

SHUTTLE TIME COUNTRY LOGO GUIDELINES



SHUTTLE TIME

VERSION 1.3 – 2023



INTRODUCTION

Welcome to the BWF Shuttle Time
Country Logo guidelines.

The primary use of this document is to act
as a guide for Member Associations who are
implementing the Shuttle Time Programme,
and wish to use the Shuttle Time country
logo's for promotional purposes.

These guidelines will help to
achieve ongoing consistency for all
promotional materials relating to
BWF's Shuttle Time programme.

CONTENTS

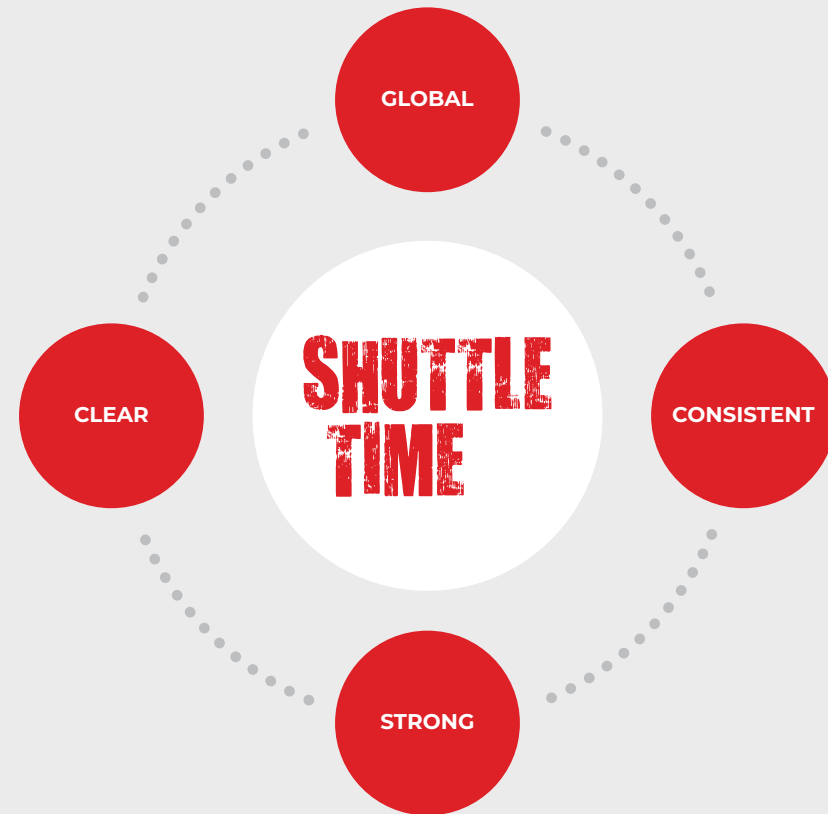


Introduction	01
Contents	02
Global Branding Strategy	03
Use of Logo	05
Logo Size	06
Logo Colour	07
Correct and Incorrect Usage	08
Use of Continental Confederation Logo	09
Use of Partner Logo alongside Shuttle Time Country Logos	10
Examples of Correct use of Logos	11
Permission to use BWF and Shuttle Time Logo	12

GLOBAL BRANDING STRATEGY

The BWF Shuttle Time Schools Badminton Programme is now being implemented in over 150 countries across 5 Continental Confederations. With so many countries utilising the programme, it is important for us to maintain the global identity of Shuttle Time.

The BWF recognise the fine balance, and importance of Member Associations being part of a global BWF project, while also having the ability to self-promote, and give Shuttle Time its own national identity. A key factor in maintaining the global identity of Shuttle Time, is consistency.



GLOBAL BRANDING STRATEGY CONT.

BWF

The BWF have supported the design of Continental and National Shuttle Time logos, which can be used to promote the programme globally with quality and consistency.

