



Dress-code Concept

Current situation



Other sports



What we need

Unified style

Unified team look

Sport identification items

Easy identification of athlete's name and country

To merchandise. Items which wide audience would like to buy for their use

GENERAL REQUIREMENTS

Country – Unified costumes for all athletes participating in finals

Not more than 3 colors

Trousers/Skirts – One color

Identification sign placements are fixed

Shotgun vests – Only 2 colors which are repeated in the color of other items

Shooting shoes: Special shooting shoes – One of any color.

Ordinary sport shoes should be of one of the colors of the costume

Rifle shooters

Current image



Too many colors



Not nice

No identification

- Country
- Name



Not nice

Rifle shooters



Rifle shooters. National team color concept



GENERAL COLOR CONCEPT

JACKET

NOT MORE THAN
3 COLORS

+
1 CONTRAST COLOR
FOR TRIMS

TROUSERS

NOT MORE THAN
1 COLOR

+
1 CONTRAST COLOR
FOR TRIMS

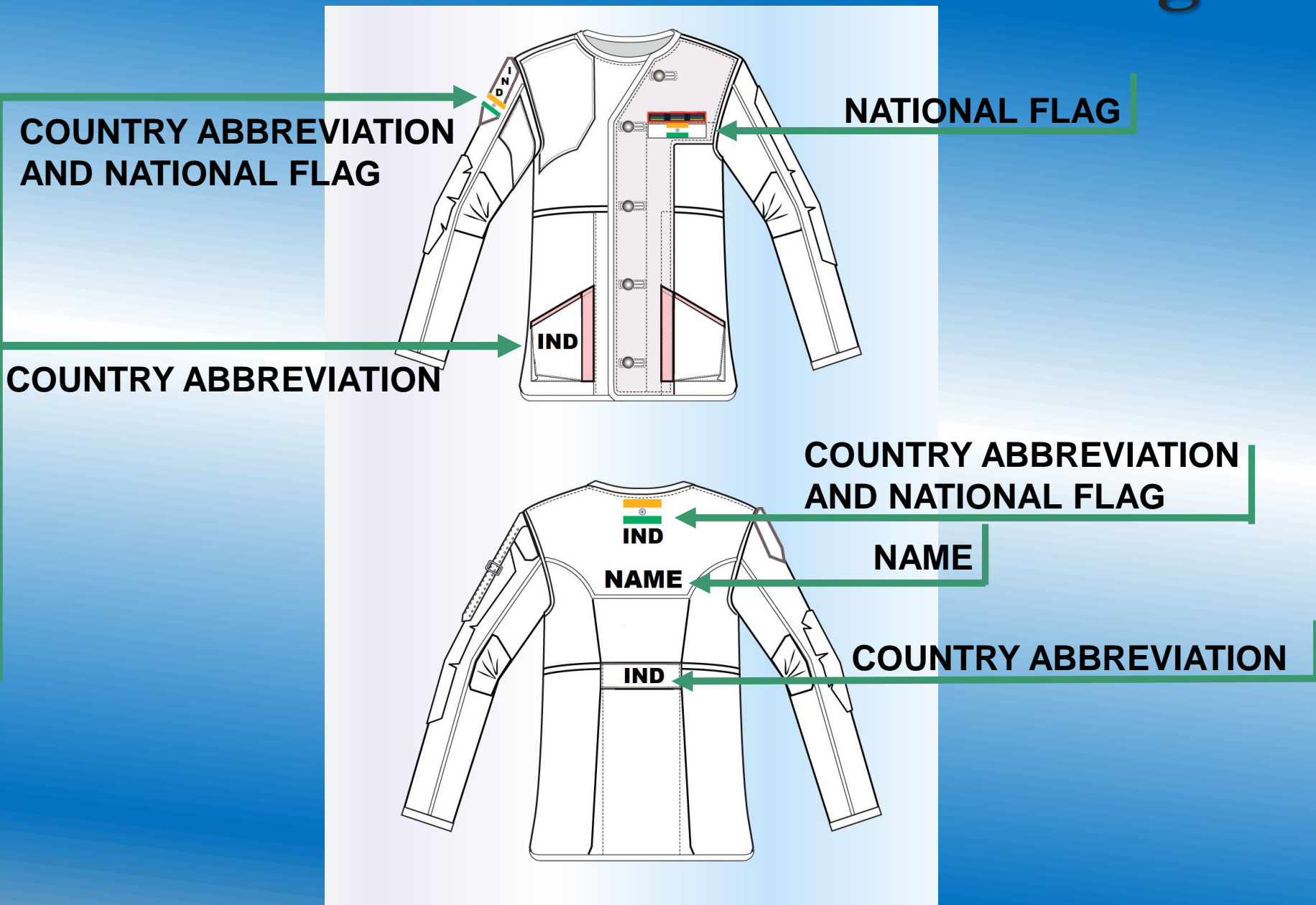


VISOR CAP

NOT MORE THAN
2 COLORS
SAME AS USED FOR TROUSERS



Rifle shooters. Identification signs



Rifle shooters. Identification signs



**COUNTRY ABBREVIATION
AND NATIONAL FLAG**

NATIONAL FLAG

Pistols shooters

Current image

Not nice

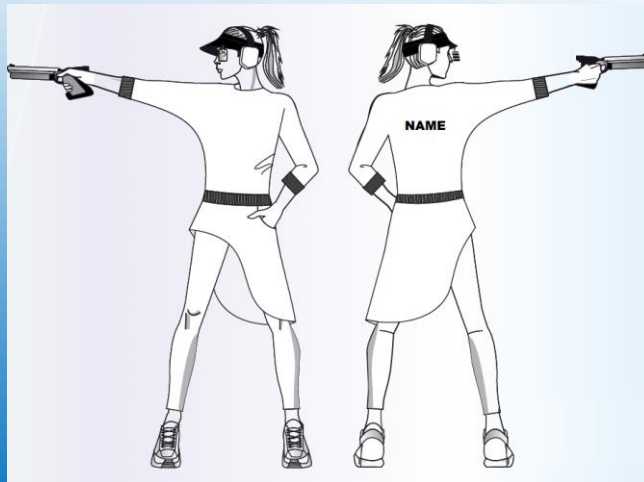
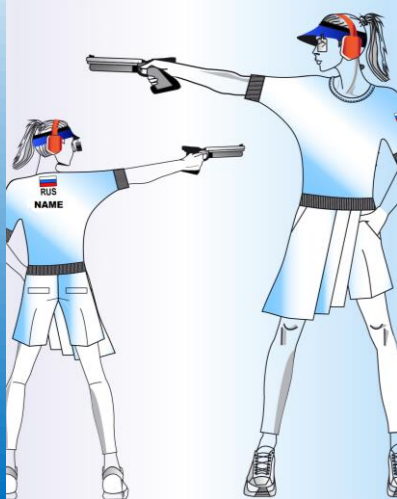
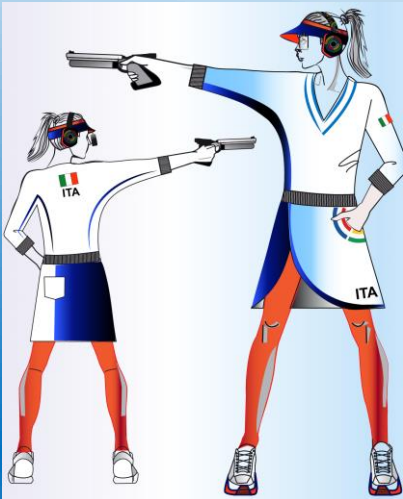
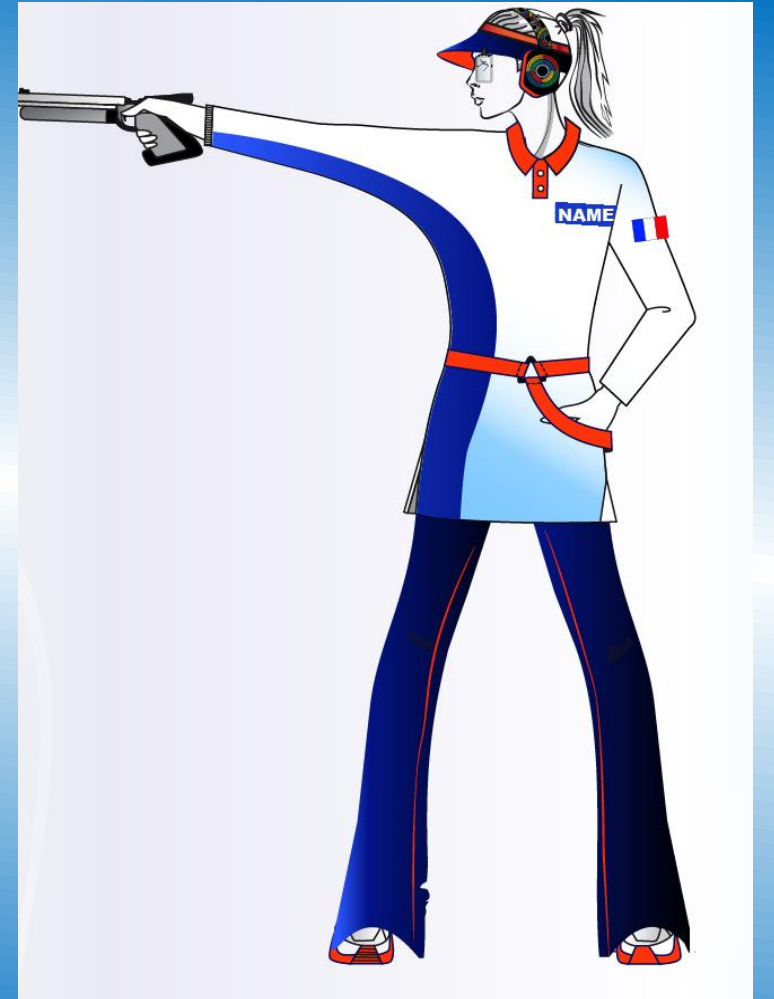
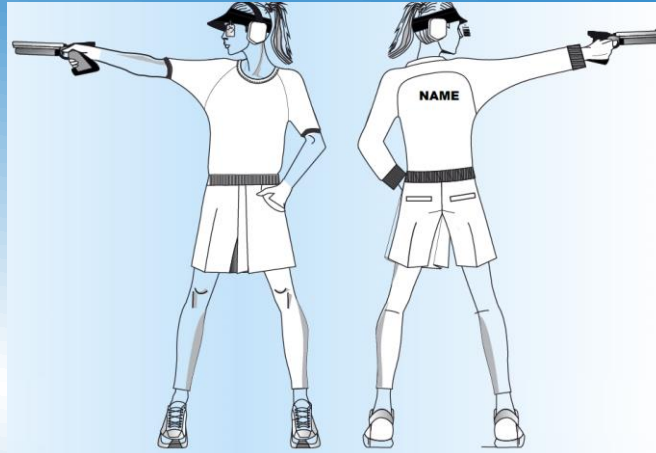
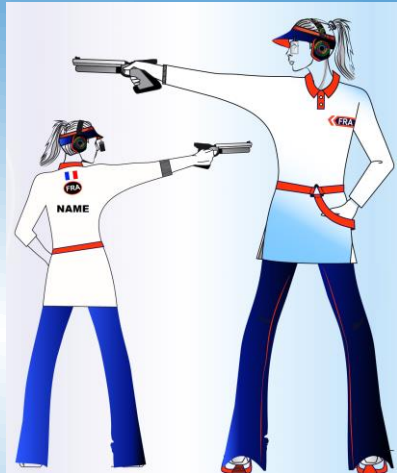


