



WMF
**WORLD
CUP 2023**
Ras Al Khaimah

Brand Guidelines

Version 1.0 June 2023



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Logo



The brand logo utilises bold typography alongside a dynamic contemporary icon. The iterations above show the logo applied on a light or dark background.

[Click here to download the logo pack](#)

Logo Guidance

The logo must not be manipulated in any way.
Some examples of what not to do are shown below.

Rules



Do not change any colours



Do not change any fonts



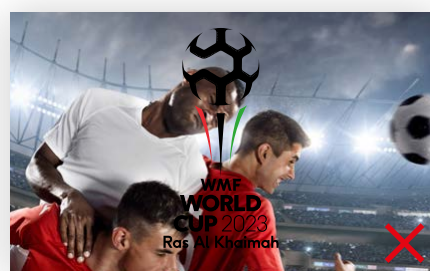
Do not squash or skew



Do not change the hierarchy



Do not add any effects



Do not diminish legibility

Safe Space

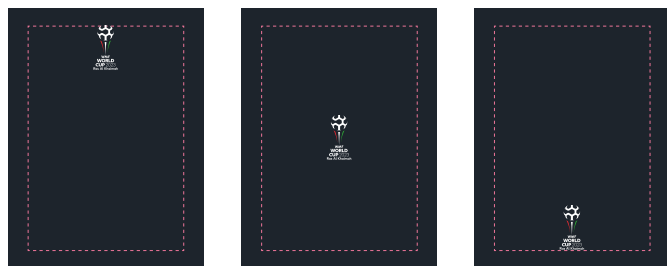


Minimum Size



20mm print / 100px screen

Placement



The logo should be placed centrally at the top, middle or bottom of a document obeying the rules of recommended safe space and minimum sizes above.

Colours

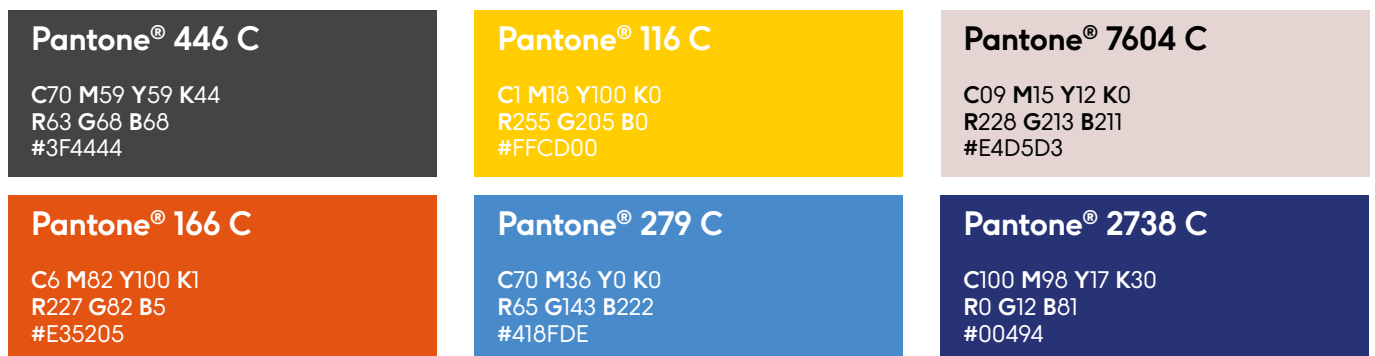
The brand colour palette is a mix of strong tones and accents to reflect the dynamism and energy of a football tournament. The primary palette embodies the colours of the region, while the secondary palette provides flexibility.

Primary Palette



The primary colours should be used for most brand output to retain a cohesive feel and promote brand recognition.

Secondary Palette



The secondary colours can be used sparingly, when required to communicate specific details or data, for example in charts/diagrams.

Typeface

To compliment the modern branding and palette, the corporate typeface is a sans serif font with a family of 4 weights, which can be used to create typographic hierarchy and effective messaging across collateral.

A b c d

F37 Ginger Black

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890**

F37 Ginger Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890**

F37 Ginger Regular

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890**

F37 Ginger Light

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890**

Typeface Guidance

Example Lockup

HEADLINE

F37 Ginger Black
36pt on 36pt leading
-10 tracking

**LOREM IPSUM
DOLOR SIT**

INTRO

F37Ginger Regular
14pt on 16pt leading
0 tracking

Proin sed fermentum orci. Vestibulum
pellentesque elementum ligula eu
porttitor. Donec leo felis, porta id euismod
sed, volutpat sit amet nisl.

