

**WWC**  
*CHAMPIONSHIP*

# WARZONE WORLD CHAMPIONSHIP

WWC BRAND GUIDELINE

**WWC**  
*CHAMPIONSHIP*





WARZONE WORLD CHAMPIONSHIP (WWC))

# OUR BRAND

WARZONE WORLD CHAMPIONSHIP (WWC)

**WWC is more than a fight night** — it's a global statement. We fuse the raw spirit of boxing + Muay Thai under one banner, building a high-impact, next-gen experience. Our brand connects warriors and fans through adrenaline, community, and legacy.

WWC BRAND GUIDELINE



# OUR LOGO

WARZONE WORLD CHAMPIONSHIP (WWC)

MAIN LOGO



COLLABORATION LOGO



MAIN LOGO



EMBLEM LOGO

COLLABORATION LOGO



THE WWC LOGO SHOULD ALWAYS STAND LOUD AND CLEAR, A BADGE OF HONOR FOR THE FIGHTERS AND THE FANS. USE IT ON A CLEAN BACKGROUND, RESPECTING SAFE AREAS, AND KEEP ITS GRADIENT FINISH INTACT. THIS IS THE ULTIMATE SEAL OF COMBAT LEGITIMACY.

WWC BRAND GUIDELINE

# COLOR GUIDELINES

#fc3800

#ffffff

GRADIENT

OUR COLORS REP THE WARRIOR'S FIRE AND THE RING'S PURITY. FURY RED IS POWER, ACTION, AND HEART — WHITE IS CLARITY AND FOCUS. COMBINE THEM TO KEEP VISUALS BOLD, FIERCE, AND UNFORGETTABLE.

WARZONE WORLD CHAMPIONSHIP (WWC))

## PRESS CONFERENCE

SATURDAY , 5 JULY 2025  
MyTOWNKL

**WWC** **TWINS**  
CHAMPIONSHIP CHAMPIONSHIP

WWC BRAND GUIDELINE



# Brand Color

Fury Red represents unstoppable power, courage, and the fire in every fighter's heart. Pure White symbolises clarity, focus, and the strategic mind of a champion.

The WWC Signature Gradient fuses these tones to create energy and flow across all brand asset



*Gradient*



*White Black*



*Fury Orange*



*Black White*

# TYPOGRAPHY

## ***BDSANS***

BDSans packs a modern, robust punch for titles

## Blinker

Blinker flows easy for body text.

WARZONE WORLD CHAMPIONSHIP (WWC))

***WWC***  
***CHAMPIONSHIP***

CORPORATE BRANDING GUIDELINES



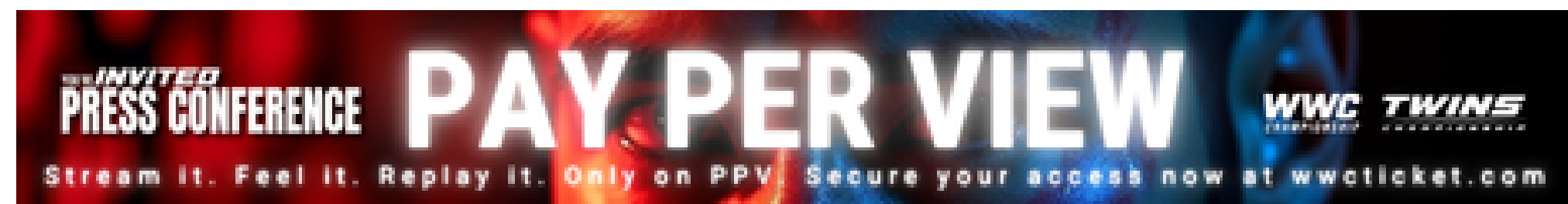
# SOCIAL MEDIA POST

## TITLE

Ensure the title fit in the middle of the post . Consistently use our font accross all social media post

