HUNGARIAN
WEIGHTLIFTING
FEDERATION

BRAND GUIDELINES

BRANDING

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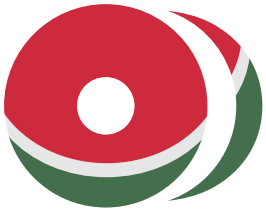
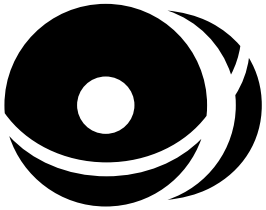
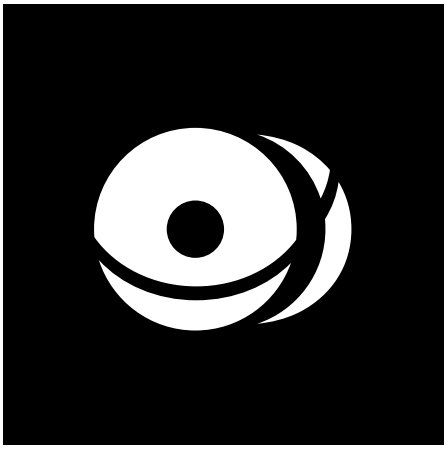
LOGO

01







SYMBOL IN POSITIVE AND NEGATIVE

HWF

NEGATIVE VERSION

HWF

HWF

HWF
HUNGARIAN
WEIGHTLIFTING
FEDERATION

HWF
HUNGARIAN
WEIGHTLIFTING
FEDERATION

LOGO COLOR VARIATIONS

BRANDING GUIDELINES

HORIZONTAL FORMATS

BRANDING GUIDELINES

HORIZONTAL FORMATS

BRANDING GUIDELINES

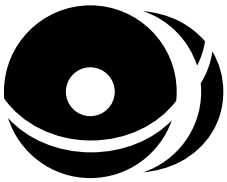
HORIZONTAL FORMATS

BRANDING GUIDELINES

POSITIVE/NEGATIVE (1-2)

HORIZONTAL FORMATS

BRANDING GUIDELINES



HWF

HWF
HUNGARIAN
WEIGHTLIFTING
FEDERATION

HWF
HUNGARIAN
WEIGHTLIFTING
FEDERATION

HWF

LOGO IN USE

BRANDING GUIDELINES

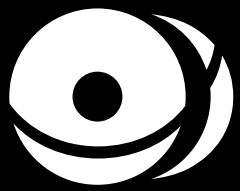
LOGO IN USE

BRANDING GUIDELINES

NEGATIVE VERSION

LOGO IN USE

BRANDING GUIDELINES

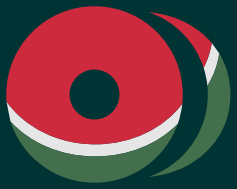


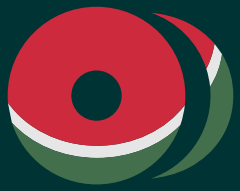
LOGO IN USE

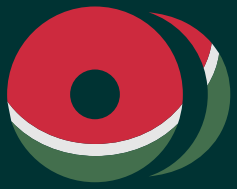
BRANDING GUIDELINES

LOGO IN USE

BRANDING GUIDELINES

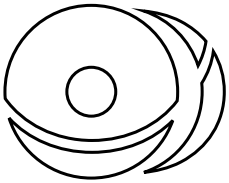






LOGO IN USE

BRANDING GUIDELINES



LOGO IN USE

BRANDING GUIDELINES

MSSZ

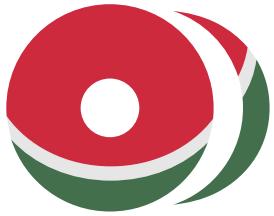
NEGATIVE VERSION

MSSZ

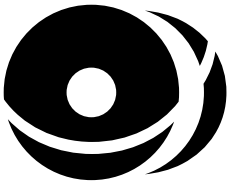
MSSZ

LOGO VARIATIONS

BRANDING GUIDELINES


MSSZ
MAGYAR
SÚLYEMELŐ
SZÖVETSÉG

MSSZ
MAGYAR
SÚLYEMELŐ
SZÖVETSÉG



MSSZ

MSSZ
MAGYAR
SÚLYEMELŐ
SZÖVETSÉG

MSSZ
MAGYAR
SÚLYEMELŐ
SZÖVETSÉG

MSSZ

HORIZONTAL FORMATS

BRANDING GUIDELINES

POSITIVE/NEGATIVE (1-2)

MSSZ
MAGYAR
SÚLYEMELŐ
SZÖVETSÉG

MSSZ
MAGYAR
SÚLYEMELŐ
SZÖVETSÉG

HORIZONTAL FORMATS

BRANDING GUIDELINES

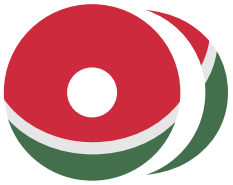
POSITIVE/NEGATIVE (1-2)

