



Distributor/Licensee Brand Communication Guidelines



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The purpose of this document is to introduce the ATA Martial Arts Brand guidelines for the use of the ATA Martial Arts brand and identity.

The following will give a brief overview of the brand and inform you on logo usage for labeling, packaging, advertising and PR, also covering color, size fonts, applications, legal compliance and taglines where applicable.

Furthermore, our authorized staff reserves the right to review all products to ensure that it meets our Marketing approval requirements.

This document is intended as a guide only and you may need to refer to your distributor/license agreement for specific conditions.



Mission Statement

ATA International is the world's only organization dedicated to teaching Songahm Taekwondo and related fitness systems to individuals of all ages. Since its inception, the focus of ATA has remained the same: to provide students with the highest quality martial arts curriculum available in a fun and positive learning environment. ATA is committed to education and commercial support of licensees, future licensees, partners and sponsors with respect to the Founder's vision that "Today Not Possible; Tomorrow Possible."



Who We Are

The World's Largest Martial Arts Organization

With traditional, and progressive high-energy curriculum and certified instructors, ATA International has the programs needed for kids, adults, and families to cultivate self-discipline and to be successful in life.

Become part of the over 900 licensees and the nearly 300,000 active members training and competing in tournaments and seminars around the world.

Protected ATA Logos





Additional Text: **Myriad Pro BOLD**

- Pantone RED: 185C
- Pantone BLACK: Proc Black
- Pantone Grey: 75% of Proc Black

This typeface headline and body copy is to be used throughout the ATA Brand

Myriad Pro BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Myriad Pro REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Authorized Use:

Advertisement and/or Letterhead for Licensee's Business

Must include the language "Independently Owned and Operated."

Clothing

Must include the business name over the ATA logo (i.e. Lee's ATA Martial Arts), with the prior approval of ATA International HQ.

Website

May only be used on Licensed Location's website and social media page only, with the following language included:

"This page is not owned or controlled by ATA International, and any post only represents the views of the Licensed Business Owner."

Unauthorized Use:

Products, Clothing (with only ATA logo by itself), or Equipment

ATA logo or any other ATA-owned logo may not be used.

Marketing for Licensee's own non-ATA sanctioned seminar or event

The ATA logo or any other ATA-owned logo, may not appear on or in the publication or on any materials related to any non-ATA sanctioned (i.e. National Event or Regional Seminar put on by ATA HQ) seminar or conference without express written permission from ATA.

Non-Licensed Location Website or Social Media Page

The ATA logo or any other ATA-owned logo, may not appear on any non-ATA Licensed Location Website or Social Media Page and may not be used to create a sense of endorsement, sponsorship, or false association with ATA.



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These characters **MAY NOT** be utilized by Licensees outside of products, equipment, and clothing that can be purchased from ATA Licensed Distributors or Approved Vendors.



Ara

Baeoh

Cheeri

Raon

Suri

Choa

Mir

Narsha

Baron

Master Jahngsoo



This logo **MAY NOT** be utilized by Licensees outside of products, equipment, and clothing that can be purchased from ATA Licensed Distributors or Approved Vendors.

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Myriad Pro REGULAR

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abcdefghijklmnopqrstuvwxyz
0123456789**



LEADERSHIP

Additional Text: **TYPOGRAPH PRO EXTRA BOLD**

- Pantone RED: 185C
- Pantone BLACK: Proc Black
- Pantone Grey: color information
- Pantone BLUE: color information

This logo **MAY NOT** be utilized by Licensees outside of products, equipment, and clothing that can be purchased from ATA Licensed Distributors or Approved Vendors.

This typeface headline and body copy is to be used throughout the ATA Brand

TYPOGRAPH PRO EXTRA BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789**

TYPOGRAPH PRO LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789



This logo **MAY NOT** be utilized by Licensees outside of products, equipment, and clothing that can be purchased from ATA Licensed Distributors or Approved Vendors.

Additional Text: **TYPOGRAPH PRO EXTRA BOLD**

- Pantone YELLOW: color information
- Pantone BLACK: Proc Black

This typeface headline and body copy is to be used throughout the ATA Brand

TYPOGRAPH PRO EXTRA BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789**

TYPOGRAPH PRO LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789



ATA XTREME

This logo **MAY NOT** be utilized by Licensees outside of products, equipment, and clothing that can be purchased from ATA Licensed Distributors or Approved Vendors.

