

# World Archery Brand Identity Guidelines



## Introduction



**World Archery** is the forward-focused, global image for the new brand of the Fédération Internationale de Tir à l'Arc (FITA), the official worldwide governing body for the sport of archery.

This brand has been established primarily to promote the sport of archery to a broad target market around the world.

The essential image of the sport of archery encompasses **mind, body and technology**. There are two key words that best express the core of the World Archery brand: **precision and intensity**.

The immense value of strong branding for any organization cannot be over emphasized, especially today. Over time, with continuous and consistent use, the brand builds, gains recognition and further reflects the attributes and values inherent in the organization.

It is extremely important therefore to apply the brand identity with care and precision. These guidelines have been designed to help you do this. Please follow them meticulously.

If in doubt about any aspect of the World Archery brand identity, please contact FITA at:

[info@archery.org](mailto:info@archery.org)

## The World Archery Brandmark

The World Archery Brandmark comprises two basic elements: the bow and arrow icon and the World Archery logotype.

These two elements are positioned in relation to each other in four orientations, as set out in these guidelines. Never rearrange these elements.

The brandmark illustrated on the right is the primary orientation and is the favoured version to use where possible.

Never use the logotype without the icon. However, the icon can be used without the logotype in a decorative role but it must be supported by a full brandmark on the same piece, such as the leaflet on the right and the front page of this document.

The icon can also be used without the logotype at extremely small sizes such as bullet points or maybe a pair of cuff links.

## Digital Files

Always use the correct digital files for reproduction and never attempt to create the brandmark in any other way. These are explained throughout the guidelines and listed below.

Other formats are available on request.

Please contact [info@archery.org](mailto:info@archery.org) to receive the digital files.



### File Names

	1. Primary Orientation	2. Landscape Orientation	3. Restricted Width	4. Restricted Height
6 PMS colours:	WA1_6col.eps	WA2_6col.eps	WA3_6col.eps	WA4_6col.eps
CMYK Process colours:	WA1_CMYK.eps	WA2_CMYK.eps	WA3_CMYK.eps	WA4_CMYK.eps
RGB for online:	WA1_RGB.jpg	WA2_RGB.jpg	WA3_RGB.jpg	WA4_RGB.jpg
For Microsoft Word / PowerPoint etc:	WA1_6col.png	WA2_6col.png	WA3_6col.png	WA4_6col.png
	WA1_White.png	WA2_White.png	WA3_White.png	WA4_White.png
Black:	WA1_Black.eps	WA2_Black.eps	WA3_Black.eps	WA4_Black.eps
White:	WA1_White.eps	WA2_White.eps	WA3_White.eps	WA4_White.eps

## Brandmark Orientations

There are only four standard orientations of the brandmark. Do not create others.

The first two orientations are for general use at your discretion. The third and fourth orientations are only to be used in extreme situations when maximum impact is required in truly restricted spaces where either the height or the width is limited.

- The primary orientation, as the name suggests, is always the favoured orientation and should be your initial choice. The icon is dominant, making the most of the vibrant colours and emphasising the modern and dynamic personality of the brand.
- The landscape orientation can be used where shape dictates or if the name needs to stand out, usually in more crowded environments where it is competing for attention. However, be sure always to observe the exclusion zone guidelines.
- The restricted width orientation should be used only in isolation where maximum impact is imperative on a tight vertical space such as a hanging banner at an event. It should not be chosen purely out of aesthetic preference.
- The restricted height orientation should be used only in isolation where maximum impact is imperative on a tight horizontal space. This can be large, such as on a perimeter board at an event, or small such as on a pencil. This also should not be chosen purely out of aesthetic preference.