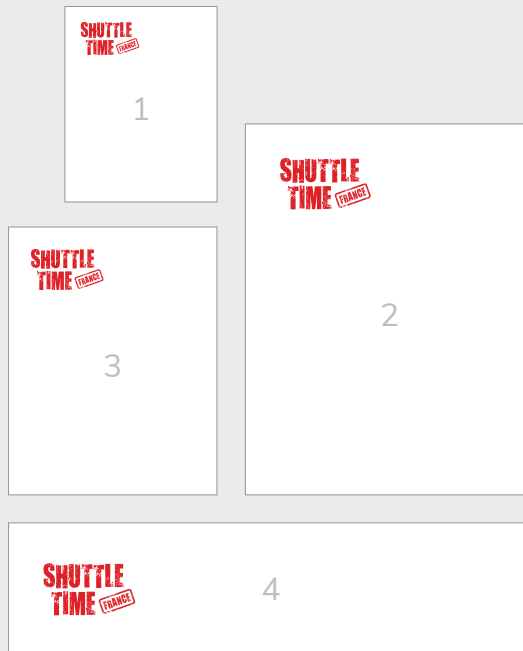
BWF Shuttle Time
– Global Project

SHUTTLE
TIMESHUTTLE
TIME **AFRICA**SHUTTLE
TIME **ASIA**SHUTTLE
TIME **EUROPE**SHUTTLE
TIME **OCEANIA**SHUTTLE
TIME **PAN AM**SHUTTLE
TIME **ALGERIA**SHUTTLE
TIME **IRAN**SHUTTLE
TIME **SPAIN**SHUTTLE
TIME **SANOA**SHUTTLE
TIME **MEXICO**SHUTTLE
TIME **CAMEROON**SHUTTLE
TIME **GUINEA**SHUTTLE
TIME **LIBYA**SHUTTLE
TIME **FUL**SHUTTLE
TIME **BRASIL**

USE OF LOGO

It is important to use the Shuttle Time Country logo appropriately, and only in promotional materials which relate and are relevant to the Shuttle Time programme.

Examples of appropriate use of Shuttle Time logos can be viewed in the table below.



PROMOTIONAL ITEM	SHUTTLE TIME FRANCE	COMMENTS
Member Association Website	✓	Member Associations are permitted to display and link Shuttle Time country logos on their website.
Shuttle Time Flyers	✓	It is recommended that the Shuttle Time country logo be positioned on the left hand side of the flyer. ¹
Shuttle Time Posters	✓	It is recommended that the Shuttle Time logo be positioned on the left hand side of the poster. ²
Shuttle Time T-Shirts	✓	See section on suggested usage of Shuttle Time country logos.
Written Correspondence	✓	It is recommended that the Shuttle Time logo positioned on the left hand side of letter. ³
Member Association Press Release	✓	N/A
Shuttle Time Banners	✓	It is recommended that the Shuttle Time logo be positioned on the left hand side of the banner. ⁴
A-Boards	✓	N/A
Should a member association wish to use the BWF logo for any of the above, they must contact BWF Shuttle Time Team, shuttletime@bwf.sport		



LOGO SIZE

It is important that the following guidelines regarding minimum and maximum logo size are closely followed.



Minimum Size: 2.5cm (height)



Maximum Size: 20cm (height)

NB. All logos should be displayed in a scale proportion based on the specified heights (cm)



LOGO COLOUR

Member Associations will receive Shuttle Time country logos in both Red and White formats. The following colour guidelines should be followed when printing any documents containing the Shuttle Time country logos.



RED

CMYK: 8, 100, 100, 0
RGB: 222, 32, 39
SPOT: 186 C



WHITE

CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
SPOT: 186 C

CORRECT AND INCORRECT USAGE



● = Opportunity to include MA and/or CC logo into design.





USE OF CONTINENTAL CONFEDERATION LOGO

Member Associations wishing to use the logo of their Continental Confederation should request to do so in writing, using the contact details below:



✉ b.bokpe@badmintonafrica.com



✉ thana@badmintonasia.org



✉ nadia@oceaniabadminton.org



✉ dvalenzuela@badmintonpanam.org



✉ tommi.saksa@badmintoneurope.com



USE OF PARTNER LOGO ALONGSIDE SHUTTLE TIME COUNTRY LOGOS



● = Opportunity to include MA and/or CC logo into design.



The BWF understands the importance of local partners and the support they provide to our Member Associations. Member Associations are permitted to include the branding of local partners in promotional material containing the Shuttle Time Country logo. When incorporating a partner logo, Member Associations are requested to do so in such a way that does not imply a direct link between the BWF and the local partner.

Member Associations are **NOT** permitted to use the global Shuttle Time or BWF logos, without first seeking written permission from the BWF.



EXAMPLES OF CORRECT USE OF LOGOS



PERMISSION TO USE BWF AND SHUTTLE TIME LOGOS

Member Associations are not permitted to sell any promotional material containing the BWF or global Shuttle Time logos.

Member Associations are permitted to sell the opportunity to appear on promotional material containing the Shuttle Time Country logo. Should a Member Association wish to use the BWF or global Shuttle Time logo, they must request to do so in writing.

Please submit all queries and promotional samples to BWF Shuttle Time Team, shuttletime@bwf.sport.



SHUTTLE TIME

BWF

