

Brand Update: MNA Presentation

February 6, 2022

Our organisation has been known as FISTF since it was established in 1992. Originally known as the Federation of International Subbuteo Table Football, with the separation from any relationship with Hasbro, this became the Federation of International Sports Table Football. But still the unfortunate negative connotations of the acronym remained.

The FISTF acronym is problematic in English. The fist is a powerful, politically-charged symbol that means many different things to people worldwide. It also refers to a sexual act, most commonly expressed in English. It makes sense to try and change our name to something that cannot be mistaken for a negative word or term.

As well, creating an artificial brand of 'Sports Table Football' has not been taken to heart by the community. Placing this strong emphasis on the word 'sports' also tends to alienate us from the wider community who also want to just play casually or in clubs and not just in elite competition.

How many times each term for our game appears in the names of Member National Associations:

Table Football: 12

Sports Table Football: 6 (Dropping the "Sports" title will be completely optional for these parties)

Subbuteo: 6

Subbuteo Table Football: 3

Table Soccer: 2

These numbers highlight the absence of a widespread desire to include 'Sports' in the title, and the majority identify more with Table Football or its derivation. By giving ourselves a nickname that has nothing to do with actually describing our game, we are also advertising the logic that we are the "Sports" version of "table football". The confusion caused by adding this "sports" designation is best exemplified by this problem you can see below on Wikipedia. People may be discovering our community through Wikipedia, so this is an especially important example.

Table football

From Wikipedia, the free encyclopedia

This article is about the in-table game with figures on rotating rods. For the table-top games, see [Tabletop football](#). For the same, played competitively, see [Sports table football](#). For other uses, see [Table football \(disambiguation\)](#).

Table football, also called **table soccer**, and known as **babyfoot** in French, **Kicker** in German, **calciobalilla** or **biliardino** in Italian, **futbolín** in Spanish and **foosball** /ˈfuːzbɔːl/ in North American English, is a table-top game

Table football



We are proposing that we significantly change the name of the federation as well as our identity to better represent our position as a bold, modern and dynamic international federation. We know that in such a competitive world, we must always evolve and adapt to stay relevant and appeal to a wider audience. In the digital age, the acronym of our federation has developed negative connotations unrelated to our organisation and it is important that we rebrand to make sure our first impressions are as positive as possible.

We are proposing a new brand for us: **Table Football International**. This is distinctive and simple to understand and reinforces the global nature of our sport. It is time that we stake our claim as the most dynamic table football game: We Are Table Football.



Along with a new name, we are proposing a complete graphic rebrand across all parts of our operation. This branding will be launched gradually over the course of the coming season, because the 2022 World Cup has already been branded with the FISTF name, and this slower integration of the new brand will give the table football community more time to adjust to the change.

Our vision is “table football for all” and as Table Football International (TFI) we can launch a global promotional campaign. With acceptance of TFI we would roll out a comprehensive re-brand over the coming months as we implement several important and valuable resources to support our membership.

Please read on to explore some of the thought process behind this rebrand, as well as the many ways this new brand will be implemented in the coming year.

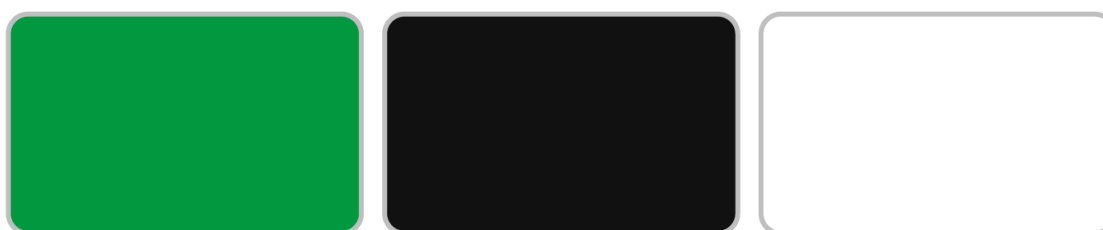
Brand Rationale

The TFI Name

Having a three-letter name helps recognition of our association as an international governing body. This is because a shorter name in general makes it easier to digest and remember at first glance. Table football has been in our name all along as the unifying term for our game and is ours to formally claim. Especially since Foosball/babyfoot uses the “table soccer” wording as its official formal way of referencing itself: International Table Soccer Federation. Our website will bear the branding of www.tablefootball.org, as www.tablefootballinternational.com is much too long.

