



Kyokushin World Union

# BRAND BOOK

# CONTENT

3. ABOUT KYOKUSHIN WORLD UNION
4. HISTORY
5. MISSION AND VISION
6. STRUCTURE. FOUNDING MEMBERS OF KWU. NATIONAL FEDERATIONS
7. EXECUTIVE COMMITTEE
8. KWU INTERNATIONAL PROFESSIONAL LEAGUE
9. KYOKUSHIN WORLD UNION LOGO
10. RULES OF USING KYOKUSHIN WORLD UNION LOGO AND GETTING KWU AEGIS
11. LOGO COLOUR OPTIONS
12. LOGO COMBINATIONS WITH OUR MEMBER'S LOGO
14. LOGO FOR YOUR KWU CHAMPIONSHIP
15. LOGO MISUSE
16. COMMUNICATION GUIDELINES

## ABOUT KYOKUSHIN WORLD UNION

Kyokushin World Union (KWU) is an association of independent and equal rights international Kyokushin organizations.

The KWU motto – “Time to be United” – embraces the ideas of cooperation, friendship, and joint work aimed at blurring the boundaries among different organizations and returning to a united Kyokushin, as was created by the Great Master Masutatsu Oyama. These ideas provide for a policy of openness and cooperation with all organizations and groups that truly share the Kyokushin ideals and the goals of our Union.

KWU rejects discrimination and prejudice of any kind and encourages participation in competitions of all interested groups and individuals, regardless of their national, gender, racial, religious, and other characteristics.

Kyokushin World Union is a non-profit organization.

# HISTORY

Kyokushin World Union was established in 2011.

On October 12, 2011, the Founding Conference of the Kyokushin World Union was held, which was attended by Chairman of the Presidium of the Association of Kyokushinkai of Russia Shihan Yurii Trutnev, President of Kyokushin-kan International (KI) Kancho Hatsuo Royama, former Vice-President of Kyokushinkai-kan International Tsuyoshi Hiroshige, member of Directors Board of Kyokushin Shogakukai Foundation («The Society for Promotion of Kyokushin Karatedo») Kenji Sugekawa, President of the International Federation of Karate (Kyokushin) Hanshi Steve Arneil, Representative of the UK International Federation of Karate (Kyokushin) Shihan David Pickthall, President of the Kyokushin World Federation (KWF) Shihan Loek Hollander, President of the Bulgarian Karate Kyokushin Federation Shihan Ivo Kamenov, as well as representatives of the member federations of the Association of Kyokushinkai of Russia.

At the Founding Conference the leaders of the world Kyokushin Steve Arneil (IFK), Hatsuo Royama (KI), Loek Hollander (KWF), and Ramil Gabbasov (AKR) signed the Statute of the new organization.

## MISSION AND VISION

Overcoming the divide in the world Kyokushin and uniting various groups is a long and thorny path. Notwithstanding all the obstacles, the Union is determined to put all its efforts into fulfilling this dream and returning Kyokushin to its roots as was created by Mas Oyama.

### **MISSION:**

- revival and preservation of the school of Sosai Masutatsu Oyama;
- consolidation of Kyokushin practitioners around the world;
- holding unified World and Continental championships among adult and youth athletes;
- enhance the skills of athletes and judges.



## **STRUCTURE:**

The governing bodies of the Association are as follows:

- General Meeting;
- Executive Committee

### **FOUNDING MEMBERS OF KWU:**

- International Federation of Karate (IFK);
- Kyokushin-kan International (KI);
- Kyokushin World Federation (KWF).

### **NATIONAL FEDERATIONS:**

Country representatives of international organizations – KWU members have the right to cooperate with other representatives in their countries and establish a National Federation of KWU in order to join their efforts in promoting national Kyokushin, holding qualifying tournaments for international KWU competitions, and holding joint events.

# EXECUTIVE COMMITTEE

## **Kancho Hatsuo Royama 9 Dan**

President of Kyokushin-kan International Karate Organization (KI)

## **Shihan Antonio Pinero 9 Dan**

President of the Kyokushin World Federation (KWF)

## **Shihan Yuri Trutnev 7 Dan**

Chairman of Presidium of Russian Kyokushin Association. Co-chairman of the Russian Union of Martial Arts.

