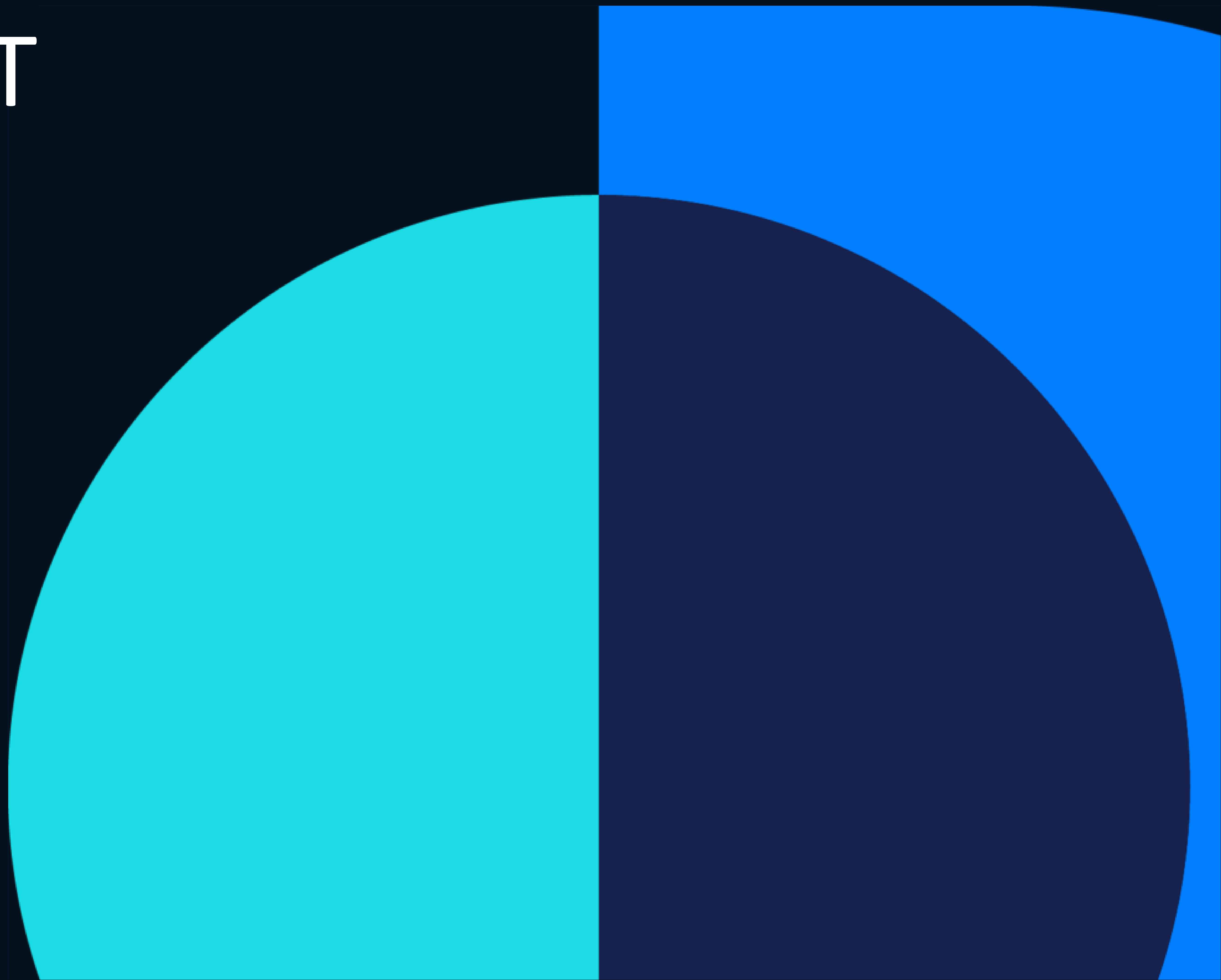


# WPC NEW TOURNAMENT BRANDING

May 22, 2025







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WPC CHAIRPERSON



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WPC MARCOM EXPERT



MARWA ABDELSALAM  
WPC SOCIAL MEDIA EXPERT





# AGENDA

- Part I. New Tournament Structure
- Part II. New Tournament Brand Guidelines
- Part III. How to write Tournament names
- Part IV. Social Media Toolkit
- Part V. Ranking Points – what you need to do
- Part VI. Q&A Session

# REMEMBER



You get ranking points for adhering to WPC requirements as well as for social media that is in line with the WPC branding.

So, it’s worth doing it right.