The Logo

The appearance of the logo is meant to evoke a neutral and unified stance on our game. We avoided using figures of a certain shape by making our acronym into the figures on the logo, and building the ‘scene’ around it. The scene in this case is the rings/lines that make up the images of two bases and a ball. It was created to be simple enough to be recognizable at a distance/in smaller dimensions, yet complex enough to symbolise table football itself.



The Colours

The predominant brand colour is pitch green, which is inspired by modern pitch colours, as well as a reference to our history. Green had always been a prominent colour for FISTF, but those light green shades were not very versatile. This new shade of green contrasts both white and black in a more balanced manner than previous shades. This allows the TFI brand to use a very simple (and therefore easily recognizable) colour palette while still being able to be flexible when necessary. For example, this now allows large white text/graphical elements to be placed on a green background, such as some versions of the TFI logo as well as the header of this document. We were not previously able to do this without violating worldwide accessibility standards for colour contrast. Also of note is that the shade of black used is ever-so-slightly lighter than pure black, which is recommended for reducing eye strain on elements that contrast with pure white.

Moving Forward

Again, these changes will not take place immediately and will be introduced gradually throughout the 2022 Season. We will always strive to be proactive and treat our brand guidelines as a living document subject to the latest developments and feedback from the wider table football world.

TFI Brand Elements

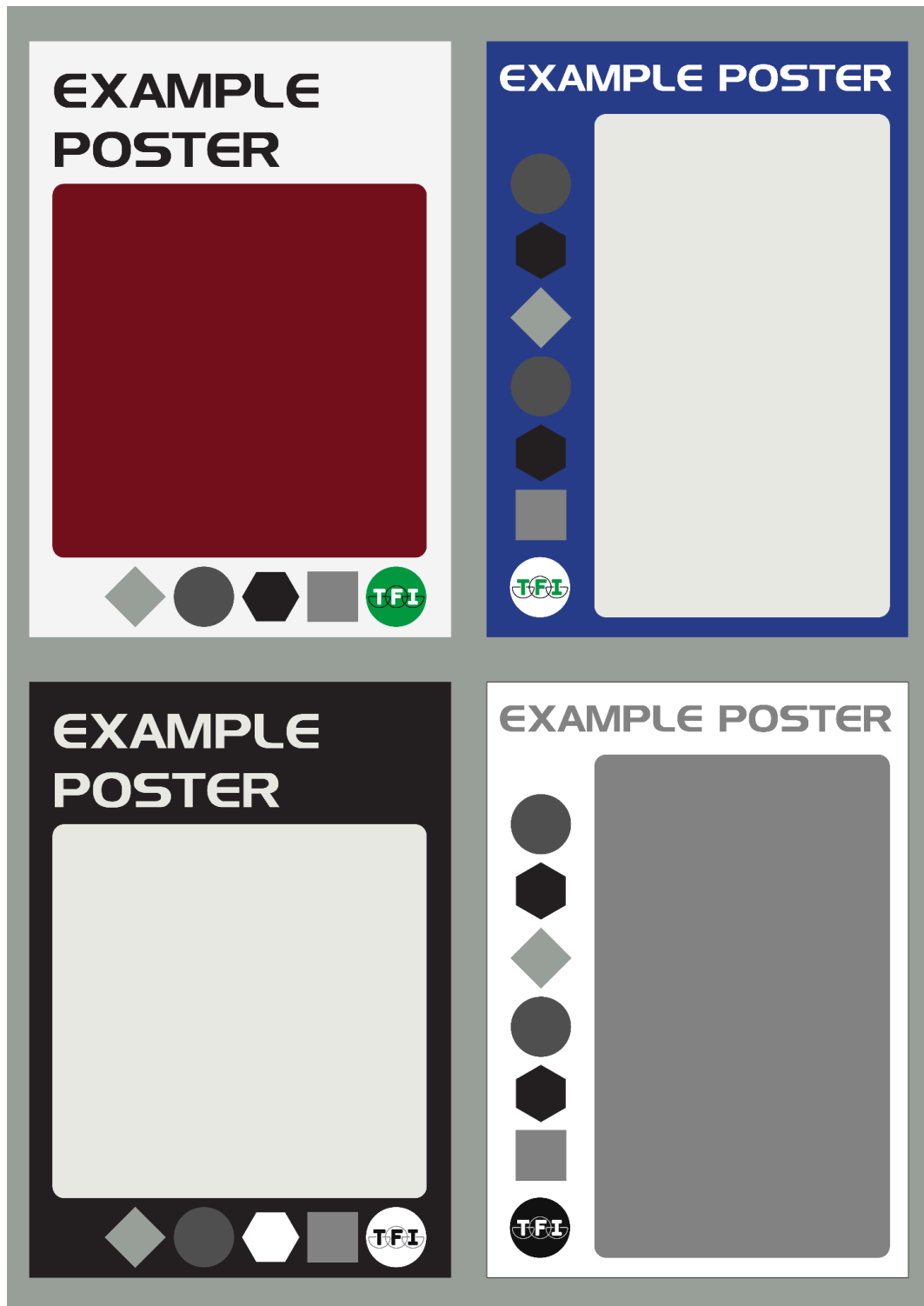
Adaptive Logo

The TFI logo was created to appear in different forms, such as in colour vs grayscale environments. It will appear differently on light or dark backgrounds, as well as in compact form with no lettering. The grayscale versions are to be used only for situations that do not have any colour.



Event Logos

It is important that we emphasise our sanctioning of events through consistent branding on posters. When our brand is featured on a poster, the circular icon version of our logo must be used. The background must also be considered, and the logo is designed to respond to all situations.



Different versions of the TFI logo to be used on light backgrounds, dark backgrounds, as well as without colour