### 1. The primary orientation



### 2. The landscape orientation



### 3. Restricted width orientation



### 4. Restricted height orientation

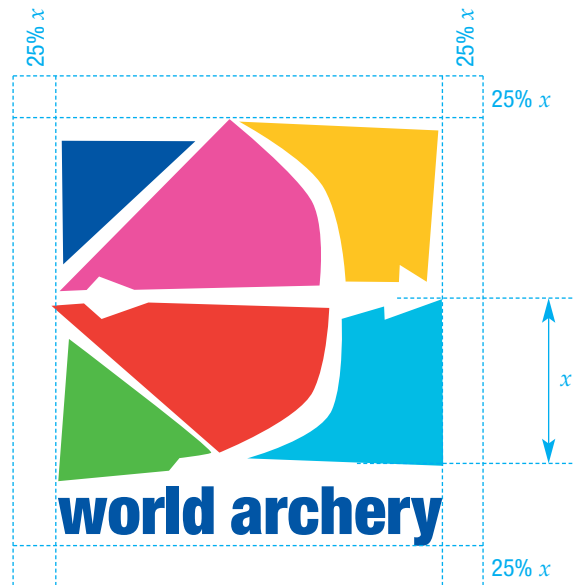


## Exclusion Zone

In order not to obscure the trademark and to maintain clarity from adjacent elements, an exclusion zone has been defined.

This is a clear area surrounding the trademark into which no other graphic element may intrude.

For all orientations of the trademark, the exclusion zone is constructed by measuring the height of the sky blue area at the bottom right hand corner of the icon ( $x$ ) and adding 25% of this measurement all around the trademark.



## Minimum Size

The minimum size to reproduce the trademark is determined by the method and quality of reproduction. The legibility of the logotype and the clarity of the icon are paramount of course, but an appropriate degree of presence or impact is also vital.

In print, neither the primary nor the landscape trademark should be reproduced at less than 20mm wide.

On screen, they should not be reproduced at less than 100 pixels wide.

Please bear in mind that these are absolute minimum sizes even on good quality surfaces. If in any doubt, err on the safe side and increase the size.



## Colour Palette

The World Archery colour palette consists of the six colours in the landmark (plus black) and are shown here on the right.

World Archery Reflex Blue is considered to be the 'corporate' colour as it is the darkest, therefore usually the strongest colour, and it is the colour of the logotype. The other colours are subordinate.

However, any of these can be used as background colours or for type, as demonstrated throughout these guidelines. Feel free to be creative with these colours, it all adds to the spirit of an upbeat, bright and modern brand.

Percentage tints of these colours can sometimes be used, but generally avoid pale pastel shades—the strength of the brand identity is largely its strength of colour. Do not use tints as main backgrounds. Tints should be restricted to small areas such as to highlight parts of a chart as in the one below. But even then, try to use the higher percentages—over 60% if possible.

The brand colours are specified in the chart below but it is unlikely that you will ever have the opportunity to print the landmark in its six special PMS colours—these are mainly for definition purposes. However, in these days of digital printing and when much communication is online, the need to limit the number of colours has largely gone. We should take full advantage of this.



World Archery Reflex Blue



World Archery Pink



World Archery Yellow



World Archery Green



World Archery Red



World Archery Sky Blue

	Special Colours	C	M	Y	K	R	G	B	HEX
■ World Archery Reflex Blue:	PMS Reflex Blue	100	73	0	2	0	12.2	55.1	# 00209F
■ World Archery Pink:	PMS 225	1	83	0	0	90.8	16.2	54.5	# E5239D
■ World Archery Yellow:	PMS 123	0	24	94	0	100	72.8	11.4	# FFC726
■ World Archery Green:	PMS 361	69	0	100	0	15.6	60.4	13.3	# 12AD2B
■ World Archery Red:	PMS Red 032	0	90	86	0	100	16.2	19.6	# F42A41
■ World Archery Sky Blue:	PMS 306	75	0	7	0	0	65	87.5	# 00B5E6

## Colourways

Wherever possible, the landmark must be reproduced in full colour. The vibrant colours are a fundamental characteristic of the World Archery brand, reflecting its bright and modern attitude while building all-important recognition. It is memorable in colour—much less so in mono.