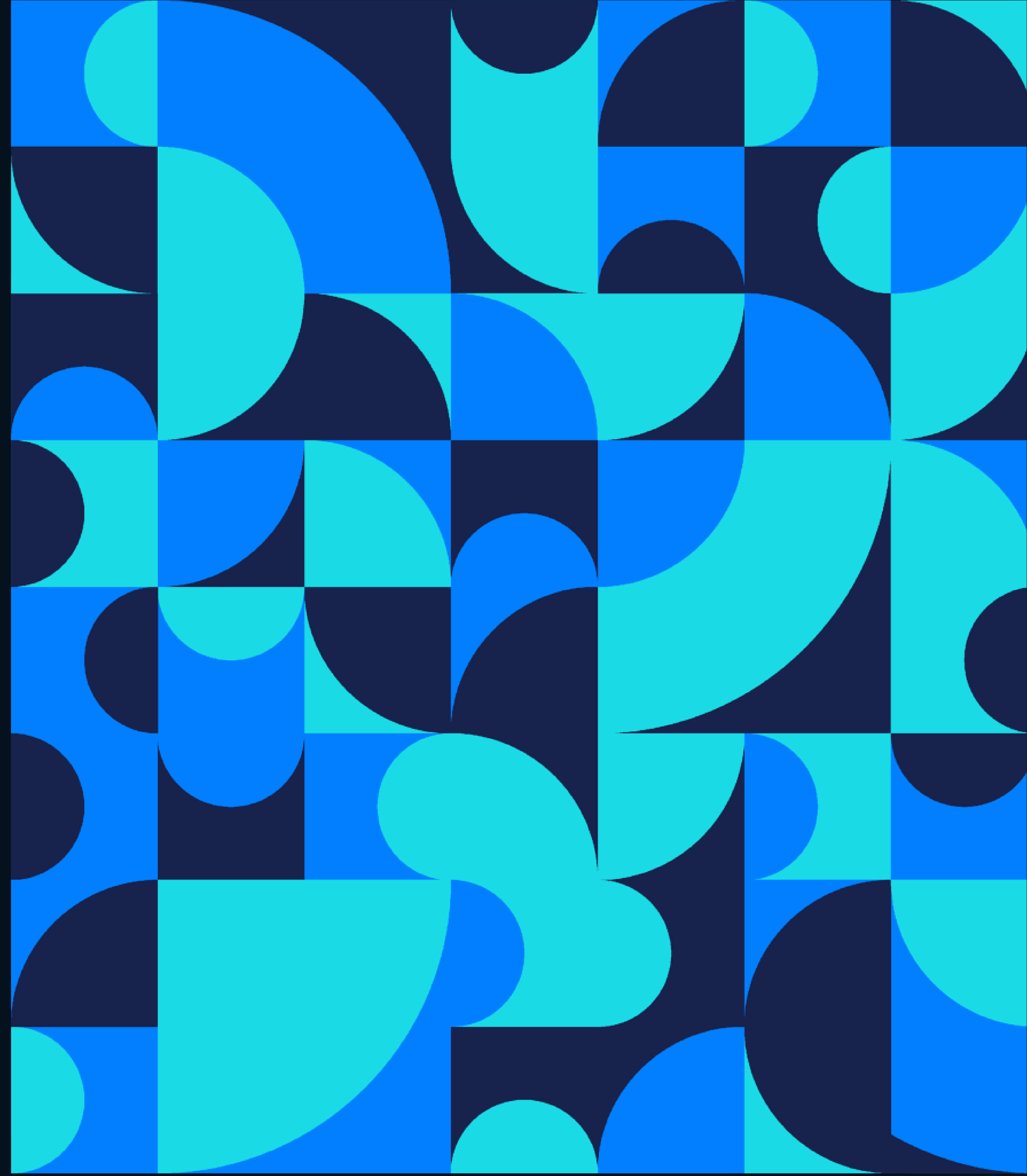
№	Per event	Phygital Origins	Phygital Rivals
		Points	Points
1.	Number of Phygital Origins tournaments that adhered to WPC branding requirements	1	
2.	Number of Phygital Origins, where minimum 5 photos capturing each competition day were posted on WPC member's social media accounts on at least 3 social media platforms with GOTF official accounts tagged	1	
3.	Number of tournaments with live broadcast of the final match, with commentators during game as well as pack-shot (static caption) in between parts of the match. A recording of the broadcast must also be available publicly online	5	5
4.	Number of tournaments with live broadcasting of <u>all matches</u> of all stages with broadcast computer graphics, commentators and analytics studios. A recording of the broadcast must also be available publicly online	10	10
5.	A highlight video (1-3 minutes) that demonstrates WPC member's seasonal activities, created in accordance with WPC branding requirements, and shared on WPC members social channels on at least 3 social media platforms, with GOTF account tagged***	3	6
6.	Number of Phygital Rivals adhered to WPC branding requirements		5
7.	Number of Phygital Rivals where minimum 15 photos capturing each competition day were posted on WPC member's social media accounts on at least 3 social media platforms, with GOTF official account tagged		5
8.	Number of Phygital Rivals where highlight video (1 – 3 minutes) of each competition day was posted on WPC member's social media accounts in line with WPC branding requirements, with GOTF account tagged		10
9.	Number of Phygital Rivals where a social media video post about the WPC member’s tournament has gained at least 1000 views and the official GOTF account was tagged		5
10.	Number of tournaments where a media coverage report with at least 5 publications was submitted to WPC Press team maximum 72 hours after the tournament ends		5

Table 4

1) For an action marked \*\*\* a score is given maximum once for Phygital Origins part of the season and once for Phygital Rivals part of the season.

PART I.

# New Tournament Tournament Structure







Ultimate Tournament

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Qualifier Level

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National Level

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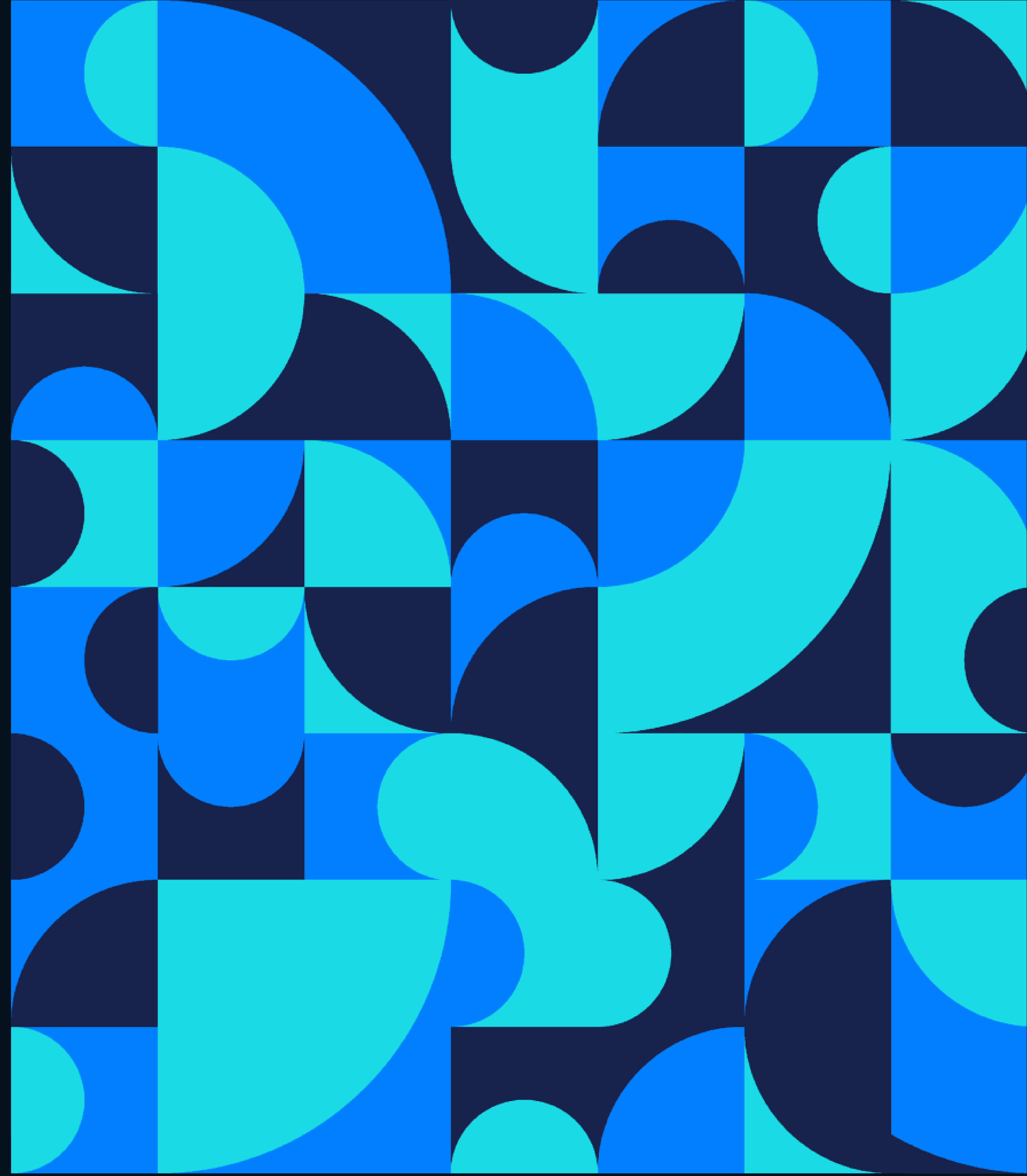
Local Level

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PART II.

