



INTERNATIONAL TAEKWON-DO FEDERATION

# BRANDBOOK

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## Welcome to the International Taekwon-Do Federation (ITF)

Our brand book is crafted to offer a unified approach to the visual identity and communication of the ITF brand. It embodies our core values and mission, which are dedicated to promoting Taekwon-Do not only as a sport but also an art, bringing people together globally,

This brand book serves as a comprehensive guide for all individuals involved in the creation and promotion of ITF materials. Its aim is to ensure that every aspect of visual and verbal interaction aligns with the ITF's spirit and consistently reflects unity, discipline, and a commitment to excellence, which are fundamental to our movement. Additionally, the brand book includes references to the ITF's protected trademarks, which may not be used without explicit approval from the ITF. This ensures that our intellectual property is safeguarded and used appropriately across all platforms.





In 1959, General Choi Hong-Hi played a pivotal role in organizing the Korean Taekwon-Do Association, setting the stage for the formal establishment of the International Taekwon-Do Federation (ITF) in 1966, where he became its first president. The founding member countries of the ITF included Korea, Vietnam, Malaysia, Singapore, the Federal Republic of Germany (FRG), the USA, Turkey, Italy, and Egypt. This diverse group highlighted the international appeal and ambition of Taekwon-Do from its early days.

The ITF logo, which was designed and approved by General Choi Hong-Hi in 1965, has become a significant symbol representing the organization's identity and values. This logo was adopted at the inception of the federation and has been a defining emblem for the ITF, symbolizing its commitment to the global promotion and development of Taekwon-Do.





## TKD Palace in Pyongyang





TKD Calligraphy

跆拳道精神  
禮義廉恥忍耐  
克己百折不屈

跆拳道



跆拳道

跆拳道

Taekwon-Do in Chinese Characters

태권도

Taekwon-Do in Korean Characters

# TKD Calligraphy : The Tenets of Taekwon Do - “Spirit of Taekwon Do” Scroll



One of General Choi’s most famous calligraphic works is often referred to as the “Tenets of Taekwon-Do” scroll. In Korean, its title is “Taekwon-Do Jungshin” (태권도 정신), meaning “Spirit of Taekwon-Do.” This piece consists of the phrase “Taekwon-Do 精神” (Spirit of Taekwon-Do) followed by Taekwon-Do’s five core tenets written in traditional Chinese characters

- Ye Ui – 禮義 (Courtesy): Proper etiquette and respect
- Yom Chi – 廉恥 (Integrity): Honesty and moral uprightness
- In Nae – 忍耐 (Perseverance): Patience and endurance through challenges
- Guk Gi – 克己 (Self-Control): Mastery over one’s own impulses
- Baekjul Boolgool – 百折不屈 (Indomitable Spirit): An unconquerable spirit, “undefeated even after a hundred trials”

General Choi’s original “Spirit of Taekwon-Do” calligraphy, featuring the characters for Taekwon-Do 精神 (“Taekwon-Do spirit”) followed by the five tenets of Taekwon-Do. Each column is written in classical Hanja (Chinese characters), which were traditionally used in Korea.

General Choi personally brushed this scroll as a reminder that Taekwon-Do is rooted in a moral culture, not just physical combat. The piece is widely cherished in ITF dojangs (training halls) – often displayed on walls or reproduced as banners – to inspire students to embody these virtues in training and daily life.

In fact, “Taekwon-Do Jungshin (跆拳道精神)” is commonly called the Tenets of Taekwon-Do in the ITF community, underscoring how central this calligraphy is to Taekwon-Do’s identity.

By presenting the tenets in beautiful, flowing script, General Choi artistically communicates that the “spirit” of Taekwon-Do is just as important as kicking and punching. This scroll serves as a constant visual lesson: the true Taekwon-Do practitioner must cultivate courtesy, integrity, perseverance, self-control, and indomitable spirit along with physical skill.



Taekwon-Do in Chinese Characters

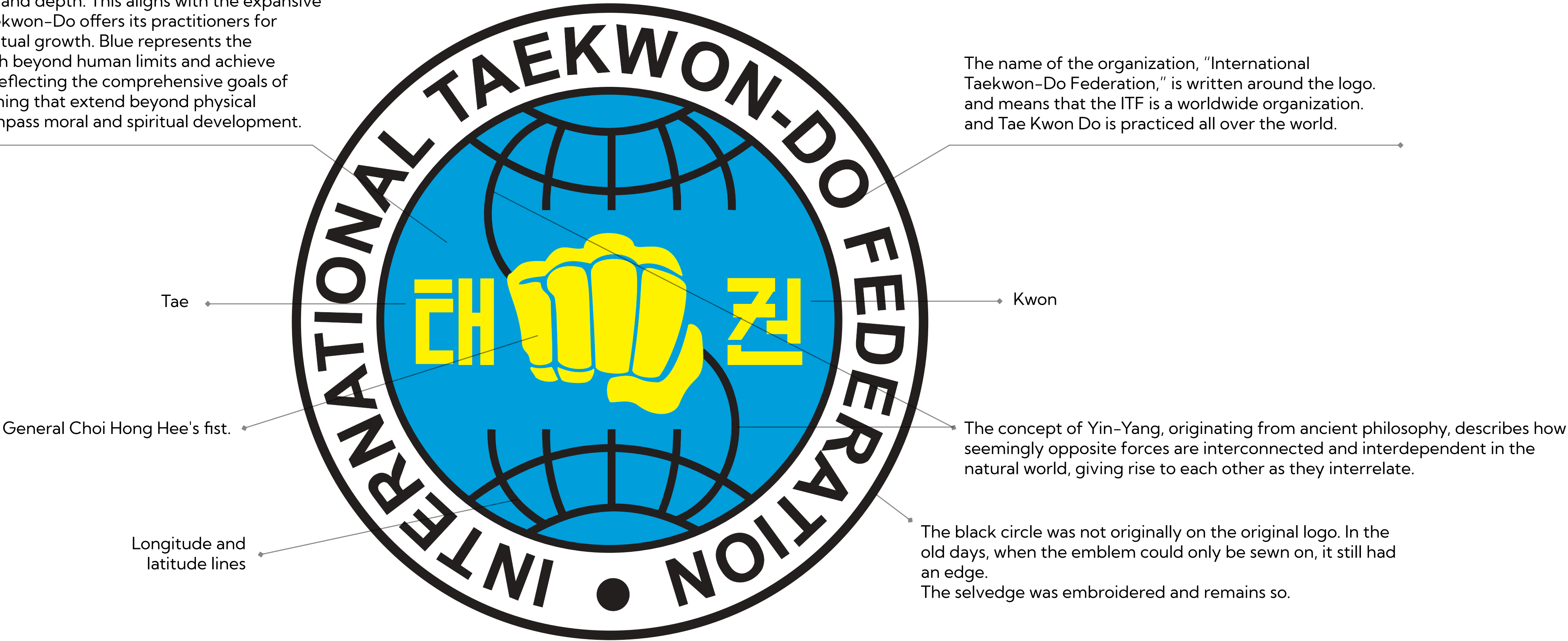
Taekwon-Do in Korean Characters



Visual identity

The color blue in the ITF logo symbolizes the sky, which conveys vastness and depth. This aligns with the expansive potential that Taekwon-Do offers its practitioners for personal and spiritual growth. Blue represents the aspiration to reach beyond human limits and achieve greater heights, reflecting the comprehensive goals of Taekwon-Do training that extend beyond physical prowess to encompass moral and spiritual development.

