

Branding and use of the WPA logo

There is inconsistent use of the WPA logo.

1. The letterhead logo. This has been in use since 2010.



2. Some tournament entry forms and WPA shirts (tournament winners, regional representatives) use an earlier logo:



3. The website logo is just the W and the boule.



At the very least we should be using the same logo for all branding purposes.

However, the existing logo has a tenuous connection with pétanque. The yellow circle looks more like a tennis ball than a pétanque boule.

Note: There is no record of the typefaces chosen, the shade of yellow, the size of the design elements.

The logo should be updated and standardised.

Proposed by Khandallah Pétanque.