



SOO BAHK DO®
MOO DUK KWAN®

LOGO GUIDELINES / 2014

Our Visual Identity **Logo**

Master Logo

The master logo includes two elements: The “Fist Image Logo” and “Soo Bahk Do Moo Duk Kwan Logotype”

Their size, position, spacing and relationship have been carefully defined and should always appear as shown.



MIDNIGHT BLUE

PMS 2955C

C 100 M 78 Y 48 K 54

R 0 G 38 B 61

GOLD

PMS 123C

C 0 M 21 Y 98 K 0

R 255 G 201 B 18

GREEN

PMS 348

C 97 M 22 Y 100 K 9

R 0 G 131 B 62

RED

PMS 186

C 12 M 100 Y 92 K 3

R 207 G 10 B 44

Clear Space

MASTER LOGO

When using the logo, always allow a protective space around it. No part of the logo shall touch the edge of a frame.

This protective space will ensure that the Moo Duk Kwan® logo is always reproduced in a clear and consistent way, and protects the logo from surrounding distracting graphics or typography.



MOO DUK KWAN® LOGO

Color Variations

The logo may be reproduced using black, white and in the preset PMS colors.

Please do not redraw, alter or manipulate the logo in anyway nor proportional relationship of the elements. This includes the ® at the lower right side.

*When reproducing the logo, we must always care and protect its original form. To ensure the strength of the logo, consistency is of utmost importance.



Our Visual Identity Colors

Our Colors

COLORS

The primary colors to be utilized in all print and digital mediums are navy blue, red, gold and white.

The preferred background canvas is white, and should be used when possible.

The color palette includes spot color references and process match breakdowns (CMYK) for printing applications. Also included, RGB equivalent breakdowns for use in word processing and presentation software

Note: Colors shown on this document are not accurate for color matching. Please refer to the current Pantone Color Formula Guide for accurate color reproduction. The colors shown in this manual have not been evaluated by Pantone Inc. for accuracy (Pantone® is a registered trademark of Pantone inc.)

MASTER COLOR

MIDNIGHT BLUE

PMS 2955C
C 100 M 78 Y 48 K 54
R 0 G 38 B 61

HIGHLIGHT COLORS

LIGHT BLUE

PMS 283
C 39 M 14 Y 0 K 0
R 148 G 192 B 231

SUPPORTING COLORS

RED

PMS 186
C 12 M 100 Y 92 K 3
R 207 G 10 B 44

GOLD

PMS 123C
C 0 M 21 Y 98 K 0
R 255 G 201 B 18

WHITE

PAPER COLOR / KNOCK OUT COLOR
C 0 M 0 Y 0 K 0
R 255 G 255 B 255

GREEN

PMS 348
C 97 M 22 Y 100 K 9
R 0 G 131 B 62

Our Visual Identity **Typography**

TYPOGRAPHY | Helvetica is the primary typeface for all brand applications and LOGOTYPE. Its been chosen for clarity and design as well as its adaptability. It has a large font family which will make utilization easier for all mediums.

Our Typeface

MOO DUK KWAN®

Moo Duk Kwan®

SOO BAHK DO®

Soo Bahk Do®

TITLING/HEADER - HELVETICA 87 HEAVY CONDENSED (~50PT KERN)
SUB HEADING/BODY TYPE - HELVETICA 37 THIN CONDENSED (~50PT KERN)

System Fonts

TYPOGRAPHY

You can download the font online on the wiki. In circumstances where Helvetica is unavailable you may use *Arial* or *Univers* as alternative font families.

FONT ALTERNATIVES:

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 1234567890 \$£€™®@;:!?
ARIAL – REGULAR

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 1234567890 \$£€™®@;:!?
ARIAL – BOLD**

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 1234567890 \$£€™®@;:!?
UNIVERS – REGULAR

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 1234567890 \$£€™®@;:!?
UNIVERS – BOLD**

Our Visual Identity **Get Started**

U.S. SOO BAHK DO MOO DUK KWAN FEDERATION

If you have any questions regarding logo utilization or how to obtain these assets, please contact:

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