

IDSF PRESS RELEASE
3 July 2008

New Visual Identity – With a View to the Future

The new visual identity of the International DanceSport Federation (IDSF) was presented to the delegates at the IDSF Congress and Annual General Meeting held on 14 and 15 June in Moscow, Russia.

A new emblem plus a number of associated icons and visuals signal the governing body's commitment to adapt its structure and scope in order to fulfil an even broader mission in the near future.

'Vision 2012' is the ambitious programme which will lead IDSF to take on an expanded role as the World DanceSport Federation (WDSF), and which will unite all the different dance styles performed as sport under a single umbrella. The substantial changes to the IDSF visual identity lay the groundwork for the future WDSF brand appearance.



DanceSport is the dominant element in the new IDSF emblem. **DanceSport** is the brand which IDSF created over two decades ago and strengthened continually ever since. Two dancers in a dynamic and aesthetic posture which is representative of the widest range of dance styles, and of athletes of both genders teaming up in DanceSport, convey the core of the message. The distinctive shapes kept in determined colours symbolise light (yellow), the dance floor (brown) and the Earth (green/blue).



Once IDSF has evolved into WDSF, replacing 'international' with 'world' will suffice to adapt the emblem to the organisation.

The new IDSF emblem will be used in the premier events scheduled for the remainder of 2008 (IDSF World Championships and Grand Slam Series). From June 2009, its use by all the member bodies and the organisers of nearly 500 competitions granted annually by IDSF becomes mandatory.

Graphic files of the new logo and usage guidelines are available from the Download Area on idsf.net.