



# Brand Support Guide

# INTRODUCTION

United World Wrestling is proud to provide you with the World Cup, Yakutsk 2019 Brand Support Manual.

This manual provides visuals, descriptions and corresponding artwork for all the principal World Cup, Yakutsk 2019 event applications and promotional items.

The manual is divided in to the following sections for ease of navigation:

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We are extremely proud of our new World Cup brand and look forward to building a great brand together!

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# 01

## Event Signage

Tier Dressing  
Floor Level Signage  
Wrestling mat  
Wrestler entrance

All event signage products work on a 4-colour process and all materials must be fire retardant (certification B1).

## Tier Dressing and Cover Material

### Description:

Both Tier Dressing and Cover-Up Material are provided with repeat pattern and can be segmented into 8000mm lengths.  
Both Tier Dressing and Cover-Up Material to be fixed with care to avoid folds and creases.  
Material to be PVC with with 4-colour process print in matt finishing.

### Artwork:

Artwork is provided in Adobe Illustrator CC at 10% of actual size.  
The artwork for this application can be found in the following folder:  
01\_Event\_Signage

### Artwork file name:

UWW\_WorldCup\_Tier\_Dressing\_16000x1000mm\_AW.ai

### Tier Dressing:



### Cover-up material:



## Floor Level Signage

### Description:

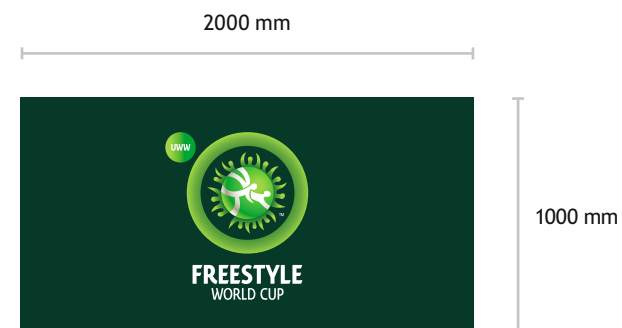
Modular brand system, allowing sponsor boards to be placed in between World Cup and Yakutsk 2019 branded boards.  
Material to be 3mm Akyprint board or PVC equivalent allowing 4-colour process print in matt finishing.

### Artwork:

Artwork is provided in Adobe Illustrator CC at 10% of actual size.  
The artwork for this application can be found in the following folder:  
01\_Event\_Signage

### Artwork file names:

UWW\_WorldCup\_Floor\_Level\_Signage\_3000x1500mm\_AW.ai  
UWW\_WorldCup\_Floor\_Level\_Signage\_2000x1000mm\_AW.ai

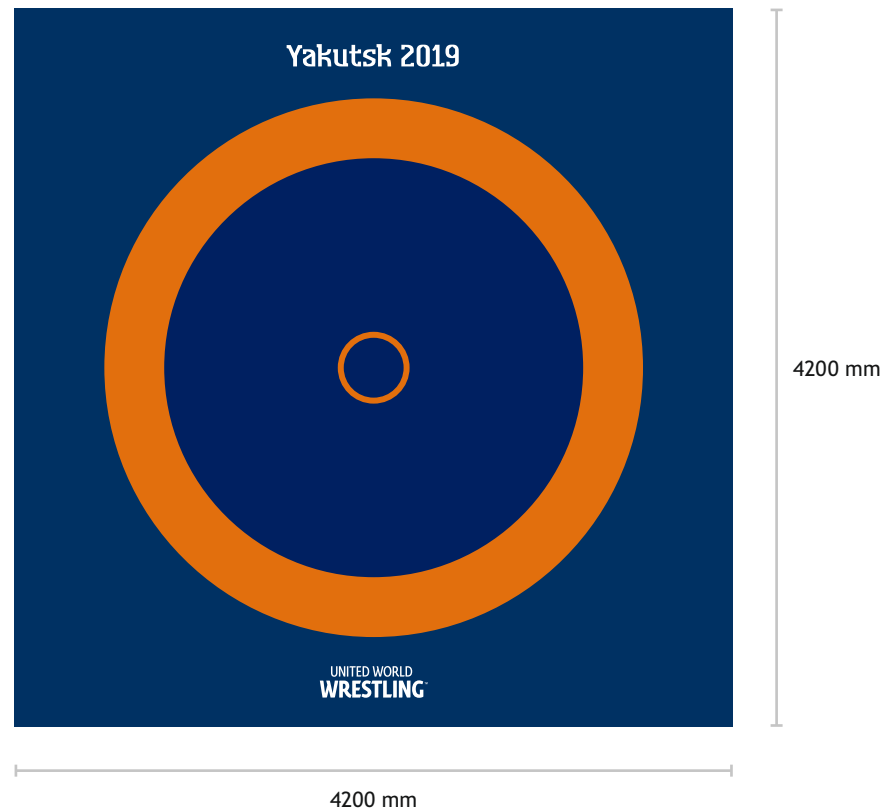


# Wrestling mat

Description:  
Alternative mat colour combination - still to be approved.