Not attractive

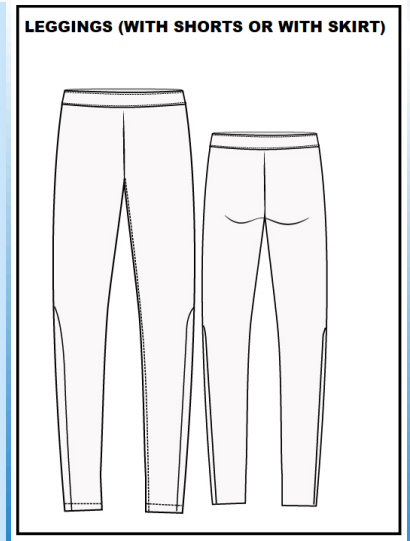
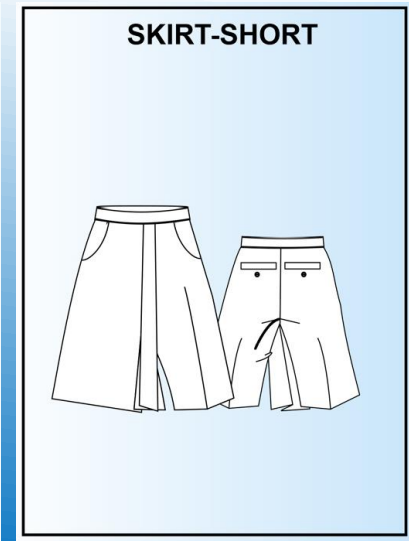
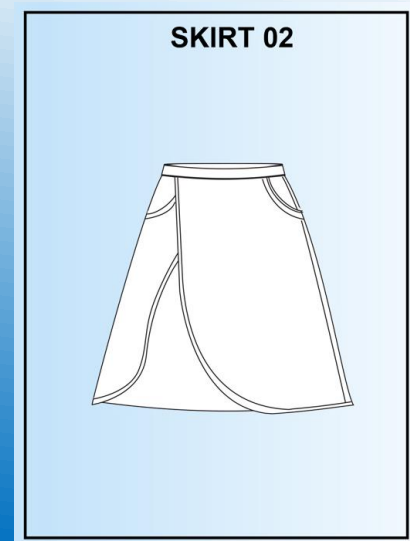
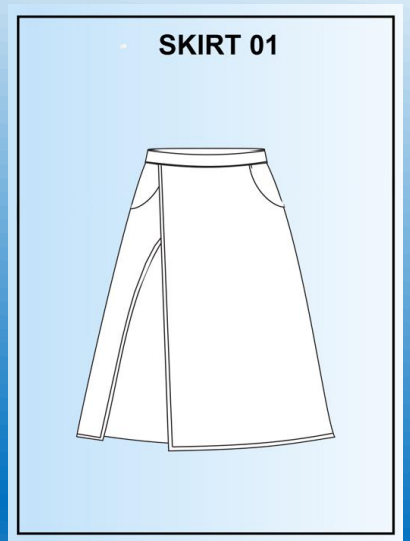
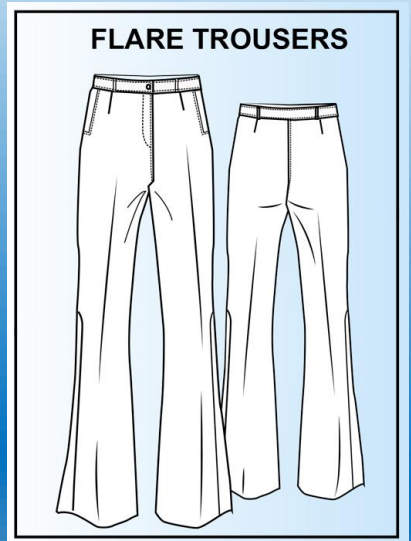
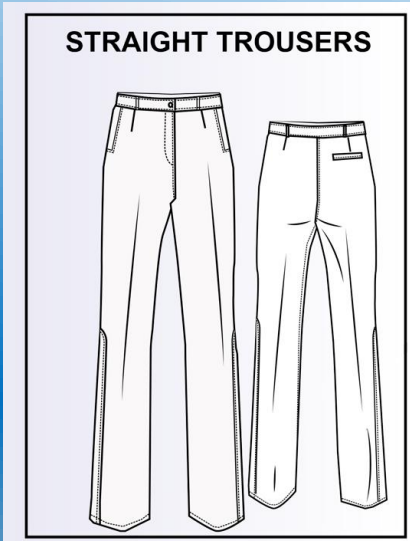
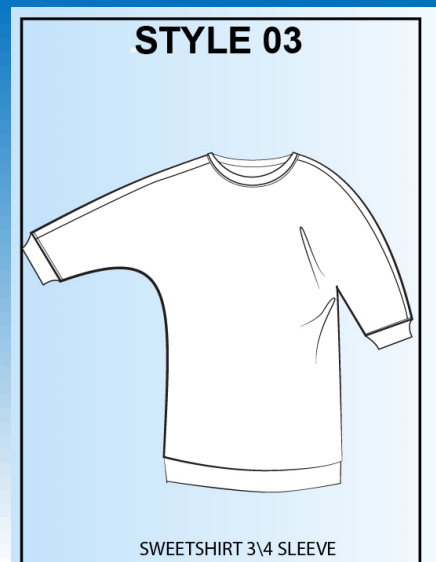
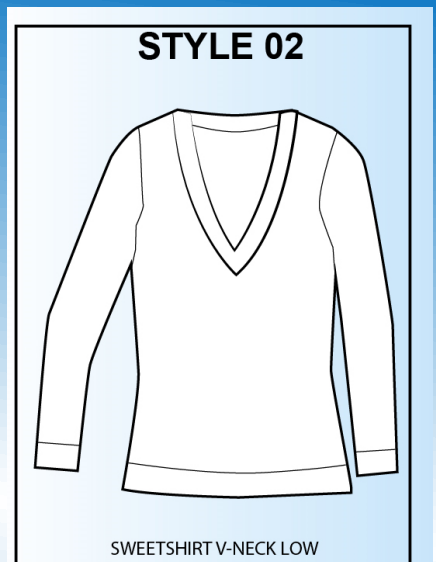
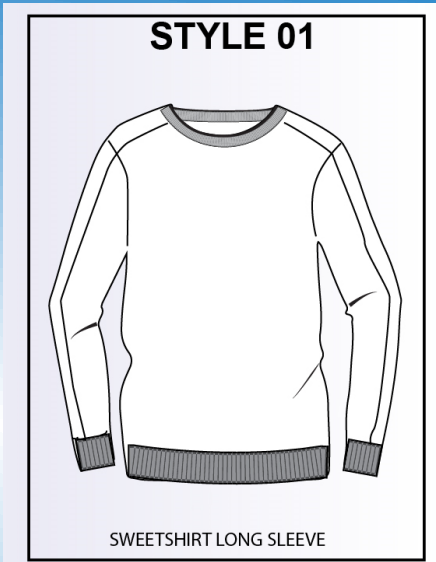
No identification

Dress-code. Pistol shooters, ladies.

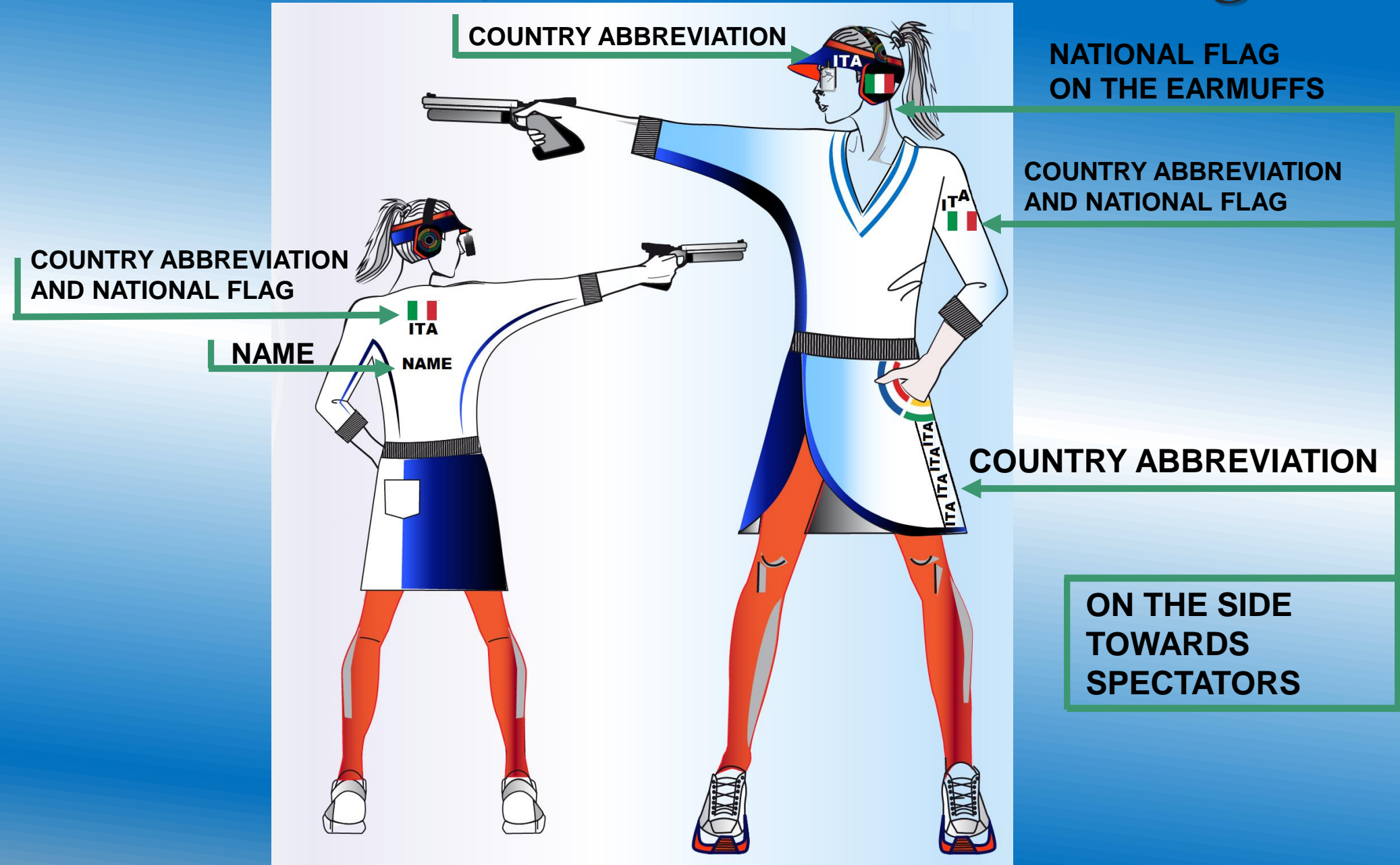
General view. Not more than 3 colors



Pistol shooters, ladies. Dress items



Pistol shooters, ladies. Identification signs



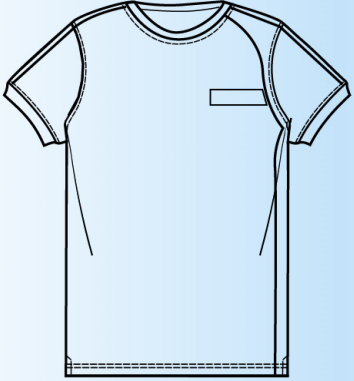
Dress-code.