ADDITIONAL TEXT: BANK GOTHIC

- PANTONE GREY: COLOR INFORMATION
- PANTONE BLACK: PROC BLACK

THIS TYPEFACE HEADLINE AND BODY COPY IS TO BE USED THROUGHOUT THE ATA BRAND

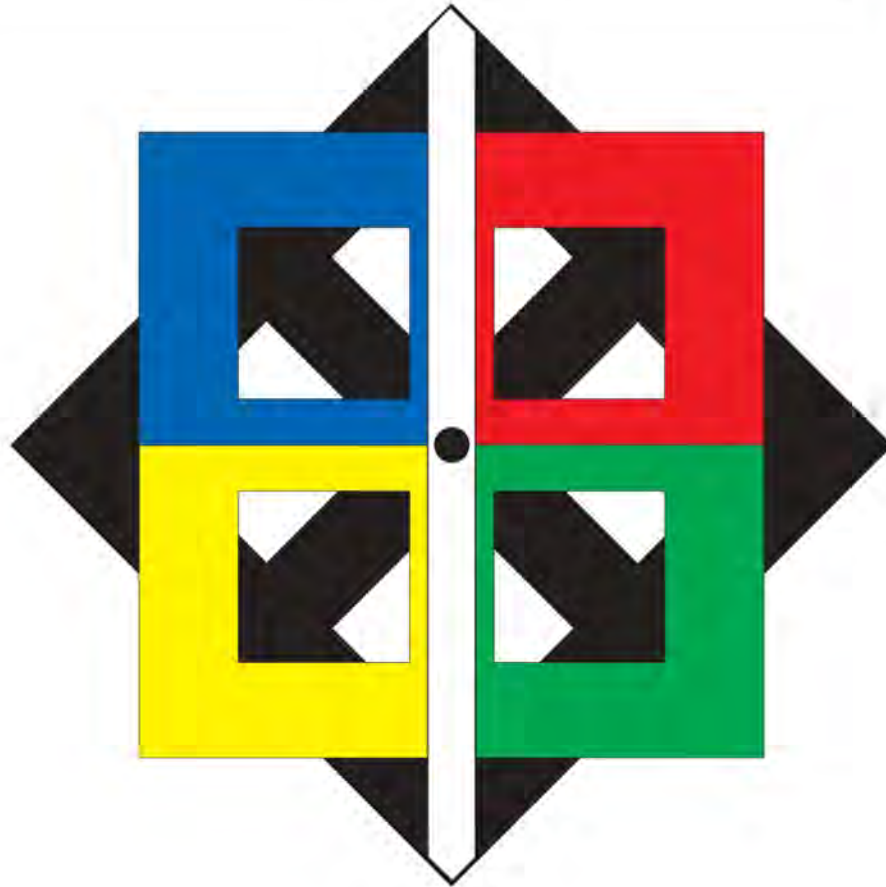
BANK GOTHIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789



This logo **MAY NOT** be utilized by Licensees outside of products, equipment, and clothing that can be purchased from ATA Licensed Distributors or Approved Vendors.

- Pantone RED: 185C
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- Pantone Grey: 75% of Proc Black
- Pantone Grey: Proc Black
- Pantone Blue: 75% of Proc Black



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- Pantone BLACK: Proc Black
- Pantone Green: 75% of Proc Black
- Pantone Yellow: Proc Black
- Pantone Blue: 75% of Proc Black



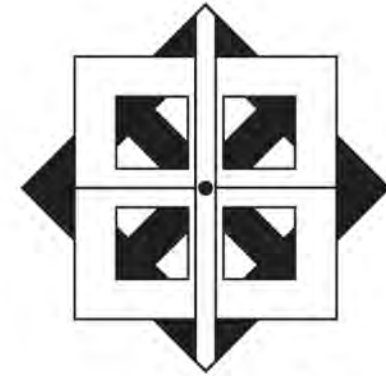
This logo **MAY NOT** be utilized by Licensees outside of products, equipment, and clothing that can be purchased from ATA Licensed Distributors or Approved Vendors.



- Pantone BLACK: Proc Black

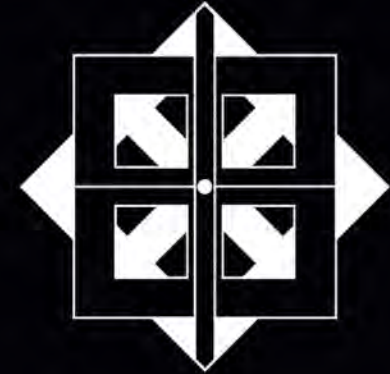


**One Color Print
Black On White**





One Color Print
White On Black





YES

Best Practices

NO



You may add your licensed location name or licensed location owner's name above the ATA Martial Arts Logo so long as you use Myriad Pro BOLD Font and it does not interfere with the logo mark in any way.



You may NOT change the logo colors in any way.



You may NOT incorporate any other licensed logo such as a flag.



You may NOT incorporate any other images into the logo.