The name of the organization, "International Taekwon-Do Federation," is written around the logo, and means that the ITF is a worldwide organization, and Tae Kwon Do is practiced all over the world.



Color palette

The ITF logo is more than a graphic emblem—it is a visual representation of the philosophy, heritage, and ideals of Taekwon-Do as envisioned by its Founder, General Choi Hong Hi. Every element of the logo holds deep symbolic meaning, rooted in both Korean tradition and the universal principles of martial arts.

The Fist (주먹 Jumok)

At the heart of the ITF logo is the fist of General Choi Hong Hi. It represents the power of wisdom—a form of power that transcends physical strength. Unlike material or political power, wisdom cannot be taken away once acquired. It becomes a permanent part of the individual, guiding action, speech, and thought throughout life. The fist stands for discipline, justice, self-control, and moral fortitude—essential values in the journey of every Taekwon-Do practitioner.

The Colors and Their Meanings

Each color used in the ITF logo carries profound symbolism, blending natural elements, Korean cultural references, and philosophical ideals:



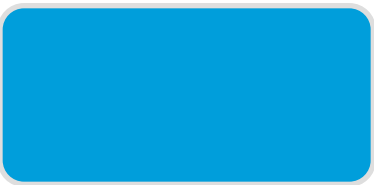
#FFF200

**Yellow – 노란 (Noran)**  
Yellow symbolizes energy, vitality, and prosperity. It evokes the radiance of the sun—the central force of our planetary system—representing the life-giving power that sustains all existence. In the context of Taekwon-Do, yellow reflects the foundational strength upon which all development is built.



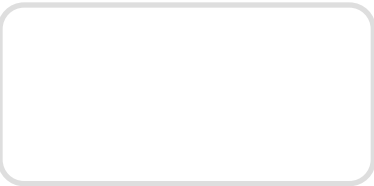
#231F20

**Black – 검은 (Komun)**  
Black represents maturity, mastery, and the depth of understanding. It is the culmination of knowledge, forged through years of discipline, sacrifice, and perseverance. In the Taekwon-Do belt system, black is not an end but a new beginning—the threshold into the deeper responsibilities and philosophies of the art.



#009EDB

**Blue – 푸른 (Phurun)**  
Blue represents the sky, openness, and the boundless nature of growth. Spiritually, blue stands for eternal youth—the timeless vitality that Taekwon-Do seeks to cultivate by promoting lifelong health, balance, and purpose. It reflects the ideal of the Creator: to achieve harmony of body and mind, leading to lasting well-being.



#FFFFFF

**White – 흰 (Huin)**  
White symbolizes purity, innocence, and new beginnings. In Korean culture and Taekwon-Do tradition, it is the color of the beginner, representing a blank canvas ready to absorb knowledge. It is a reminder to approach each stage of learning with humility, sincerity, and an open heart.



UN Gradient



#004B82

#009EDB



United Nations

Inverted version





# Font

## Headings and body text

The following formatting rules are established for the structure of texts in ITF materials:

- Headings: used in Bold typeface to create emphasis and attract attention.
- Main text: Medium is used to ensure readability and visual balance.
- Semibold is recommended for emphasizing key words and phrases in the text.

1. **Headline (Bold)**  
**Taekwon-do Unites the World**

2. **Body Text (Medium)**  
Taekwon-do is not just a martial art but also a path to self-improvement, discipline, and harmony of body and spirit.

When formatting texts of different sizes and styles, it is important to maintain a clear separation between headings and body text to ensure visual hierarchy.

### Kumbh Sans (Medium)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj  
Kk Ll Mm Nn Oo Pp Qq Rr Ss  
Tt Uu Vv Ww Xx Yy Zz

### Kumbh Sans (Semibold)

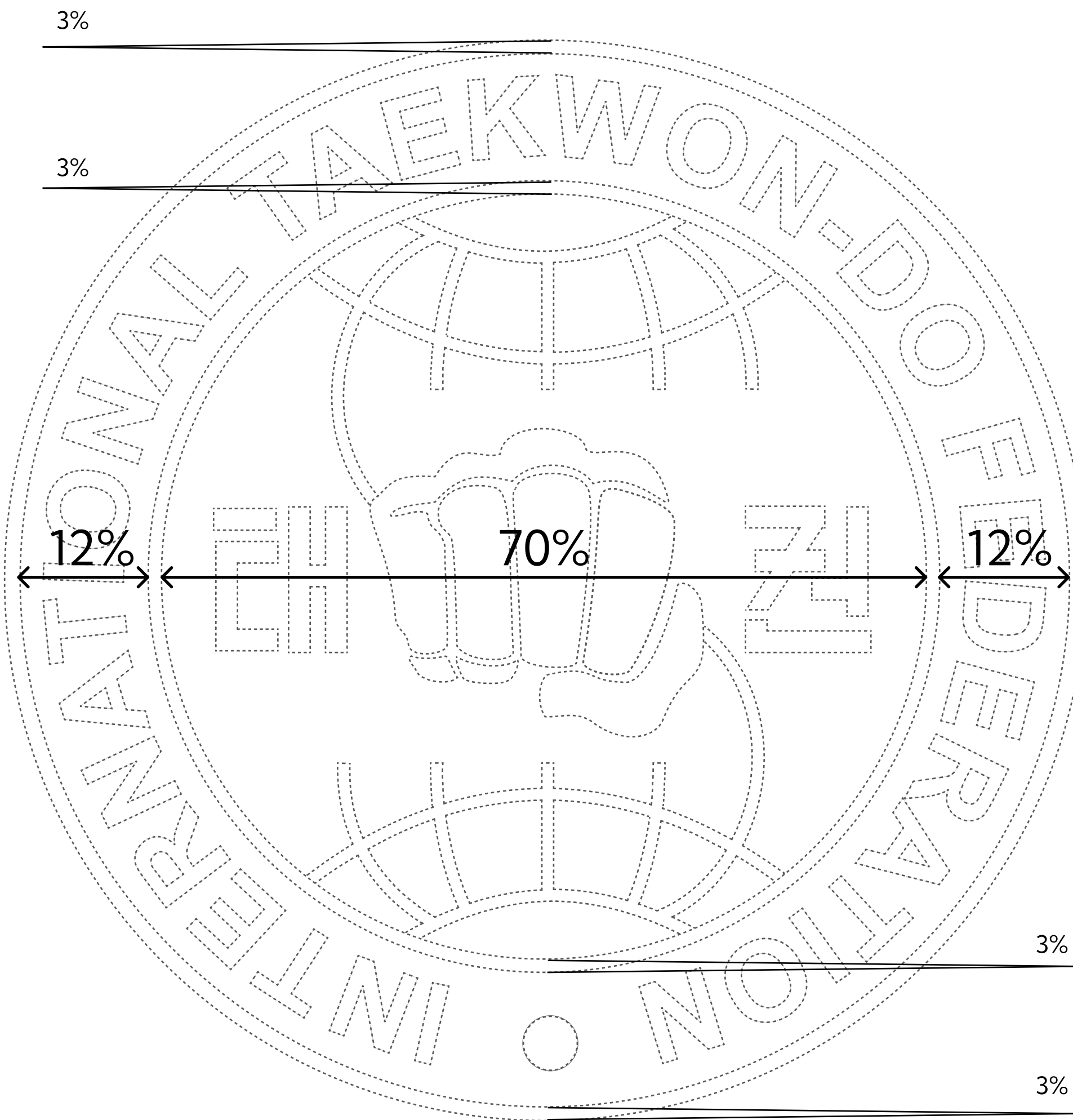
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj  
Kk Ll Mm Nn Oo Pp Qq Rr Ss  
Tt Uu Vv Ww Xx Yy Zz