# New Tournament Brand Guidelines



# TOURNAMENT SYSTEM

World Phygital Community tournament system is built around a unified, three-tier progression: Origins, Rivals, and Contenders. Together, they form what we call the Tournament Symbol, a structured journey that mirrors growth, challenge, and rising intensity.

Each tier is grounded in a geometric logic derived from the GOTF flame symbol. This visual system reinforces the narrative progression: Origins as the foundational stage, Rivals introducing dynamic competition, and Contenders driving forward with peak ambition - all leading toward the main Games of the Future event.



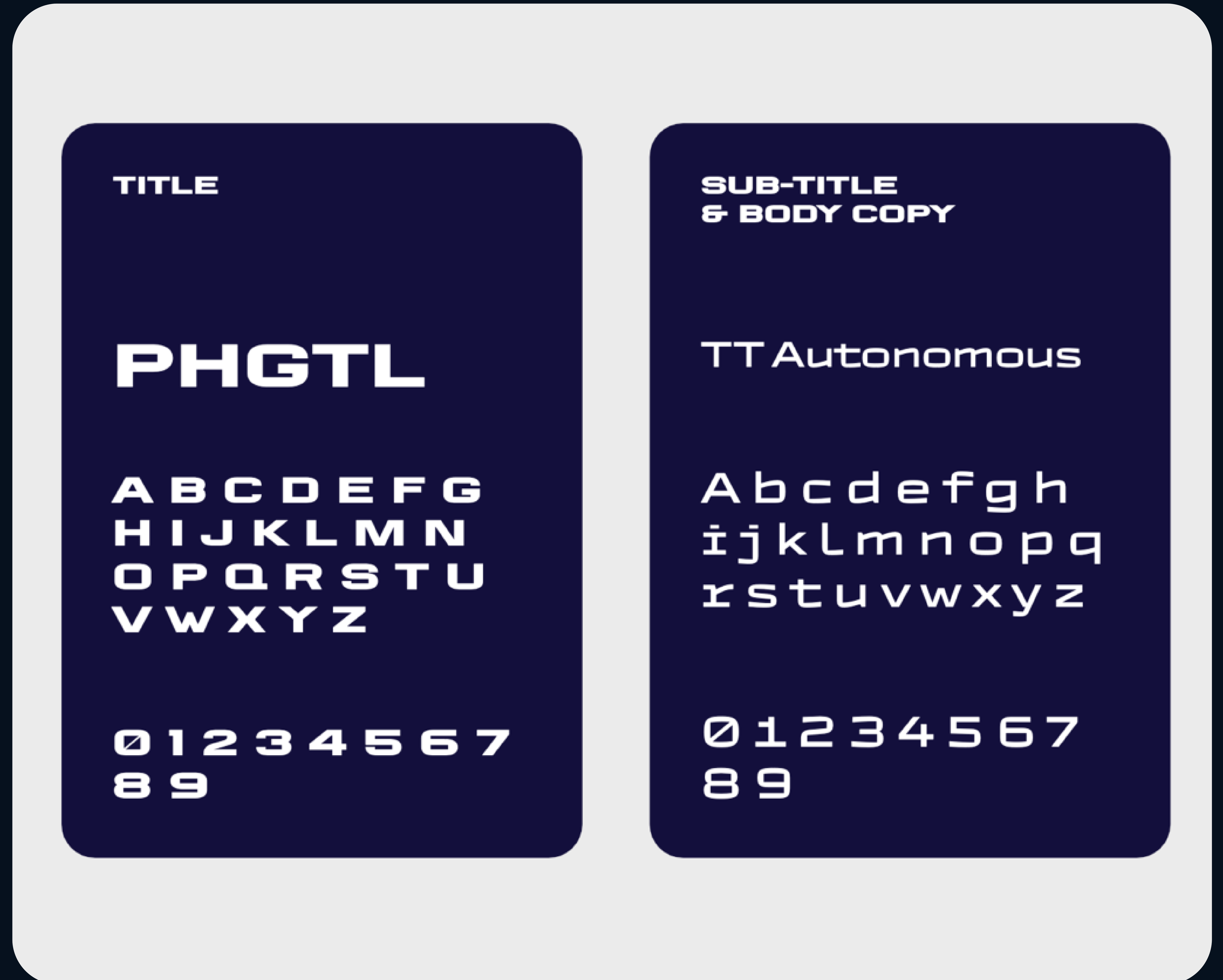


# FONTS

The typefaces used is as follows:

- PGHTL for headings
- TT Autonomous for sub-title and body

These typefaces are to be used on all assets



# DESIGN ELEMENTS: ORIGINS



Here you see how the tournament symbol, the fonts and the colours all come together to create a clear brand identity for the **Phygital Origins** tournaments.





# DESIGN ELEMENTS: RIVALS



Here you see how the tournament symbol, the fonts and the colours come together to create a clear identity for the **Phygital Rivals** tournaments.



# DESIGN ELEMENTS: CONTENDERS



Here you see how the tournament symbol, the fonts and the colours all come together to create a clear brand identity for the **Phygital Contenders** tournaments.

**PLEASE NOTE** that Phygital Contenders tournaments are not part of the WPC tournament season but we are highlighting it so you can see how the branding continues at each stage of the tournaments.