## **Shihan David Pickthall 7 Dan**

President of the International Federation of Karate (IFK)

## **Shihan Ivo Kamenov 7 Dan**

Executive director of the KWU International Professional League and Chairman of the National combat sports association in Bulgaria (NABS)

## **Shihan Ramil Gabbasov 5 Dan**

Member of the Executive Committee of the Russian Union of Martial Arts (RUMA), and President of the International All-Style Karate Federation (IASKF).

## **Shihan Aleksandr Pichkunov 5 Dan**

Secretary-General of KWU

# KWU INTERNATIONAL PROFESSIONAL LEAGUE

The KWU Executive Committee meeting was held on 7 December 2018 in Varna, Bulgaria, during the second European Championship with categories for men and women, the first European Championship for Veterans, and the KWU Sixth World Junior Championship. At this meeting, proposed by Shihan Ivo Kamenov, it was voted to establish a Professional League under the World Kyokushin Union. All members of the Executive Committee voted unanimously, and the decision was made. This moment marks the beginning of the KWU International Professional League - Senshi.

Attended by the President of Kyokushinkai-Kan (KI) Kancho Hatsuo Royama (9 Dan), also the President of the Kyokushin World Federation (KWF) Shihan Antonio Pinero (9 Dan), the President of the International Federation of Karate (IFK) Shihan David Pickthall (7 Dan), Secretary-General of the Kyokushin World Federation (KWF) Shihan Andre Drewnjak (9 Dan), also Shihan Marin Mitev (7 Dan) - President of the Bulgarian Karate Kyokushin Federation (BKKF), Shihan Ramil Gabbasov (5 Dan) - Executive Director of the Russian Union of Martial Arts (RUMA), as well the President of the National Association of Martial Arts in Bulgaria (NABS), Shihan Ivo Kamenov (7 Dan) and Secretary-General of the Kyokushin World Union (KWU) Shihan Alexandr Pichkunov (5 Dan)



# KYOKUSHIN WORLD UNION LOGO



We are very proud of our Logo, and would appreciate it if you could follow these guides to ensure it always looks its best.

## **RULES OF USING KYOKUSHIN WORLD UNION LOGO AND GETTING KWU AEGIS:**

The use of the name and logo of the Kyokushin World Union (KWU) is possible only with the prior approval of the headquarter office by email. It is necessary to get approval for any use of the KWU logo and name: on posters for tournaments and during tournaments, for clothes and other promotional materials, as well as posts on social networks related to your club or national organization that is a member of KWU - IFK, KI, and KWF.

**This rule applies to everyone! KWU National Federations cannot use the KWU name or logo without approval.**

In order to get permission to use our logo or to get the KWU aegis, you have to:

### **For tournaments:**

- 1.To organize an open joint sports event (organized by IFK, KI, and KWF together),
- 2.To make the written request by e-mail at the KWU office, attaching a provision and a poster of your event,
- 3.To wait for getting permission from the KWU office and only then to start sharing the information with the KWU logo or phrase about KWU support.

### **For other promotional materials and posts on social networks:**

- 1.To make the written request by e-mail at the KWU office, attaching an example of promotional material like pictures, t-shirts, or any other,
- 2.To wait for getting permission from the KWU office and only then to start sharing the information with the KWU logo or phrase about KWU support.

# LOGO COLOUR OPTIONS

If the design requires, you can place our logo only in a white circle.



