

FIGHTWEAR STORE //
 **UK OPEN 2020 //**

DANIEL HUXTABLE - 870730
VISUAL COMMUNICATION
2019

FIGHTWEAR STORE UK OPEN

Fightwear Store is an award winning international kickboxing brand. After 5 years of great success they have decided to start an annual event where the best kickboxers in the UK can battle it out to be the UK Open Champion.

We would like a new image and new colours for our event side of the business. However we would like to keep the typography very similar. We currently use Bebas Neue for our bold heading font, we don't want to reuse it but would like a font very similar.

Deliverables:

- Logo
- Colours and Identity
- Brand Manual
- Website (Computer)
- Website (Mobile)
- Poster/Folded Flyer

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Research

When researching this project I had three main inspirations which allowed me to see both the positive and negatives of visual indentity. The two EUSA logos allowed me to see the closest thing to the Olympic style theme I was looking for without having the get lost within the typical Olympic colour scheme. The YOKSO Dutch Open identity really allowed me to see a good use of colour and typography combined through which I was able to pick bold and bright colours alongside a strong visual typographical typeface.



Logo Development

When developing my logo I wanted something which was bold and strong and had an 'Olympic' style to it. This was to add prestige to the logo and ultimately the event. By adding the Union Jack to the logo I believe that it has elevated the identity of the brand. The bold typography allows the logo to be seen at all sizes from small to big.



Accessibility & UX Report

When creating this project I made sure that User Experience (UX) was the most important aspect to focus on. When creating my mobile version of the website I made sure to keep the buttons big and bold allowing the user to easily function throughout the website on a small screen where people struggle to click buttons on a screen.

I also made sure that the correct colours were chosen for the typography on both the website and the print material. In order to allow the reader to easily read the words on the media material.

I have chosen a hamburger menu when developing my website for mobile, this is to condense down the content on the screen to keep it clean on a smaller screen. I also have done a drop down menu for the register page again to keep the content and clutter to a minimum.



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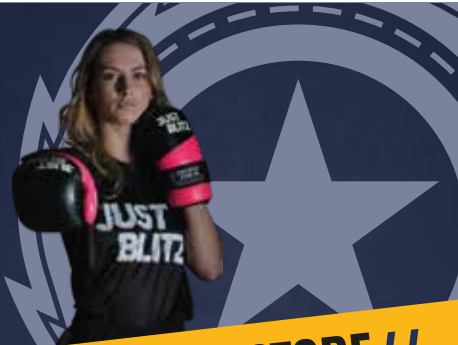
ASSOCIATED WITH:



FIGHTWEAR STORE
*** UK

EMPIRE **POINTS FIGHTER**

JUST BLITZ.



FIGHTWEAR STORE //
 **UK OPEN 2020 //**

23/08/20
SUN AUG 20

LC2, SA1 6ER
SWANSEA, WALES
DOORS OPEN: 09.00
FIGHTING STARTS: 11.00

FOLDER FLYER / POSTER

FIGHTWEAR STORE // UK OPEN 2020 //



WHO WILL BE THE UK OPEN CHAMPION 2020?



CATEGORIES

4-5 LIL' CHAMPS
MIXED BOYS & GIRLS

CHILDRENS (6-9 YEARS)
BOYS -30KG -35KG +35KG
GIRLS -30KG +30KG

YOUNGER CADETS (10-11-12 YEARS)
BOYS -32KG -37KG -42KG -47KG +47KG
GIRLS -32KG -37KG -42KG -47KG +47KG

OLDER CADETS (13-14-15 YEARS)
BOYS -42KG -47KG +47KG -52KG -57KG -63KG -69KG +69KG
GIRLS -42KG -46KG -50KG -55KG -60KG -65KG +65KG

JUNIORS (16-17-18 YEARS)
BOYS -57KG -63KG -69KG -74KG +74KG
GIRLS -55KG -60KG -65KG +65KG

ADULTS (19+ YEARS)
MENS -57KG -63KG -69KG -74KG +74KG
WOMENS -55KG -60KG -65KG +65KG

TWO PERSON TAG TEAMS
MIXED MALE & FEMALES
10 YEARS & UNDER
13 YEARS & UNDER
16 YEARS & UNDER
18 YEARS & UNDER
19+ YEARS

GRAND CHAMPION DIVISIONS
JNR (-18 YEARS)
JNR GRANDCHAMPION - MALE
JNR GRANDCHAMPION - FEMALE

SNR (19+ YEARS)
SNR GRAND CHAMPION - MALE
SNR GRAND CHAMPION - FEMALE

JUST BLITZ CHALLENGE
(45 SECONDS ROUND JUST HANDS)
12 YEARS & UNDER
16 YEARS & UNDER
18 YEARS & UNDER
19+ YEARS



FOLDER FLYER / POSTER



FOLDER FLYER / POSTER

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CATEGORIES RULES REGISTER CONTACT US SPONSORS & PARTNERS



ABOUT THE UK OPEN

The Fightwear store UK Open is a class competition associated with WAKO GB World association of Kickboxing organisations. The UK Open is headed by international award winning Kickboxing brand Fightwear Store UK. The aim of the UK Open is to gather the best fighters in the United Kingdom in one place and for them to fight head to head for the title of the UK open champion. The UK Open is held in a different country every year. The 2020 format will be a knockout. Welcome.

