



Kyokushin World Union

# BRAND BOOK

## **ABOUT KYOKUSHIN WORLD UNION**

Kyokushin World Union (KWU) is an association of independent and equal rights international Kyokushin organizations.

The KWU motto – “Time to be United” – embraces the ideas of cooperation, friendship, and joint work aimed at blurring the boundaries among different organizations and returning to a united Kyokushin, as was created by the Great Master Masutatsu Oyama. These ideas provide for a policy of openness and cooperation with all organizations and groups that truly share the Kyokushin ideals and the goals of our Union.

KWU rejects discrimination and prejudice of any kind and encourages participation in competitions of all interested groups and individuals, regardless of their national, gender, racial, religious, and other characteristics.

Kyokushin World Union is a non-profit organization.

## MISSION AND VISION

Overcoming the divide in the world Kyokushin and uniting various groups is a long and thorny path. Notwithstanding all the obstacles, the Union is determined to put all its efforts into fulfilling this dream and returning Kyokushin to its roots as was created by Mas Oyama.

### MISSION:

- revival and preservation of the school of Sosai Masutatsu Oyama;
- consolidation of Kyokushin practitioners around the world;
- holding unified World and Continental championships among adult and youth athletes;
- enhance the skills of athletes and judges.



## **KWU INTERNATIONAL PROFESSIONAL LEAGUE**

The KWU Executive Committee meeting was held on 7 December 2018 in Varna, Bulgaria, during the second European Championship with categories for men and women, the first European Championship for Veterans, and the KWU Sixth World Junior Championship. At this meeting, proposed by Shihan Ivo Kamenov, it was voted to establish a Professional League under the Kyokushin World Union. All members of the Executive Committee voted unanimously, and the decision was made. This moment marks the beginning of the **KWU International Professional League - SENSHI**.

**戦士 SENSHI**

# KYOKUSHIN WORLD UNION LOGO



We are very proud of our Logo, and would appreciate it if you could follow these guides to ensure it always looks its best.

## **RULES OF USING KYOKUSHIN WORLD UNION LOGO AND GETTING KWU AEGIS:**

The use of the name and logo of the Kyokushin World Union (KWU) is possible only with the prior approval of the headquarter office by email. It is necessary to get approval for any use of the KWU logo and name: on posters for tournaments and during tournaments, for clothes and other promotional materials, as well as posts on social networks related to your club or national organization that is a member of KWU – IFK, KI, and KWF.

This rule applies to everyone! KWU National Federations cannot use the KWU name or logo without approval.

In order to get permission to use our logo or to get the KWU aegis, you have to:

### **For tournaments:**

1. To organize an open joint sports event (organized by IFK, KI, and KWF together),
2. To make the written request by e-mail at the KWU office, attaching a provision and a poster of your event,
3. To wait for getting permission from the KWU office and only then to start sharing the information with the KWU logo or phrase about KWU support.

### **For other promotional materials and posts on social networks:**

1. To make the written request by e-mail at the KWU office, attaching an example of promotional material like pictures, t-shirts, or any other,

To wait for getting permission from the KWU office and only then to start sharing the information with the KWU logo or phrase about KWU support.

# LOGO COLOUR OPTIONS

If the design requires, you can place our logo only in a white circle.



# LOGO COMBINATIONS WITH OUR MEMBER'S LOGO

Combining our logo with our member's logo or any other logo of a national organization can only happen when our logo is placed first in a row or column.

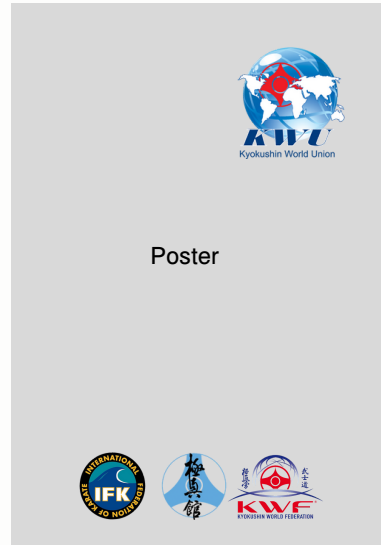




# LOGO COMBINATIONS WITH OUR MEMBER'S LOGO

If in this case, two or three logos of our members are to be used, then our logo is placed separately from them, being clearly visible and dominant.

We use Kyokushin Kanku with a full inner circle, as in our own logo.



# LOGO COMBINATIONS WITH OUR MEMBER'S LOGO

It is not allowed to arrange all the logos in one line, because IFK, KWF are part of KWU and we represent all three international organizations.



# LOGO MISUSE

It is important that the appearance of the Logo remains consistent.

The Logo should not be misinterpreted, modified, or added to. No attempt should be made to alter the Logo in any way. Its orientation, colour and composition should remain as indicated in this document — there are no exceptions. To illustrate this point, some of the more likely mistakes are shown on this page.



# COMMUNICATION GUIDELINES

As a Union, we strongly believe in connecting with our friends.

There are many ways in which we do this. Our website is constantly updated from the latest news across our organization, engaging stories, photography, videos, and being distributed as content to digital platforms including Instagram, TikTok, and YouTube.

If you have any questions, please don't hesitate to contact us:

E-mail: [kwunion2011@gmail.com](mailto:kwunion2011@gmail.com)