

In this document you will find a detailed description about the use of Hip Hop Unite Logo and Hip Hop Unite Backdrop.



GUIDELINES HOW TO USE HHU LOGO & BACKDROP 2017 - 2019

Hip Hop Unite Project Team

Any general queries relating to this response should be directed to the SG or chairs of Hip Hop Unite, who can be contacted on the following:

Name	Diana Minaříková	Musta Elbahi	St'F Ferrest
Role	Secretary General	Chair of Hip Hop Unite Technical Committee	Chair of Hip Hop Unite Technical Committee
Email	info@fisafinternational.com	Musta@hiphopunite.com	Stef@hiphopunite.com

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1 Introduction

HIP HOP UNITE continues to expand around the world, reaching out to athletes, coaches, volunteers, sponsors, the media and the general public. As we grow, it is critical that we project a powerful, consistent organizational identity.

By establishing easy to follow guidelines we wish to give a common understanding how to use our logo. We realize that not every application has been or could be given. But we ask that if you are not sure, contact Chair of Hip Hop Unite.

Hip Hop Unite is a registered trademark.

1.1 Guidelines to use Hip Hop Unite Logo

The HIP HOP UNITE logo should be used on all communication materials. The following standards apply for all media of communication, including the Web, print collateral, news articles, event signage, direct mail and promotional items.

When referring to our competition/organisation, the full name is HIP HOP UNITE.

It is not allowed to write Hip-Hop Unite, Hiphop Unite, or similar.

1.2 Graphic Standards

The HIP HOP UNITE logo is composed of two lines, as shown below. The two lines, fonts and logotype should always be used together, without altering their relative size and position. Surrounding the HIP HOP UNITE name is a grunge red circle. The background inside the circle is always black.



1.3 Logo Color

- red and white with black background (please see above).

Color code White: RGB: 255-255-255, Hex # ffffff

Color code black: RGB: 0-0-0, Hex # 000000

Color code Red: RGB: 254-2-14, Hex # fe020e

Do not alter the colors of the logo in any way. The color logo should be used only as shown above.

1.4 Logo Size

The size you print/use our logo will depend on the type and size of promotional materials you are producing. We do not stipulate a minimum or maximum size you must use. The most important thing is that the logo is legible.

1.5 Logo Font

The logo font may not be changed. The attached logo is the only one to be use.

1.6 Orientation

The HIP HOP UNITE logo has only one configuration; horizontal. This is the only acceptable configuration. The logo should NOT be displayed in any orientation different from what is provided by HIP HOP UNITE. Do NOT turn the logo on its side. The text should always read horizontally on the medium it is being placed.

1.7 Translation

The logo may NOT be translated or localized into any other language.

2 Hip Hop Unite Logo with Country name

The HIP HOP UNITE logo can be used as stated above in section 1.2 or can be used in combination with country name.

The Logo with country name will be provided by HHU TC Committee to all Hip Hop Unite members.

If you have any questions regarding this Hip Hop Unite Logo with Country name, or in case you have not received it, then ask us by sending an email to info@hiphopunite.com.



3 Guidelines to use Hip Hop Unite Backdrop

Backdrop or projections of Hip Hop Unite Logo must be used at national events. The following standards apply for all Hip Hop Unite events, when using the backdrop/projections.

When referring to our competition/organisation, the full name is HIP HOP UNITE.

3.1 Graphic Standards

The HIP HOP UNITE backdrop is composed of hip hop background, the Hip Hop Unite logo and international website. Members are required to use the following backdrop for all national Hip Hop Unite events, without altering their relative size and position.

The domain name used should always be the International Hip Hop Unite Domain name. The reason for this is to encompass the logo and the full visual position created by a strong brand identity.



3.2 Backdrop Color

Do not alter the colors of the backdrop in any way.

3.3 Backdrop Size

The size of the backdrop has been designed to approx. 9-10 meters wide and 3 meters high (however, this can be altered somehow).

3.4 Translation

The Backdrop may NOT be translated or localized into any other language.

4 Logo Violation

DO NOT alter the logo in any way, or combine the logo with any other object, including, but not limited to, other logos, icons, words, graphics, photos, slogans, numbers, symbols, or Web audio files. Special considerations may be given upon approval by Hip Hop Unite.

