

V1 / 2024

INTERNATIONAL BATON TWIRLING FEDERATION

BRAND GUIDELINES

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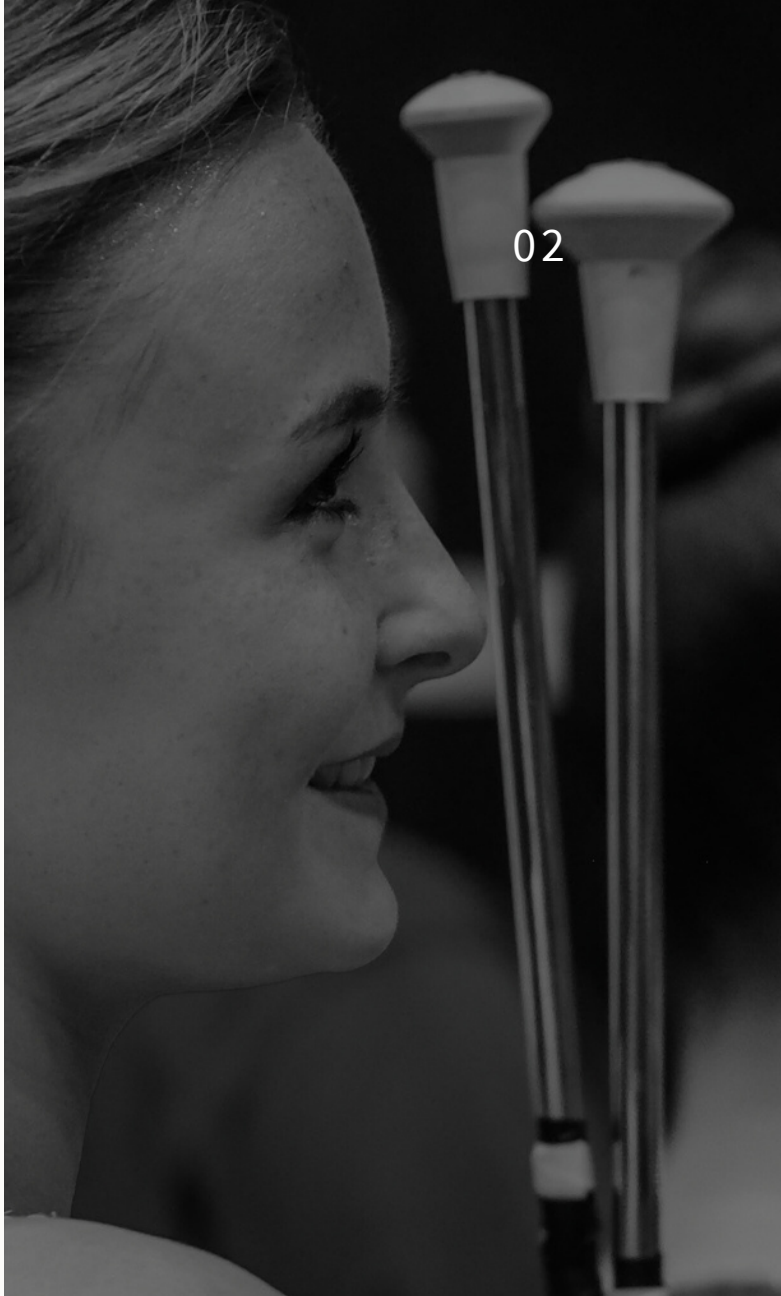
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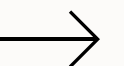
IBTF



OUR MISSION

The International Baton Twirling Federation (IBTF) is a non-profit organization created to foster the advancement and development of baton twirling in countries that desire to join together as members of the common goal of unity.

To become the multidisciplinary governing body for the sport of baton twirling. This includes any use of the baton.



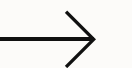
LOGO

07

PRIMARY

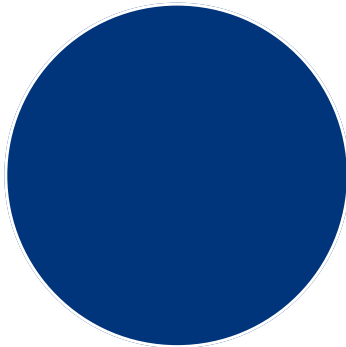


SECONDARY



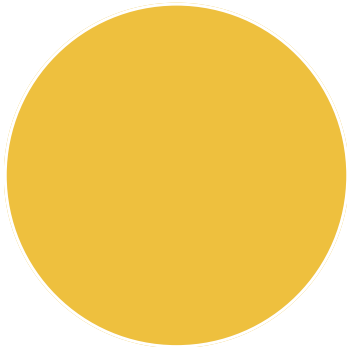
OUR COLOR PALETTE

CYAN-BLUE



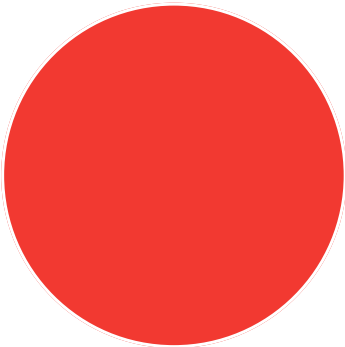
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GOLDEN MARY



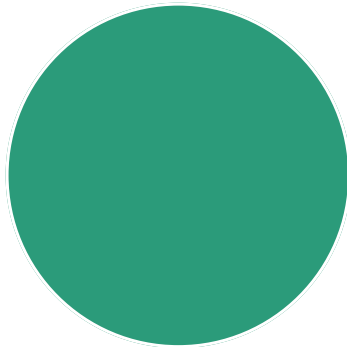
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VERMILION BIRD



