COPORATE IDENTITY
AND DESIGN

INTERNATIONAL SHOOTING SPORT FEDERATION
DIGITAL FILES

Always use the correct digital files for the reproduction of the ISSF corporate identity and design. Never attempt to create a design for the ISSF on your own or in any other way. Every design made for the ISSF needs an official approval.

These guidelines explain the usage of the ISSF brandmark, typography, branding and sponsoring of ISSF shooting events. On the CD attached you’ll find everything you need to work within the corporate design of the ISSF.

If you have any questions about the usage of the design elements or other formats of the data please contact munich@issf-sports.org to receive the digital files.
ISSF is proud of its status as the worldwide leading shooting sport institution. Our name and logo are important assets that have recognition around the world.

These Guidelines are designed to help us presenting our logo and our image in a consistent way in all communication materials we need to produce. If you have any queries contact ISSF Headquarters in Munich at: munich@issf-sports.org.

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1. THE ISSF BRANDMARK

The ISSF brandmark comprises two basic elements: the target icon and the ISSF logotype. These two elements are positioned in relation to each other in only one orientation, as set out in these guidelines. Never rearrange these elements. Never use the logotype without the icon. However, the icon can be used without the logotype in a decorative role.

It is essential that ISSF Headquarters approves all applications of the logo before any reproduction in order to ensure effective brand recognition. Always use the correct digital files of the CD attached for reproduction and never attempt to create the brandmark in any other way. Other formats may be available on request. Please contact munich@issf-sports.org.

The following chapters describe in detail the different versions and positions of the ISSF logo and the correct ways of using them.

The ISSF logo can only be used by the International Shooting Sport Federation and serves as a badge of origin in all correspondence and publications. It cannot be used by any other organisation.
### Minimum Size

The printed surface-area occupied by the brandmark must always be at least two per cent (2%) of the total surface-area of the material on which the brandmark is applied, such as posters, stationary, start list, result list, etc. In any case, the minimum height/width of the logo with the surrounding clear space may not be less than 15mm.

### Positions of the Brandmark

<table>
<thead>
<tr>
<th>Position</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td>Left</td>
<td><img src="ISSF_Logo_Left.png" alt="ISSF Logo" /></td>
</tr>
<tr>
<td>Center</td>
<td><img src="ISSF_Logo_Center.png" alt="ISSF Logo" /></td>
</tr>
<tr>
<td>Right</td>
<td><img src="ISSF_Logo_Right.png" alt="ISSF Logo" /></td>
</tr>
</tbody>
</table>

Always on top

### Moving Logo

The ISSF logo cannot be distorted when put in motion. When animating the ISSF logo, e.g. for computer-based presentations or TV commercials, the logo must be used as unity and displayed in one piece. This includes revelation letter-by-letter or build-up of the logo. For the use in TV graphics and for web-applications, please refer to chapter Website and TV Graphics.
1.1 ISSF BRANDMARK LOGO

Wherever possible, the brandmark must be reproduced in full color. The vibrant colors are a fundamental characteristic of the ISSF brand, reflecting its bright and modern attitude while building all-important recognition. It is memorable in color – much less so in monochromatic.

Only when full color is absolutely not available you may use one of the monochromatic versions. Alternative use of the ISSF logo to be approved by ISSF Headquarters. For example, the brandmark 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.

Again please contact the ISSF Headquarters when using the ISSF logo: munich@issf-sports.org
1.2 ISSF BRAND COLORS

<table>
<thead>
<tr>
<th>EUROSCALE</th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>CYAN</td>
<td>000</td>
<td>100</td>
<td>100</td>
<td>000</td>
<td>100</td>
<td>000</td>
</tr>
<tr>
<td>MAGENTA</td>
<td>000</td>
<td>060</td>
<td>040</td>
<td>100</td>
<td>020</td>
<td>020</td>
</tr>
<tr>
<td>YELLOW</td>
<td>000</td>
<td>020</td>
<td>000</td>
<td>100</td>
<td>100</td>
<td>100</td>
</tr>
<tr>
<td>BLACK</td>
<td>100</td>
<td>000</td>
<td>000</td>
<td>000</td>
<td>000</td>
<td>000</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>RGB</th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>RED</td>
<td>000</td>
<td>000</td>
<td>000</td>
<td>227</td>
<td>000</td>
<td>255</td>
</tr>
<tr>
<td>GREEN</td>
<td>000</td>
<td>093</td>
<td>117</td>
<td>006</td>
<td>133</td>
<td>204</td>
</tr>
<tr>
<td>BLUE</td>
<td>000</td>
<td>149</td>
<td>191</td>
<td>019</td>
<td>062</td>
<td>000</td>
</tr>
<tr>
<td>HEX</td>
<td>#000000</td>
<td>#005d95</td>
<td>#0075bf</td>
<td>#e30613</td>
<td>#00853e</td>
<td>#ffcc00</td>
</tr>
</tbody>
</table>