SUBHEAD

F37 Ginger Bold
12pt
-10 tracking

Vestibulum pellentesque elementum?

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus
purus lorem, laoreet vitae lobortis vitae, faucibus sit amet neque.
Proin sed fermentum orci. Vestibulum pellentesque elementum
ligula eu porttitor. Donec leo felis, porta id euismod sed, volutpat
sit amet nisl. Quisque sed leo id velit dignissim porta. Sed a
porttitor urna, ac varius massa. Donec facilisis sit amet lorem sed
tempor. Suspendisse ut faucibus nibh.

BODY

F37 Ginger Light
9pt on 10.8pt leading
0 tracking

Photography

Photography depicting the sport should be dynamic embodying the spirit of the game and the atmosphere of a tournament. Images should have a clear focus subject and depth of field. Examples of which can be found below.

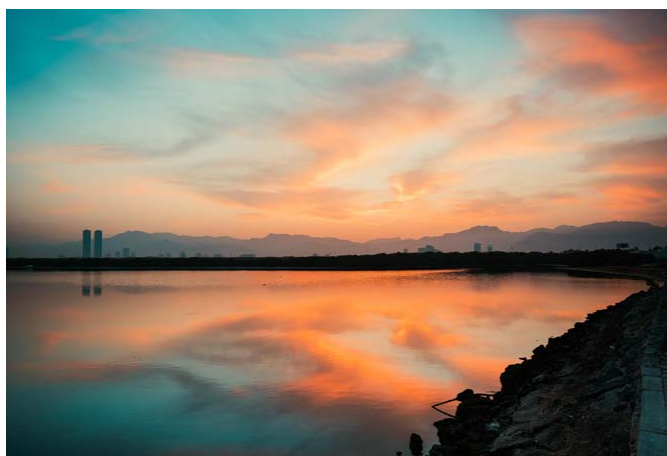
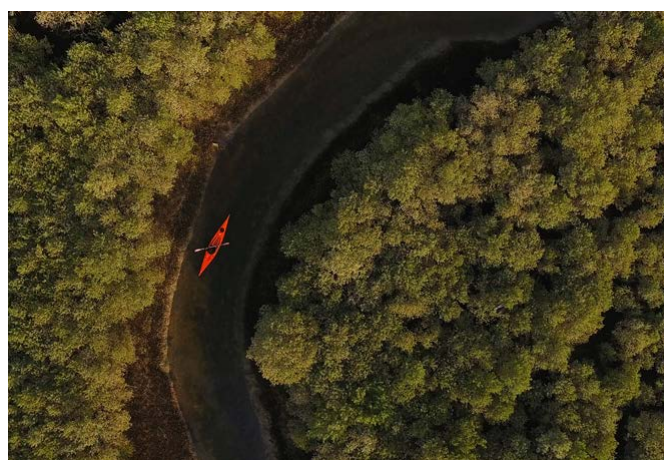
Sport Focused



Photography

Photography depicting the destination should be inviting and eye-catching. It should show Ras Al Khaimah at its Insta-worthy best as the Nature Emirate. Examples of which can be found below.

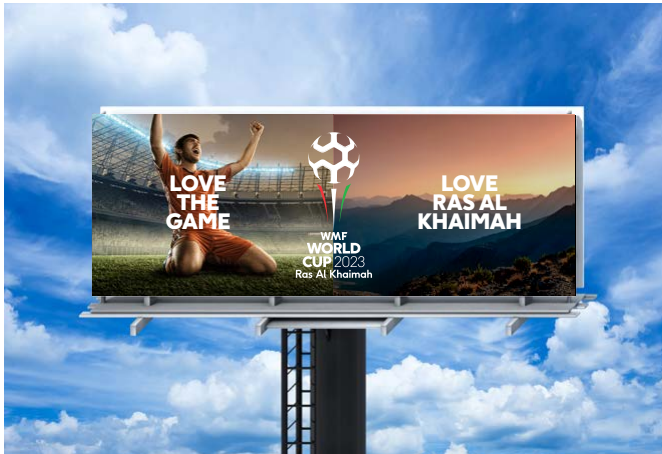
Destination Focus



Applications

The brand icon can be used for a wide range of purposes. These include applications on advertising as well as merchandise.

Example Applications





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