MSSZ

MSSZ

LOGO IN USE

BRANDING GUIDELINES



LOGO IN USE

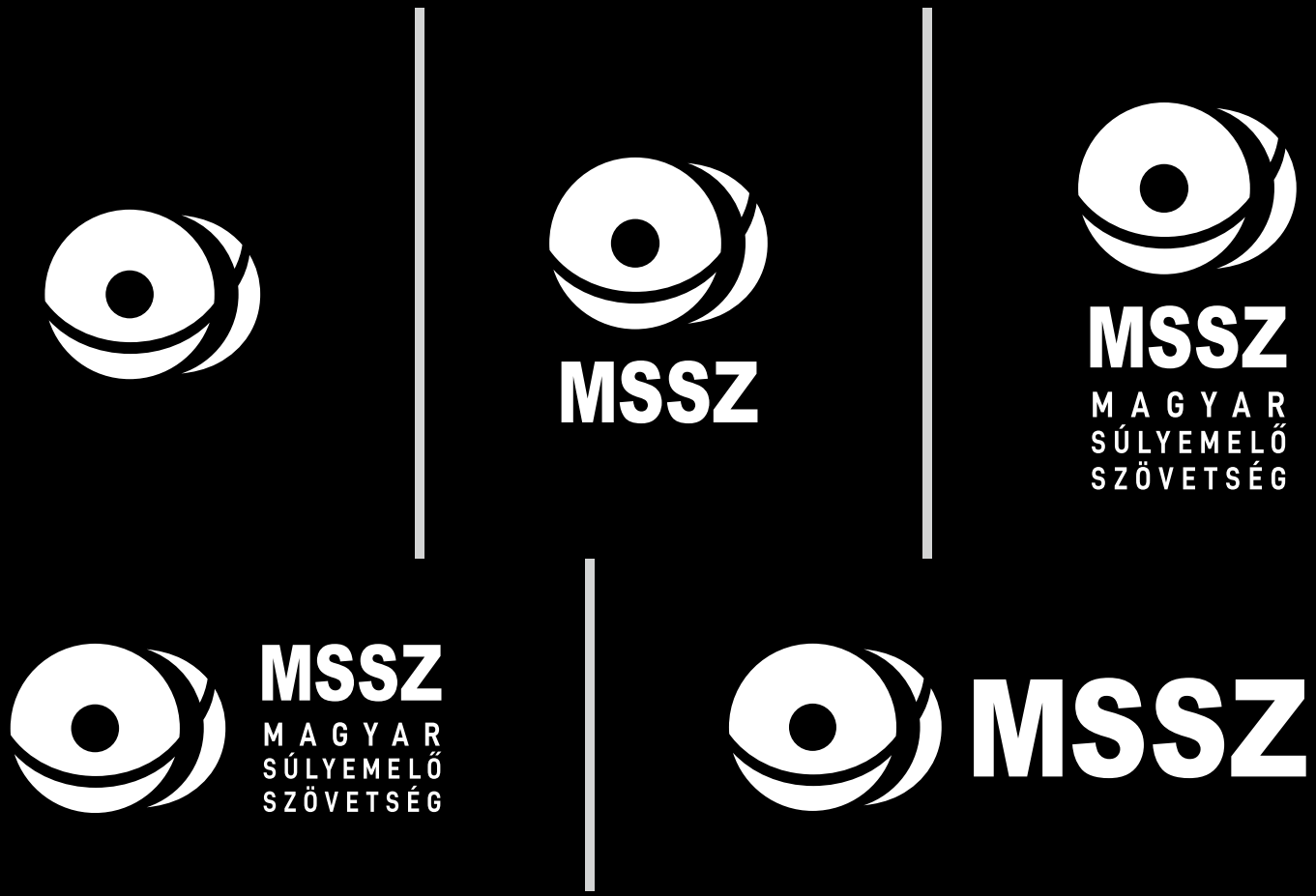
BRANDING GUIDELINES

LOGO IN USE

BRANDING GUIDELINES

LOGO IN USE

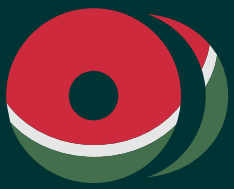
BRANDING GUIDELINES



NEGATIVE VERSION

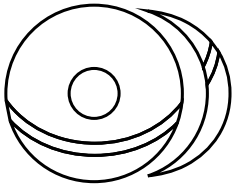
LOGO IN USE

BRANDING GUIDELINES



LOGO IN USE

BRANDING GUIDELINES

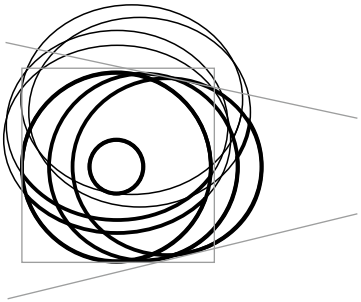


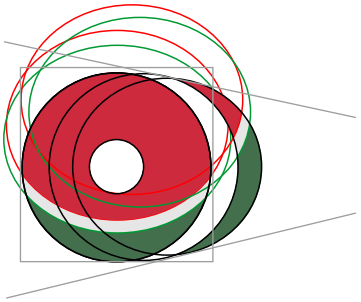
LOGO IN USE

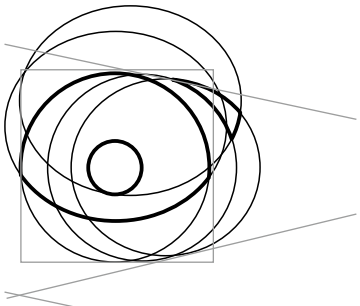
BRANDING GUIDELINES

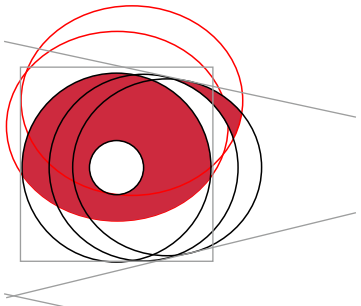
LOGO VERSIONS

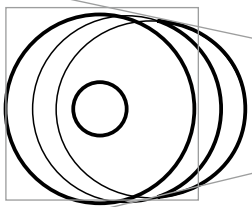
THE STRUCTURAL PLAN OF THE LOGO

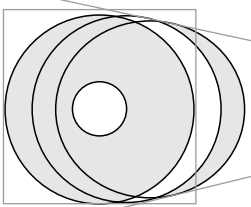


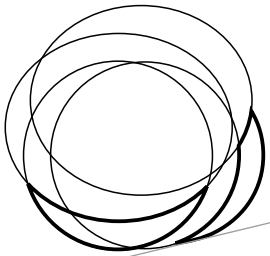


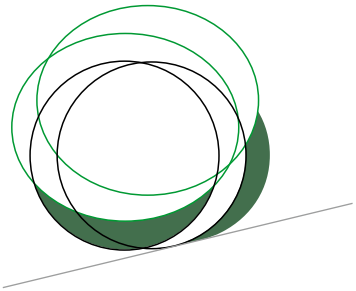




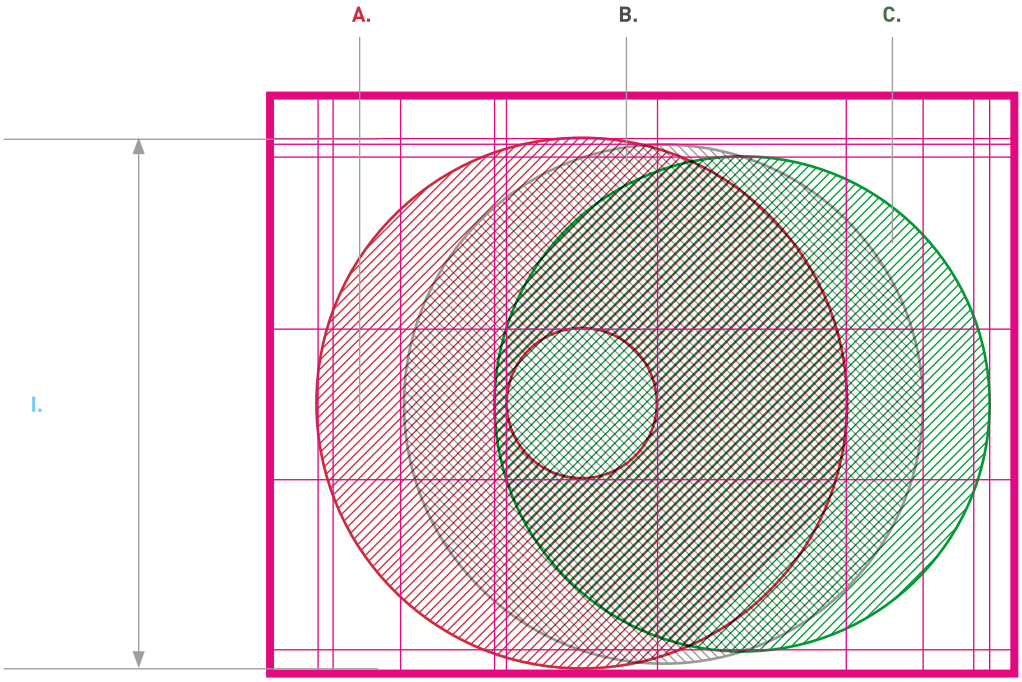


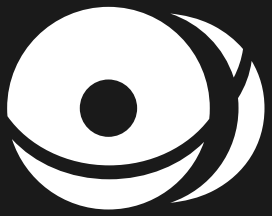






GRID CONSTRUCTION





LOGO VERSIONS

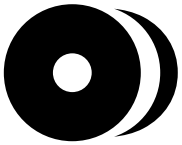
MONOCHROME

CMYK: 47 | 38 | 38 | 24
RGB: 128 | 128 | 128
PANTONE:
WEB:

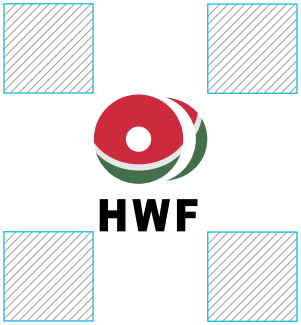
CMYK: 64 | 54 | 52 | 52
RGB: 77 | 77 | 77
PANTONE:
WEB:

LOGO VERSIONS

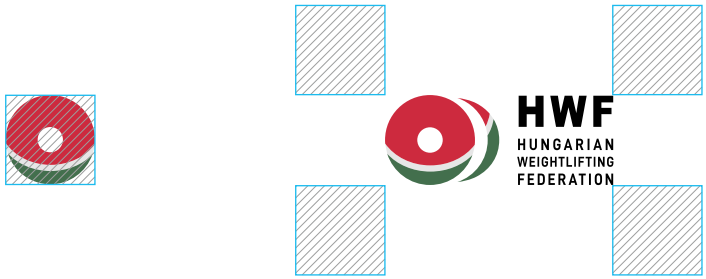
1 COLOR VERSION



CMYK: 95 | 95 | 45 | 95
RGB: 0 | 0 | 0
PANTONE:
WEB:



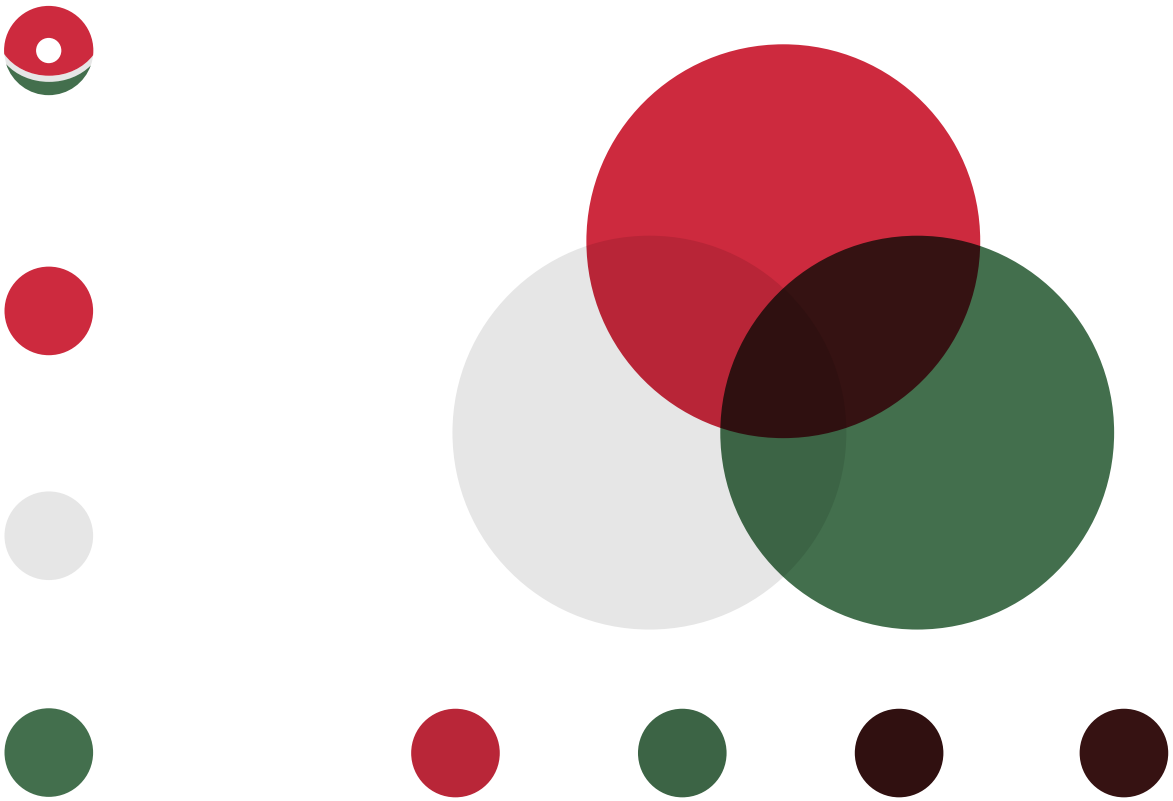
EXTERNAL BOUNDING AREA



EXTERNAL BOUNDING AREA

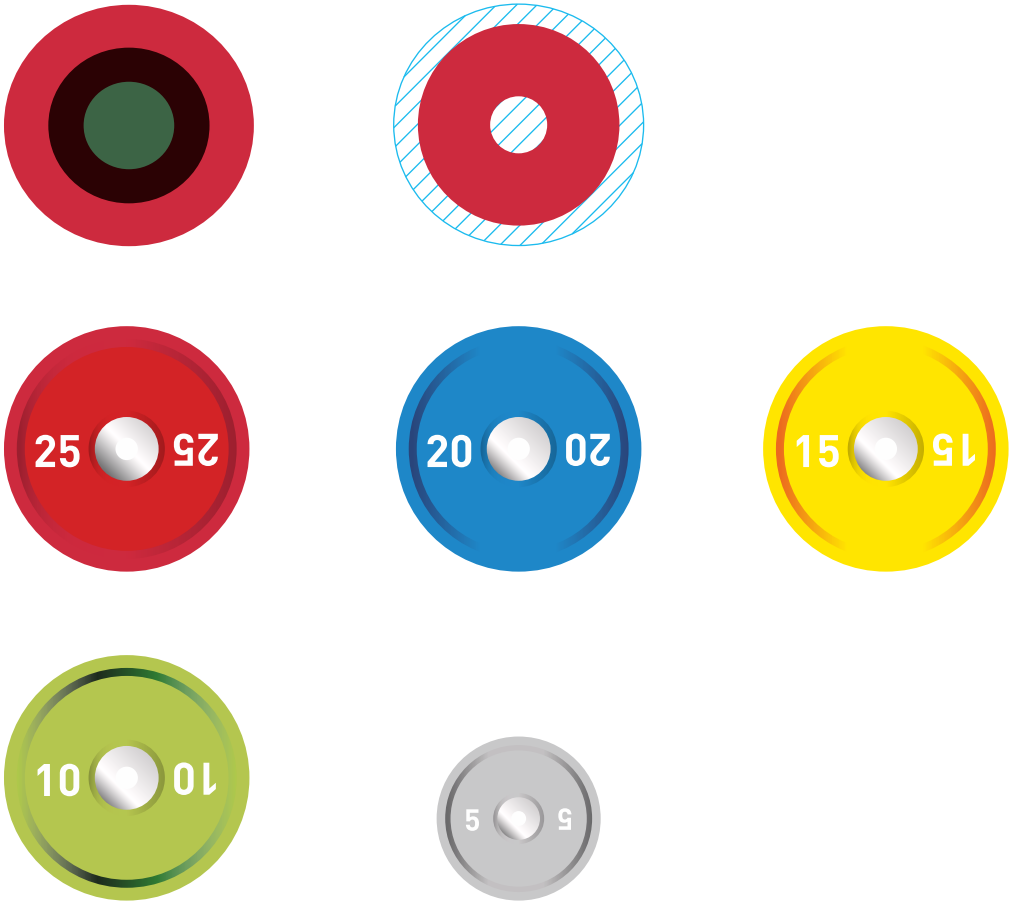
COLORS AND MOTIFS

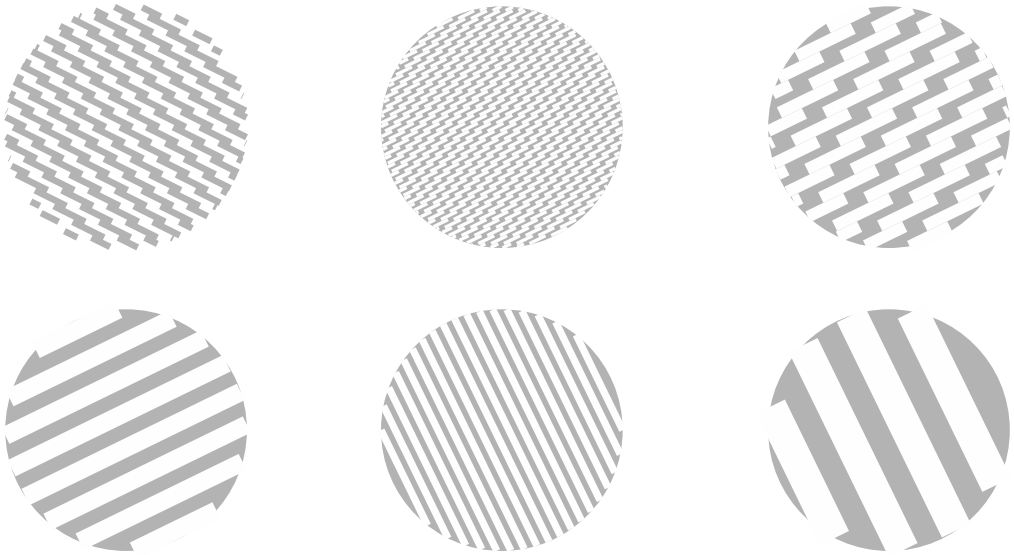
02



COLORS AND MOTIFS

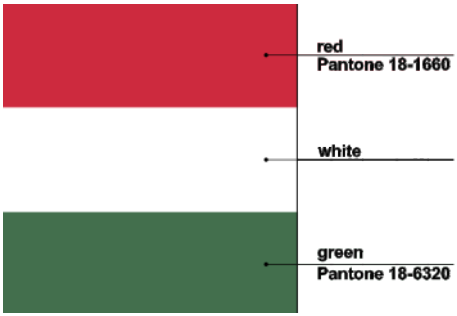
BRANDING GUIDELINES





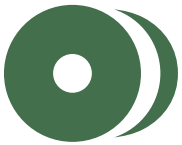
COLORS AND MOTIFS

BRANDING GUIDELINES



CMYK: 3 | 97 | 71 | 11
RGB: 205 | 42 | 62

CMYK: 11 | 8 | 9 | 0
RGB: 230 | 230 | 230



CMYK: 73 | 26 | 74 | 37
RGB: 67 | 111 | 77

COLOR DESIGNATION

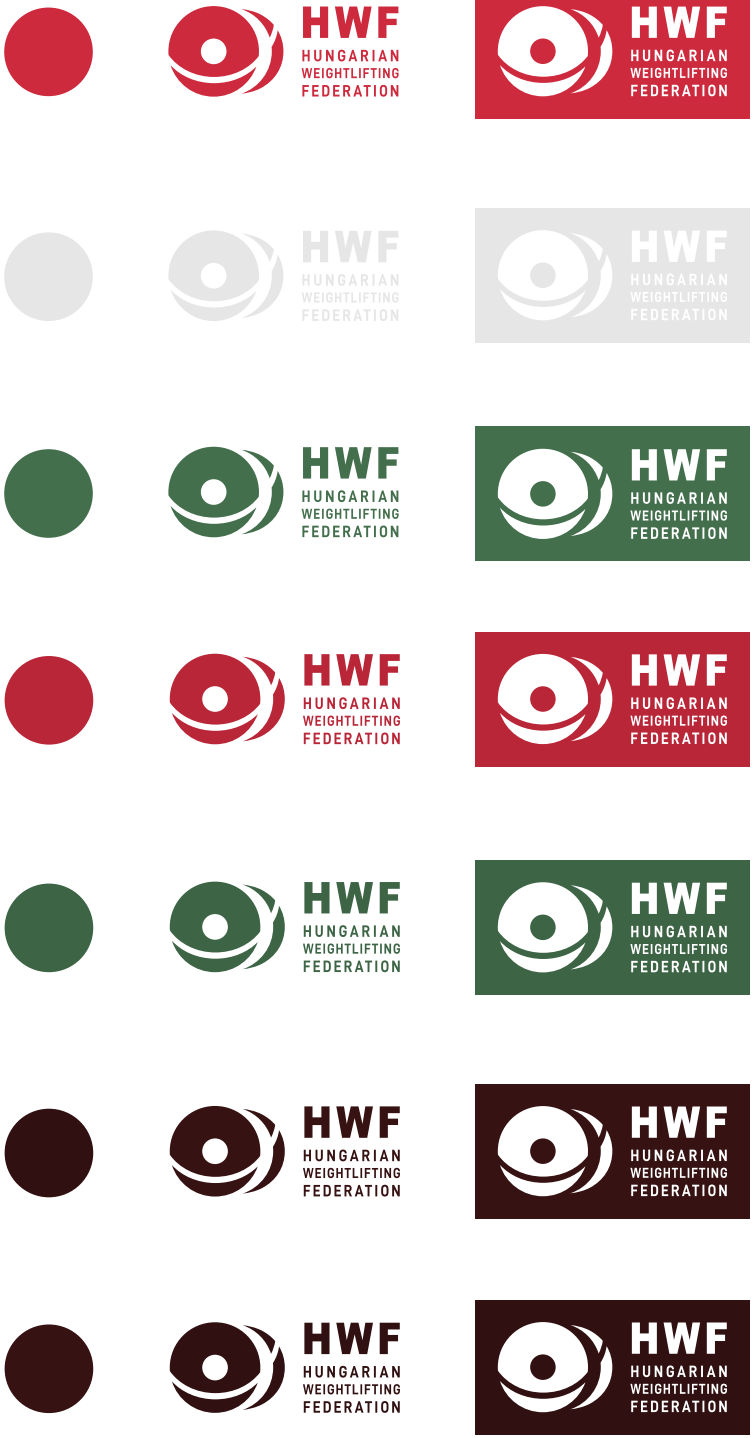
COLORS AND MOTIFS

BRANDING GUIDELINES

COLOR VARIATIONS

COLORS AND MOTIFS

BRANDING GUIDELINES



COLOR VARIATIONS

COLORS AND MOTIFS

BRANDING GUIDELINES

CORPORATE COMMUNICATION

03

1. **DIN LIGHT (12 PT)**

ABCDEFGHIJKLMNOPQRSTUVZ 1234567890
abcdefghijklmnopqrstuvz 1234567890

Cab imperum restiat iusdae. Cest, omnimus volorenit res delias velit ium autem aut qui se sed quod et ped quam quae veliqui culparum volo dolorem nullam ut remoluptae re sunt.

2. **DIN REGULAR (12 PT)**

ABCDEFGHIJKLMNOPQRSTUVZ 1234567890
abcdefghijklmnopqrstuvz 1234567890

Xeriaest et dissiminctur andes dolupta tioreped ma vid min poreperae modiciet unt.Ut quia quistia dolum doluptas quae nimus plab iusant eum sandit