Pistol shooters, men. General view



Pistol shooters, men. Dress items

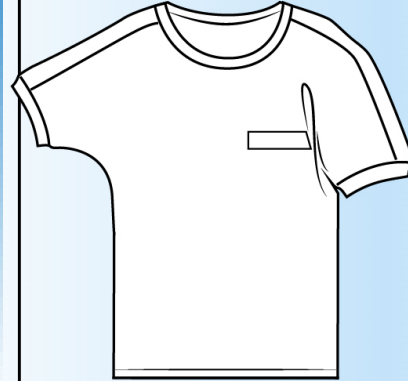
T-SHIRT ASSIM.



POLO BI-COLOR



SWEATSHIRT



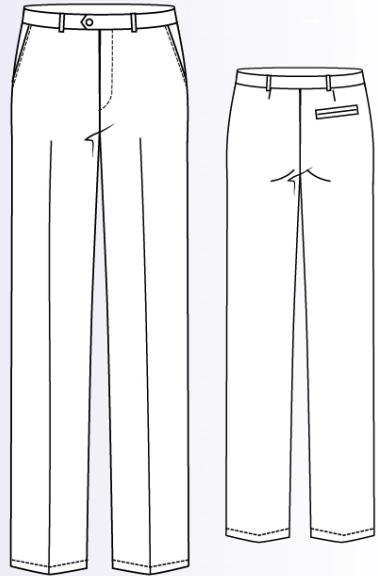
SWEATSHIRT



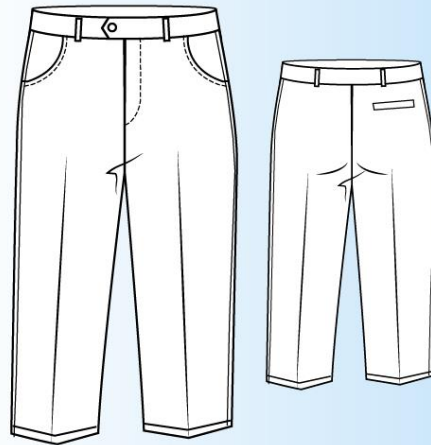
LONG-SLEEVE SHIRT



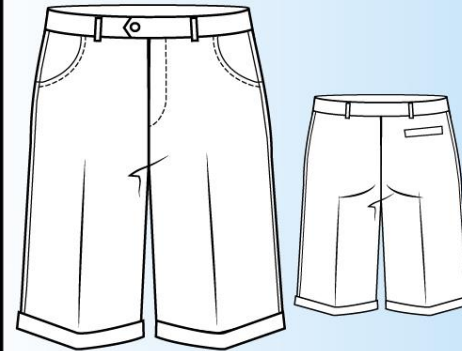
STRAIGHT PANT



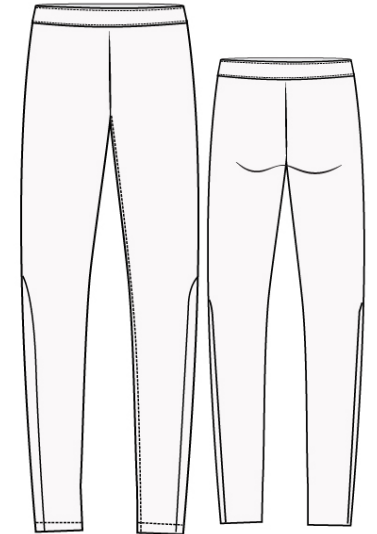
CROPPED TROUSERS



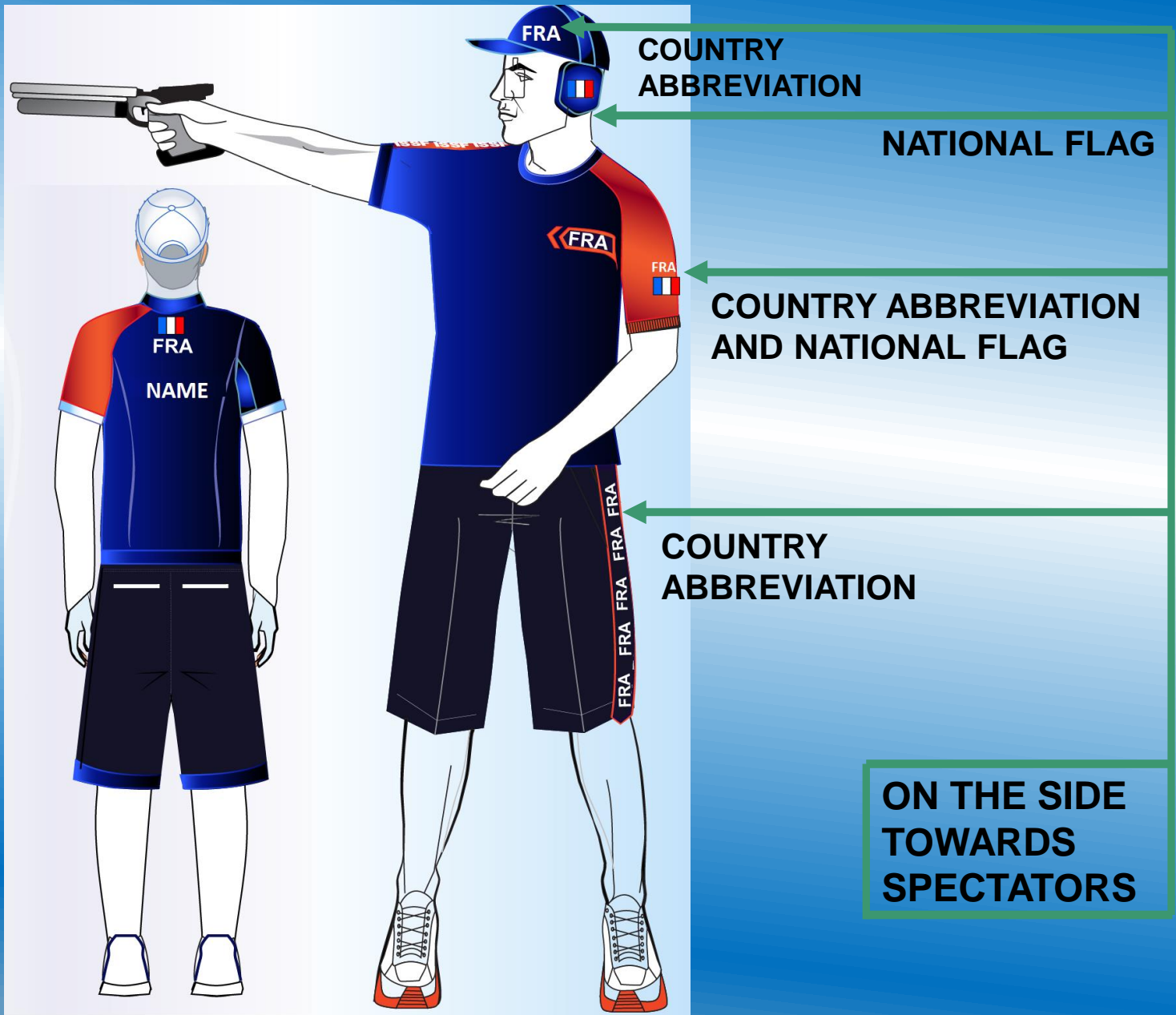
STRAIGHT SHORT



LEGGINGS (WITH SHORTS)