Artwork:  
Artwork is provided in Adobe Illustrator CC at 10% of actual size.  
The artwork for this application can be found in the following folder:  
01\_Event\_Signage

Artwork file names:  
UWW\_WorldCup\_Mat\_4200x4200mm\_AW.ai



# Wrestling Entrance Signage

**Description:**  
Two alternative options for Wrestling Entrance Signage. Each with 1500 mm opening space.  
Material to be 3mm Akyprint board with 4-colour process print in matt finishing.

**Artwork:**  
Artwork is provided in Adobe Illustrator CC at 10% of actual size.  
The artwork for this application can be found in the following folder:  
01\_Event\_Signage

Artwork file names:  
UWW\_WorldCup\_Entrance\_Arch\_AW.ai







02

# Media Signage

Press Conferernce Backdrop  
Flash Backdrop  
Mixed Zone Backdrop  
Dlrectional Signage

## Press Conference Backdrop

### Description:

Press Conference Backdrop, plus desk front/fascia and Table Card provided as three separate pieces of artwork.  
 Press conference backdrop material is a single PVC print in matt finish.  
 Desk front/fascia material in 3mm Akyprint board with 4-colour process print in matt finishing.

### Artwork:

Artwork is provided in Adobe Illustrator CC at 10% of actual size.  
 The artwork for this application can be found in the following folder:  
 02\_Media\_Signage

### Artwork file names:

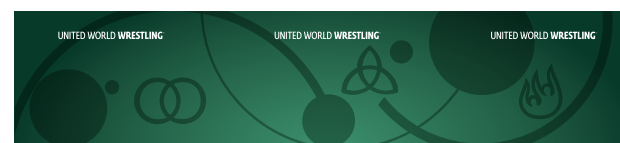
- UWW\_WorldCup\_Press\_Desktop\_Card\_A4\_AW.ai
- UWW\_WorldCup\_Press\_Backdrop\_6700x2300mm\_AW.ai
- UWW\_WorldCup\_Press\_Desk\_4500x900mm\_AW.ai



6700 mm



2300 mm



900 mm

4500 mm

## Flash Backdrop

### Description:

A 1800 x 1200mm wall-mounted panel hung at 600mm (min) to 800mm (max) from floor level.  
Material to be 3mm Akyprint board with 4-colour process print in matt finishing.

### Artwork:

Artwork is provided in Adobe Illustrator CC at 10% of actual size.  
The artwork for this application can be found in the following folder:  
02\_Media\_Signage

### Artwork file name:

UWW\_WorldCup\_Flash\_1800x1200mm\_AW.ai



Average height from floor:  
600 mm - 800 mm (min-max)

## Mixed Zone

### Description:

A 2000 x 1200mm wall-mounted panels hung at 600mm (min) to 800mm (max) from floor level.  
Material to be 3mm Akyprint board with 4-colour process print in matt finishing

### Artwork:

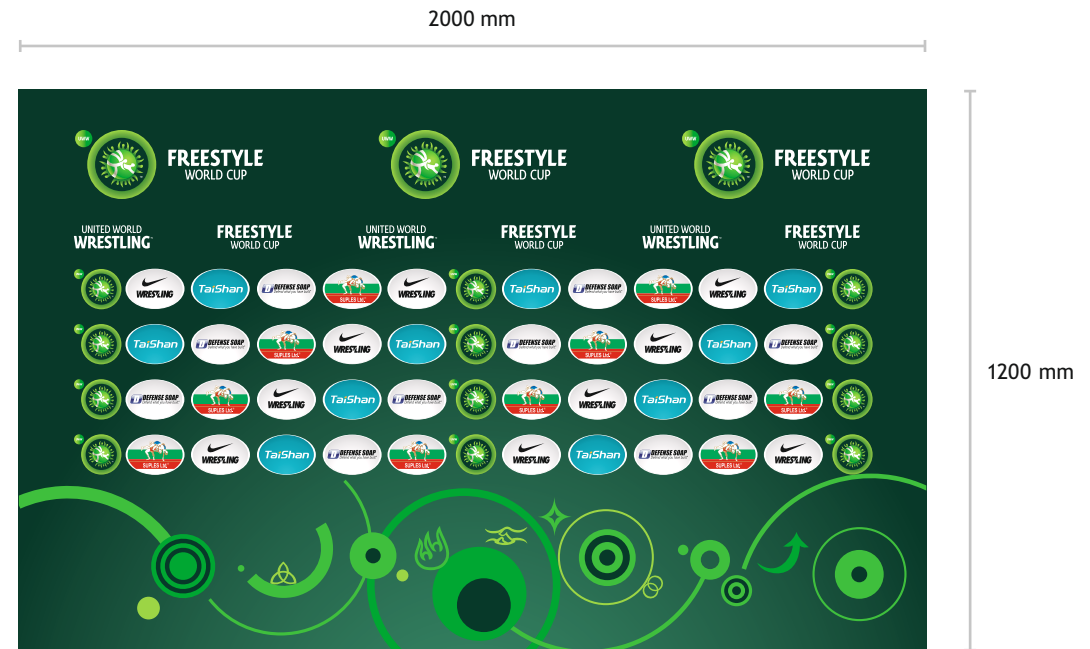
Artwork is provided in Adobe Illustrator CC at 10% of actual size.  
The artwork for this application can be found in the following folder:  
02\_Media\_Signage

### Artwork file name:

UWW\_WorldCup\_Mixed\_2000x1200mm\_AW.ai



Average height from floor:  
600 mm - 800 mm (min-max)



## Directional Signage

### Description:

A3 format Directional Signage Panels fixed to wall minimum 1500 mm above floor level.  
Material to be 3mm Akyprint board with 4-colour process print in matt finishing.  
Text and directional arrows included in print or as vinyl overlay lettering.