3. **DIN BOLD (12 PT)**

ABCDEFGHIJKLMNOPQRSTUVZ 1234567890
abcdefghijklmnopqrstuvz 1234567890

Gent omnis dolluptius conet lacid et latur? Ideliquis atur? Porum natem incitatur, officiunt omnimi, nos dit exerum doluptatur, aut la cus se ne voluptias prae pa ea doluptatur

1. **ARIAL REGULAR (12 PT)**

abcdefghijklmnopqrstuvz 1234567890
abcdefghijklmnopqrstuvz 1234567890

icaborione perum natumqui solorro con nissi optat id mi, qui de delit odiosaes repeles reiur? emodi rehenih illigniaes ea ducipsamus este pliquam aut laccus

---

2. **ARIAL ITALIC (12 PT)**

abcdefghijklmnopqrstuvz 1234567890
abcdefghijklmnopqrstuvz 1234567890

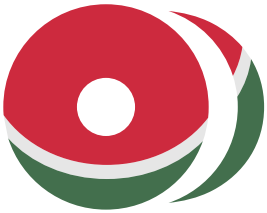
seque omnient, volese nonsequ iditis sequia quas dolo quo endi dent landita sperspit omnimpo riassit isitius dit es dolore dende sint fuga. et que adionsed enes et laturis quam qui utes nonsequae.

---

3. **ARIAL OLD (12 PT)**

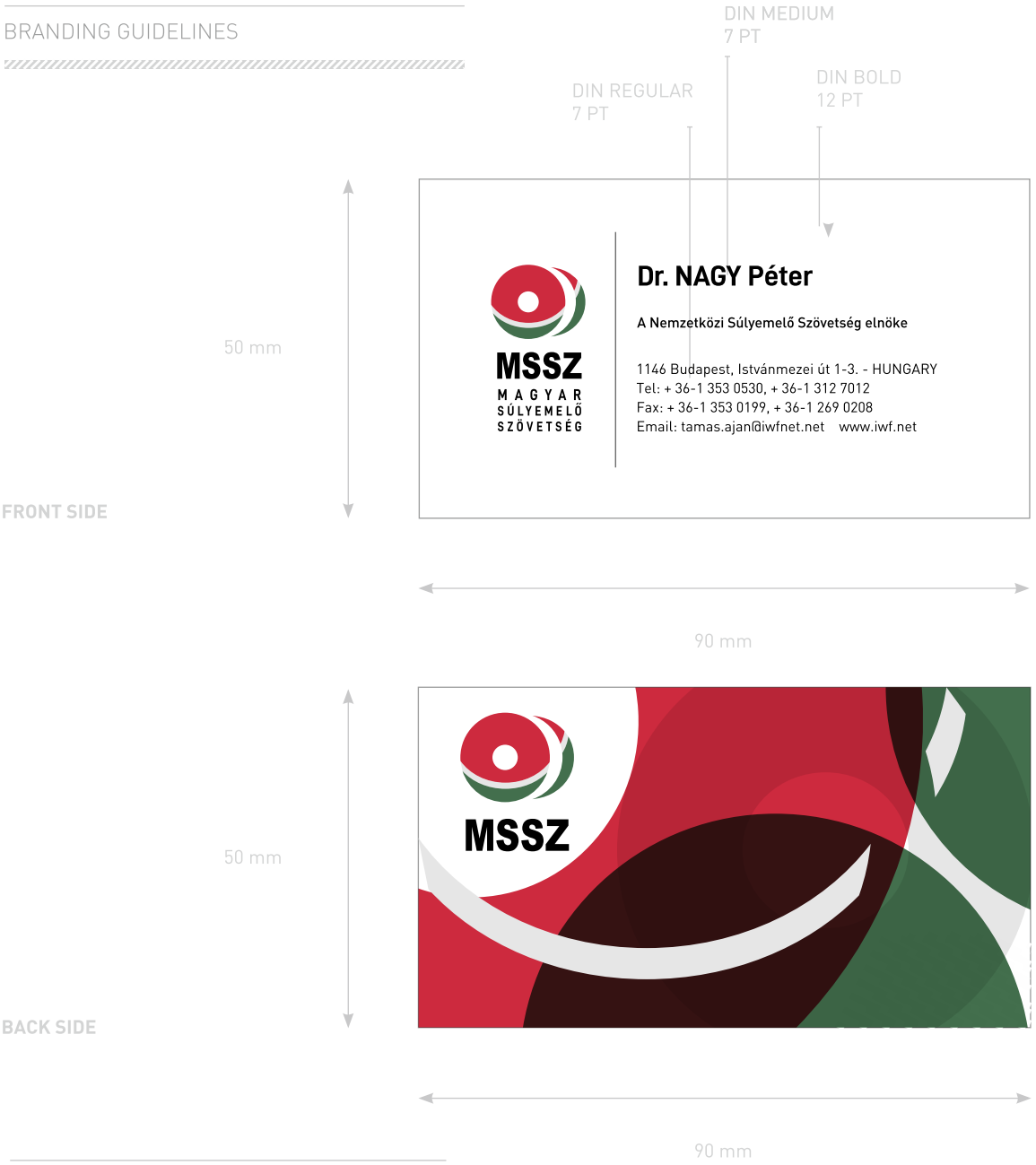
abcdefghijklmnopqrstuvz 1234567890
abcdefghijklmnopqrstuvz 1234567890

us ma debis dolo odi ius re, sequam am etur? duciates dit maxim quam ea qui tecerum que lanihillume volendi desciam id que etur restint ibusapiet, quidebi tatust quatius.

