

BRANDBOOK



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A large, stylized graphic on the left side of the slide. It consists of a thick, light red 'D' and a thick, light red 'T' that are partially overlapping. The 'D' is on the left, and the 'T' is to its right, with the top bar of the 'T' extending to the right edge of the frame.

BRAND LOGO

The logo serves as the cornerstone of the brand's visual identity. Designed with clarity and purpose, it captures the essence of the brand in a simple, memorable form. Every element, from the color palette to the typography, has been thoughtfully chosen to reflect the brand's core values and vision.

A well-designed logo is more than just a visual mark; it's a powerful communication tool. It builds recognition, fosters trust, and sets the tone for the entire brand experience. In a competitive market, a strong logo helps a brand stand out, stay memorable, and connect emotionally with its audience.

THE SILHOUETTE

The silhouette shape in the logo represents dynamism, movement and energy. **RED** radiates power, energy, passion, excitement, playfulness. It gives the logo a modern look. The silhouette itself is also made as a calligraphic line, which is typical of the Asian world, where Taekwon-do comes from.

Letter T: the silhouette as well as the shape itself is derived from the letter T, which represents Taekwon-do. When I added the "head" element to the letter, I got a fighter performing a leg kick.



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the letters are strong, bold, modern and unusual in design, which enhances their visibility and stand-out.

ALL BOLD

Emphasis and strength: bold fonts convey strength, confidence and importance. They attract attention and make the logo stand out.
Simplicity: Bold fonts are often easier to read at a glance, making them effective for logos.

ALL CAPITAL LETTERS

Authority and stability: The use of capital letters give a sense of formality and strength. It conveys reliability and professionalism.
Visibility: All capital letters are easier to read from a distance, which can be crucial for outdoor or large format signage.

BLUE COLOR

Blue inspires a sense of calm and spiritual awareness along with feelings of trust. Deeper blue offer brands a sense of confidence and professionalism, respectability, wisdom and loyalty.



THE COLORS ORDER

The order of the colours used in the logo represents the belt levels in Taekwon-Do. White, yellow, green, **blue, red and black** belt.



WRITING

Sans-serif fonts used have the advantage of being considered more modern, elegant, clear and clean. Sans-serif typefaces are often chosen by companies that want to be approachable or have a large target audience. Also the fonts have simplicity and minimalism.

BLACK COLOR

Black is traditionally seen as a symbol of professionalism and seriousness, feelings of elegance, substance, power, strength and intelligence.

ALL CAPITAL LETTERS

Authority and stability: The use of capital letters give a sense of formality and strength. It conveys reliability and professionalism.
Visibility: All capital letters are easier to read from a distance, which can be crucial for outdoor or large format signage.



PRIMARY LOGO



SECONDARY LOGO



USE OF THE LOGO



BLACK & WHITE LOGO VERSIONS



LOGO FREE SPACE



Logo letter A height is a safe space used around logo.



When using small size of a logo, please use **Secondary logo**.

INCORRECT USE OF THE LOGO

Do not use the logo when it is difficult to read.



Do not use other colors for the logo.



Do not distort, recreate, add any part of it separately, or change distance between logo elements.





COLOR PALETTE

Color plays a vital role in how a logo is perceived and remembered. A well-chosen color palette enhances brand recognition, evokes emotion, and communicates key brand values at a glance. Each color carries psychological meaning, such as trust, energy, or sophistication, making it essential that the palette aligns with the brand's identity and target audience. Consistent use of color across all brand touchpoints strengthens visual cohesion and reinforces brand recall.

BLUE

RGB 0, 60, 118
HEX #003c76
CMYK 100, 60, 0, 40
PANTONE Pantone 7462 C

RED

RGB 237, 28, 36
HEX #ed1c24
CMYK 0, 100, 100, 0
PANTONE Red C

BLACK

RGB 0, 0, 0
HEX #000000
CMYK 0, 0, 0, 100
PANTONE Black C

GREY

RGB 147, 149, 152
HEX #939598
CMYK 0, 0, 0, 50
PANTONE Cool Gray 9 C



TYPOGRAPHY

Typography is a key element in logo design, as it conveys personality, tone, and readability at a glance. The choice of typeface, whether bold, elegant, modern, or playful, shapes how the brand is perceived and helps communicate its identity. Good typography ensures that the logo is both distinctive and legible across all sizes and platforms. When thoughtfully selected and customized, typography strengthens brand recognition and creates a lasting visual impression.

For brand texts please use
Montserrat family fonts.

Regular

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678910

Bold

Aa

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678910**

If it is not possible to use Montserrat,
please use **Arial** fonts.