Only when full colour is absolutely not available should you use one of the monochromatic (mono) versions. These are second best—mere representations of our full branding and should never be chosen out of personal aesthetic preference.



Some applications demand this, of course, and cannot be avoided. For example, the landmark could possibly appear in red as a franking stamp on an envelope. Or it could be gold if it is foil blocked onto the cover of a diary. But clearly this does not mean that red or gold versions are available to be used anywhere else at will.





## Backgrounds

The brandmark must always appear on a white background. If you need to place it onto any colour other than white - however pale it may be - then it must include a white panel equal in size and position to the exclusion zone. The files supplied, and detailed in these guidelines, include this panel so its application is really simple.

Regard the white as a vital part of the colour scheme. This is more important than you may first realise because the bow and arrow in the icon are white, formed as they are by the spaces between the coloured blocks, and would be quite wrong in any other colour or with other matter showing through from behind.

From a practical point of view, this means that the full colour brandmark can be easily applied to any background regardless of its colour or detail.

Only use the mono versions of the brandmark when full colour is not available.



The brandmark on a white background.



The brandmark on World Archery Reflex Blue background.



The brandmark can be applied to any of the World Archery colours.



The brandmark on a black background.



The white panel remains, even on the palest of background colours.



The brandmark on a dark area of a photograph.



The brandmark on a light area of a photograph - still retains the white panel.



Only use a mono brandmark when full colour is not available.



## Typography

The World Archery font is Helvetica Neue Condensed and this should be used on all World Archery printed material.

For example, the text of the *Target* magazine should now be set in Helvetica Neue Condensed. It can be set in any of the weights shown below.

A few basic rules:

- Always use Upper and lower case; it is easier to read and capitals look official and unfriendly.
- Main text is ranged left, not justified.
- Give the text space. do not squeeze too much onto a page.
- Colour is great. Use any of the World Archery colours, or black or white. But do not introduce new colours.
- Keep text to digestible lengths. Paragraphs should be as short as possible and separated by space, not indented.
- Verdana is the PC font and should be used for typing letters and for the text in PowerPoint documents and online; in fact any occasion where electronic files are exchanged and there is a risk of font substitution.

**Helvetica Neue Black Condensed**

**Helvetica Neue Bold Condensed**

**Helvetica Neue Medium Condensed**

**Helvetica Neue Condensed**

**Helvetica Neue Light Condensed**

## Regional Variants

There are currently five regional variants of the brandmark: Americas, Europe, Africa, Oceania and Asia. If you think your region needs to be specially identified please apply to the FITA Head Office. If your request is approved, the appropriate files will be created for you. Never attempt to create your own regional brandmark.



**world archery  
your country**



**world archery  
americas**



**world archery  
europe**



**world archery  
africa**



**world archery  
oceania**



**world archery  
asia**



**world archery  
americas**



**world archery  
europe**



**world archery  
africa**



**world archery  
oceania**



**world archery  
asia**

## Event Sub-brands

High-profile events often call for specific identification such as the World Archery Championships and the World Archery Indoor Championships, as illustrated on the right.

If you think your particular event warrants special identification, please apply to the FITA Head Office.

If your request is approved, the appropriate files will be created for you. Never attempt to create your own sub-brands.

Additional information such as the venue and date of the event can be placed with the sub-brand but be sure always to observe the exclusion zone guidelines.



## Dual Branding

Certain high-profile events may call for a second brand to appear in combination with the World Archery landmark.

In these instances, and where World Archery has 'ownership', World Archery must be the dominant brand and the second brand subordinate.

The system for doing this, illustrated on the right, introduces an additional version of the landmark which provides space for the second brand to be incorporated into a single, compact device. This is called the dual signature.

The dual signature is an exception to standard usage and is not an option for general use. Any intention to use it requires prior approval from the FITA Head Office.

If the second brand has ownership, and is dominant, the standard guidelines for the application of the landmark remain as normal, this applies particularly to the exclusion zone.