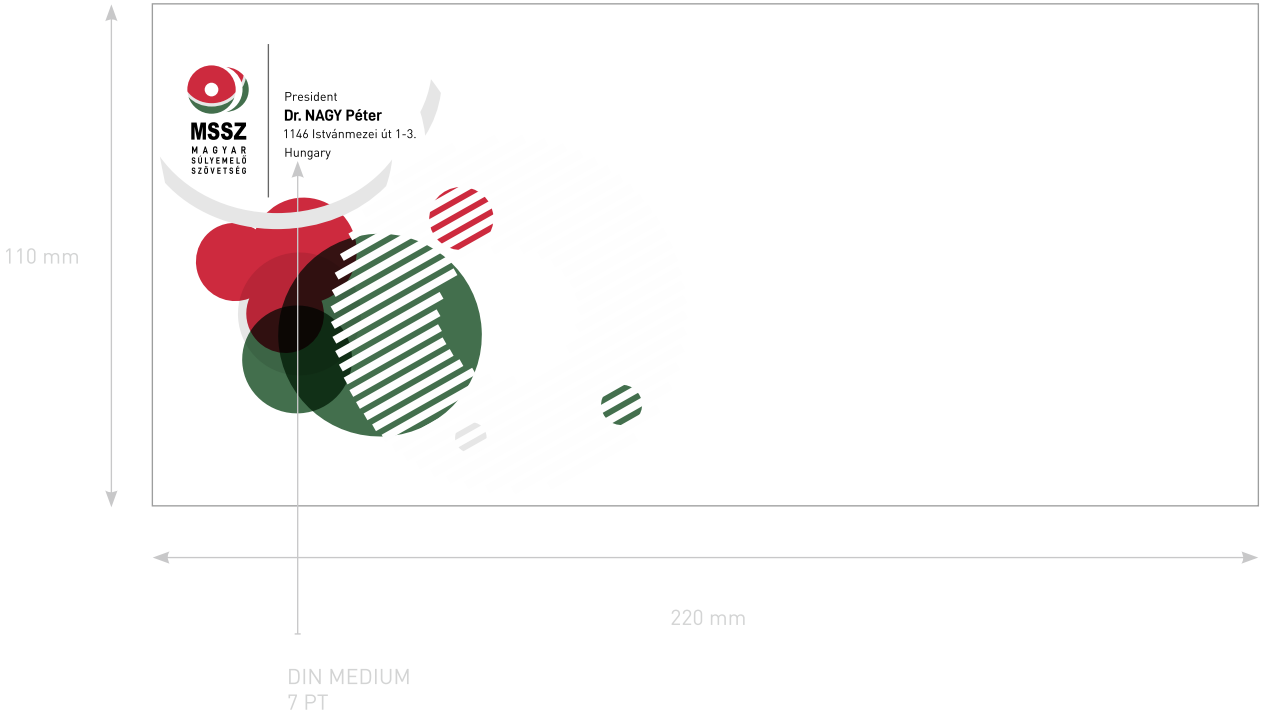


HWF → Arial Black

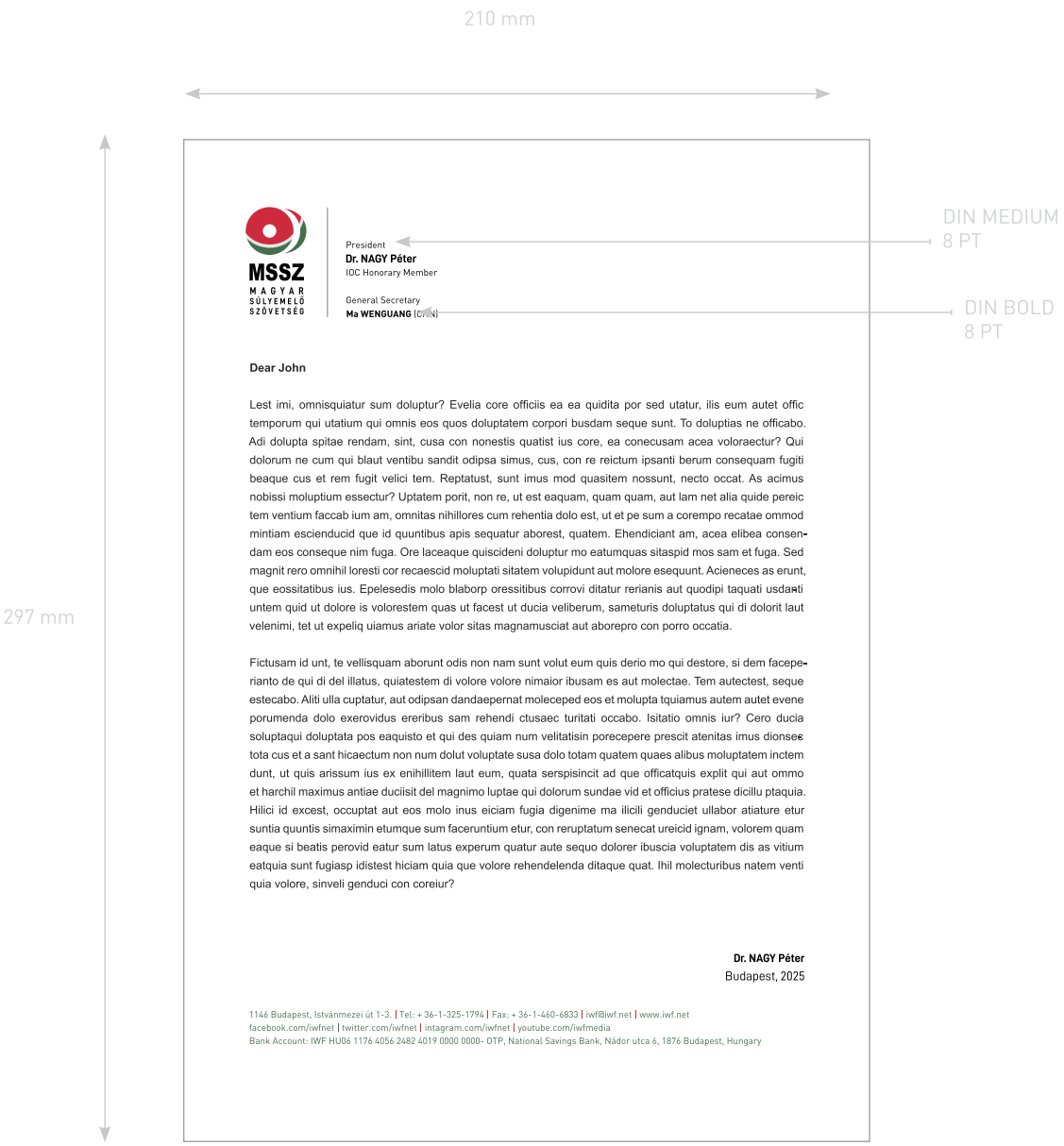
HUNGARIAN
WEIGHTLIFTING
FEDERATION → D-DIN



NAME CARD (FRONT SIDE)


MSSZ
MAGYAR SÚLYEMELŐ SZÖVETSÉG
President
Dr. NAGY Péter
1146 Istvánmezei út 1-3.
Hungary
110 mm
220 mm
DIN MEDIUM
7 PT

