CORPORATE IDENTITY MANUAL

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01
HISTORY OF THE FEDERATION
HISTORY OF THE FEDERATION

The International Federation of Muaythai Associations (IFMA) began as a small federation with several enthusiastic countries, more than two decades ago. After the passage of the initial stages of its life and at the dawn of an exciting new century, IFMA had grown to 130 member countries worldwide with 5 continental federations, together existing under a single, unified regulatory body. IFMA accepts and recognises the mission and roll of the International Olympic Committee (IOC). IFMA will always conform and respect the Olympic charter, adopt the code of ethics based on the principles of the IOC.

IFMA has established various commissions to oversee and develop on areas of social responsibility, universality, ethics, youth and education, prevention of competition manipulation and activities for all. The commissions liaise with stakeholders of the Olympic movement to ensure the adherence to the Olympic movement, code of ethics and function with transparency and good governance.

Muaythai through IFMA has come a long way since its first World Championships held in 1993 where a mere twenty countries participated. In the most recent World Championships the participation was overwhelming with contestants and dignitaries from 101 countries in attendance. Another significant progression in the globalisation of Muaythai took place at the 1995 South East Asian Games when, for the first time since the inception of IFMA, Muaythai was included as a sport in which both genders could compete while representing their country over various different divisions. Since then muaythai has been included in official sport programme of many other Continental multi-sport Games such as the Asian Beach Games and Indoor Asian Martial Art Games and as a demonstration sport in the Asian Games in 1998.
VISION
WHAT IS THE VISION OF IFMA FOR THE FUTURE?

IFMA’s Mission and Vision states, that everyone, who chooses to, must have the possibility of participation without discrimination of any kind, and in the spirit of solidarity all are welcome to practice and participate in any form or aspect of the sport. Muaythai is an art form, which has existed for over 1000 years and is more than just a martial art. Its five main pillars - the fair play, excellence, respect, honor and tradition are not only the themes on which our Code of Ethics is based, but a way of life. Blending sport with cultural exchange and education is the platform of both Muaythai and the Olympic Movement.
03
PERSONALITY
PERSONALITY
WHAT IS THE VISION OF IFMA FOR THE FUTURE?

Foundational 5 pillars of the Federation - Excellence, Fairplay, Honour, Respect and Tradition - to use these to create a more engaging brand - connecting each pillar with an element.
04
TYPOGRAPHY
TYPOGRAPHY

Myriad Pro Regular

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05

COLOUR PALETTE

INTERNATIONAL FEDERATION OF MUAYTHAI ASSOCIATIONS
07
OFFLINE
OFFLINE

T-shirt

Event booth
ONLINE POSTER

poster: IFMA Coaching Course

Do you Dance/Sing?

H ave an talent

You want to Share?

Prizes to be Won!

Join us in the evening on the 4th October at the Auditorium, Main stage for the 2019 IFMA Stars In Their Eyes Talent Show.

poster: IFMA Asian Championship 2019

poster: IFMA Asian Championship 2019
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