### Artwork:

Artwork is provided in Adobe Illustrator CC.

The artwork for this application can be found in the following folder:

02\_Media\_Signage

Artwork file name:

UWW\_WorldCup\_Directional\_landscape\_A3\_AW.ai

UWW\_WorldCup\_Directional\_portrait\_A3\_AW.ai



The background is a solid teal color with a complex, abstract geometric pattern. The pattern consists of various shapes and lines in a darker shade of teal. There are several overlapping circles of different sizes. Some circles contain smaller circles or concentric rings. There are also lines of varying thicknesses, some of which are curved. Some of the lines end in small circles. There are also some symbols that look like stylized flames or leaves. The overall effect is a dense, layered, and somewhat chaotic geometric design.

03

City  
Signage

Street Banners  
Posters

## Street Banners

### Description:

Modular Street Banners, can be hung alongside or as alternate formation i.e. one design per lamp post.

Material to be Polyester, allowing 4-colour process print.

### Artwork:

Artwork is provided in Adobe Illustrator CC at 10% of actual size.

The artwork for this application can be found in the following folder:

03\_City\_Signage

Artwork file name:

UWW\_WorldCup\_StreetBanners\_1900x4200mm\_AW.ai

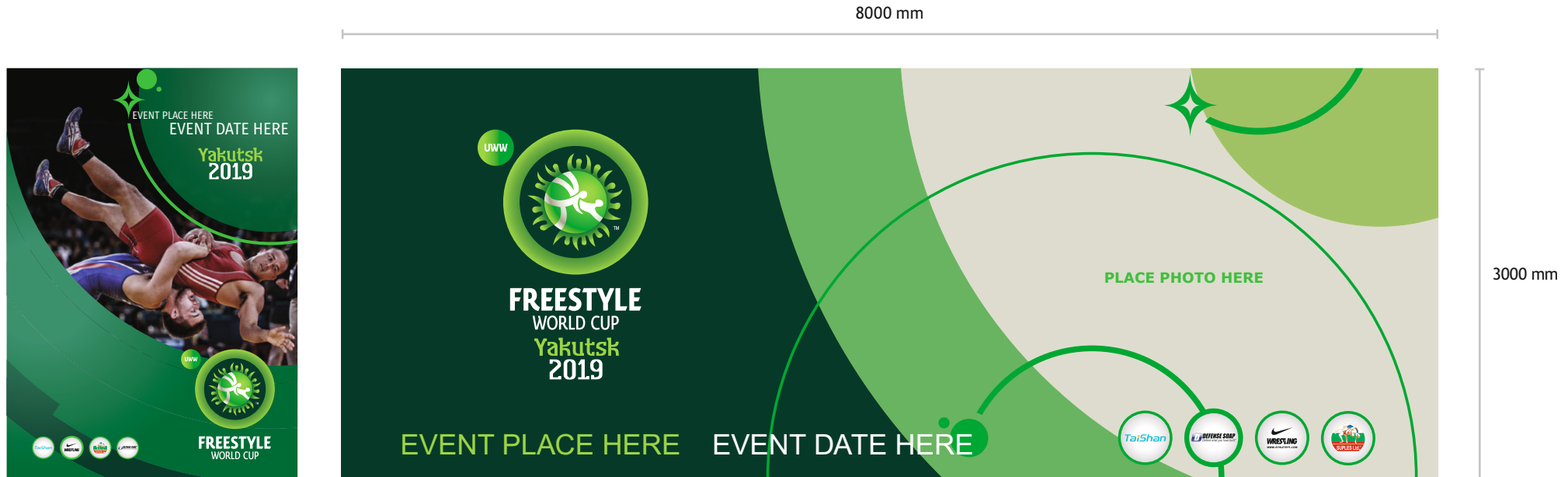


## Posters

**Description:**  
 Overlay artwork allowing combination with photography - as per diagram.  
 Material to be print quality paper, allowing 4-colour process print.

**Artwork:**  
 Artwork is provided in Adobe Illustrator CC at 10% of actual size.  
 The artwork for this application can be found in the following folder:  
 03\_City\_Signage

**Artwork file names:**  
 UWW\_WorldCup\_Poster\_Portrait\_AW.ai  
 UWW\_WorldCup\_Outdoor\_Landscape\_AW.ai



The image used is only an example.