

Graphic Guidelines for the Use of the streetfootballworld Logo

The streetfootballworld logo is a “lock-up” of the organisation’s name “streetfootballworld” (here divided into three individual words) and the graphic element of a stylised football. It may only be used in the official form.

The elements may not be used individually (text without graphic elements or vice versa) or changed in any way.

The logo exists in different versions, to ensure visibility on different backgrounds. Please make sure you always use the appropriate version in your different communication tools.

If you plan to display/print the logo in colour:

1. sfw_logo_colour (jpg or eps)



To be printed/displayed on light backgrounds.

2. sfw_logo_negative_colour (png or eps)



To be printed/displayed on dark backgrounds (especially black and grey).

If you plan to display/print the logo in greyscales:

1. sfw_logo_grey (jpg or eps)



To be printed/displayed on light backgrounds.

2. sfw_logo_negative_grey (png or eps)



To be printed/displayed on dark backgrounds (especially black and grey)

If you plan to display/print the logo in black and white (for example on a fax):

1. sfw_logo_bw (jpg or eps)



All logos exist in a vector based format (eps) and a pixel based format (jpg or png). The vector based formats are useful if you need to print the logo in very large scale (e.g. on posters or banners) as you can enlarge the image without losing quality. You need special software to open these files (e.g. Adobe Illustrator).

The pixel based formats can be opened with any graphics programme and also with applications like Microsoft Word or Powerpoint. However, you can only enlarge the image to a certain extent, before it starts losing quality in printing or display.

Please keep this in mind when using the different files.

The specifications of the colours used in the logo are as follows:

orange:	CMYK:	RGB:	grey:	CMYK:	RGB:
	C = 8	R = 238		C = 79	R = 61
	M = 61	G = 122		M = 55	G = 74
	Y = 93	B = 3		Y = 49	B = 83
	K = 1			K = 34	

If you have any further questions concerning the logo, do not hesitate to contact Sarah Bagel:

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