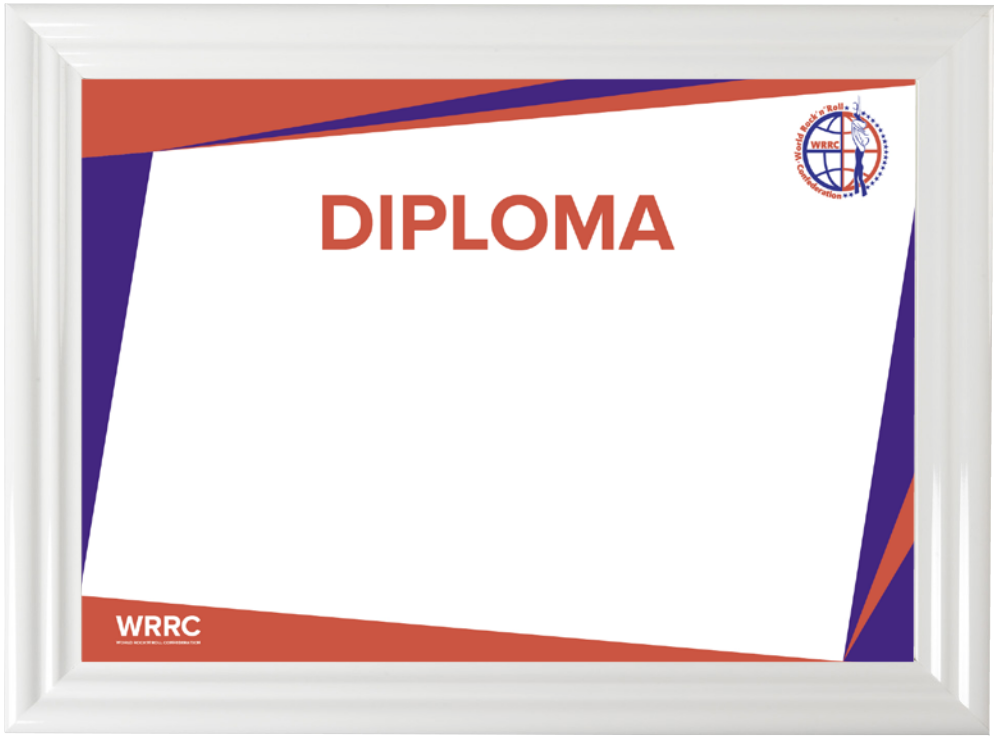
CERTIFICATE OF MEMBERSHIP

BRANDED ITEMS

WRRC JUDGING LICENCE

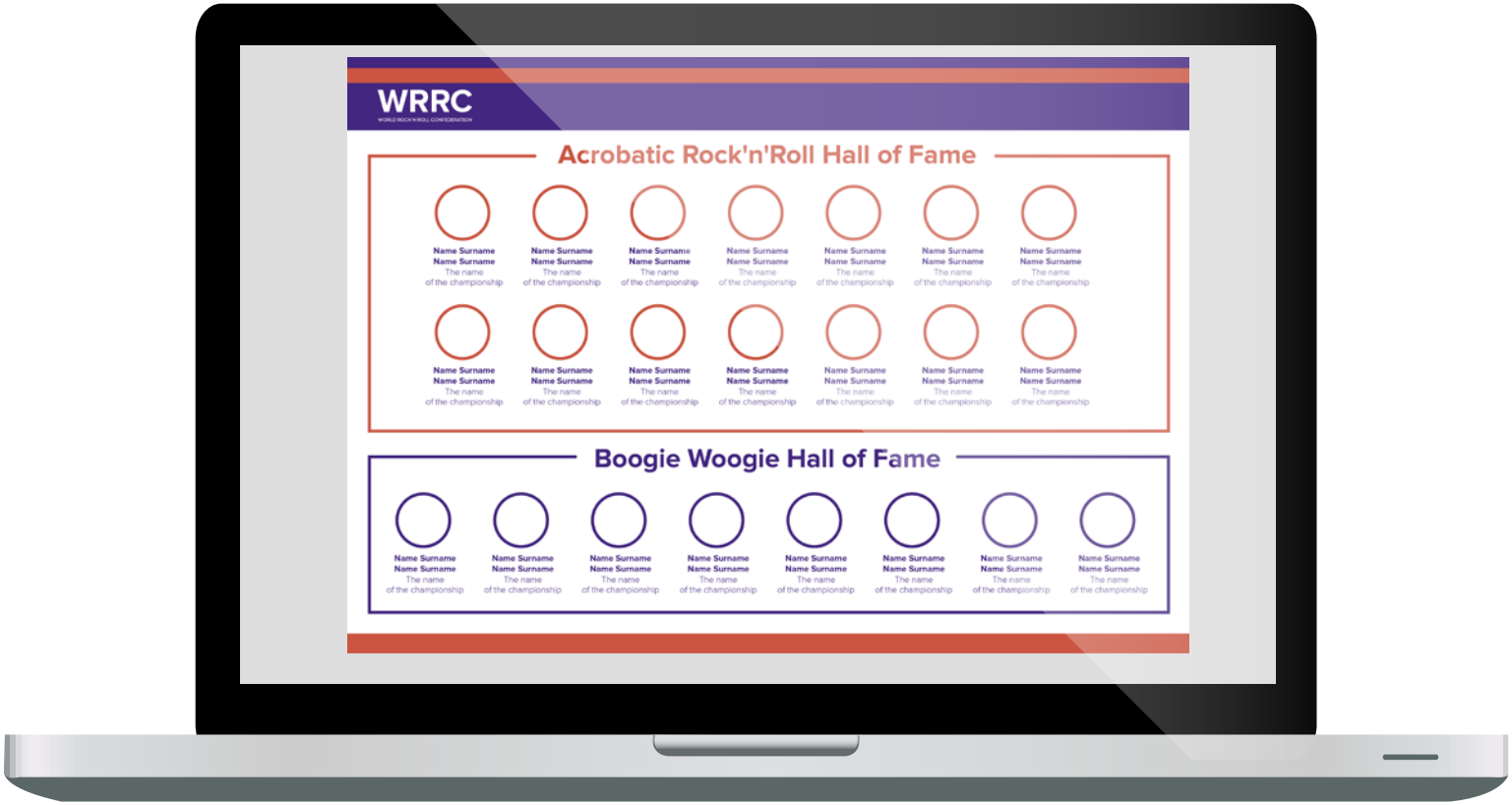
BRANDED ITEMS

WRRC DIPLOMA



BRANDED ITEMS

HALL OF FAME



III. EVENT DESIGN & BRANDING

POSTERS

WRRC

EVENT DESIGN & BRANDING

POSTERS

A DYNAMIC VERSION OF A POSTER FOR INTERNATIONAL COMPETITIONS.
USE THE PHOTO OF PROPER QUALITY. NOTE THE DATE, TIME AND PLACE OF THE EVENT. ALSO MENTION THE LOGOS OF ORGANIZERS AND SPONSORS

EVENT DESIGN & BRANDING

POSTERS

AN ATMOSPHERIC VERSION OF A POSTER FOR INTERNATIONAL COMPETITIONS.
USE THE PHOTO OF PROPER QUALITY. NOTE THE DATE, TIME AND PLACE OF THE EVENT. ALSO MENTION THE LOGOS OF ORGANIZERS AND SPONSORS

EVENT DESIGN & BRANDING

POSTERS

A STANDARD VERSION OF A POSTER FOR ANY KIND OF COMPETITION (INTERNATIONAL OR LOCAL).
USE THE PHOTO OF PROPER QUALITY. NOTE THE DATE, TIME AND PLACE OF THE EVENT. ALSO MENTION THE LOGOS OF ORGANIZERS AND SPONSORS

III. EVENT DESIGN & BRANDING

SCENE DECORATION

WRRC

EVENT DESIGN & BRANDING

SCENE DECORATION

THE SCENERY FOR THE STAGE IS DESIGNED IN ORDER TO HELP THE ORGANIZER TO MAKE THE SCENERY LOOK IN THE STYLE OF THE WRRC. IT IS THE MINIMUM WHICH SHOULD BE PREPARED BY THE ORGANIZER IN CASE NO OTHER STAGE DECORATIONS ARE PLANNED. THE ORGANIZER CAN ALWAYS SUGGESTS HIS OWN DESIGN FOR THE STAGE SCENERY BUT TO CONFIRM IT WITH THE WRRC PRESIDIUM IN ADVANCE.

