

IFA7[®]

Guide for use of Logo & Marks

International Football Association 7

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Support by IFA7's Partners & Affiliates

It is important to note that due to the costs of staging world class events, IFA7 would not be able to organize the tournaments without the significant support of its commercial affiliates, the host country and the organizations involved. These stakeholders all make vital financial contributions to ensure that this privately events can be staged.

In return for this critical support, IFA7's Rights Holders (see Annex 1 for more information with the competition, especially the exclusive right to use the official Marks for promotional and advertising purposes.

Importance of exclusivity protection for IFA7 Right Holders

Any unauthorized use of the official Marks by another party not only undermines the integrity of IFA7's marketing program, but also puts the interests of the worldwide football 7 community at stake. The Rights Holders will only invest in IFA7 if they are provided with exclusivity for the use of the Marks. If anyone could use the official Marks for free and create an association with the IFA7 Marks, there would not be any reason to become Rights Holder. This would mean that IFA7 would not appoint any Rights Holders and could not secure the funding for IFA7 tournaments.

Therefore, the protection of the commercial rights is crucial for the funding of the IFA7 events and IFA7 asks that non-affiliated entities respect IFA7 intellectual property and conduct their activities without commercially associating with the IFA7 Marks.

General information and guidance

Please note that these Public Guidelines are NOT a licence or legal document and do not confirm whether or not an activity infringes any rights in relation to the IFA7 Marks and its events.

Media

The news media are welcome to use the Official Marks for legitimate editorial and information purposes, provided that such does not create any undue association between the tournament and any entities other than IFA7's commercial affiliates. *This is addressed in Annex 2.*

Public viewings events

Any public viewing events showing moving images from the matches of the IFA7 events, should avoid creating an unauthorized association with third parties which are not IFA7 sponsors.

Territory

These Public Guidelines apply to activities by any third parties on a world-wide basis, including the host country, and are subject to local jurisdiction.

LOGO SPECIFICATIONS



Logo_Specifications.pdf 1 2019-01-04 4:31 PM



Font: Arial

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Color Green: SPOT PANTONE

C 86 M 35 Y 100 K 30

Color Yellow: SPOT PANTONE

C 0 M 21 Y 74 K 0



EXAMPLES OF USE

Use of only approved IFA7 logo artwork



How to properly stage the logo



Sizing the logo

The width of the logo must always be at least 280 pixels for on -screen and 1" (25"mm) for print.



On-Screen: 280 px
Print: 1" (25mm)



Actual minimum size