ENVELOPE


210 mm
297 mm
MSSZ
MAGYAR SÚLYEMELŐ SZÖVETSÉG
President
Dr. NAGY Péter
IOC Honorary Member
General Secretary
Ma WENGUANG (MAW)
DIN MEDIUM
8 PT
DIN BOLD
8 PT
Dear John
Lest imi, omnisquiatur sum doluptur? Evelia core officiis ea ea quidita por sed utatur, ilis eum autet offic temporum qui utatium qui omnis eos quos doluptatem corpori busdam seque sunt. To doluptias ne officabo. Adi dolupta spitae rendam, sint, cusa con nonestis quatist ius core, ea conecusam acea voloraectur? Qui dolorum ne cum qui blaut ventibu sandit odipsa simus, cus, con re reictum ipsanti berum consequam fugiti beaque cus et rem fugit velici tem. Reptatust, sunt imus mod quasitem nossunt, necto occat. As acimus nobissi moluptium essectur? Uptatem porit, non re, ut est eaquam, quam quam, aut lam net alia quide pereic tem ventium faccab ium am, omnitas nihillores cum rehentia dolo est, ut et pe sum a corempo recatae ommod mintiam escienducid que id quuntibus apis sequatur aborest, quatem. Ehendiciant am, acea elibea consen-dam eos conseque nim fuga. Ore laceaque quiscideni doluptur mo eatumquas sitaspid mos sam et fuga. Sed magnit rero omnihil loresti cor recaescid moluptati sitatem volupidunt aut molore esequunt. Acieneces as erunt, que eossitatibus ius. Epelesedis molo blaborp oressitibus corrovi ditatur rerianis aut quodipi taquati usdanti untem quid ut dolore is volorestem quas ut facest ut ducia veliberum, sameturis doluptatus qui di dolorit laut velenimi, tet ut expeliq uiamus ariate volor sitas magnamusciat aut aborepro con porro occatia.
Fictusam id unt, te vellisquam aborunt odis non nam sunt volut eum quis derio mo qui destore, si dem facepe-rianto de qui di del illatus, quiatestem di volore volore nimaior ibusam es aut molectae. Tem autectest, seque estecabo. Aliti ulla cuptatur, aut odipsan dandaepernat moleceped eos et molupta tquiamus autem autet evene porumenda dolo exerovidus ereribus sam rehendi ctusaec turitati occabo. Isitatio omnis iur? Cero ducia soluptaqui doluptata pos eaquisto et qui des quiam num velitatisin porecepere prescit atenitas imus dionsec tota cus et a sant hicaectum non num dolut voluptate susa dolo totam quatem quaes alibus moluptatem inctem dunt, ut quis arissum ius ex enihillitem laut eum, quata serspisincit ad que officatquis explit qui aut ommo et harchil maximus antiae duciisit del magnimo luptae qui dolorum sundae vid et officius pratese dicillu ptaquia. Hilici id excest, occuptat aut eos molo inus eiciam fugia digenime ma ilicili genduciet ullabor atiature etur suntia quuntis simaximin etumque sum faceruntium etur, con reruptatum senecat ureicid ignam, volorem quam eaque si beatis perovid eatur sum latus experum quatur aute sequo dolorer ibuscia voluptatem dis as vitium eatquia sunt fugiasp idistest hiciam quia que volore rehendelenda ditaque quat. Ihil molecturibus natem venti quia volore, sinveli genduci con coreiur?
Dr. NAGY Péter
Budapest, 2025
1146 Budapest, Istvánmezei út 1-3. | Tel: + 36-1-325-1794 | Fax: + 36-1-460-6833 | iwf@iwf.net | www.iwf.net
facebook.com/iwfnet | twitter.com/iwfnet | intagram.com/iwfnet | youtube.com/iwfmedia
Bank Account: IWF HU06 1176 4056 2482 4019 0000 0000- OTP, National Savings Bank, Nádor utca 6, 1876 Budapest, Hungary

LETTERHEAD

APPLICATION EXAMPLES

04

THE BRANDING GUIDELINES SHOULD BE CONSIDERED AS GENERAL INDICATIONS. THE ORGANIZING COMMITTEE SHOULD DEFINE THE LOOK OF THE VENUE CONSIDERING THE SPECIFICITIES OF THE SPORT OF WEIGHTLIFTING AS WELL AS THE SPECIFICITIES OF THE VENUE.

IT IS RECOMMENDED TO CONSIDER THE FOP LAYOUT TO DEFINE THE KEY AREAS AND DECIDE OF THE HWF, LOC AND SPONSOR BRAND PLACEMENT.

IT IS RECOMMENDED TO PLACE THE HWF LOGO IN A LEADING POSITION. PLACEMENT OF THE HWF LOGO IS OBLIGATORY ON EACH AND EVERY PUBLISHED OR PRODUCED ITEM ADDITIONALLY TO THOSE WHERE THE LOC / EVENT LOGO ARE PRESENT.

THIS INCLUDES BUT IS NOT LIMITED TO EXAMPLES SUCH AS: LOOK AND SIGNAGE, PRINTED, ELECTRONIC, VISUAL ELEMENTS, OFFICIAL DOCUMENTS, MEDALS AND DIPLOMAS, EVENT TICKETS AND EVENT WEBSITE ETC. ALL PLACEMENTS INCLUDING THE HWF BRAND HAS TO BE APPROVED BY THE HWF.

THE LOOK OF THE VENUE PLAN SHOULD BE PRESENTED TO THE HWF FOR APPROVAL, BEFORE STARTING THE PRODUCTION OR INSTALLATION OF SUCH.

THE ORGANIZING COMMITTEE SHOULD DEFINE THE ASSIGNMENT OF SPACES FOR SPONSORS CONSIDERING THE RIGHTS DEFINED IN THE SPONSORSHIP AGREEMENTS. IT IS RECOMMENDED TO SHARE WITH THE HWF THE SPONSORS' POSITION.

THE ORGANIZING COMMITTEE SHALL HAVE THE LIMITED RIGHT TO USE THE HWF BRAND SOLELY IN CONNECTION WITH THE ADVERTISEMENT AND PROMOTION OF THE DESIGNATED EVENT.

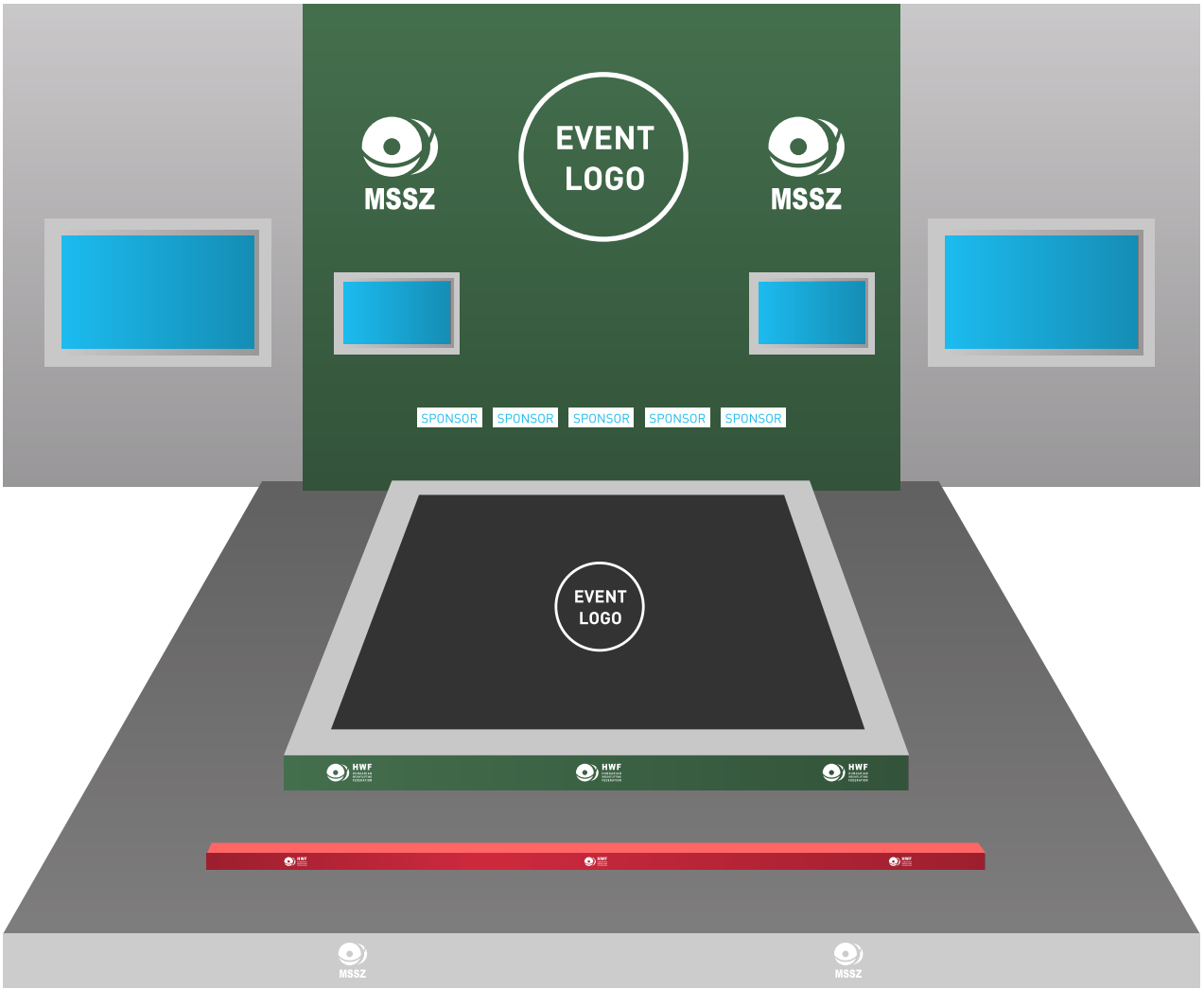
THE LIMITED LICENSE TO USE THE HWF APPELLATION AND/OR BRAND BY THE ORGANIZING COMMITTEE SHALL NEITHER CREATE ANY OWNERSHIP RIGHTS NOR THE RIGHT TO SUB-LICENSE THE HWF APPELLATION AND/OR BRAND.

THE ORGANIZING COMMITTEE MUST FOLLOW THE HWF BRANDING GUIDELINE FOR THE RIGHT USE OF THE HWF BRAND.