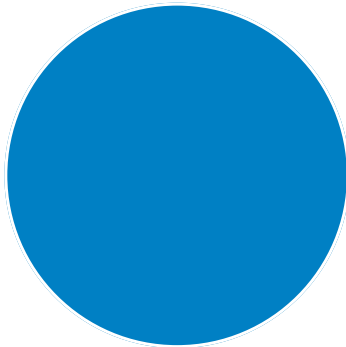
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LEPRECHAUN

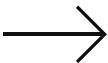


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WATER RACEWAY



#0080c4



Montserrat

Source Sans Pro

Breathing

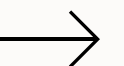
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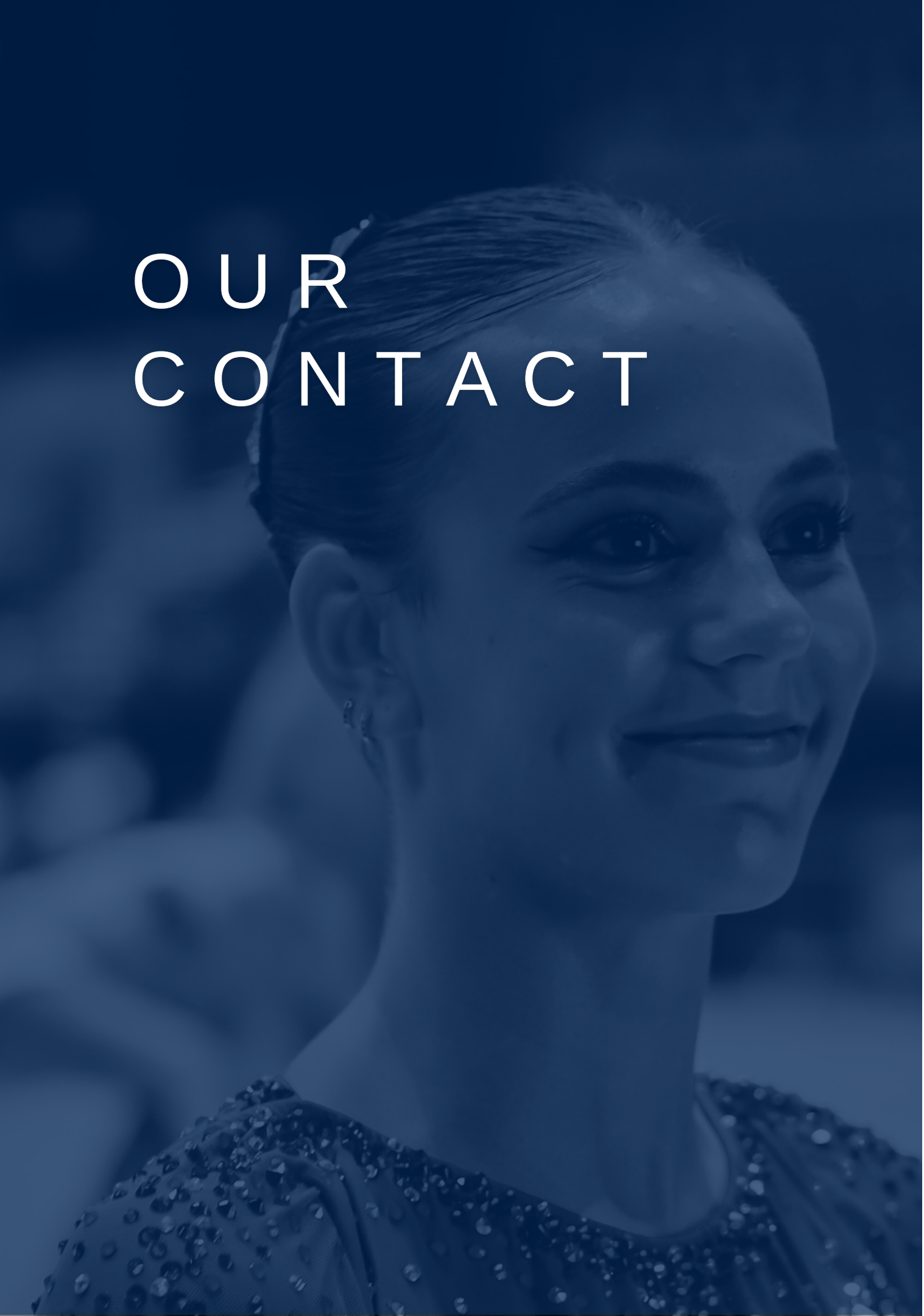
FONTS



RULES OF USAGE

- It is **NOT** permitted to use the IBTF logotype on merchandise or communications, unless approved by the IBTF Marketing & Communications team and Executive Board.
- Country-specific social media / communication teams are **NOT** permitted to utilise the IBTF primary or secondary logotype.
- IBTF **MUST** utilise the primary logotype whenever possible.
- It is **prohibited** to alter or distort the IBTF logotypes.
- The primary and secondary logotypes **MUST** be utilised at the highest resolution on a clear or coloured background for best quality.
- All host-countries **MUST** request access to the IBTF primary and secondary logos for usage prior and during event.
- IBTF **MUST** follow the set typography in all communications and marketing.





OUR CONTACT

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