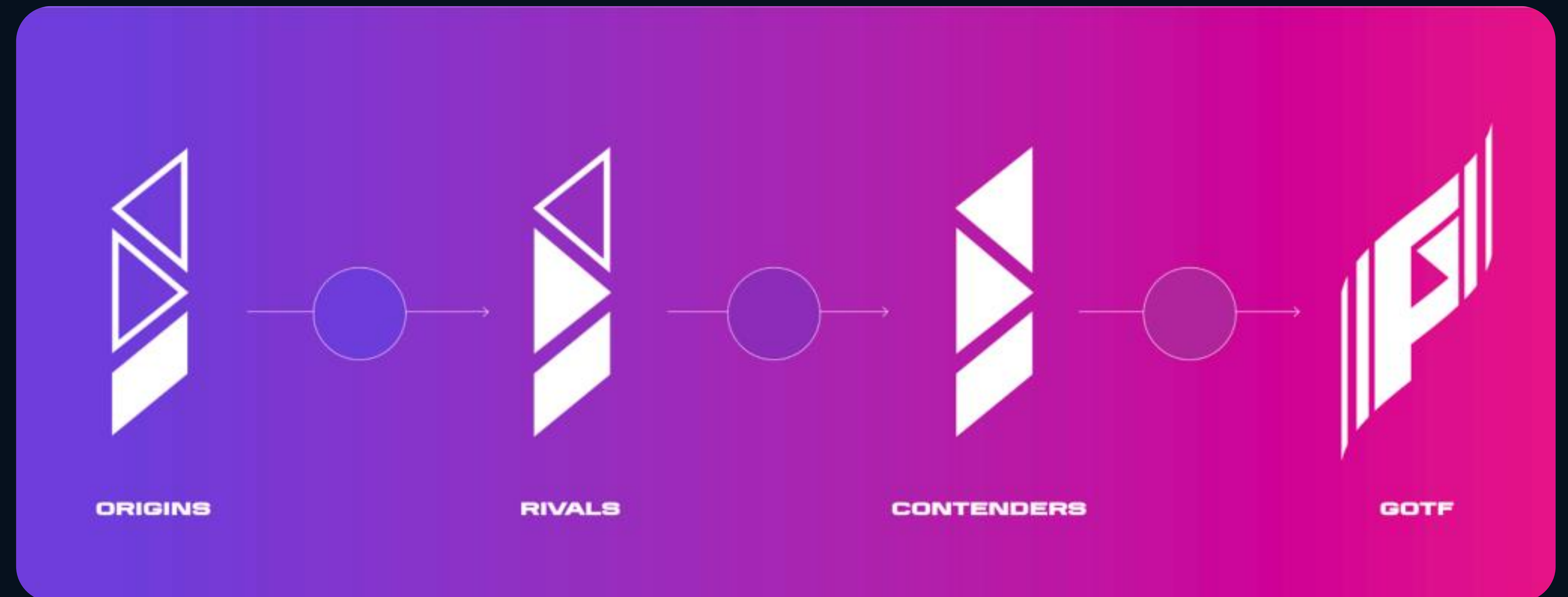




# SUMMARY OF DESIGN ELEMENTS



A simple summary so you can see design elements take you and our audiences on a visual journey from Origins, all the way through to The Games of the Future.



## ELECTRIC PURPLE

RGB 111.0.219  
HEX# 6f00db

## INTENSE PURPLE

RGB 140.26.184  
HEX# 8c1ab8

## ENERGY PURPLE

RGB 176.36.156  
HEX# b0249c

# LOCATIONS AND DISCIPLINES

- For your tournaments, you will want to identify identify where they are being held and which which disciplines are involved.
- We have a solution for that!
- Locations can be widely recognised three-letter abbreviations
- We’ve also then created a way for you to identify in branding what disciplines are being competed – both with words or with icons.

Country Locator

/UAE

City Locator

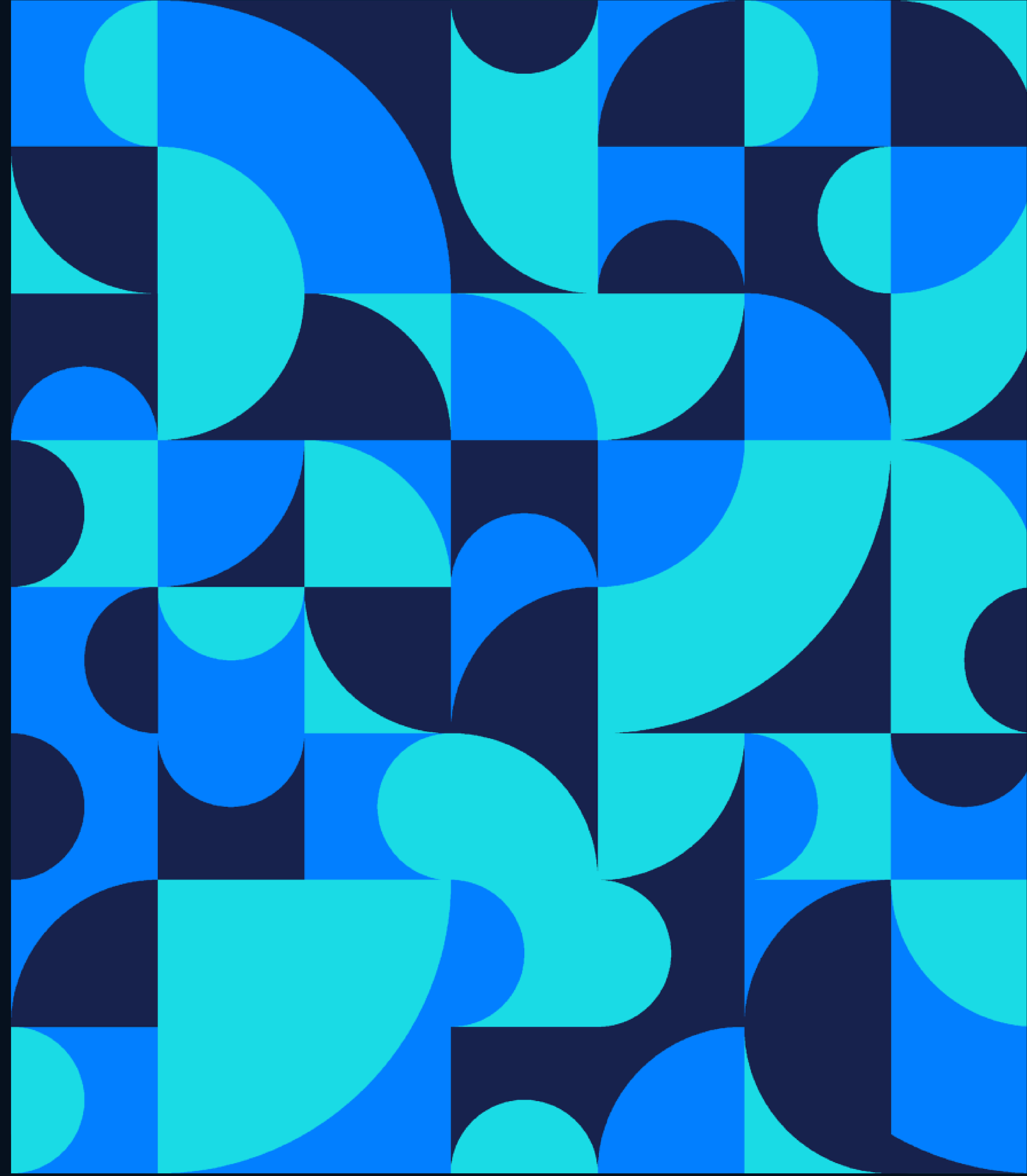
/DXB





PART III.

# How to write Tournament names





# STANDART NAMING FORMAT EXAMPLES

Tournament	Location Format	Example
Phygital Origins	City	Phygital Origins: Sao Paulo – Football
Phygital Rivals	Country (strict)	Phygital Rivals: Brazil – Football
Phygital Contenders	Host City (strict)	Phygital Contenders: Abu Dhabi – Football

# PERMITTED VARIATIONS

This explains how you write the tournament names in a simple way to include all the important information.

## Scenario 1: Multi-Discipline Tournaments

For tournaments with more than one discipline, use a comma-separated list of disciplines.