Pistol shooters. Identification

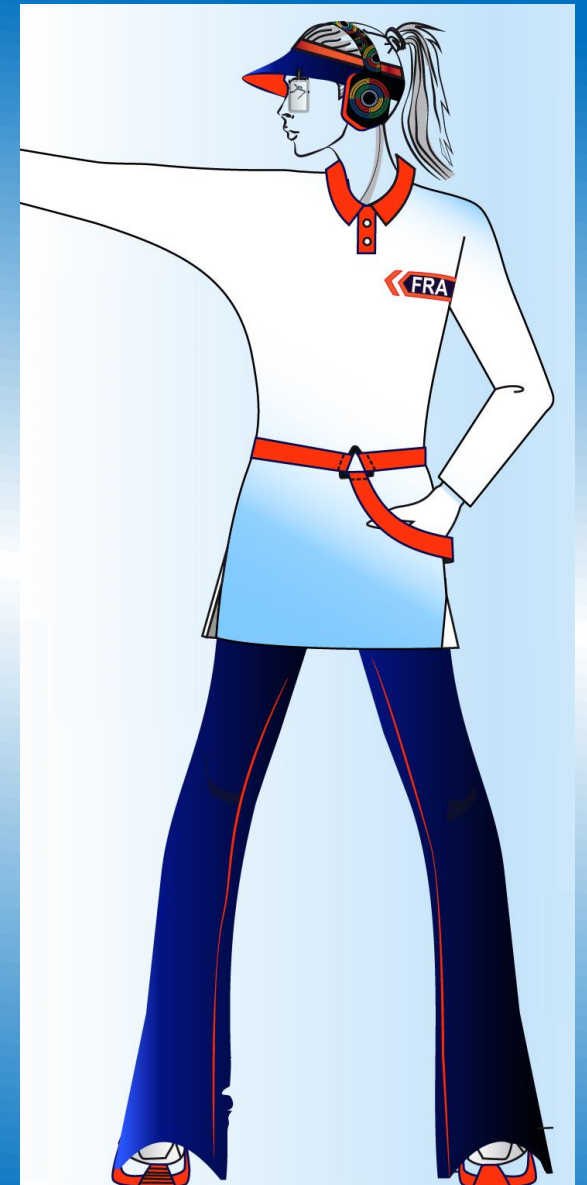


**ON THE SIDE
TOWARDS
SPECTATORS**

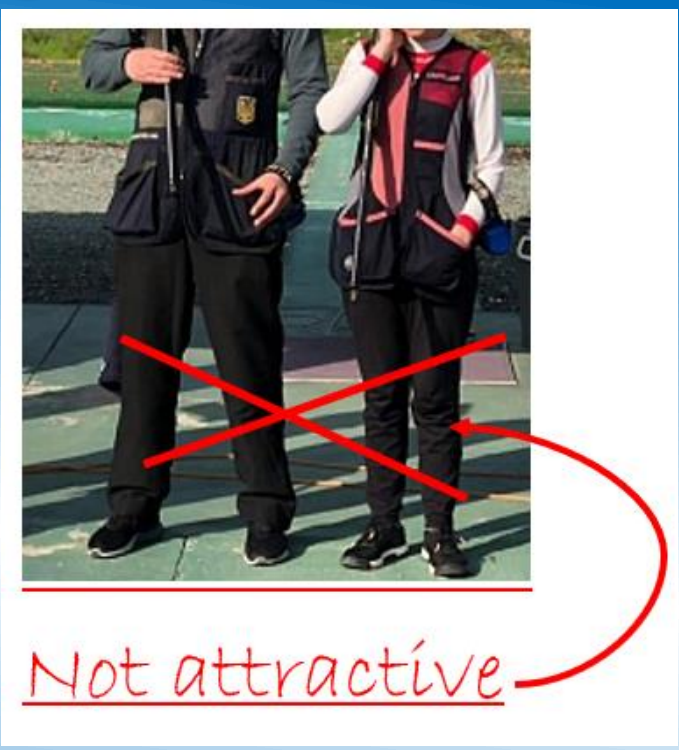


Pistol shooters. General concept.

Not more than 3 colors. Trousers/skirt not more than 1 color



Shotgun. Current image



Not attractive



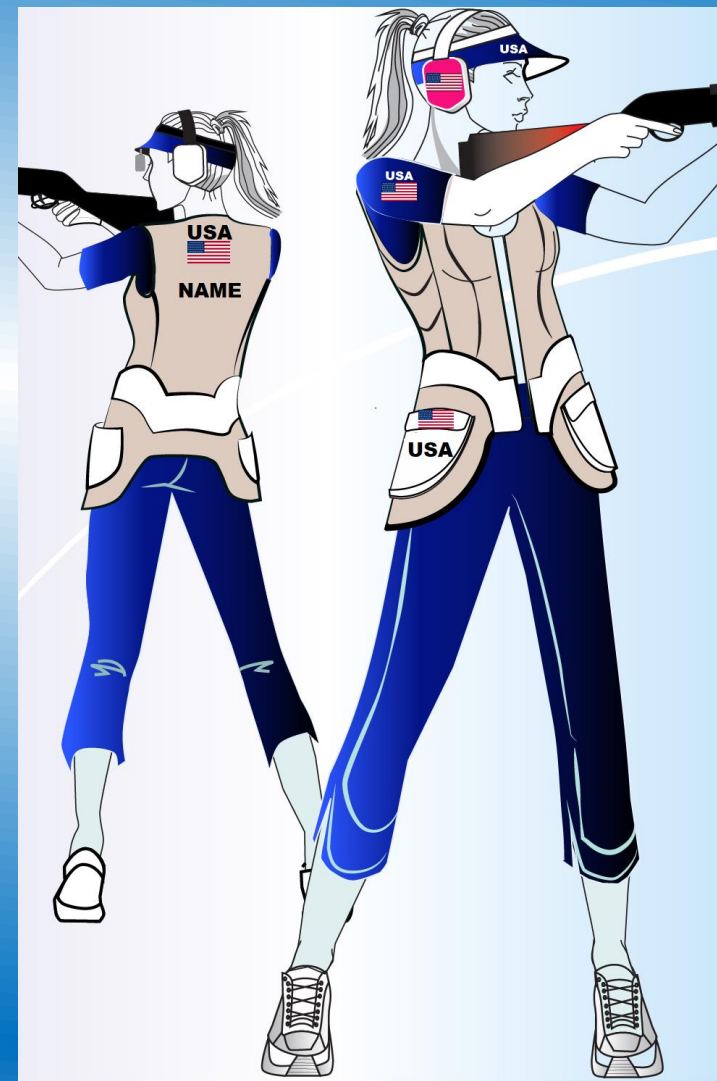
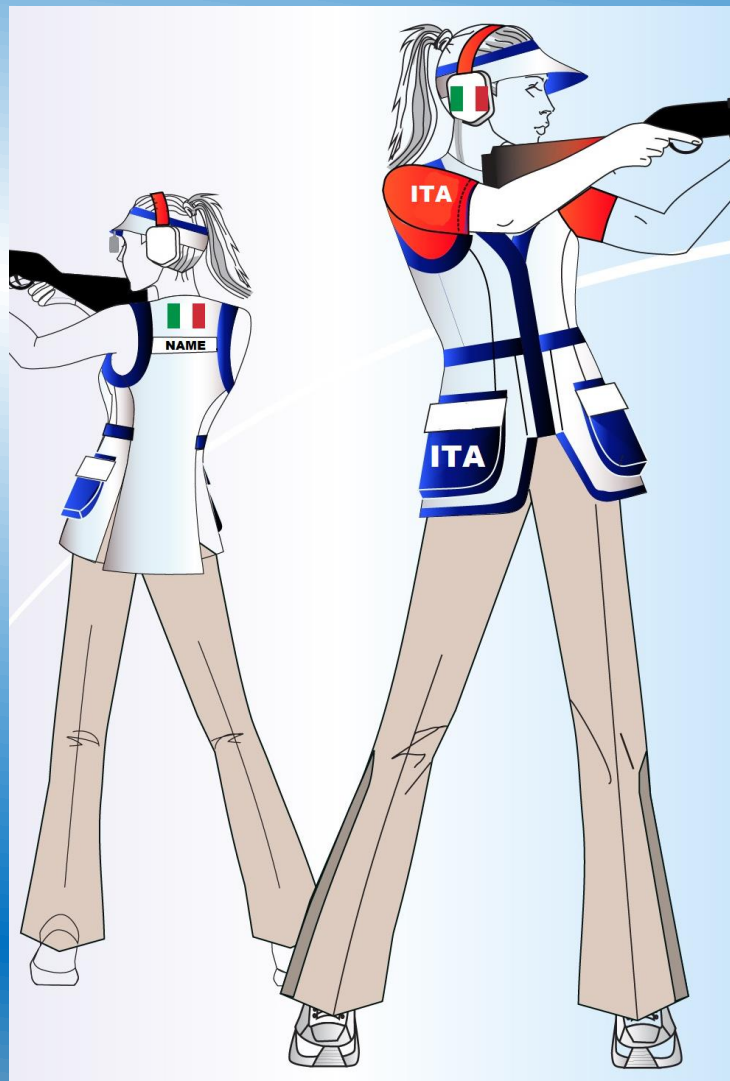
Not nice