### Kumbh Sans (Bold)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj  
Kk Ll Mm Nn Oo Pp Qq Rr Ss  
Tt Uu Vv Ww Xx Yy Zz

Terms of use

The thickness of the outer and inner circles must match



## ITF Pine Tree

Visual Description: This trademark features the curved verbal elements "TAEKWON-DO," "ITF," and three vertically arranged Korean characters, together representing a very abstract pine tree. The ITF Tree is embroidered on the back of an ITF Taekwon-Do dobok jacket. The Hangul characters are the official calligraphy by the founder of Taekwon-Do, General Choi Hong Hi.

Trademark Protection: World Intellectual Property Organization (WIPO)

Registration Link: [WIPO Registration - 1039550](#)

### Trademark: ITF Pine Tree

#### Registration Number: 1039550

511 International Classification of Goods and Services for the Purposes of the Registration of Marks (Nice Classification) - NCL(9): Clothing, particularly clothing for sports and sports training; shirts; body linen (garments); sweat-absorbent underwear; footwear; headgear, particularly headbands

### Copyright and Trademark Compliance

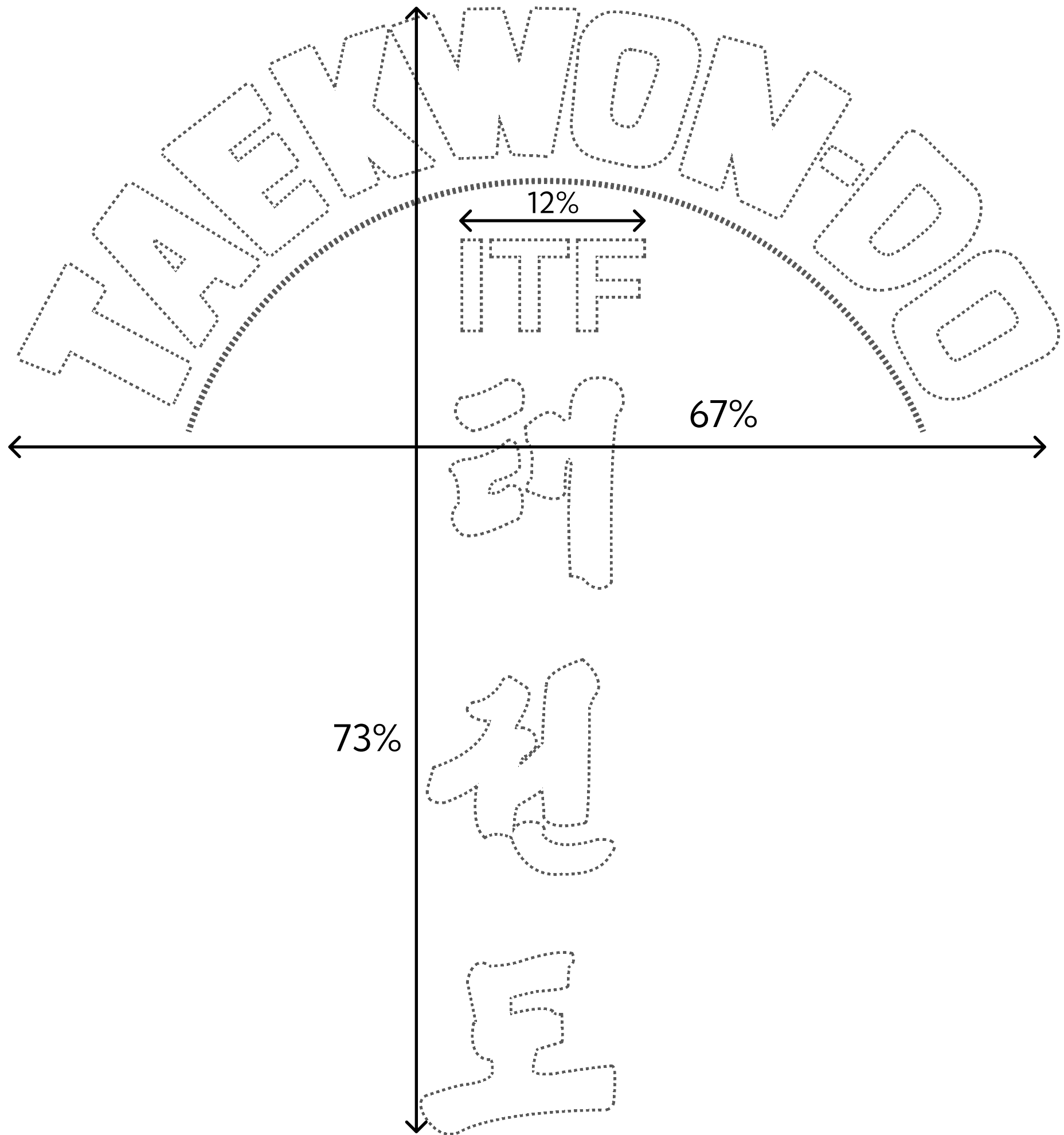
Before using or reproducing this artwork in any manner, you must obtain express permission from the copyright and/or trademark holder. Failure to secure such permission constitutes a violation of international copyright and trademark laws, which may result in severe financial and criminal penalties.