Tournament	Format	Example
Phygital Origins	City – Discipline 1, Discipline 2, etc.	Phygital Origins: Sao Paulo – Football, Basketball, Shooter
Phygital Rivals	Country – Discipline 1, Discipline 2, etc.	Phygital Rivals: Brazil – Football, Basketball, Shooter
Phygital Contenders	Host City – Discipline 1, Discipline 2, etc.	Phygital Contenders: Abu Dhabi – Football, Basketball, Shooter

## Scenario 2: Short-Code Location Substitutions

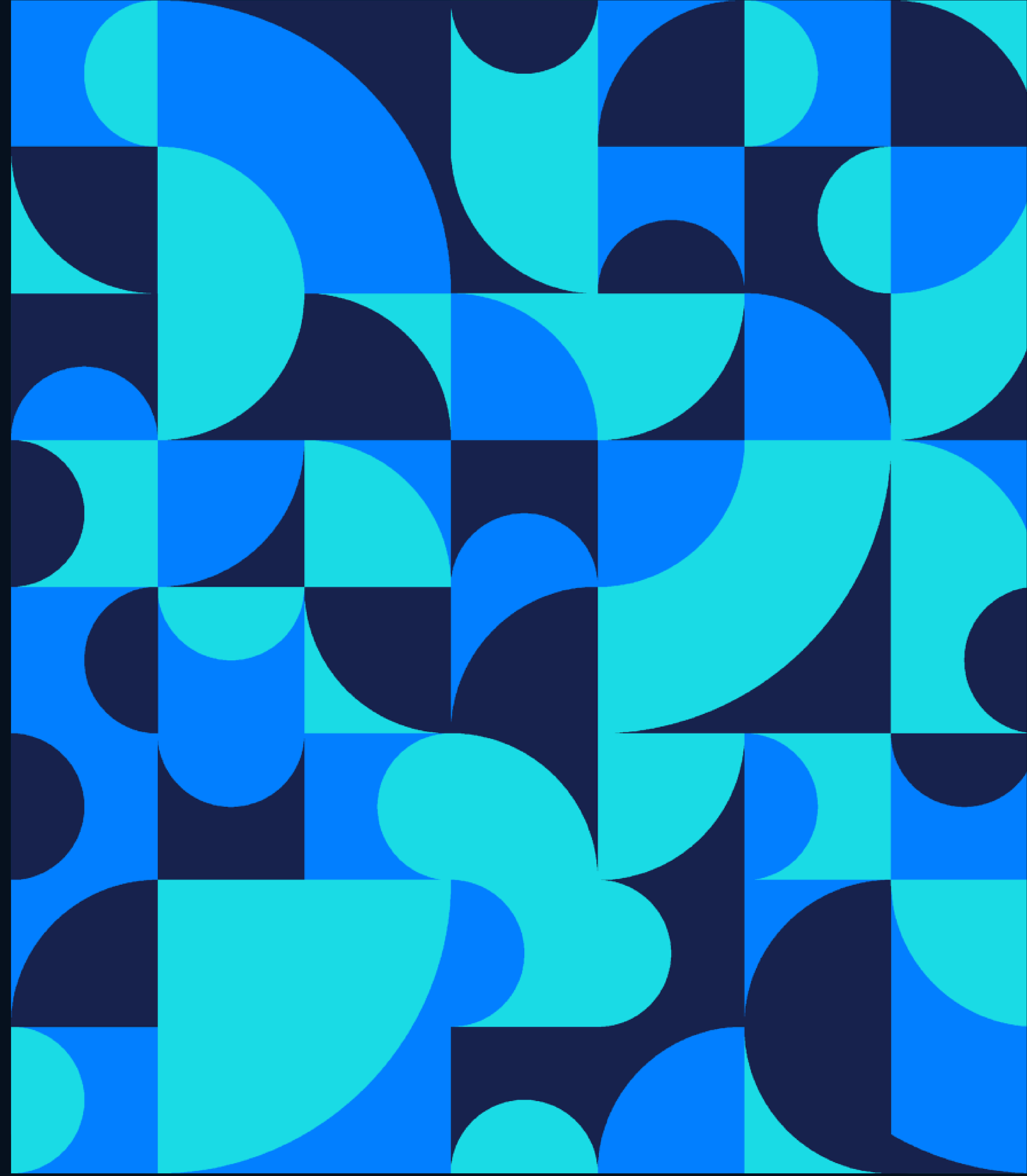
Only available for cities.

Tournament	Format	Example
Phygital Origins	Short City Code – Discipline(s)	Phygital Origins: DXB – Football, Basketball, Shooter
Phygital Contenders	Short Host City Code – Discipline(s)	Phygital Contenders: LDN – Football, Basketball, Shooter



PART IV.

# Social Media Toolkit





# COVER PHOTOS



- Custom cover photos are available for WPC members to use.
- These are available for X, LinkedIn, Facebook, and YouTube.
- Use the appropriate tournament cover photo to match the ongoing tournament.





# IG HIGHLIGHT COVERS



- We have also created logos and assets for you to use for highlight reels on Instagram - each specific to the tournament.
- Upload all tournament stories on the Highlights section for IG.
- Use the correct tier depending on the tournaments