Regular

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678910

Bold

Aa

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678910**



PRINT & STATIONERY

Printed materials are a vital extension of the brand, bringing its identity to life through tangible touchpoints. Business cards, letterheads, envelopes, and other stationery items reflect the professionalism and attention to detail behind the brand. Consistency in logo placement, color usage, typography, and layout ensures a cohesive and recognizable presence across all printed media. High-quality materials and thoughtful design reinforce the brand's credibility and leave a lasting impression in every interaction.



AETF **BUSINESS CARDS** 85 x 55 mm



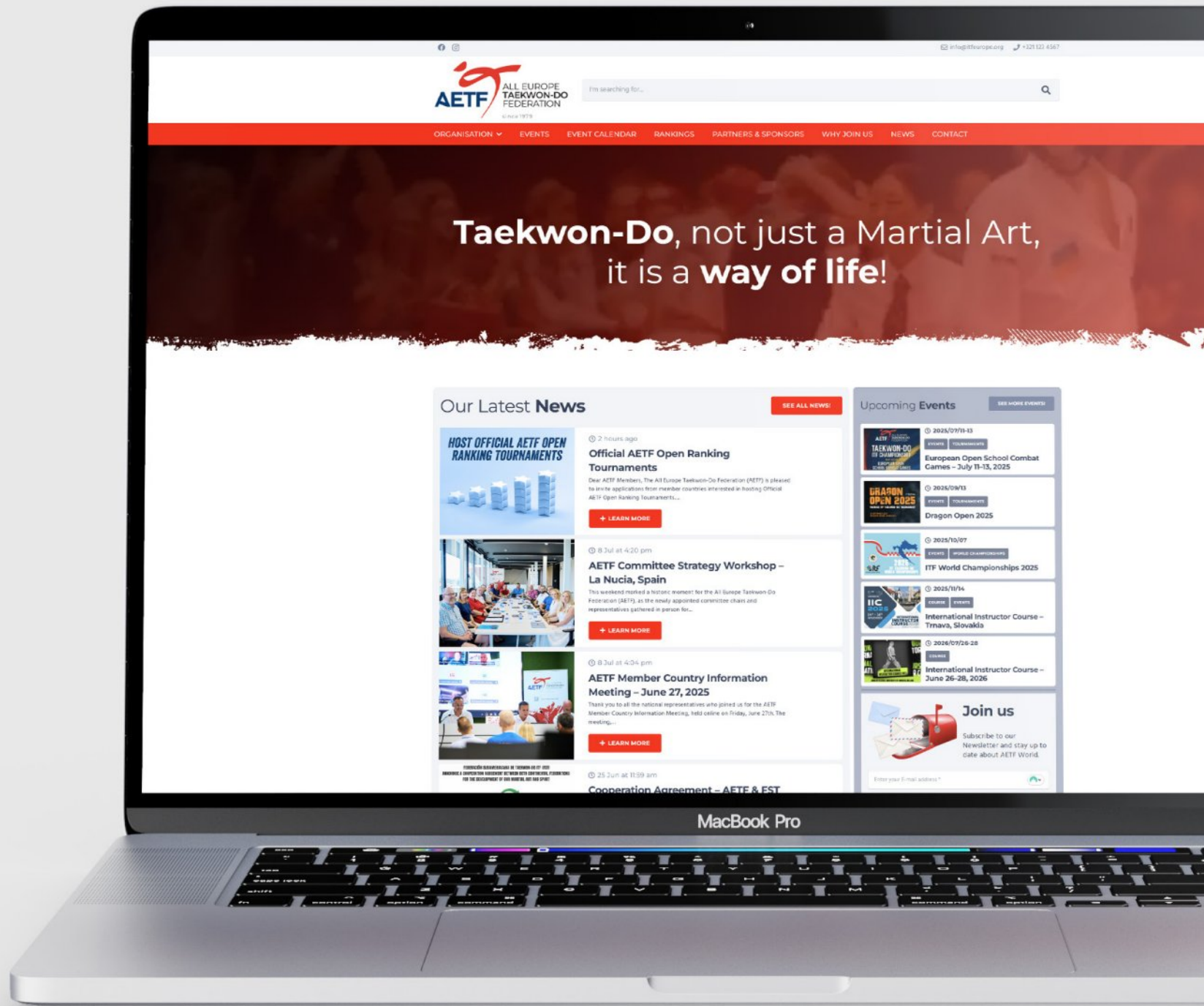
AETF **ENVELOPE** 230 x 110 mm



AETF **DOCUMENT FOLDER** for A4 with 5mm ticknes



AETF WEBPAGE





PROMOTION & SAMPLES

Promotional communication plays a crucial role in spreading brand awareness and engaging the target audience.

Whether through digital campaigns, print ads, merchandise, or social media content, each piece must reflect the brand's voice, values, and visual identity. Consistent use of logo, colors, and typography across promotional materials builds recognition and trust. Effective promotional communication not only informs but also inspires action, turning audiences into customers and advocates.











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