



The Homeless World Cup Brand Toolkit

The Homeless World Cup brand toolkit describes our brand idea and personality. It also contains simple guidelines on how to use the elements of the identity: the mark and its correct uses.

About us

At the Homeless World Cup Foundation we use football to energise homeless people to change their own lives.

We work with and support a network of 73 international partner organisations whose main focus is united through their goal to improve the lives of the people they work with, using football as the catalyst.

Our main role is to unite these organisations and to provide support and guidance in football and management skills to help grow and develop sustainable programmes to involve and positively impact the lives of more homeless and excluded people around the world.

At the annual Homeless World Cup tournament the International Partners come together to showcase their work to the world and give their people an opportunity to demonstrate how football has the power to change lives.

The first Homeless World Cup football tournament took place in Graz in 2003 and welcomed 18 nations. Now it's grown to include 72 for the tenth edition that will take place between the 6th and the 14th of October Mexico City.

The impact is unprecedented: players build their self esteem; come off drugs and alcohol; move into homes, jobs, education, training; repair relationships; become social entrepreneurs, coaches and players with pro or semi-pro football teams. The Homeless World Cup project involves over 50,000 homeless people throughout the year.

Brand Protocols

When referring to/about the **HOMELESS WORLD CUP** or the **Homeless World Cup Foundation**: Refer to the organizations name in full. **NEVER** abbreviate to HWC or HWCF.

When referring to/about the **ANNUAL TOURNAMENT**:

- Always present the city, year and then Homeless World Cup: **Mexico City 2012 Homeless World Cup**. NEVER use any other abbreviations.
- This information should **always remain in English** - not be translated into an individual countries translation.

APPROVALS

The Homeless World Cup Communications Team will sign off and approve **ALL** branded materials regarding the Homeless World Cup prior to printing or distribution.

Before any uses of the Homeless World Cup logo (or annual tournament logo), a request has to be sent to the PR & Communications Team explaining clearly who wishes to use the logo and for what purposes (eva@homelessworldcup.org)

Brand Elements

1. The Homeless World Cup Mark



The mark is a simple set of white goalposts on a red background.

These drawn or constructed goals are universal symbols of the popularity of football and its grass-roots appeal. For this reason it was selected as the symbol of the Homeless World Cup.

The use of a goal has an extra meaning for participants of the Homeless World Cup. They share another goal which far outweighs achievement in sport: to change their lives forever.

It should be used in the full **colour version** wherever possible. The only exception to this is when the mark is used in a monochrome environment.

Exclusion zone

The Homeless World Cup Mark can't be overcrowding when placing next to other marks or graphics. It requires clear space around it. The space is defined as being half of the height of the red block; and the measurements increase or decrease proportionally with the size of the logo.



The mark **can't be** reproduced **any smaller** than **20mm** wide:



2. The Mexico City 2012 Homeless World Cup - The mark

This is the official logo for the Paris 2011 Homeless World Cup:



Exclusion zone (same as with the Homeless World Cup logo)

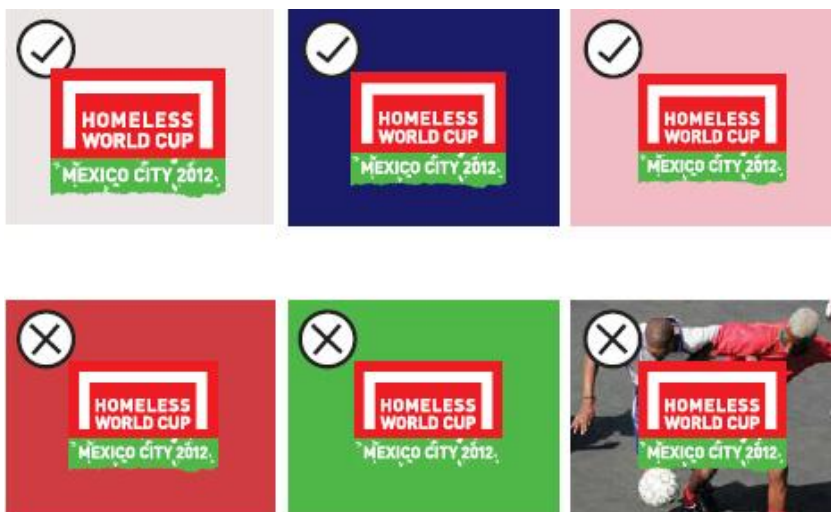


The Paris 2011 Homeless World Cup logo has to be used in the **colour version wherever possible**. The only exception is when the mark is used in a monochrome environment.

The mark **can't be** reproduced **any smaller** than **20mm** wide:



Examples of a correct use of the logo:



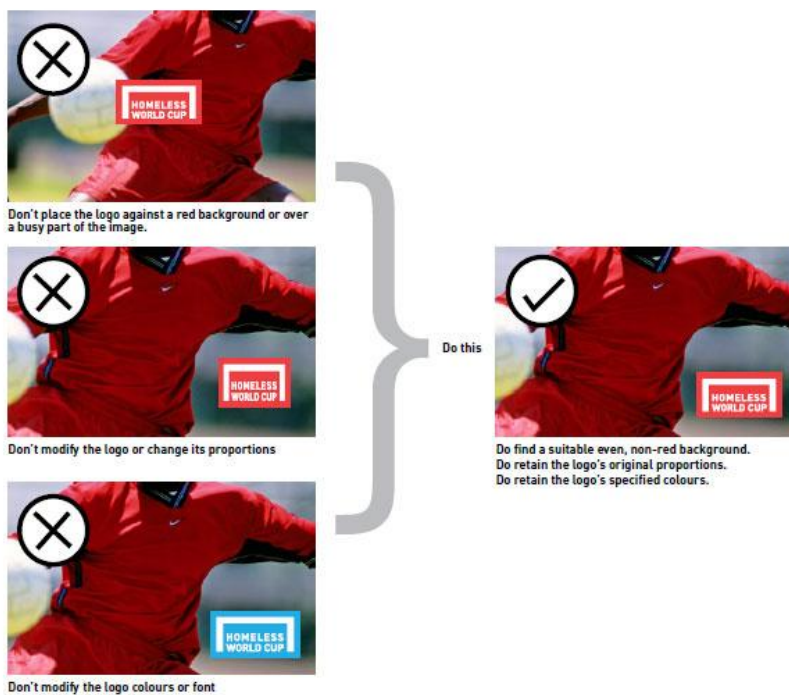
Using Photographs

Good photography is a vital part of the Homeless World Cup identity.

As a guiding principle the Homeless World Cup should be associated with photographic images which are consistent with the brand values and where possible feature the branding created for the event.

Using the mark with photographs

These guidelines also apply to the year-specific marks, such as the Paris 2011 Homeless World Cup mark.



Contact and enquiries

Eva Vicens
Comms and PR
Homeless World Cup
call: +44 (0) 131 652 8190
email: eva@homelessworldcup.org
skype: eva.vicens7