Printed Collateral Templates



2X3.5 Business Card



24X36



16X20



11X17



8.5X11 Letterhead



Door Hang



Brand and Legal Teams

Our Brand and legal teams are here to help the Licensees and Distributors. By working closely together, both ATA Martial Arts and the Licensees/Distributors will benefit from the results achieved. Our approval processes are designed to maximize brand value by coordinating the brand image, product and marketing materials and helping to combat counterfeit product.

Importance of Approval

The approval process ensures a consistent approach is taken by all Licensees and Distributors to improve the brand value. It also allows us to monitor the use of the brand in a legal sense to protect the brand's intellectual property rights.

Our Brand managers and legal teams work closely with the Licensees and Distributors to ensure that the approval process functions effectively so that the long term value and integrity of the brand is protected.



Approval Process

Whether you want to create an outdoor sign, put up a window cling, run an ad, or complete any other marketing task using logos within ATA's Brand Guidelines, you will need ATA HQ's authorized approval first. The legal and ATA Marketing teams are the only members authorized to give official approval.

To submit your graphics for review/approval, simply email your graphics to marketing@ataonline.com and provide any details, questions and deadlines for the graphics and a ATA HQ authorized representative will get back to you—usually within 3-5 business days.

This is the best- and simplest- way to get the job done and not duplicate each other's efforts.

APPROVAL PROCESS

- Submit graphics to marketing@ataonline.com
- The ATA Marketing team will provide an email receipt once the request for logo usage has been received
- Allow the ATA Marketing team 3-5 business days to evaluate the request for logo usage
- The ATA Marketing team will provide approval or contact you if more information is needed

Please note: ATA MUST approve your graphics prior to production. Requests for logo usage is NOT APPROVED until you receive a written response from an Authorized HQ representative. ATA will not be responsible for any monies paid to create a product bearing an ATA logo prior to getting ATA HQ approval for the use of the logo.



Keeping Records

To combat counterfeiting and third party infringement, ATA Martial Arts must be able to prove that new product designs were created by the brand or under the license from the brand. To enable ATA Martial Arts to prove this,

Licensees/Distributors must keep dated record of product development as follows:

1. Keep and maintain ordered files containing original sketches, drawings, photographs, inspirational documents and other relevant artistic documents relating to the development of the product.
2. Keep and maintain ordered files with copies of emails and other communications with designers and factories relating to the creation of the product.
3. Keep any prototypes and samples of products, and a record of all launch dates
4. Keep and maintain ordered files containing copies of all marketing materials all countries including press packs, press clippings, advertorial and editorial papers which establish public knowledge of the product.



Intellectual Property

Insofar as practicable, Licensees and Distributors are required to acknowledge the intellectual property rights of the brand owner on all products and material sold or used in relation to the promotion of the brand.

The use of different types of intellectual property requires different acknowledgement notices. The ® mark should always be used on all logos both product and packaging. However, on product, if the ® is illegible it can be left off as long as it appears on labeling, swing tags and packaging.

The use of the ATA Martial Arts trade marks should be accompanied by the ATA Martial Arts legal line below:

***ATA Martial Arts is a trade mark of ATA Martial Arts, Inc. and is used under license by
(insert name of licensee or distributor)***

Please liaise with our brand team for guidance on symbol usage.



Design Rights and Copyrights

Trademarks may be words, symbols, designs, combinations of words and signs, or slogans that identify and distinguish the goods of one party from another. If used to identify services, they are more properly called service marks.

TM is used in conjunction with unregistered trademarks that are cleared for use and applied to commercial goods. It serves as notice a company claims as a trademark right.

® is the symbol used for trademarks (or service marks) registered with the U.S. Patent and Trademark Office. The symbol may only be used if there is a registration.

Trademark law in the U.S. and other countries requires trademark owners to protect against improper or confusing uses of their marks. In some cases, trademark owners can even lose their trademarks if they don't protect them. ATA International has developed rules around how others may use its Brand Assets to ensure that people won't misuse our Intellectual Property, mistakenly believe that unrelated products or services originate from ATA International, or are sponsored or endorsed by ATA International.

Copyright define the legal protection given to published works, both on paper and electronically, forbidding anyone but the author from reproducing, publishing or selling them.

© is the symbol used for copyrights registered with the U.S. Copyright Office. For example, each form of Songahm Taekwondo, as well as each character for the ATA Tigers is copyrighted. Therefore, it is essential to have a license in order to have the rights to utilize Songahm Taekwondo forms and its related curriculum.



Contact:

ATA Martial Arts
1800 Riverfront Drive
Little Rock, Arkansas 72202
(501) 568-2821

ATA Martial Arts Brand Manager
marketing@ataonline.com