Terms of use

The thickness of the outer and inner circles must match



Example of Proper Placement for the ITF Pine Tree and ITF Logo on the ITF Dobok



ITF Logo with  
Approved  
Designation



ITF Pine Tree

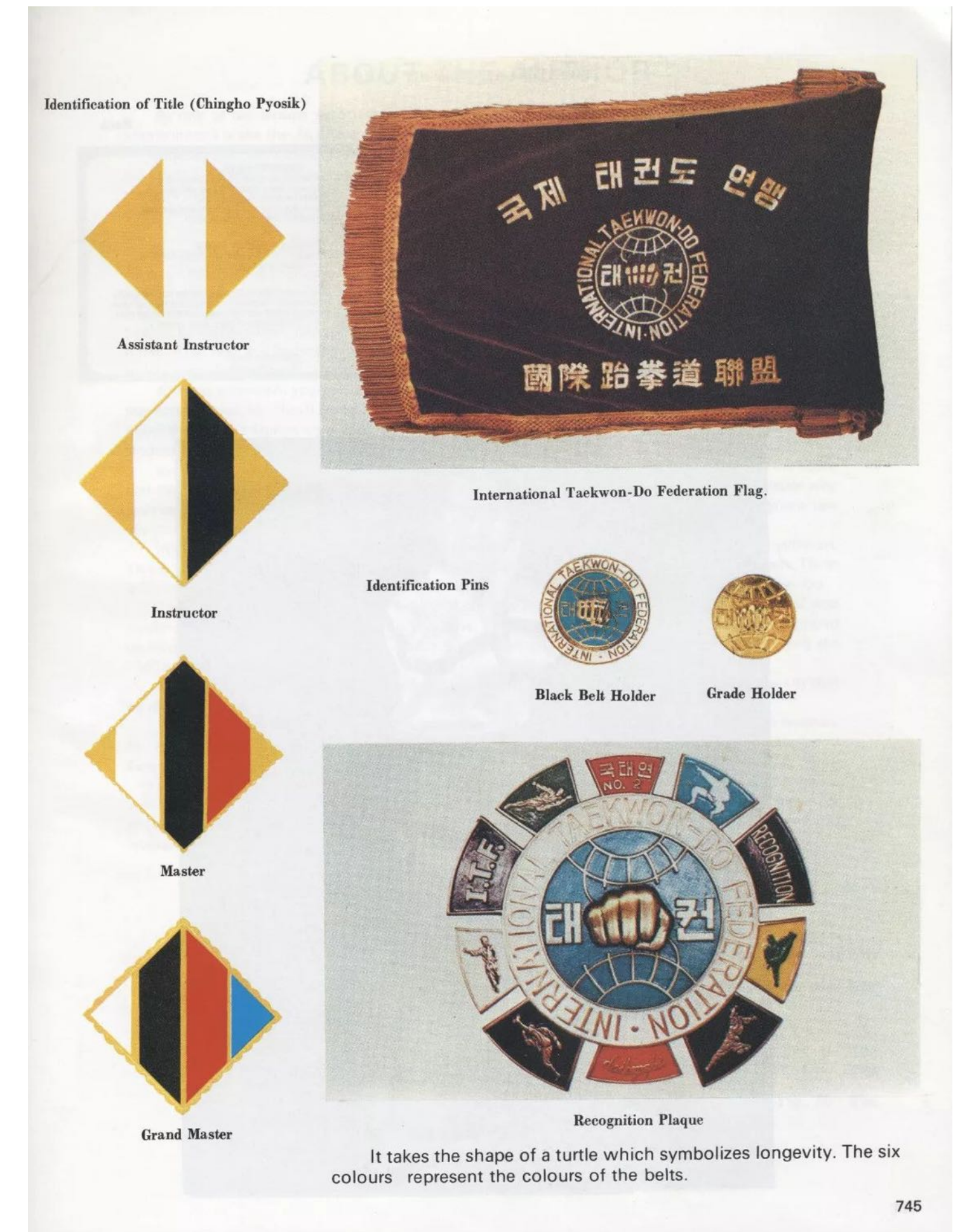


ITF Logo  
Above the ITF Logo,  
positioned on the left side of  
the chest above the heart,  
the three embroidered  
letters "ITF" must be placed.  
This placement is essential  
for adhering to the official  
uniform guidelines and  
upholding the integrity of  
the ITF's visual identity.



## ITF Recognition Plaque

The mark comprises a drawing of a terrestrial globe and a closed fist placed at the centre of two concentric circles; the two Korean characters the transliteration of which is "TAE KWON" are divided on two sides to the left and right of the closed fist; the outer circle contains the verbal elements "INTERNATIONAL TAEKWON-DO FEDERATION" in capital letters; the circumference of the two concentric circles is bordered with figurative elements depicting various actions of Taekwon-do and verbal elements: "I.T.F." situated on the left, "RECOGNITION" situated on the right, "CHOI HONG HI" situated at the bottom is the signature of the founder of Taekwon-do and three Korean characters situated at the top the transliteration of which is "KUK TAE YON".





Hymn and the ITF Banner



No Pun in gyuk jo un gi sul ham gae gil lo so  
O ran se wol si du rot da da shi got pi o



ya kan sa ram pyo nae so so sa um mal li myo  
ye ui yom chi in nae guk gi baek jol bul gul ui



jung-i indo baro jamnunsadoga dae-o pyunghwa ro un in yu sa hwe iruk ha go jo  
sung go hago hana rodalen inyomarae so jong gyo in jong sa sang ma jo gu byuli opsi



i se sang-e na son gu shi u ri du ri da  
dong so yang-e bu do ga nun u ri Tae kwon Do

좋은인생 좋은가슴 함께일려서  
약한사랑 편에서서 싸움맞서며  
정의인도 바로잡는 사도가 되어  
평화로운 인류사회 이룩하리라  
이세상에 나쁜것이 우리들이다

We study to build a better, more peaceful society.  
So let's develop a respected character and fantastic technique  
to fight for the weak as messengers of humanity and justice.

오랜세월 시들었다 다시 꽃피며  
예리했지 인내심이 백전불굴의  
승고하곤 향수로 된 이념아래서  
공고인종 사랑마저 구별이없이  
동서양에 뻗어가는 우리태권도

Has blossomed again after a long winter of hibernation and is now rapidly  
spreading everywhere, regardless of religion, race and state system, under  
the ideals of respect, integrity, perseverance, self-control and invincibility of  
spirit.