OUR PROMISE TO THE FIGHTERS

-  **WINNER GLOVES**
-  **TOP QUALITY AWARDS**
-  **FAIR REFEREEING**
-  **ORGANISED EVENT**
-  **TEAM EVENTS**

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CATEGORIES RULES REGISTER CONTACT US SPONSORS & PARTNERS



RULES

SCORING SYSTEM

- 1 POINT**
BODY PUNCH
BODY KICK
- 2 POINTS**
HEAD KICK
JUMP BODY KICK
- 3 POINTS**
JUMP
HEAD KICK

ILLEGAL TECHNIQUES

-  **HEAD LOCKS**
-  **UNGUARD TECHNIQUE**
-  **DROP SWEEPS**

TIMING SYSTEMS

- 1.5**
CHILDREN
- 2**
ADULTS
- 3**
GRAND CHAMPS

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CATEGORIES RULES REGISTER CONTACT US SPONSORS & PARTNERS



REGISTER

6-5 YR. CHAMPS
MAKED BYTES & FEMALES
ONE DIVISION (6-9 YEARS)
BOYS -50KG -55KG -60KG
GIRLS -30KG -35KG

YOUNGER CATEGORIES (10-11-12 YEARS)
BOYS -50KG -57KG -62KG -67KG -47KG
GIRLS -30KG -37KG -42KG -47KG -47KG

OLDER CATEGORIES (13-14-15 YEARS)
BOYS -60KG -67KG -72KG -77KG -82KG -87KG -92KG -97KG
GIRLS -42KG -47KG -52KG -57KG -62KG -67KG -72KG

JUNIORS (16-17-18 YEARS)
BOYS -57KG -62KG -67KG -72KG -77KG
GIRLS -50KG -55KG -60KG -65KG

ADULTS (19+ YEARS)
MALE -57KG -62KG -67KG -72KG -77KG
WOMEN -50KG -55KG -60KG -65KG

TWO PERSON TAG TEAMS
MAKED MALE & FEMALES
10 YEARS UNDER
13 YEARS UNDER
16 YEARS UNDER
19 YEARS UNDER


GRAND CHAMPION DIVISIONS
PROP 19 YEARS
PRO GRANDCHAMPION - MALE
PRO GRANDCHAMPION - FEMALE
SUN 16-17-18 YEARS
SUN GRAND CHAMPION - MALE
SUN GRAND CHAMPION - FEMALE

JUST BOUT CHALLENGE
16-17 YEARS FROM 165 CM HUNDED
13 YEARS UNDER
16 YEARS UNDER
19 YEARS UNDER
19+ YEARS

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CATEGORIES RULES REGISTER CONTACT US SPONSORS & PARTNERS



CONTACT US

NAME:

EMAIL:

MESSAGE:

SEND

WHO WILL BE THE UK OPEN CHAMPION 2020?



ABOUT THE UK OPEN

The Fightwear store UK Open is an a class competition associated with WAKO GB (World association of kickboxing organisations), the UK Open is hosted by international award winning kickboxing brand Fightwear Store UK.

The aim of the UK Open is to gather the best fighters in the United Kingdom in one place and for them to fight head to head for the title of the UK Open Champion. The UK Open is held in a different country ever year the 2020 Games will be in swansea, Wales.

OUR PROMISE



WINNER GLOVES



TOP QUALITY AWARDS



ORGANISED EVENT



TEAM EVENTS



FAIR REFEREEING

WHO WILL BE THE UK OPEN CHAMPION 2020?



RULES

SCORING SYSTEM

1

POINT

BODY PUNCH
BODY KICK

2

POINTS

HEAD KICK
JUMP BODY KICK

3

POINTS

JUMP
HEAD KICK

ILLEGAL TECHNIQUES



HEAD LOCKS



UNSIGHTED TECHNIQUE



DROP SWEEPS

TIMING SYSTEMS

1.5

CHILDRENS

2

ADULTS

3

GRAND CHAMPS

WHO WILL BE THE UK OPEN CHAMPION 2020?



REGISTER

CATEGORIES...



WHO WILL BE THE UK OPEN CHAMPION 2020?



CONTACT US

NAME:

EMAIL:

MESSAGE:

SEND

WHO WILL BE THE UK OPEN CHAMPION 2020?



WEBSITE MOCK UPS

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**BRAND GUIDELINES
2019-2020**

About The UK Open

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Our Ethos

We believe that good sportsmanship should be at the centre of every sport! Especially in combat sport therefore alongside WAKO GB (World Association of Kickboxing Organisations) we have a set ethos which drives our tournament and staff. Now that Kickboxing in an IOC (International Olympic Committee) recognised sport our regulations alongside our ethos have become stricter. Every athlete must be fit to fight and gone through our onsite medical team to determine if this is acceptable.



Colours

We have strict colour presets which need to be adhered to. Our colours have all been picked through careful testing and using the colour index allowing us to get our desired response. Our core colours are to be used for our print and web material and the alternative are only to be used if the core colours do not fit the style of design.

Our Core Colours

Tatami Blue



C-100 HEX -232F5D
M-090 Use - Web & Print
Y-034
K-022

Point Orange



C-000 HEX -FBB71B
M-032 Use - Web & Print
Y-092
K-000



Our Alternative Colours

White



Use:
Typography or
Iconography

Black



Use:
Typography or
Iconography



Typography

Our chosen typefaces have been selected by a panel of experts from both the design and kickboxing industry. We have two typefaces which we have implemented into our branding.

Antonio Bold

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Antonio Bold is for our print and web material
it is our logo font and used for our headings.

DIN Alternate Bold

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

DIN Alternate Bold is our corporate font for all
official documents and used for body copy text.

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Imagery

All imagery used must be photos from our official photographer Emily Aston from Ems Photos and Beyond The Battle Productions.



To access the image library please email: emily@btb.co.uk



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Misuses

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DO NOT

Mess with proportions

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DO NOT Change the colours of
our branding or logotype.

welcome to fightwear store uk open
DO NOT Use the lowercase type of
Antonio Bold.