DO NOT take the logo apart and recombine it in any way to create new artwork. No part of the logo may be changed.

DO NOT make any alterations to the logo including proportions, colors, elements etc. You may not distort/morph the logo in any manner.

DO NOT use the Logo on any site that disparages Hip Hop Unite or its products or services, infringes on Hip Hop Unite property or other rights, or violates any state, federal or international law.

Hip Hop Unite reserves the right to approve or disapprove the use of the Logo on your Web page (size, surrounding text, etc.) to ensure that it complies with these policies.

Hip Hop Unite reserves the right to approve or disapprove the use of the Logo on any promotional material or other material to ensure that it complies with these policies.

Hip Hop Unite reserves the right in its sole discretion to modify or terminate permission to use the Logo at any time.

Hip Hop Unite reserves the right in its sole discretion to allow exceptional modification on these guidelines.

5 Depictions of Hip Hop UNITE Products

5.1 Endorsement or Sponsorship

Hip Hop Unite does not support the use of its logo, names, product names, or images of Hip Hop Unite products by other parties in marketing, promotional or advertising materials as their use may create the perception that Hip Hop Unite endorses or sponsors the product, service or promotion.

Use of Hip Hop Unite logo requires written permission by special agreement on compensation for the use of the logo of Hip Hop Unite for commercial purposes.

5.2 Compatibility

If you are a developer, you may show an image of an or more your product in your promotional/advertising materials to depict that your product is compatible with, or otherwise works with, Hip Hop Unite product, provided you comply with the following requirements:

1. Your product is in fact compatible with, or otherwise works with, the referenced Hip Hop Unite product.
2. The image is an actual photograph of the genuine Hip Hop Unite product and not an artist's rendering (Note: You must obtain express written permission from Hip Hop Unite before using any photograph owned or licensed by Hip Hop Unite).
3. Hip Hop unite product is shown only in the best light, in a manner or context that reflects favorably on the Hip Hop Unite products and on Hip Hop Unite.
4. The reference to Hip Hop Unite does not create a sense of endorsement or sponsorship by, or other false association with, Hip Hop Unite or Hip Hop Unite products.

6 Logo of Hip Hop Unite for commercial and other purposes

6.1 Terms of Use Hip Hop Unite logo for commercial and other purposes

Hip Hop Unite logo must always be used and reproduced in accordance with the applicable Logo Usage Guidelines provided by the Hip Hop Unite. Hip Hop Unite Logo may only be reproduced from approved artwork and may not be recreated by any other means or in any other form or altered in any way, including the use of unapproved tag lines, abbreviations or translations.

Hip Hop Unite logo without special permission may not be combined with any other symbols, including words, other logos, icons, graphics, photos, slogans, numbers, or other design elements.

Hip Hop Unite logo may only be used in connection with products or services that are offered in connection with the particular Hip Hop Unite under which Logo rights are granted. Hip Hop Unite logo may not be used or included in or with any non-Hip Hop Unite related materials, including products or services provided by a third party.

Hip Hop Unite logo should not be used in a manner that could cause confusion as to the ultimate source of products or services offered by you or possibly suggest of Hip Hop Unite co-branding or joint sponsorship.

The overall appearance of your materials that contain logo must not be susceptible to Hip Hop Unite being mistakenly identified as the source of the materials themselves, or the goods/services being described therein.

FISAF International Country members, organizers of the World, European Championships, international Cups and National Championships must strictly comply with the rules on the use of Hip Hop Unite logo. This especially applies to the use of Hip Hop Unite logo on the backdrop of the competition stage. Use of Hip Hop Unite logo during the International Championships, National Championships and International and National Cups is required under the above conditions.

7 General Guidelines

As a general guide, we expect all members that are arranging HIP HOP UNITE competitions, workshops, educations, etc to use our logo on any literature or advertising. This might include, for example, leaflets, newsletters, brochures, programmes, reports, and publications.

Furthermore, we expect all members to use the logo as background on the performance stage or visible on the sides, so the logo is visible on videos, pictures and for the audience.

Logos and backdrop can be achieved by contacting the Chair of Hip Hop Unite: info@hiphopunite.com.