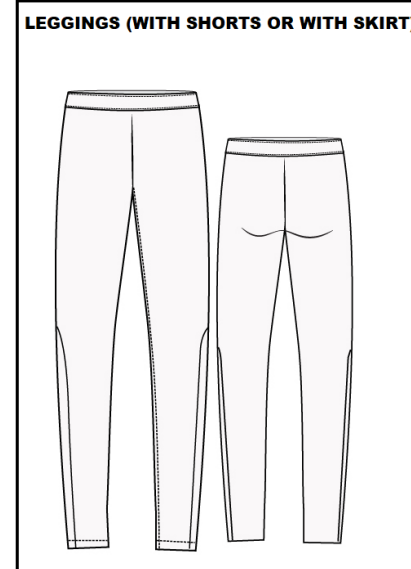
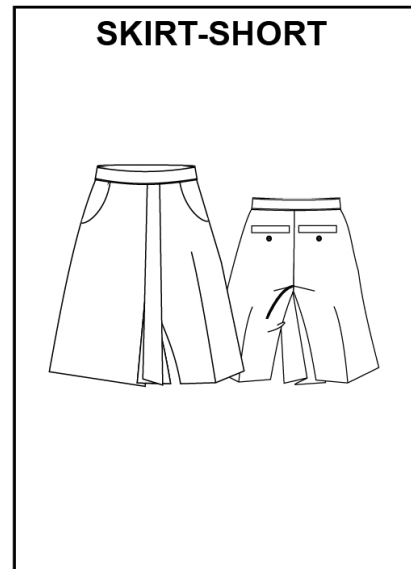
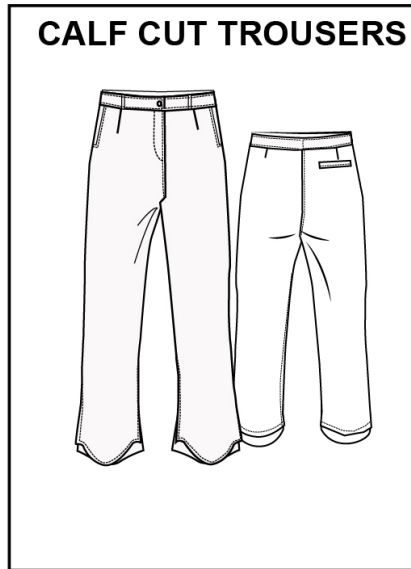
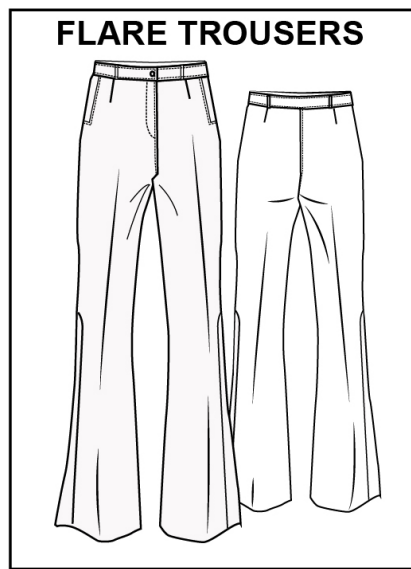
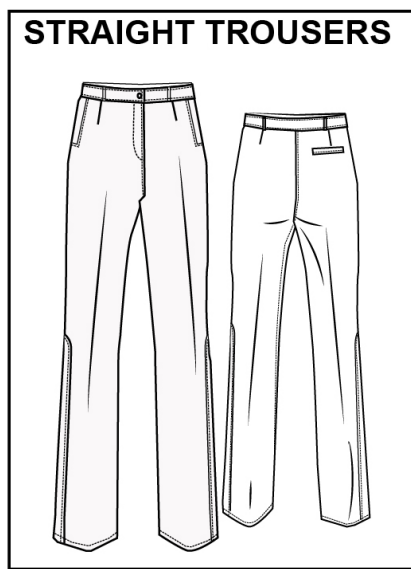
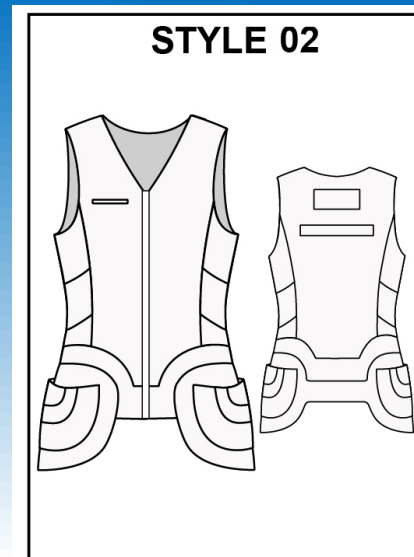
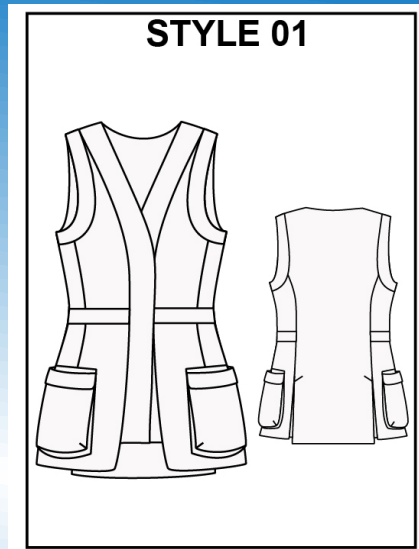
Not nice

Dress-code.