The ITF (International Taekwon-Do Federation) Banner is a symbol of the  
federation’s identity and is used prominently at the ITF official events of global  
importance. The ITF banner serves to represent and promote the organization and  
its values wherever it is displayed.

Characteristics of the ITF Banner:

- **Design:** The ITF Banner typically features the ITF logo centrally placed. The logo includes a circle containing a globe, which represents the international reach and unity of the federation. Overlapping the globe is a traditional closed fist, symbolizing strength and the martial arts spirit. Around the circle, the words “International Taekwon-Do Federation” are displayed, along with the Korean Hangul characters for Taekwon-Do. The fringe on the Banner is made of golden threads.



## ITF Flag

The ITF Flag prominently displays the ITF Recognition Plaque logo at its center. This logo includes a terrestrial globe and a closed fist at the center of two concentric circles. Flanking the closed fist are two Korean characters, transliterated as "TAE KWON," positioned to the left and right. The outer circle is inscribed with the words "INTERNATIONAL TAEKWON-DO FEDERATION" in capital letters. The circumference of the circles is adorned with figurative elements that depict various Taekwon-Do actions and verbal elements: "I.T.F." on the left, "RECOGNITION" on the right, and "CHOI HONG HI" at the bottom. Additionally, three Korean characters transliterated as "KUK TAE YON" are displayed at the top. The flag is crafted from white silk and is embellished with a fringe of golden threads, enhancing its ceremonial and dignified appearance.

**The International Taekwon-Do Federation (ITF) distinguishes between the "flag" and "banner" in terms of design and display. Each serves unique purposes and is presented in specific manners according to their symbolic roles and practical uses.**

### Differences in Design and Display:

- **\*Banner\*:** The ITF banner is a piece of fabric designed with specific emblems and colors, attached by one edge to a pole or rope. It is traditionally flown horizontally and used during official ceremonies to symbolize the organization's identity and unity.
- **\*Flag\*:** In contrast, the ITF flag typically includes a pole sleeve or hem at the top, allowing it to be mounted on a pole and displayed vertically. This orientation is particularly common in Dojangs (schools or clubs), and at promotional events and competitions, where it serves to convey specific messages or themes associated with the event.

### Utilization and Symbolism:

- **\*ITF Banner\*:** The banner is prominently used during formal ceremonies and important gatherings, serving as a ceremonial symbol of the federation's presence and ideals.
- **\*ITF Flag\*:** The flag, often seen at educational and competitive Taekwon-Do venues, acts as a continuous reminder of the federation's principles and the global community it fosters.

Both the ITF flag and banner play crucial roles in promoting the federation's image and principles, each adapted to fit different contexts and functions within the Taekwon-Do community. Their distinct presentations underscore the ITF's rich traditions and its commitment to the promotion of Taekwon-Do worldwide.



# Graphic elements

And corporate identity design





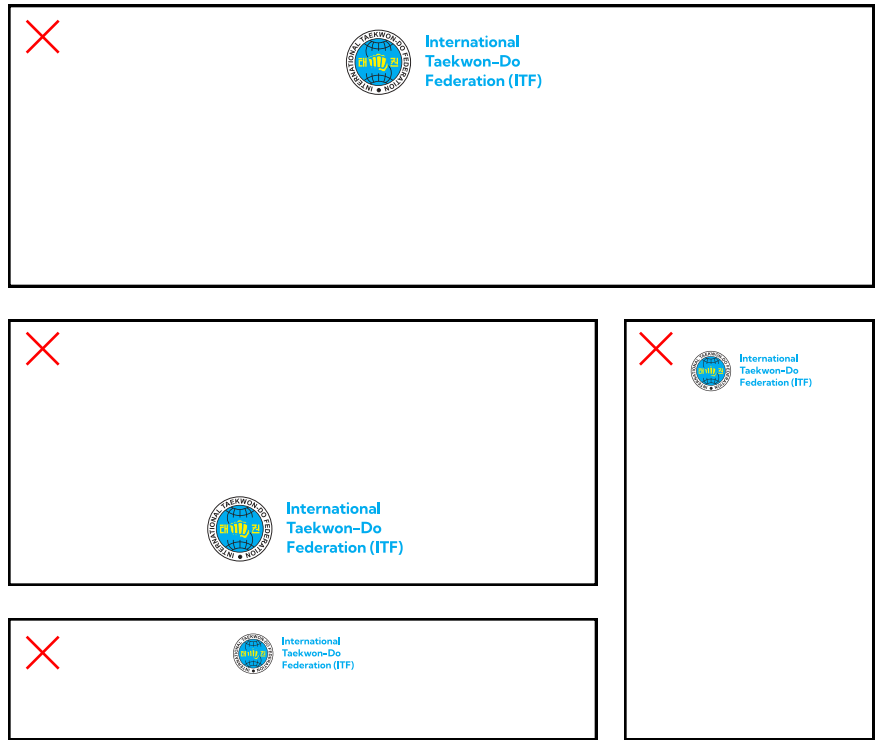
Placing a bunch of logos on different formats

On various media formats, the ITF logos are typically positioned in either the upper right or lower right corner.

The size of the logo placement varies depending on the content of the format, such as the amount of text and images. In formats with a balanced distribution of text and images, especially if they are extremely narrow, the vertical version of the logo may extend across the entire height.

If needed, the horizontal version of the logo can also be oriented vertically to span the full height of the format.