PHYGITAL ORIGINS



PHYGITAL RIVALS





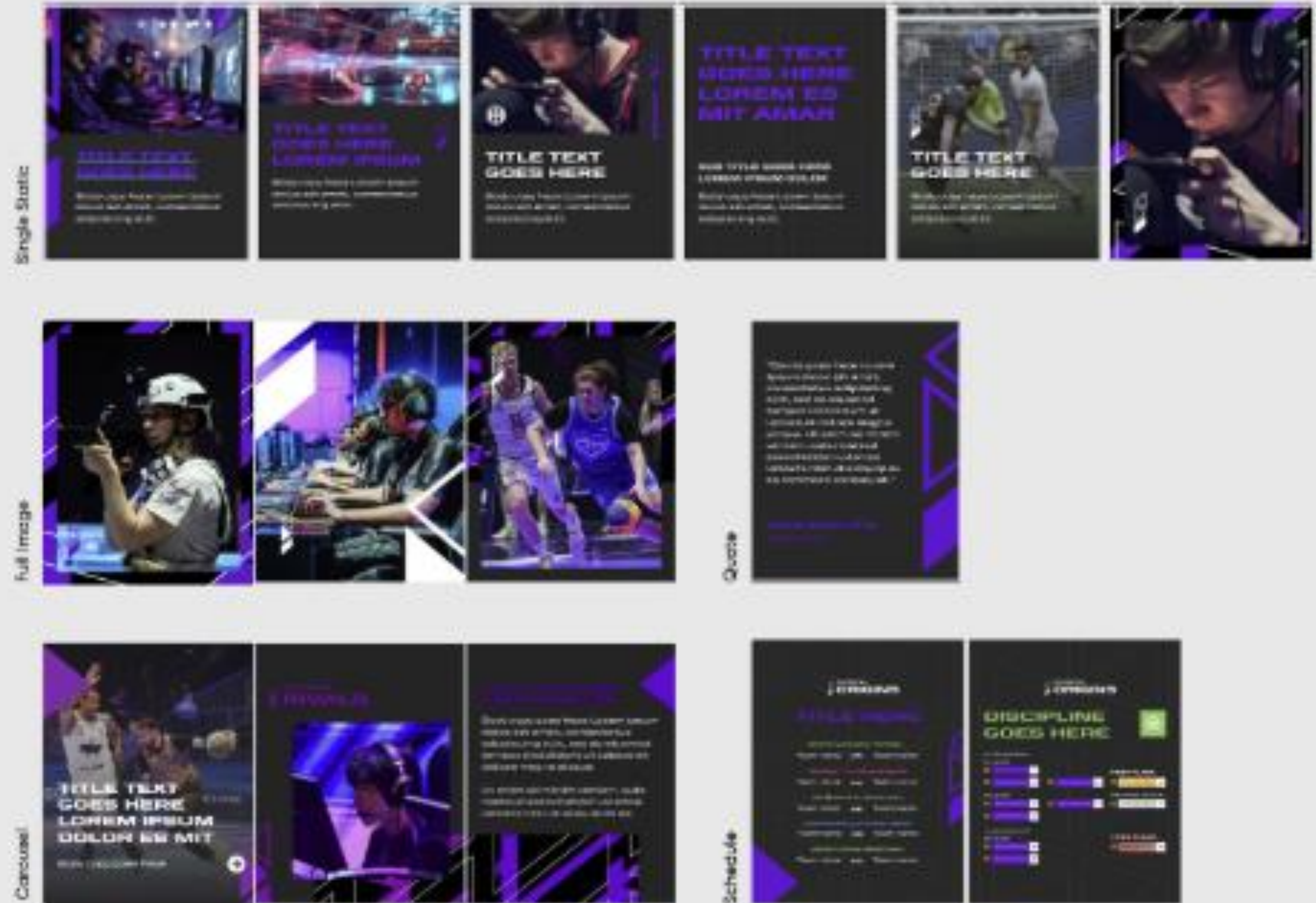
# SOCIAL POST LAYOUTS



We have created three different types of social social post templates for you to use:

- Tournament Announcement Template
- Match Day & Live Updates Template
- Winner Announcement & Bracket Progression Template

Use the correct tier depending on the tournaments.





# SOCIAL STORY LAYOUTS



We are also providing you with social story templates. Examples are below.

Upload all tournaments to stories on the Highlights section for IG.

Use the correct tier depending on the tournaments.



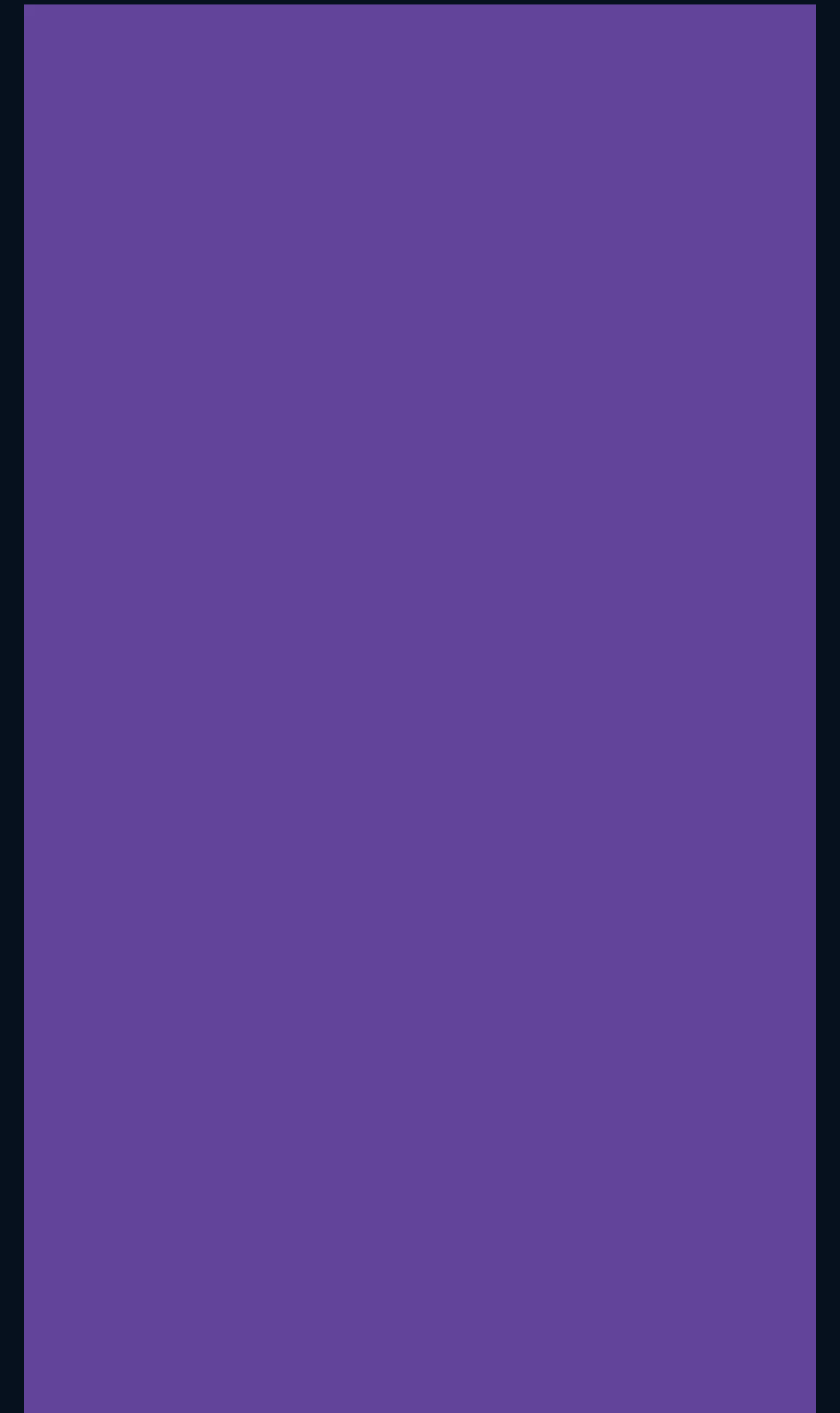
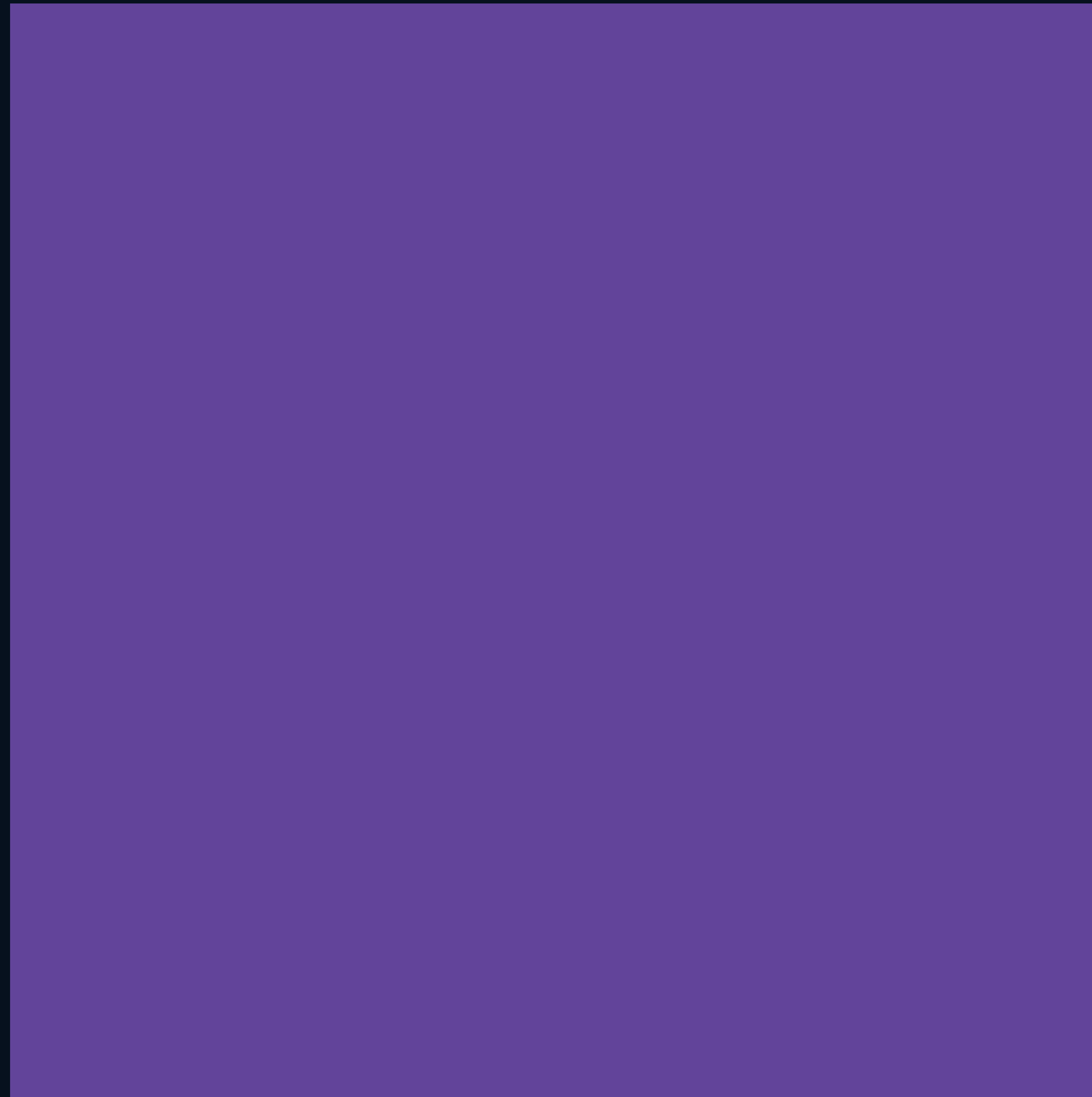