Shotgun, ladies. General view



Shotgun, ladies. Dress items

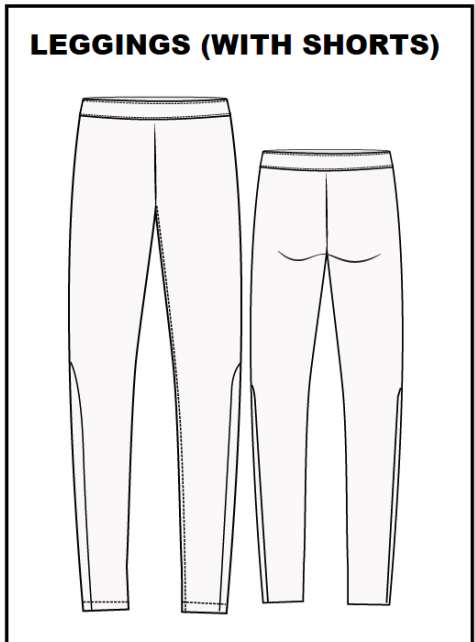
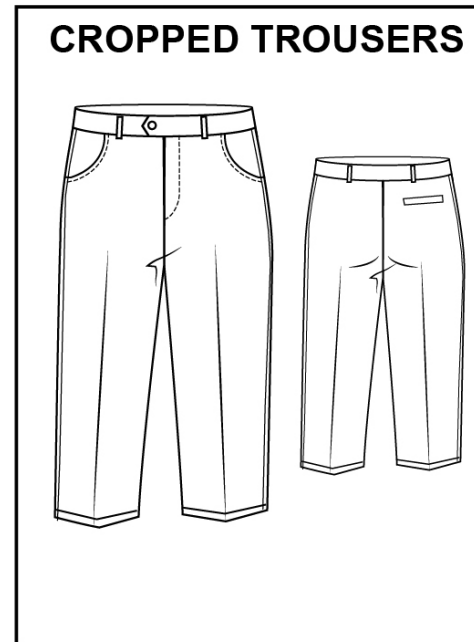
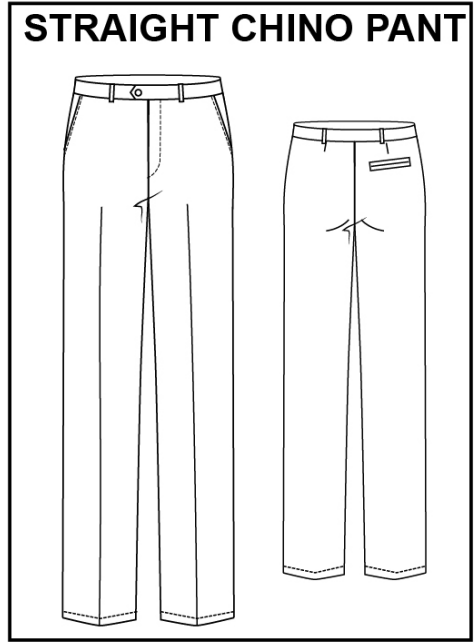
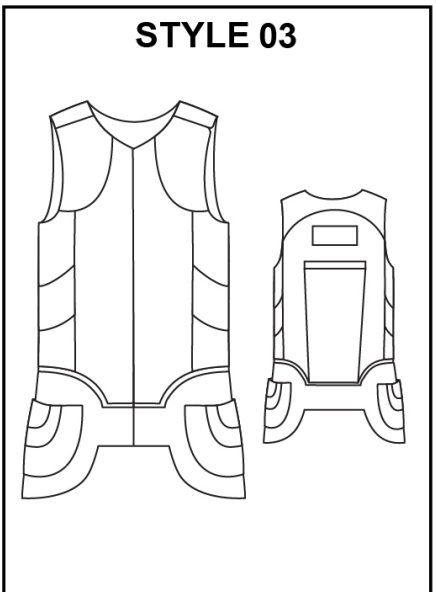
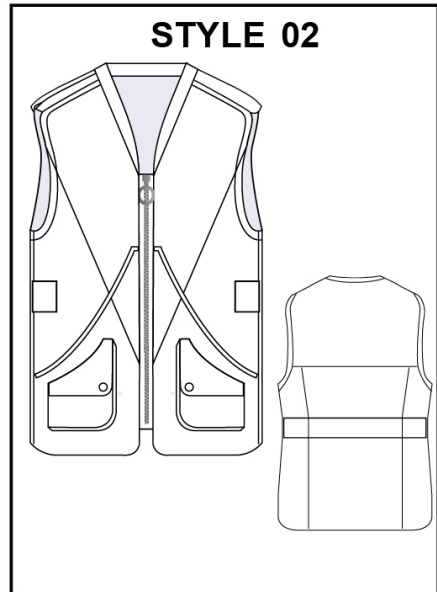
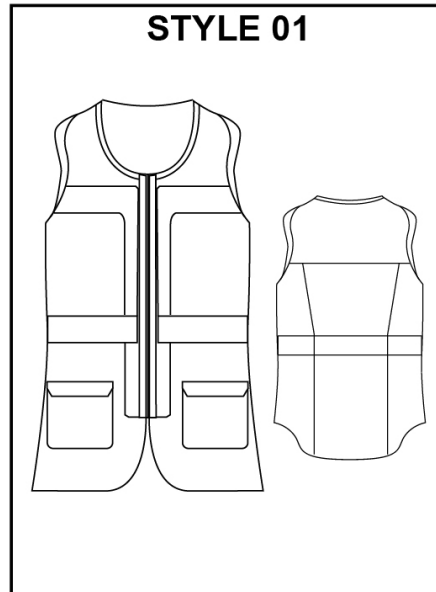


Dress-code.

Shotgun, men. General view



Shotgun, men. Dress items



Dress-code. Shotgun. General concept.