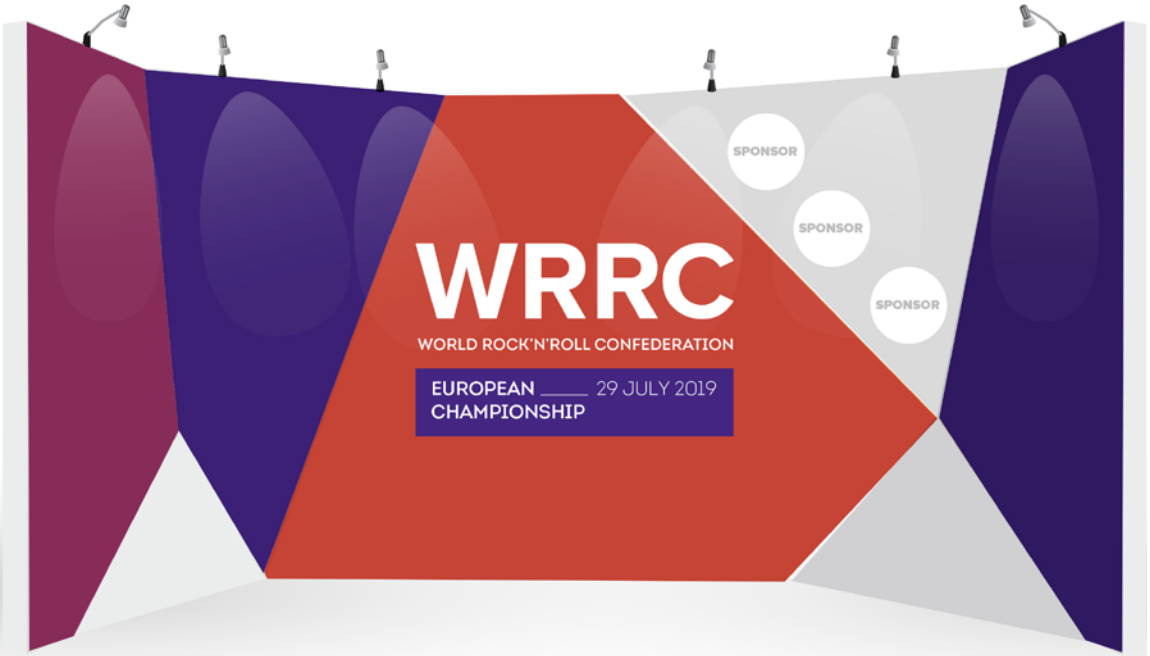
III. EVENT DESIGN & BRANDING

PHOTO ZONE

WRRC

EVENT DESIGN & BRANDING

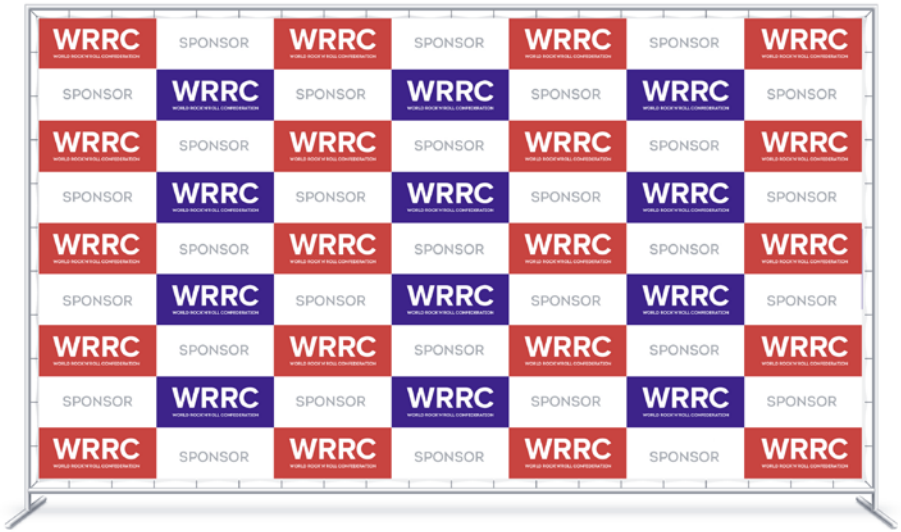
PHOTO ZONE



A DYNAMIC POLYGONAL PHOTO ZONE FOR PRESS BRIEFINGS, CHAMPIONS' PHOTOSHOOTS AND SPONSOR ACTIVATIONS

EVENT DESIGN & BRANDING

PHOTO ZONE



A STANDARD PHOTO ZONE FOR PRESS BRIEFINGS, CHAMPIONS' PHOTOSHOOTS AND SPONSOR ACTIVATIONS

WRRC

WORLD ROCK'N'ROLL CONFEDERATION