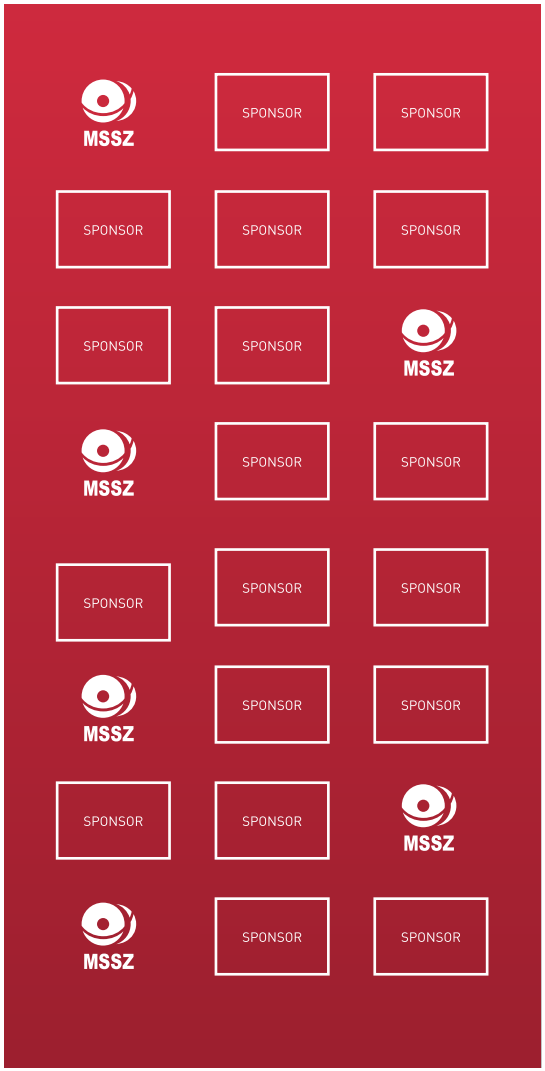
APPLICATION EXAMPLES

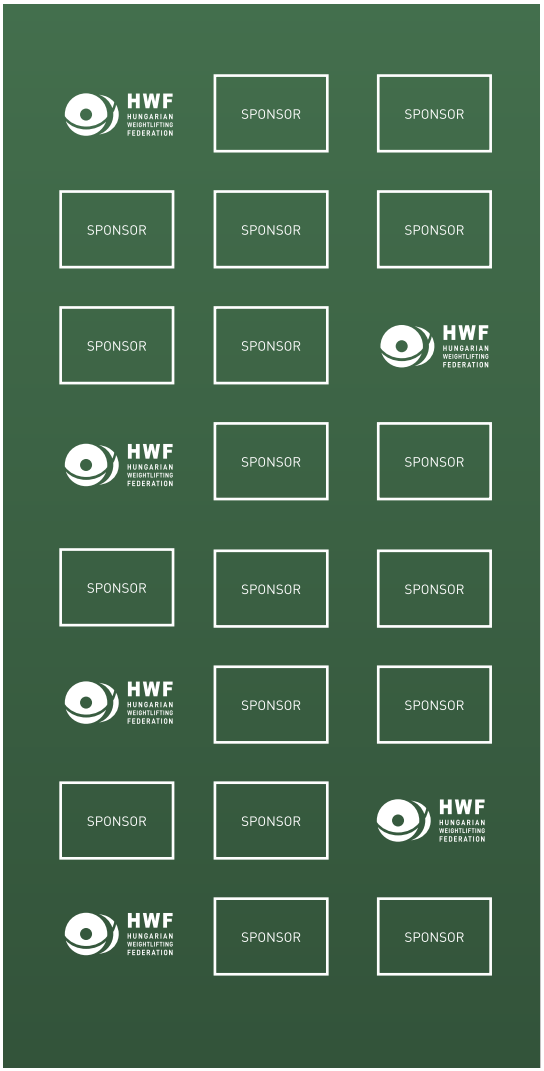
BRANDING GUIDELINES

LOOK OF THE VENUE



COMPETITION AREA WARM-UP TRAINING



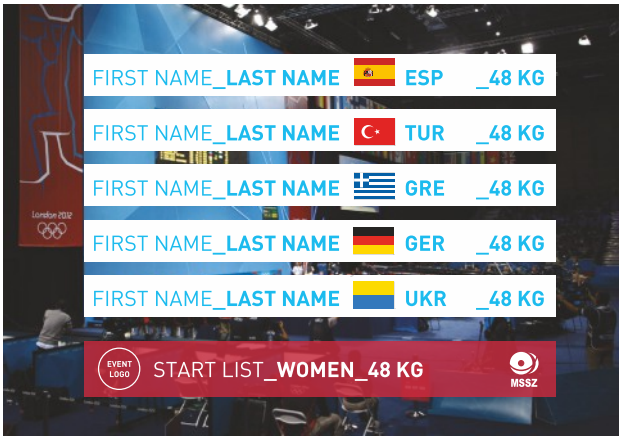


BACKDROP/SPONSOR WALL

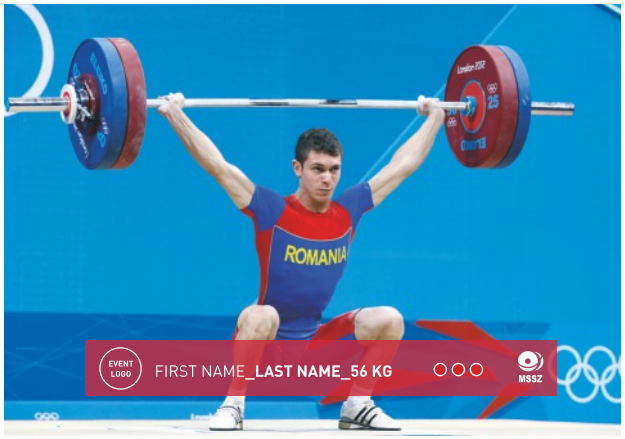
APPLICATION EXAMPLES

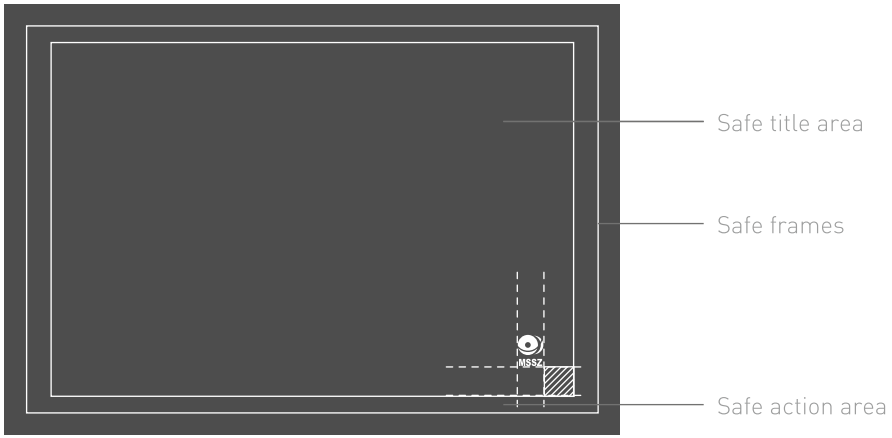
BRANDING GUIDELINES

TV GRAPHICS



TV GRAPHIC


ROMANIA
EVENT LOGO
FIRST NAME_LAST NAME_56 KG
MSSZ

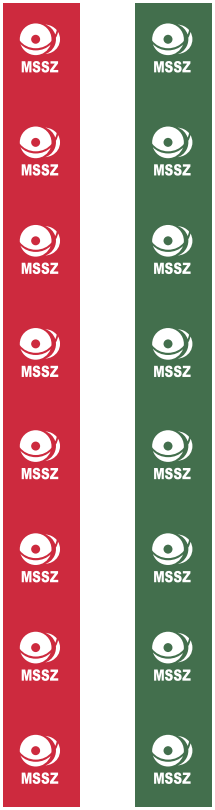

Safe title area
Safe frames
MSSZ
Safe action area

APPLICATION EXAMPLES

BRANDING GUIDELINES

BIB NUMBER

RIBBON



WARM-UP PASS

ATHLETE PASS

ACCREDITATION CARD

LOGO IN USE

05

MSSZ

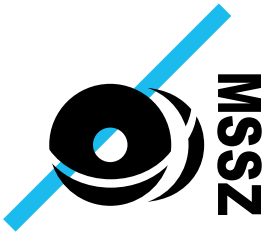
MSSZ

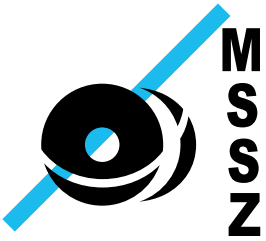
MSSZ

MSSZ

MSSZ

MSSZ


MSSZ


M
S
S
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MSSZ

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MSSZ

MSSZ

MSSZ

HWF
HWF
HUNGARIAN WEIGHTLIFTING FEDERATION
MSSZ
MSSZ
MAGYAR SÚLYEMELŐ SZÖVETSÉG
HWF
HWF
HUNGARIAN WEIGHTLIFTING FEDERATION
MSSZ
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MAGYAR SÚLYEMELŐ SZÖVETSÉG