Not more than 3 colors. Trousers/skirt not more than 1 color



Shotgun. Identification

CAP



COUNTRY ABBREVIATION AND NATIONAL FLAG

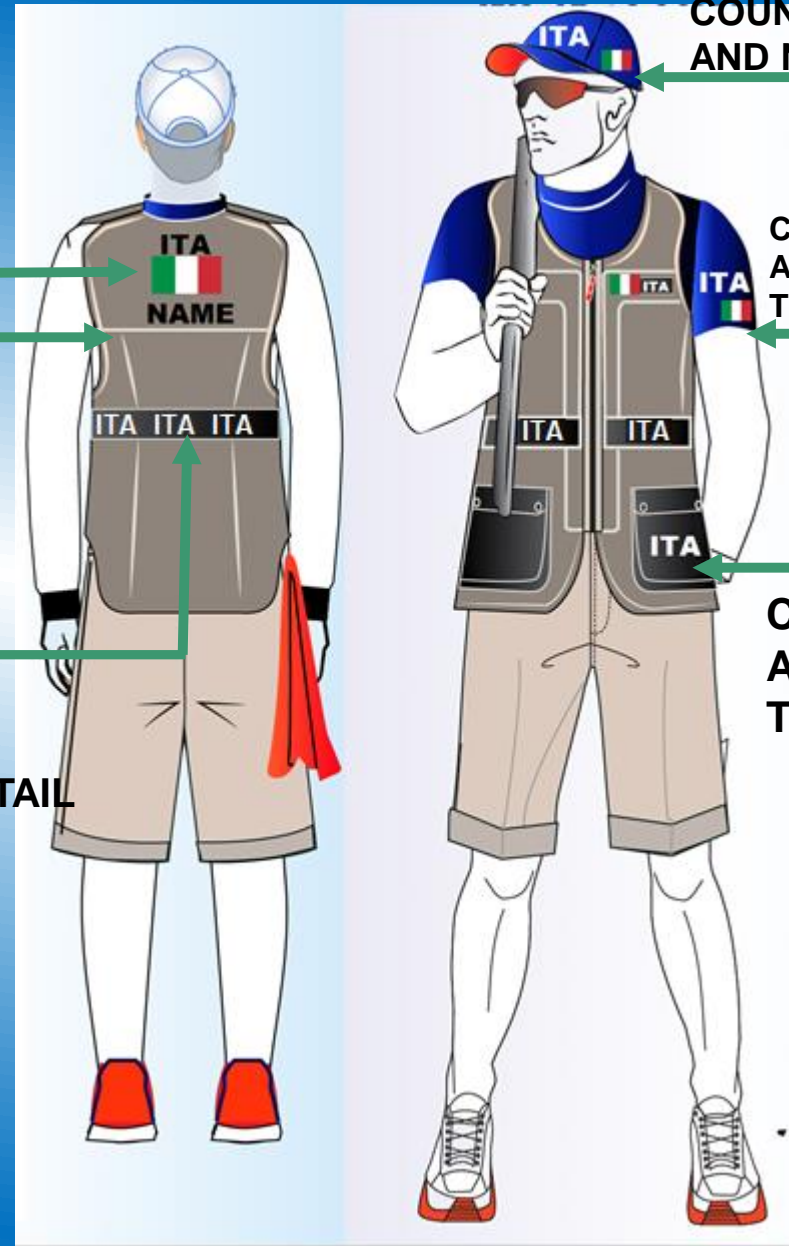
COUNTRY ABBREVIATION AND NATIONAL FLAG

VISOR CAP



NAME ON THE BACK DETAIL

COUNTRY ABBREVIATION ON THE BELT DETAIL

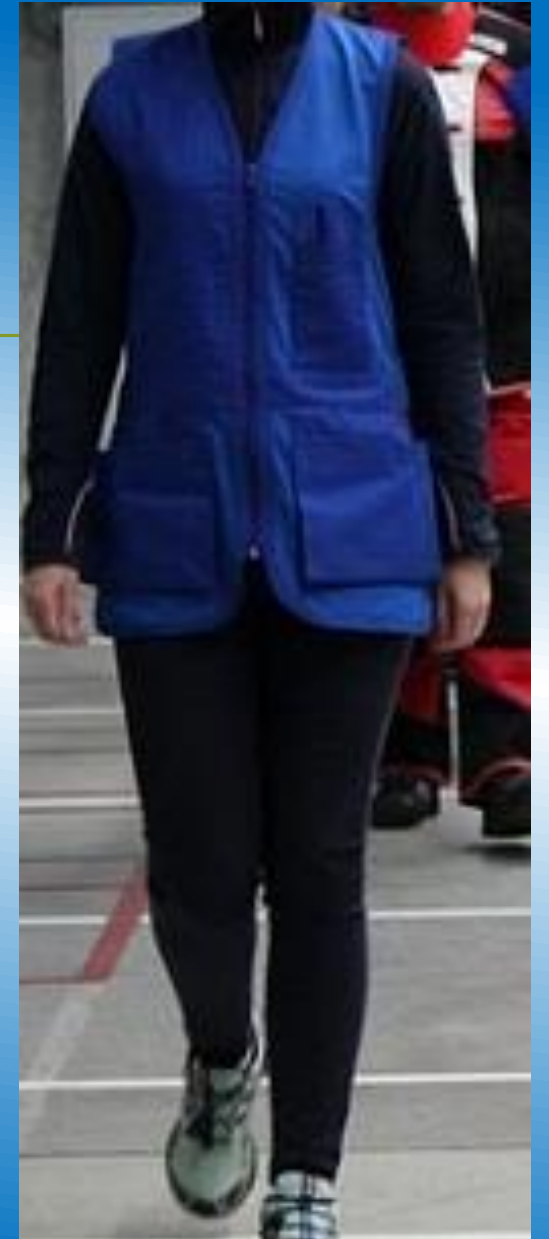


COUNTRY ABBREVIATION AND NATIONAL FLAG

COUNTRY ABBREVIATION AND NATIONAL FLAG ON THE SLEEVE

COUNTRY ABBREVIATION ON THE POCKETS

Referees. Current image



Dress-code. Referees, ladies.



BACK VIEW

BACK VIEW

BACK VIEW

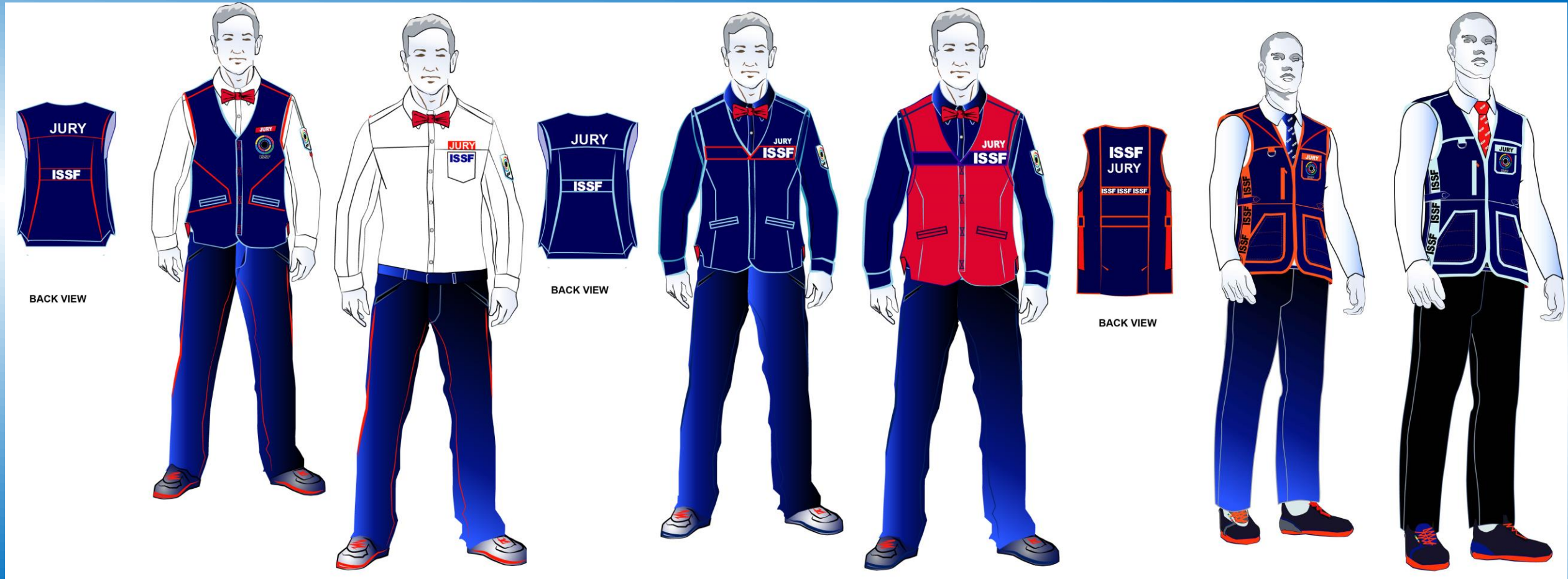
BACK VIEW

JURY

Dress-code. Referees, ladies.



Dress-code. Referees, men.



Dress-code. Referees, men.



BACK VIEW



BACK VIEW