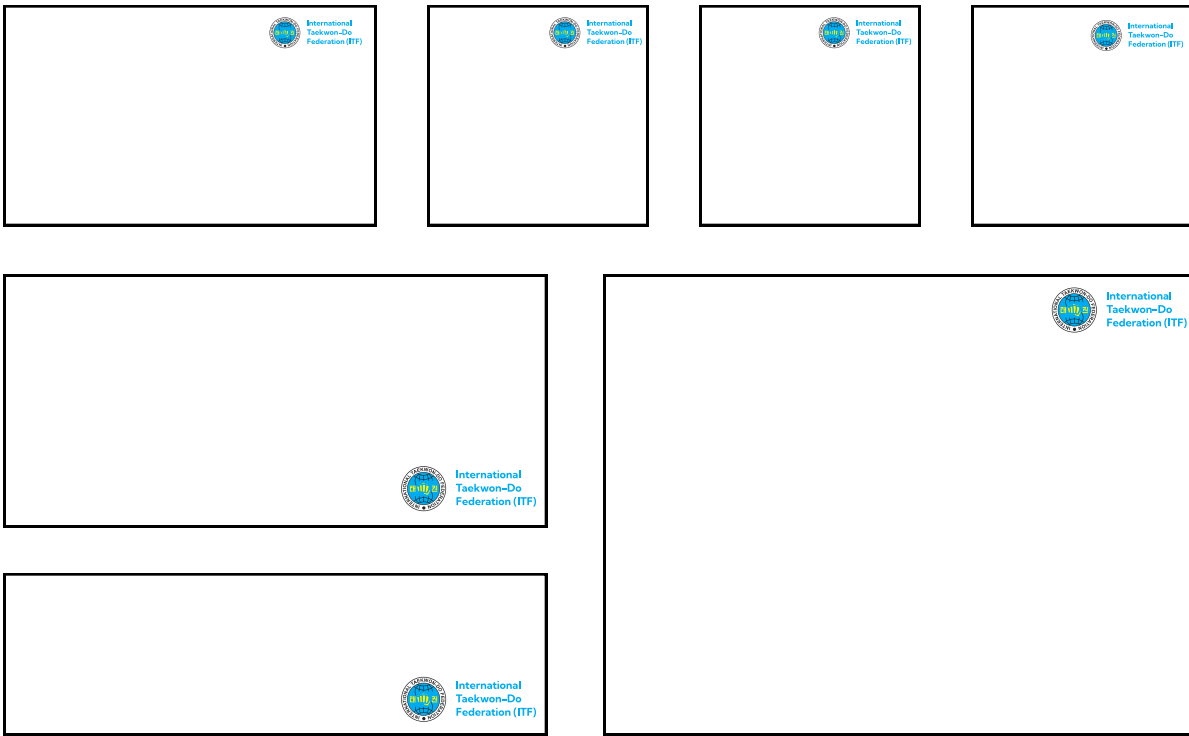
Unacceptable variants of logo positioning



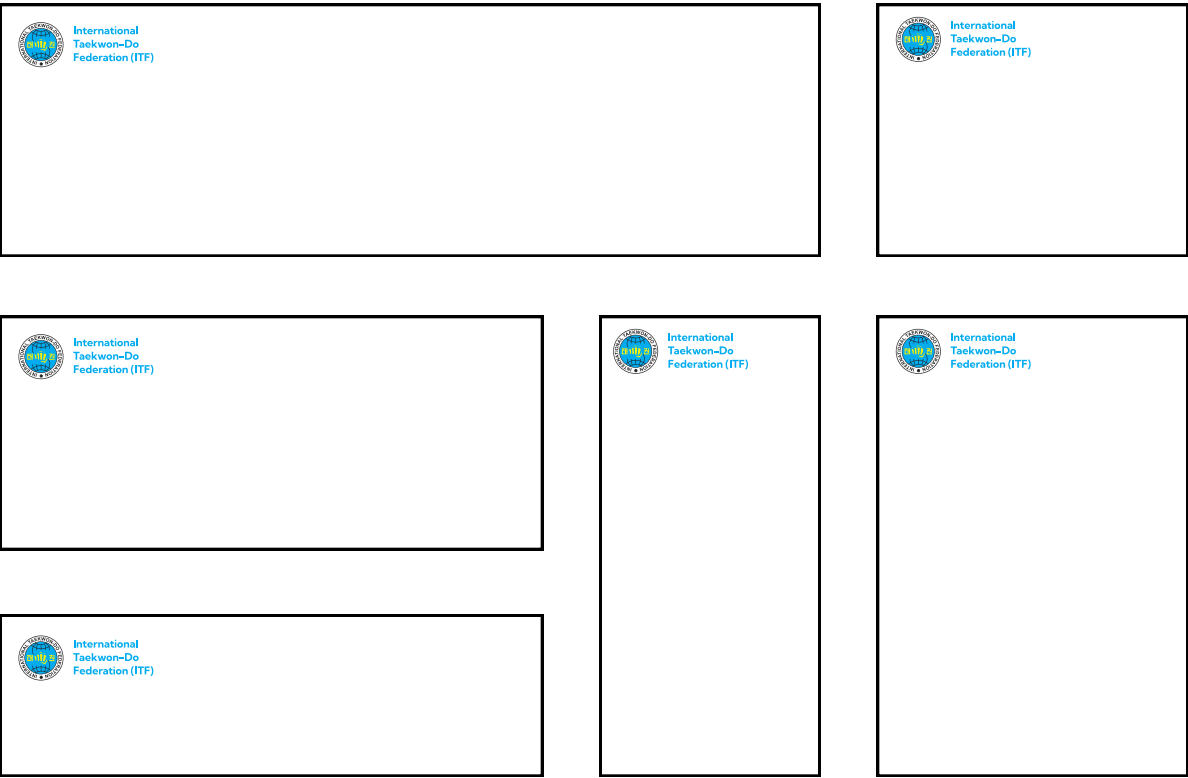
Logo placement in the center of printed materials is not permitted.

However, central placement of the logo is acceptable on certain souvenir items such as mugs and bags, if the format of the item necessitates it.