# VIDEO INTRO / OUTRO

To keep consistency and correct categorisation across all video WPC members must include either official intro or outro for each

These are the assets to be used for Phygital Origins Tournaments.



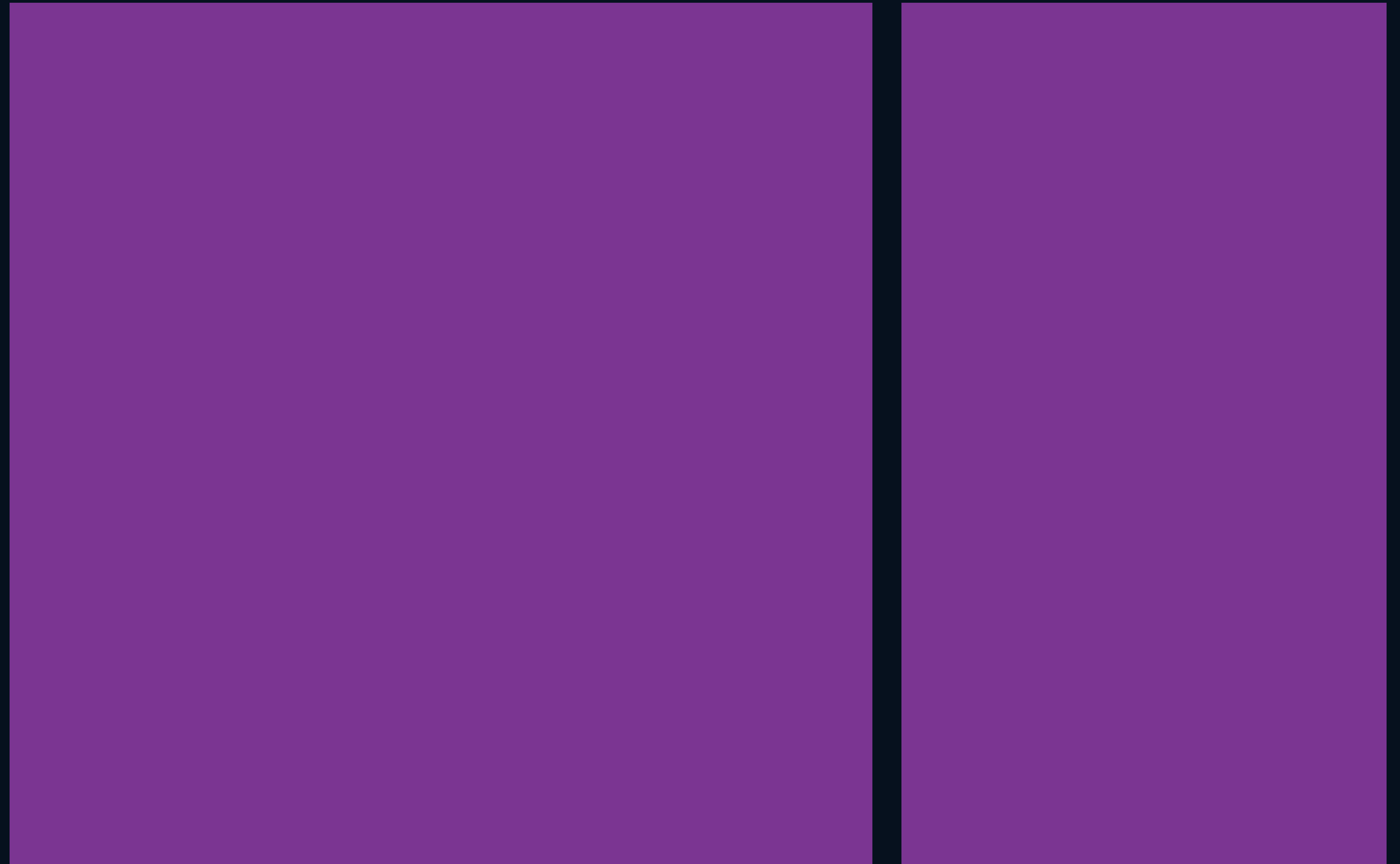




# VIDEO INTRO / OUTRO

To keep consistency and correct categorisation across all video WPC members must include either official intro or outro for each

These are the assets to be used for Rivals Tournaments.





# WPC WEBSITE



All the brand guidelines and assets we have taken you through today are available in the members area of the WPC website.

Please visit  
[www.worldphygital.org](http://www.worldphygital.org)  
right now to access them.

**WPC** World Phygital Community

About Phygital Join the WPC News Workshops Seasons Q&A Contact For members

## YOUR WPC MEMBERSHIP

Welcome to member profile  
**GEORGE BOUND**

Your status: **Bronze member**

### APPROVED DISCIPLINES

None

### HOW TO PAY THE MEMBERSHIP FEE

Payment amounts, methods, deadlines, confirmation and other bank requirements.