### World Archery Ownership



### Second Brand Ownership



## The Brandmark Out There

As mentioned at the beginning of these guidelines, World Archery is a forward-focused, global image. The brand is colourful and modern—it should be seen in full colour whenever possible, and as much as possible.

Shown here are examples of the brandmark applied to a t-shirt, banners at events and a section of an interview backdrop panel.

It is the consistent combination of all of these applications that builds brand recognition so use a mono version only when full colour is really not possible.





## Use of the Brand

World Archery is primarily a forward-focused brand, representing the sport of archery to both sports enthusiasts and the worldwide market beyond the archery family.

The logo is important because it encompasses the image: mind, body and technology, and core: precision and technology, of the brand.

The wide-range use of the logo makes consistent application of the brand identity on communications—such as the letterhead and email signature examples shown here—critical.

Any application and use of the logo requires the permission and approval of FITA.



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Ms Caroline Anderson  
TSE Consulting  
Rue du Petit-Chêne 38  
P.O Box 1466  
1001 Lausanne  
Switzerland

26 March 2009

Dear Ms Anderson

This is dummy text. It is intended to be read but have no meaning. As a simulation of actual copy, using ordinary words with normal letter frequencies, it cannot deceive eye or brain. Dummy settings which use other languages or even gibberish to approximate text have the inherent disadvantage that they distract attention to themselves. Simultext is effective in any typeface, at whatever size and format is required.

Text can be produced to complete any area, as the basic copy is simply repeated with different starting points. This is dummy text. It is intended to be read but have no meaning. As a simulation of actual copy, using ordinary words with normal letter frequencies, it cannot deceive eye or brain.

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Trial settings which use other languages or even gibberish to approximate text have the inherent disadvantage that they distract attention to themselves.

Yours sincerely,

Sender Name  
Chief Executive Officer



Sport in the Olympic Programme  
Sport au Programme Olympique

A screenshot of the IBM Lotus Notes email client interface. The window title is "IBM Lotus Notes - New Memo". The interface shows a toolbar with various icons, an address field, and a menu bar. Below the menu bar, there are buttons for "Send", "Send and File...", "Save As Draft", "Address...", "Delivery Options...", "Follow Up", and "Tools". There are also checkboxes for "High importance", "Return receipt", "Sign", and "Encrypt". The main content area shows an email signature for Françoise Dagouret, with fields for "To" (DMieville@archery.org), "cc", "bcc", and "Subject" (email signature). The signature text includes "Please respond to fdagouret@archery.org". At the bottom, there is contact information for Ms Françoise DAGOURET, Corporate Services Director, including the World Archery logo, address (Maison du Sport International, Avenue de Rhodanie 54, 1007 Lausanne, Switzerland), telephone number (+41 (0)21 614 3050), and website ([www.archery.org](http://www.archery.org)).

## Misuse of the Brandmark

Always use the correct files to reproduce the brandmark and never attempt to re-create or alter it in any way.

Please follow these guidelines meticulously.

Here are just a few of the more obvious mistakes to avoid. And you can see from these just how easy it is to abuse and devalue a brand.

In some markets, this kind of misuse can also undermine legal protection of copyright so be careful.



Do not add elements to the brandmark.



Do not rearrange the elements of the brandmark.



Do not alter the proportions of the brandmark.



Do not reproduce the brandmark in pastel tints.



Do not create new colourways



Do not reproduce the brandmark without the white panel on a coloured background, however pale.



Do not distort the brandmark.



Watch the 2010 **world archery** Championships

Do not allow text to 'read through' the brandmark.



Do not invent your own sub-brands.



Do not add a drop shadow or any other special effect to the brandmark.



Do not allow other elements within the exclusion zone or to show through from behind the brandmark.



Do not create a mono version of the brandmark by converting the colour one to greyscale.



Do not flip the icon left to right.



Do not use a mono brandmark when colour is available.



Do not reproduce the brandmark at an angle.



Do not fragment the brandmark in any way.



Do not use a restricted space brandmark when the space is not restricted.





[www.archery.org](http://www.archery.org)