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PRESS RELEASE

World Flying Disc Federation introduces its new logo

The World Flying Disc Federation (WFDF), the international sports federation responsible for the governance of flying disc sports, is pleased to introduce its new logo and corporate identity. The decision to update the logo was made during the WFDF board's strategic planning session in Toronto in November 2014 with the goal of modernizing the look of the organization and expressing its growth and development objectives. The new logo was designed with the support of WFDF's new sponsor and merchandise and apparel partner, VC Ultimate, and was chosen by the board from several alternatives.



"We are excited about the new WFDF logo which we present to the flying disc community and sports world today," commented WFDF President Robert "Nob" Rauch. "While the previous logo has served us well for the first 30 years of our existence, the WFDF Board felt that a new look for WFDF as world governing body of Flying Disc sports would ensure that we are identified by an image that is young, modern, and bold." In working with our new partner VC Ultimate, we sought to build upon the best elements of the previous logo but present them in a refreshed way. We expect that this will contribute to improved marketing and sport presentation opportunities for our sport, and this is an important first step as we seek to greatly enhance our sport's brand identity over the coming years."

VC Ultimate's leadership and its design team assisted the WFDF board in the analysis of the logo decision. They recognized in WFDF's previous logo that the bold lettering conveyed authority and that the incorporation of the disc made the purpose clear, but noted that the extreme angle of lettering had a slightly dated feel, the disc path cutting through letters made them harder to read, and the small lines of disc path were not suitable for some forms of printing or embroidery. The new logo sought to build upon the strengths of the previous version: bold lettering has been enhanced to convey authority, letters are spaced wider apart and at a less extreme angle for a cleaner and more modern look, and the shape of the disc has been sheared to match the angle of the "WFDF" text and to confer a sense of forward motion.

"We are thrilled about the new logo and WFDF brand and are looking forward to the WFDF 2015 World Under 23 Ultimate Championships to be staged from 12 to 18 July 2015 in London, United Kingdom, which will be the first WFDF world event as part of our official partnership where the new visuals will be applied," commented VC Ultimate head Adriana Withers.

About WFDF: The World Flying Disc Federation is the international sports federation responsible for world governance of flying disc (Frisbee™) sports, including Ultimate, Beach Ultimate, Disc Golf, Freestyle, Field Events, and Guts. WFDF is a federation of 62 member associations which represent flying disc sports and their athletes in 58 countries. WFDF is an international federation recognised by the International Olympic Committee (IOC), a member of ARISF, SportAccord and the International World Games Association. WFDF is recognized as a not-for-profit 501(c)(3) registered corporation in the State of Colorado, USA, and it is a signatory of the World Anti-Doping Agency code.