**MEMBERSHIP FEE PAYMENT INSTRUCTION**

**WPC BILLING INVOICE TEMPLATE**

### TOURNAMENT ORGANIZATION

**SEASON DATES 25/26**

Application period:  
01 May 2025 - 31 July 2025

Tournament period:  
01 August 2025 - 15 December 2025

**WPC RULEBOOK**

The WPC Rulebook is designed to help tournament organizers host phygital competitions, and to ensure all rules and regulations are followed.

**REGULATION ON THE RANKING SYSTEM**

These regulations explain the formulas and procedures used to create the ranking system. They are essential for determining the quality rating of any tournament.

### MARKETING MATERIALS

**WPC BRANDING MATERIALS**

This branding materials contains WPC logo, WPC Style Guide and WPC Brand Protection manual

**MEDIA AND PR TEMPLATES**

PR templates and guides to use when inviting media outlets to events, drafting a press-release and reporting on media coverage.

**SOCIAL MEDIA AND DIGITAL CHANNELS TEMPLATES**

This folder includes key materials for Social Media and Digital Channels: quality requirements and design templates with previews and editable files (PSD, AI etc.). The current materials are valid until 22.05.2025.

Templates for social media and digital channels are currently being developed and will be uploaded soon.

### NEWS FOR MEMBERS

**WPC+ ONLINE PLATFORM**

The New Central Hub for Tournament Management: WPC+

Discover WPC+, the all-in-one digital platform designed to streamline tournament management for WPC Members.

**I'm honored to introduce myself to you for the first time as the Chairperson of the World Phygital Community**

Dear WPC members, I'm honored to introduce myself to you for the first time as the Chairperson of the World Phygital Community. Welcome to the community.

**WPC Member Guideline Part 1**

If you'd like to organise a Phygital Origins or Phygital Rivals tournament, please visit our WPC+ platform where you can find details and the relevant application forms.

**WPC Member** Outline

**WPC+ Online Platform**

**Inviting teams and referees**

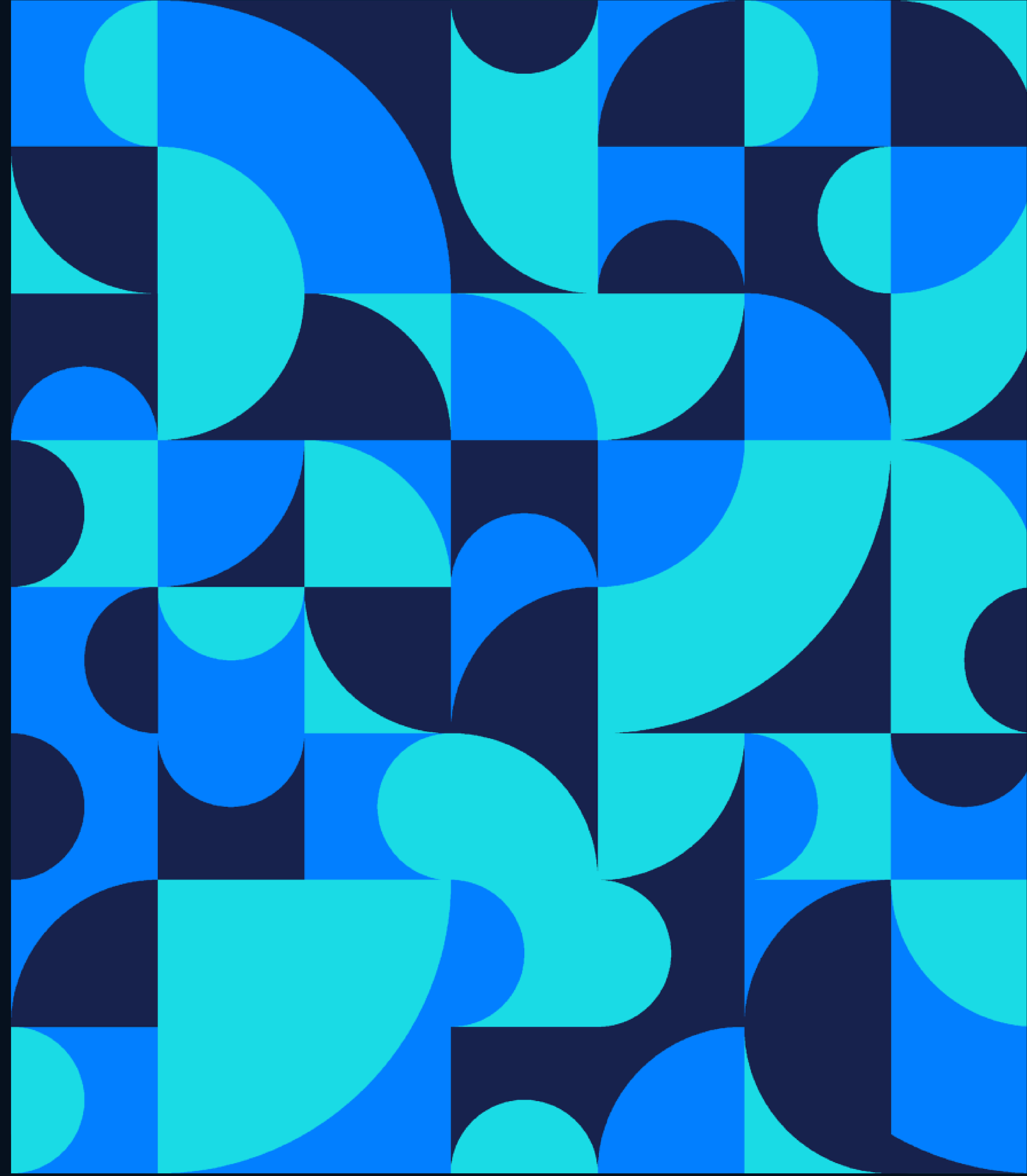
**Watch on YouTube**

**All news for members**



PART V.

# Ranking Points – what you need to do





# HOW TO GET POINTS

We have prepared a comprehensive document that outlines all WPC Tournament branding help you earn points.

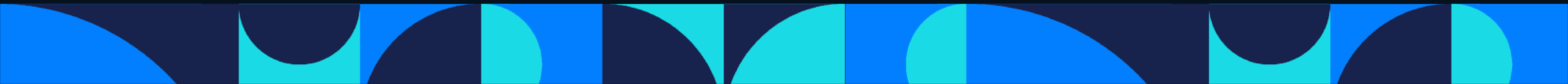
This is also in the members area of the WPC website and WPC+ .

## KEY POINTS OF THE DOCUMENT:

- Branding requirements by category: tournament name, venue, social media and and broadcasting brandings
- We outline the elements and criteria for each category and what you need to do to to do to receive the ranking points
- Checklist template for reporting after the tournament, including required proofs (photos, proofs (photos, links, screenshots) of completed actions



# Q&A Session



Please visit [www.worldphygital.org](http://www.worldphygital.org) right now to access all the assets and guidelines you will tournaments.

If you have any questions, please contact us: [press@worldphygital.org](mailto:press@worldphygital.org)



Thank you