



We updated PATU logo and we want you to feel it is yours

Aguascalientes, Mexico (October 29, 2021) - Not only a commercial company should think about having a good logo to project its image and thus attract customers. The world's major sports corporations do it too, and at PATU we seek to become a global reference for our beloved sport, and we do not intend to leave any detail to chance.

A successful brand or branding must reflect stories that contain emotions, chronicles of successes and failures, joys, and frustrations, it's as simple as that. Taekwondo contains everything; courtesy, integrity, perseverance, self-control, and indomitable spirit, we learned it from the cradle and in the Pan American Taekwondo Union we do not want to move away from our bases, for that reason we are convinced that this will be "The Union", not just another CU, but "The Union" that everyone will want to be part of.

While it is true that the logo design is only a part of the brand of a corporation, it serves as the basis for the entire narrative in which the brand is constituted. Colors, tones, fonts... all of this is determined by the story you are trying to tell, and our logo is the stage for all the stories that are about to be told at PATU.

The time has come to be able to wear the PATU logo with a sense of belonging. In the Pan American Taekwondo Union, a "New Era" began, one that for the first time "We are all part of".

Let's wear the PATU logo with pride, very soon it will be a worldwide reference.