Horizontal logo layout



Vertical logo layout



Options for the layout of the individual ITF logo

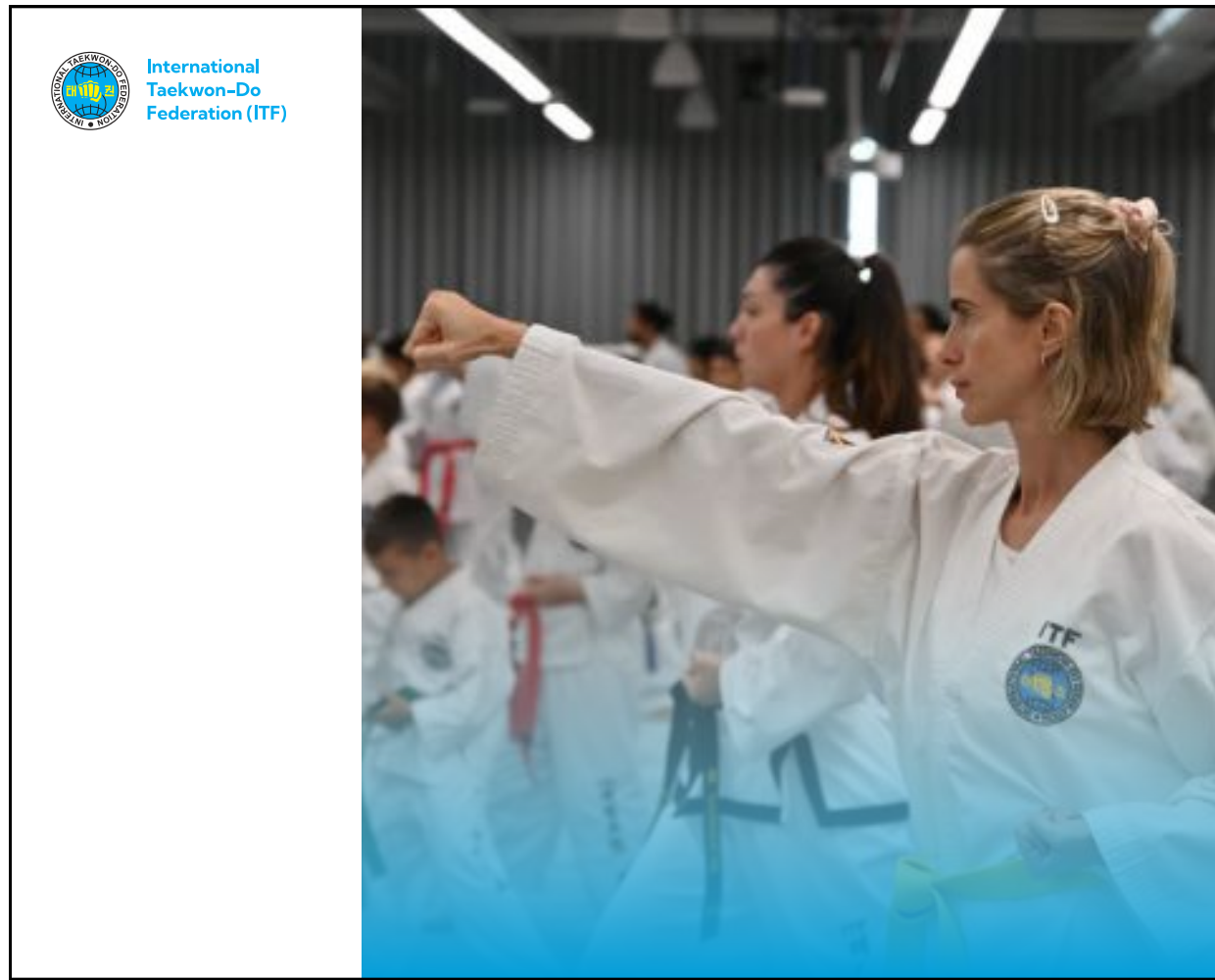


Logo

Over image

Below are guidelines for overlaying the logo onto images.

To ensure optimal legibility, it is crucial to maintain sufficient contrast between the logo and the image background. Avoid placing the logo over busy or complex patterns that could detract from its visibility.





## Use of photography

Photography selections should emphasize positive interactions among beings, whether they are humans connecting with each other, animals, or the natural environment.

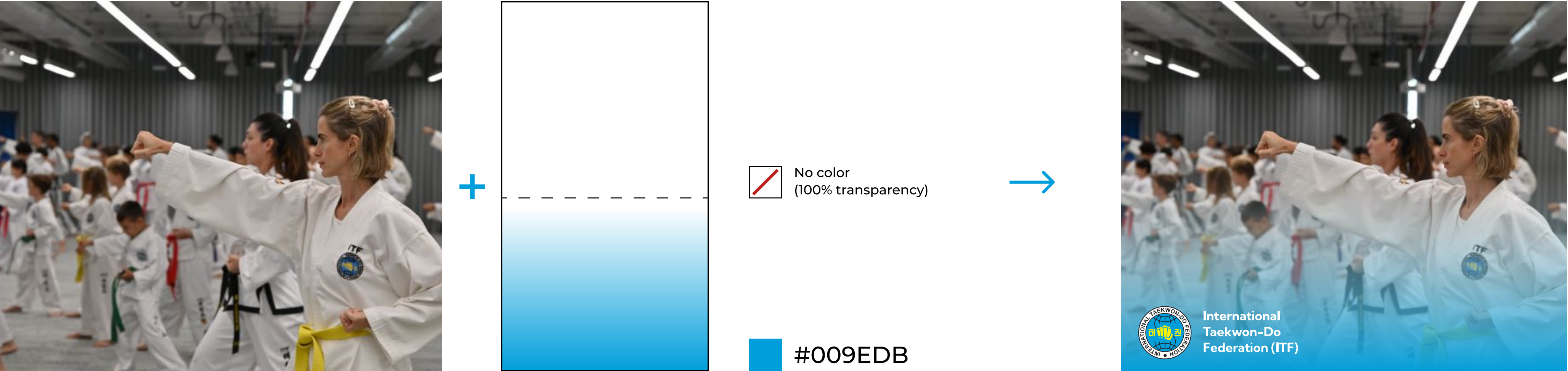




Photography

With blue gradient

For social media content, it is recommended to apply a blue gradient overlay to photos, as demonstrated below.




Social media images

Square and horizontal formats





Corporate Stationery



**International  
Taekwon-Do  
Federation**

**Name Surname**  
SA to the ITF President  
ITF Data Protection Officer

Phone:  
+43 1 292 84 67  
+30 6941 538 583

Address:  
Draugasse 3, 1210 Vienna, Austria

Committees:

ITF Tournament Committee  
ITF Anti-Doping Committee  
ITF Pro-League Committee







Corporate Stationery





Logo: Guidelines for Permissible Use



Colored backgrounds are allowed, but only if they do not conflict with the logo in color and the logo is clearly visible.

It is acceptable to use the pattern on the background.

It is acceptable to use the pattern on the background.

Logo: Examples of Impermissible Use



Changing the original color of the logo



Any distortion of the logo



Angled logo placement



Use stroke to emphasize the logo



Overlay shadow effects on the logo



Place the logo on a color background that does not match the color tone of the logo



# ITF Constitution



# Brand Management in the ITF Constitution

## Chapter 2: Name, Domicile, Emblem and Flag, Official Languages, Financial Sources, and Legal Status

### Article 7: Ownership

The International Taekwon-Do Federation (ITF) exclusively owns its Emblem, Flag, Badge, Motto, Recognition Plaque, Dojang Flag, Hymn, all types of Certificates, and the Membership Booklet.

## Chapter 6: National Associations of Members of the ITF

### Article 6: Emblem and Badge of a National Association

Emblems and Badges for National Associations must be designed by the associations themselves but require ITF approval to ensure they adhere to ITF's branding guidelines and maintain consistency across the organization.

## Chapter 7: The Continental Federations

### Article 5: Emblem and Badge of the Continental Federation

The design of the Emblem and Badge for any Continental Federation must be submitted to the ITF for approval, emphasizing the ITF's commitment to brand uniformity globally.

## Chapter 12: TV and Other Commercial Rights

### Article 1

All television, advertising, and other commercial rights from Championships and ITF-sanctioned functions are exclusively owned by the ITF.

### Article 2

The rights of the Organizing Committee of the Championships are included within the ITF's commercial rights, requiring that any negotiations with third parties be conducted jointly by the ITF and the Organizing Committee.