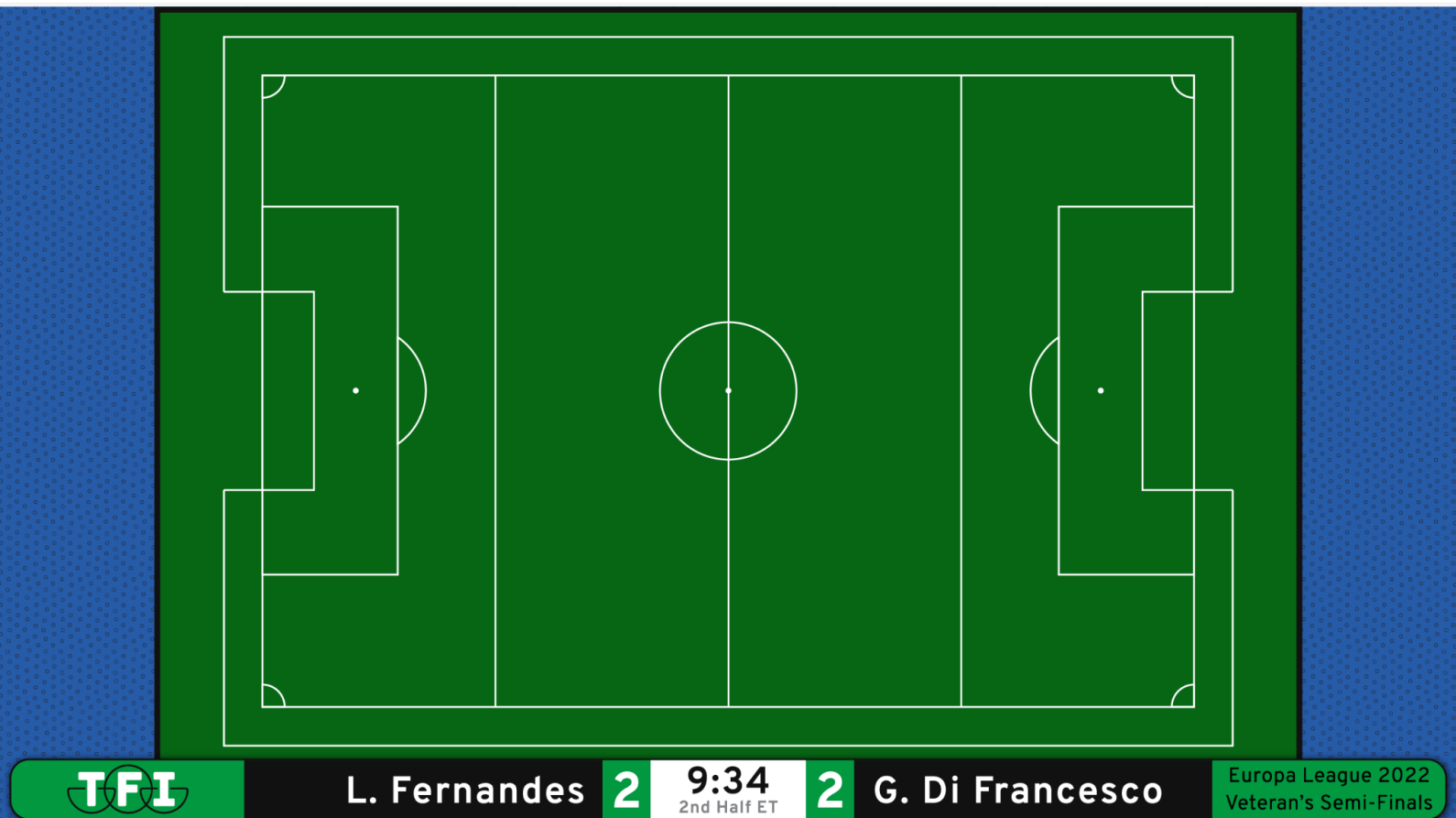
TFI Conforming Logo

To go along with the updated equipment regulations, an official logo to identify all TFI Conforming Equipment.



Broadcast

As we aim to show our game to those across the globe in this digital age, we must consider brand elements that supplement live broadcasts such as scoreboards and banners.



Social Media

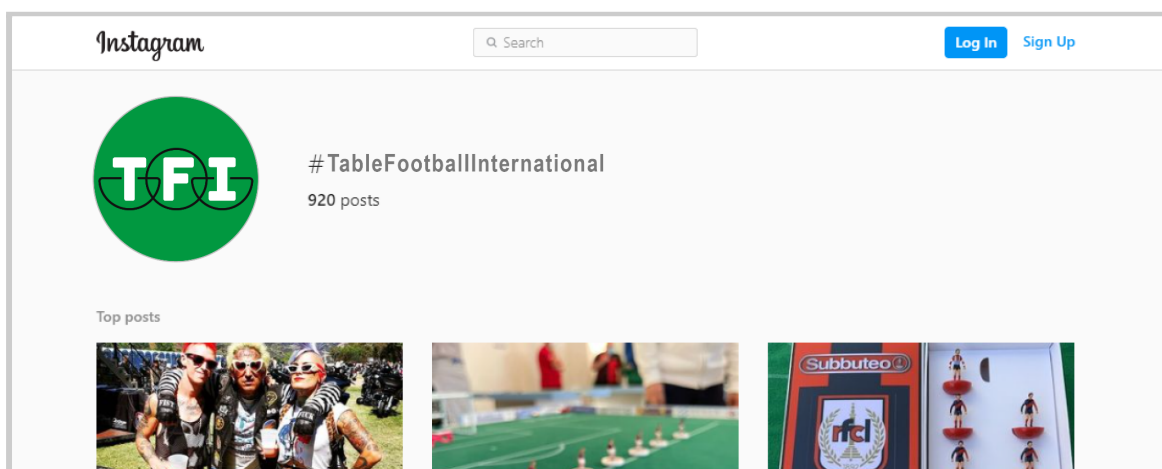
This is how the flexible TFI brand will appear on a variety of social media.



Twitter



Facebook



Instagram

Website Design

A newly designed website, with all the same functionality of the old website, will be available at www.tablefootball.org. For now, this links to our current website.



Email Signatures

Consistent email signatures to improve internal and external communication through an enhanced sense of identity.

Steve Dettre

TFI President

president@tablefootball.org



Letterhead (Document Format)

Look around! You have been staring at the new letterhead/document design this whole time! It uses the compact version of the logo, with green stripes similar to those seen elsewhere within the TFI brand (eg. social banners). A persistent header with the title and page number are important for scannability. The fonts and headings are also standardised to create an information hierarchy.

Other brand elements and breakdowns of “dos and don’ts” for brand usage will be released in a full brand guidelines document (TFI Brand Style Guide), to be fleshed out starting in January 2022.