Kyokushin World Union



**KWU**  
Kyokushin World Union

# LOGO COMBINATIONS WITH OUR MEMBER'S LOGO

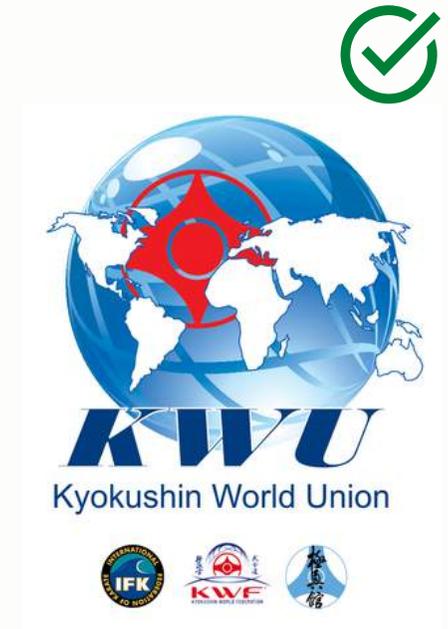
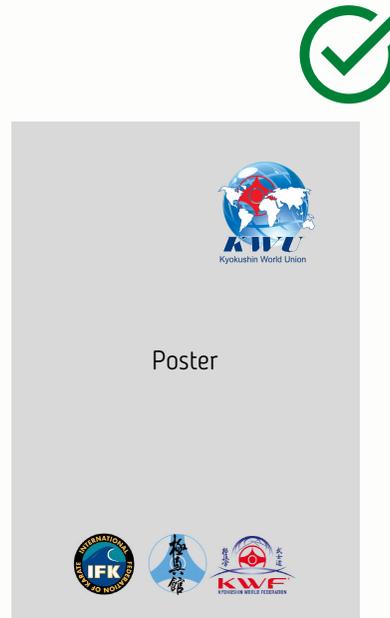
Combining our logo with our member's logo or any other logo of a national organization can only happen when our logo is placed first in a row or column.



# LOGO COMBINATIONS WITH OUR MEMBER'S LOGO

If in this case, two or three logos of our members are to be used, then our logo is placed separately from them, being clearly visible and dominant.

We use Kyokushin Kanku with a full inner circle, as in our own logo.



# LOGO FOR YOUR KWU CHAMPIONSHIP

If you get the support and auspices of KWU, we can create your tournament logo like this. Contact us at [kwunion2011@gmail.com](mailto:kwunion2011@gmail.com)



# LOGO COMBINATIONS WITH OUR MEMBER'S LOGO

It is not allowed to arrange all the logos in one line, because IFK, KI, KWF are part of KWU and we represent all three international organizations.



# LOGO MISUSE

It is important that the appearance of the Logo remains consistent.

The Logo should not be misinterpreted, modified, or added to. No attempt should be made to alter the Logo in any way. Its orientation, colour and composition should remain as indicated in this document – there are no exceptions. To illustrate this point, some of the more likely mistakes are shown on this page.



# COMMUNICATION GUIDELINES

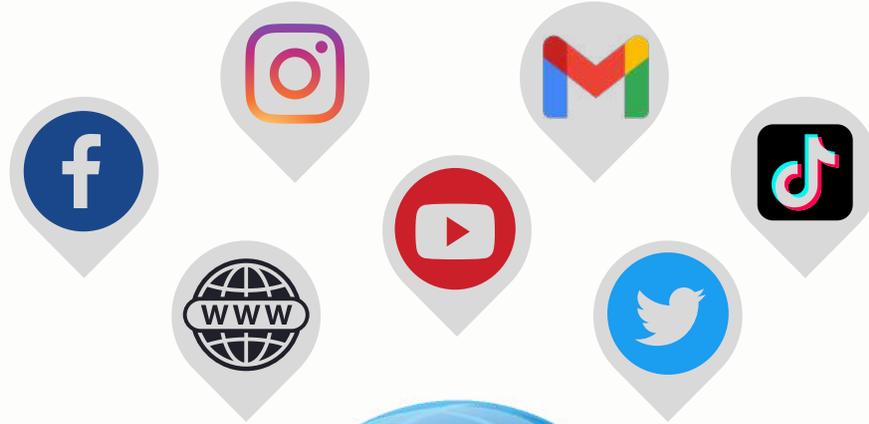
As a Union, we strongly believe in connecting with our friends.

There are many ways in which we do this. Our website is constantly updated from the latest news across our organization, engaging stories, photography, videos, and being distributed as content to digital platforms including Instagram, TikTok, and YouTube.

If you have any questions, please don't hesitate to contact us:

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