MSSZ

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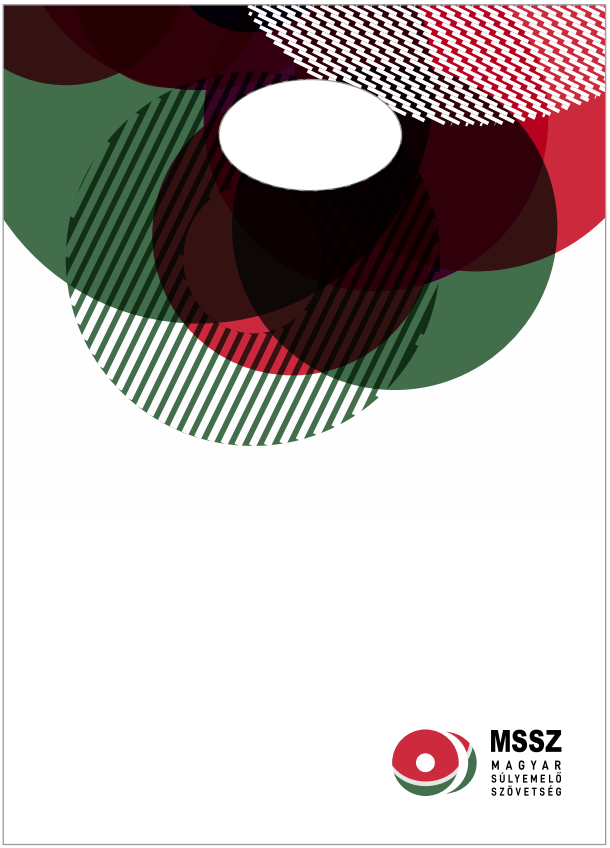
LOGO IN USE

BRANDING GUIDELINES



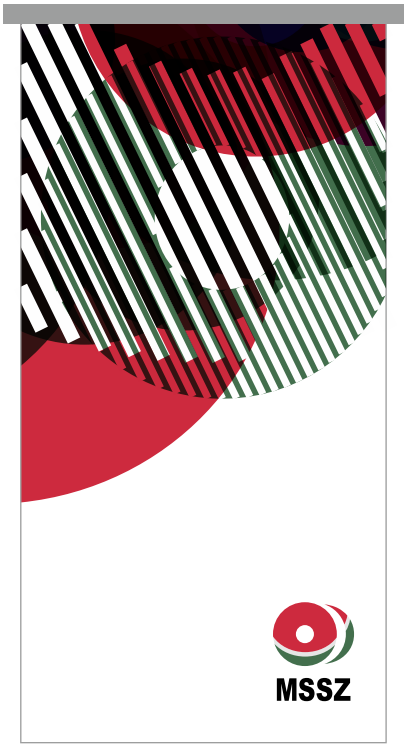
PROMOTIONAL BAG

HWF

MSSZ

LOGO IN USE

BRANDING GUIDELINES



FLAGS (UPRIGHT FORMAT)

LOGO IN USE

BRANDING GUIDELINES

LOGO IN USE

BRANDING GUIDELINES

LOGO IN USE

BRANDING GUIDELINES

PROFILE PICTURE

LOGO IN USE

BRANDING GUIDELINES

LOGO IN USE

BRANDING GUIDELINES

LOGO IN USE

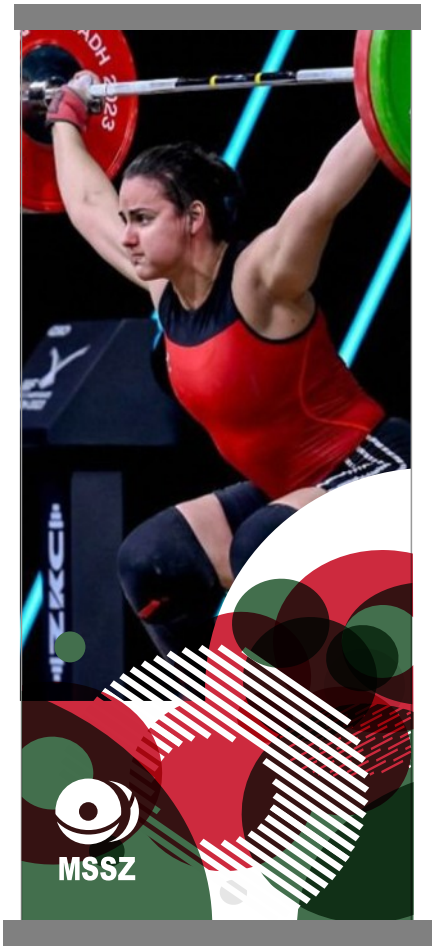
BRANDING GUIDELINES

LOGO IN USE

BRANDING GUIDELINES

LOGO IN USE

BRANDING GUIDELINES



LOGO IN USE

BRANDING GUIDELINES

LOGO IN USE

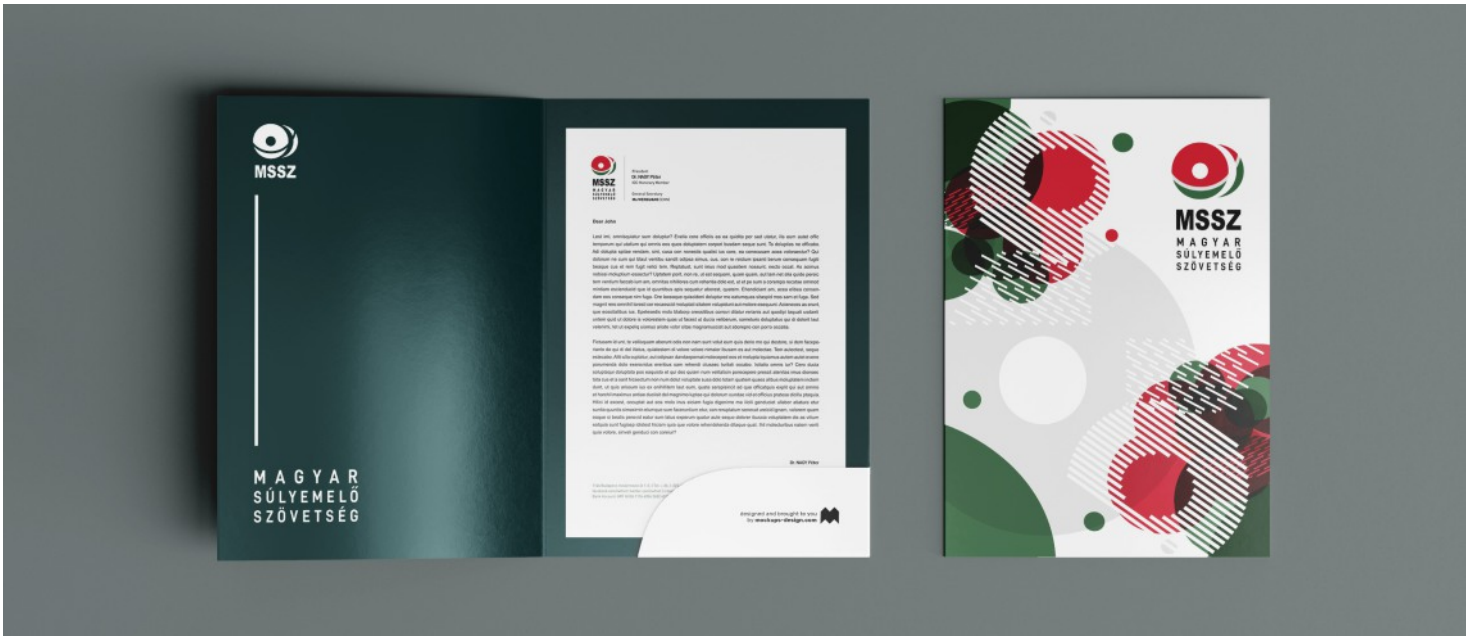
BRANDING GUIDELINES

LOGO IN USE

BRANDING GUIDELINES

LOGO IN USE

BRANDING GUIDELINES



ORIGINAL BRANDING GUIDELINES

Design: Tamas Marcell

www.marcelltamas.hu

International Weightlifting Federation
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www.iwf.net

2015

Based on the original brand, the Hungarian version was designed by Zita Aranyász

2025