



CORPORATE IDENTITY MANUAL

updated 20/08/20



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01

HISTORY OF THE FEDERATION



INTERNATIONAL FEDERATION OF MUAYTHAI ASSOCIATIONS



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.



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02

VISION



INTERNATIONAL FEDERATION OF MUAYTHAI ASSOCIATIONS





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.



INTERNATIONAL FEDERATION OF MUAYTHAI ASSOCIATIONS



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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.



INTERNATIONAL FEDERATION OF MUAYTHAI ASSOCIATIONS

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04

TYPOGRAPHY





TYPOGRAPHY

Myriad Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
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05

COLOUR PALETTE



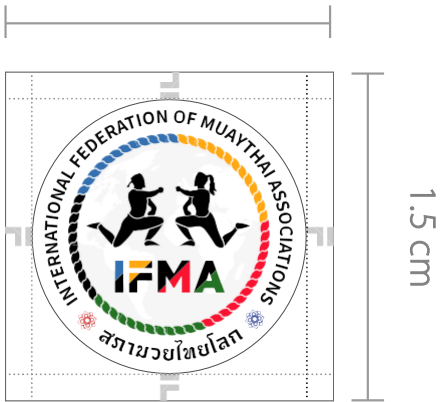
INTERNATIONAL FEDERATION OF MUAYTHAI ASSOCIATIONS



COLOUR PALETTE



minisize 1.5 cm



C 089 M021 Y001 K000 R
025 G 135 B 200
CODE : #1987c7
PANTONE : P 109-6 C



C 002 M030 Y081 K000 R
252 G 177 B 045
CODE : #fcb12d
PANTONE : 14-0955 TPG



C 005 M084 Y046 K000 R
240 G 045 B 080
CODE : #ed2c4f
PANTONE : 710 C



C 090 M007 Y086 K000 R
021 G 141 B 068
CODE : #158d44
PANTONE : P 145-15 C



C 000 M000 Y000 K000 R
000 G 000 B 000
CODE : #000000
PANTONE : Black 6 C



C 000 M000 Y000 K000 R
255 G 255 B 255
CODE : #ffffff
PANTONE



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06

PHOTOGRAPHY



INTERNATIONAL FEDERATION OF MUAYTHAI ASSOCIATIONS



PHOTOGRAPHY





PHOTOGRAPHY



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07

OFFLINE



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OFFLINE



Water bottle



Backdrop



minisize 1.5 cm





OFFLINE



T-shirt



Event booth



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08

ONLINE

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INTERNATIONAL FEDERATION OF MUAYTHAI ASSOCIATIONS



ONLINE POSTER



poster : ifma coaching course



poster : ifma starsin their eyes talent show



poster : ifma asian championship 2019

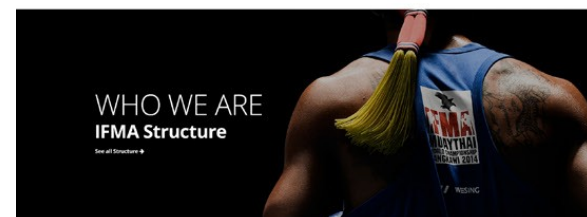


poster : ifma asian championship 2019

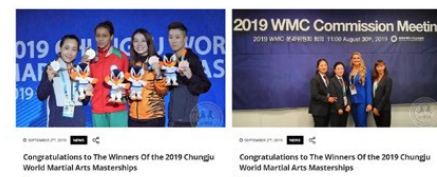




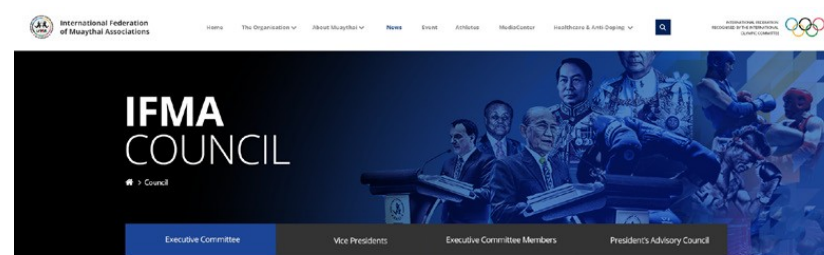
ONLINE WEBSITE



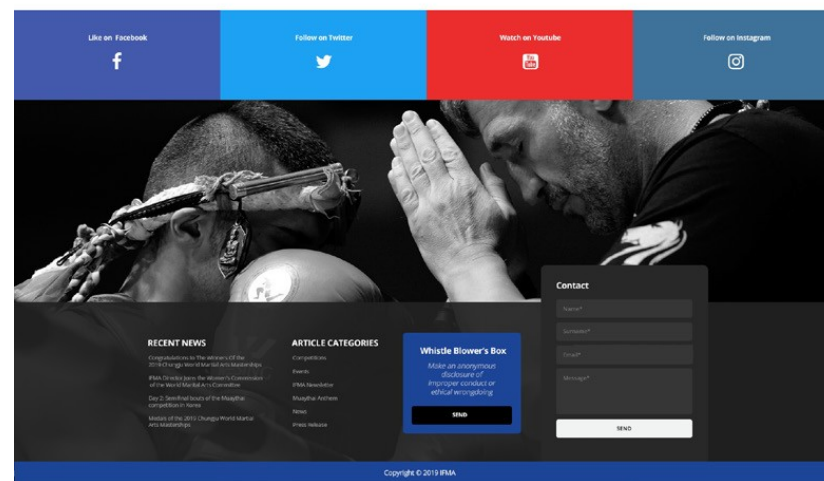
News



Event



Executive Committee



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CONTACT INFO



INTERNATIONAL FEDERATION OF MUAYTHAI ASSOCIATIONS



CONTACT INFO



www.muaythai.sport

tel. 02 258 2711

E-mail : info@muaythai.sport