## Brand Management in the ITF By-Laws

### By-Law to Chapter 6: National Associations of the ITF

#### By-Law to Article 6: Emblem and Badge of National Association

The ITF holds ownership and property rights over the Emblem and Badge of a National Association. The National Association has the authority to manage the use of these elements but must ensure they are used responsibly and in accordance with ITF's intellectual and cultural property standards.

### By-Law to Chapter 7: Continental Federations

#### By-Law to Article 5: Emblem and Badge of the Continental Federations

Ownership of the Emblem and Badge of a Continental Federation is vested in the ITF. Each Federation is tasked with managing their use while also protecting and overseeing the ITF's intellectual, cultural, and material assets within their territory.





## ITF Trademarks and Intellectual Property

The International Taekwon-Do Federation (ITF) has secured its brand and identity through successful trademark registrations with prominent intellectual property offices worldwide. Below are detailed descriptions of the ITF's registered trademarks within the European Union and through the World Intellectual Property Organization (WIPO):

European Union Intellectual Property Office (EUIPO)

Trademark: ITF Logo

Visual Description: The trademark features a circular badge with the words "INTERNATIONAL TAEKWON-DO FEDERATION" around the outer edge. Inside, it includes a depiction of a fist and the Korean words for "Taekwon-Do."

Registration Link: [EUIPO Registration](#)

World Intellectual Property Organization (WIPO)

Trademark: ITF Recognition Plaque

Registration Number: 1042572

Visual Description: The mark consists of a drawing of a terrestrial globe and a closed fist at the center of two concentric circles. The two Korean characters, transliterated as "TAE KWON," flank the closed fist on the left and right. The outer circle features the words "INTERNATIONAL TAEKWON-DO FEDERATION" in capital letters. The edge of the circle is bordered with figurative elements depicting various Taekwon-Do actions and verbal elements: "ITF" on the left, "RECOGNITION" on the right, and "CHOI HONG HI" at the bottom, while the Korean characters transliterated as "KUK TAE YON" at the top.

Registration Link: [WIPO Registration - 1042572](#)

World Intellectual Property Organization (WIPO)

Trademark: ITF Pine Tree

Registration Number: 1039550

Visual Description: This trademark includes the curved verbal elements "TAEKWON-DO," "ITF," and three characters arranged vertically, representing a very abstract pine tree.

Registration Link: [WIPO Registration - 1039550](#)

These registrations not only safeguard the ITF's intellectual property rights but also ensure that the federation's name and its visual identity are protected from unauthorized use globally. The ITF reminds members and the public that these trademarks work to refer to the official rights links provided for detailed information on the scope of legal protections.



## Logos for Continental Federations (CFs) and National Governing Bodies (NGBs)/Associated Governing Bodies (AGBs)

To ensure brand coherence across all ITF-related entities, logos used by Continental Federations and National/Associated Governing Bodies must conform to specific design standards.

Logos for Continental Federations (CFs)

Key Elements: Each logo must include the following three uniting elements:

- o A round shape
- o A fist symbol
- o The Korean characters 태권 (Taekwon)

These elements are vital for maintaining visual consistency and brand recognition across all ITF-affiliated organizations.

Proper Logo Examples:



Proper Logo Examples:

- A round logo featuring the ITF emblem with 태권 and a fist, maintaining the core visual elements of the ITF brand.

Incorrect Logo Examples:

- Logos that are not round, lack the fist symbol, or exclude the 태권 characters.
- Logos that distort these elements or incorporate additional symbols that conflict with the ITF's brand identity.





## Proper Labeling of ITF Sanctioned Events

To maintain the integrity and uniform recognition of ITF Taekwon-Do worldwide, all official events endorsed by the ITF, including World, Continental, and National Championships, as well as any other ITF-sanctioned functions, must adhere to strict naming conventions.

### Naming Conventions

1. **Mandatory Inclusion of "ITF Taekwon-Do":** The name of every event must include the phrase "ITF Taekwon-Do" to clearly identify its affiliation with the International Taekwon-Do Federation. The separation of "ITF" and "Taekwon-Do" within any event name is strictly prohibited.

2. **Prohibition of Abbreviations:** No abbreviations or domestic modifications that replace or omit "ITF" next to "Taekwon-Do" are permitted. This ensures consistency and reinforces the ITF brand at all levels.

Examples of Proper and Improper Naming:

### Proper:

- ITF Taekwon-Do World Championships
- ITF Taekwon-Do European Championships
- ITF Taekwon-Do Panhellenic National Championships

### Alternative Acceptable Format:

- World Championships in ITF Taekwon-Do
- European Championships in ITF Taekwon-Do
- Panhellenic National Championships in ITF Taekwon-Do

### Incorrect:

- ITF World Championships
- EITF Taekwon-Do European Championships
- KTC National Championships



# Rules for the use of branded materials

To uphold the integrity and recognizability of the ITF brand, all branded materials must be utilized in accordance with established guidelines. This includes the use of the logo, fonts, color palette, graphic elements, and other visual and textual resources.

## Logo Usage

- Approved Versions: The logo must only be used in its approved forms.
- Prohibited Actions:
  - Do not alter the proportions, colors, or elements of the logo.
  - Avoid placing the logo on backgrounds that impair readability.
- Minimum Size: The logo should be at least 20 mm wide for print materials and 100 pixels wide for digital use.

## Color Palette

- Colors: Use only approved corporate colors, specified in RGB, CMYK, HEX, and Pantone formats.
- Restrictions: Do not substitute or use unapproved colors or use approved colors in combinations that compromise brand integrity.

## Fonts

- Typography: All text should be set in Kumbh Sans fonts.
- Font Usage Restrictions: It is unacceptable to use unapproved fonts or alter the letter spacing or proportions.

## Graphic Elements

- Usage: Graphic elements such as patterns, icons, and textures should be used only in recommended styles and colors.
- Modifications: Do not scale elements disproportionately or apply unapproved effects like shadows or gradients.

## Souvenirs

- Placement: Ensure the logo and brand elements are placed to remain legible and recognizable.
- Background: Avoid placing brand elements on complex textures or colors that conflict with the corporate palette.

## Digital Materials

- Templates and Styles: Use only approved templates and styles for websites, social media, and presentations.
- Readability: Ensure the logo and text are readable on any device, including desktops, tablets, and smartphones.

## Control and Responsibility

- Approval: Any use of branded materials must be authorized by the ITF HQ.
- Compliance: Unauthorized modifications or violations of these guidelines will not be tolerated.

These guidelines are in place to ensure that the ITF brand is consistently presented in a professional and cohesive manner across all platforms and media. Compliance with these standards is crucial for maintaining the strength and clarity of our brand identity.







International Taekwon-Do Federation

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