## Footer/ Header

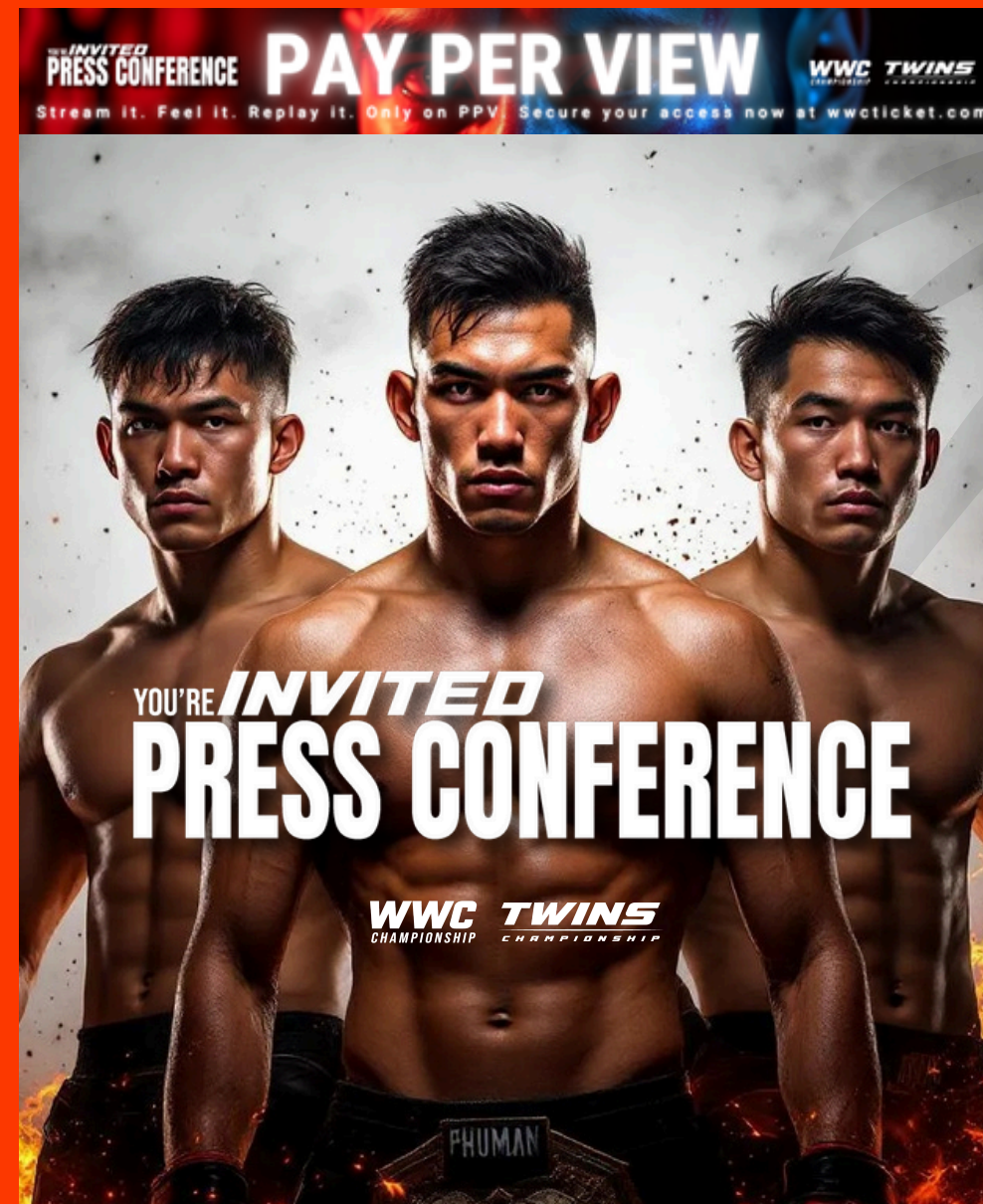
Show our collaboration logo version. Including the PPV CTA.





# PHOTOGRAPHY

WARZONE WORLD CHAMPIONSHIP (WWC))



USE RAW, CINEMATIC SHOTS THAT CAPTURE THE SWEAT, FOCUS, AND HYPE. SHOWCASE FIGHTERS IN TRAINING, INTENSE CLOSE-UPS, DRAMATIC ARENA LIGHTS, AND BEHIND-THE-SCENES MOMENTS TO HIGHLIGHT THAT "REAL WARRIORS, REAL ACTION" SPIRIT.



**MORE INFORMATION?  
CONTACT US**

**WWC**  
***CHAMPIONSHIP***

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