| PANTONE    | Process Black C | 294C | 293C | 032C | 348C | 123C |

**COLOR PALETTE**

The ISSF color palette consists of the four colors in the brandmark (plus Black).

ISSF Dark Blue is considered to be the ‘corporate’ color as it is the darkest, therefore it is usually the strongest color. Use this color for titles, headlines and specifications in combination with the color Black.

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

The strength of the brand identity is largely its strength of color. Do not use slide shades of colors as main backgrounds. Slide shade of colors should be restricted to small areas such as to highlight parts of a chart.
1.3 THE EXCLUSION ZONE

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

The exclusion zone is constructed by the width x height of the character “X” all around the brandmark. This is a clear and preferably white colored area surrounding the brandmark.

No text or graphics may appear too close to the logo. The protected area surrounding the brandmark, i.e. the distance between the brandmark and any other logo, text or border (e.g. edge of paper), must always be at least the exclusion zone.
If you use the ISSF brandmark on colored backgrounds or photos always use a white colored exclusion zone to enhance the differentiation of the design objects.

The brandmark may not appear inside another image or shape, and the exclusion zone of the brandmark should not be covered over by other elements.
2. THE ISSF CORPORATE FONTS

**ISSFFont Roman**
```
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890ß!“§$%&/()=?+*#'-_,;.
```

**ISSFFont Medium**
```
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890ß!“§$%&/()=?+*#'-_,;.
```

**ISSFFont Black**
```
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890ß!“§$%&/()=?+*#'-_,;.
```

---

**THE ISSFFONT FAMILY**

The ISSFFont Family was specially created for the ISSF and should be used on all ISSF printed material. It can be set in any of the weights shown above.

---

**TRUETYPE / POSTSCRIPT**

If you use the ISSFFont Family on your computer, make sure you use the right font for installation. TrueType can be used on both systems Mac OS / DOS (Windows), Postscript can only be used on Mac OS.

On the ISSF Corporate Guidelines CD Rom you’ll find the folders >TrueType and >Postscript in the folder >ISSF-Fonts.
2.1 FONT ALTERNATIVES

**Arial Regular**

`abcdefghijklmnopqrstuvwxyz`

`ABCDEFGHIJKLMNOPQRSTUVWXYZ`

`1234567890ß!§$%&/()='`  

**Arial Bold**

`abcdefghijklmnopqrstuvwxyz`

`ABCDEFGHIJKLMNOPQRSTUVWXYZ`

`1234567890ß!§$%&/()='`

---

**MULTIPLATFORM FONTS**

If you exchange ISSF documents in between different platforms including editable text always use the pre-installed Arial Font Family of your computer for Microsoft Word, Excel or Power-Point documents or HTML Bodytext on the Internet.
2.2 FONT USAGE

<table>
<thead>
<tr>
<th>CAPITAL LETTERS AND COLORS</th>
<th>CAPITAL LETTERS AND COLORS</th>
<th>LONG COPIES AND TABS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>HEADLINE</strong></td>
<td><strong>SUBHEADLINE</strong></td>
<td>The quick brown fox jumps over the lazy dog and feels as if he were in the seventh heaven of typography. The quick brown fox jumps over the lazy dog and feels as if he were in the seventh heaven of typography:</td>
</tr>
<tr>
<td><strong>HEADLINE</strong></td>
<td><strong>SUBHEADLINE</strong></td>
<td>1. Example text</td>
</tr>
<tr>
<td><strong>HEADLINE</strong></td>
<td><strong>SUBHEADLINE</strong></td>
<td>2. Next text</td>
</tr>
<tr>
<td><strong>HEADLINE</strong></td>
<td><strong>SUBHEADLINE</strong></td>
<td>3. Tab alignment</td>
</tr>
</tbody>
</table>

**DARK BACKGROUND**

Use the ISSFFont Medium in color White or bright color on dark backgrounds for a better legibility.

**HEADLINES**

For headlines use the ISSFFont Black in the colors ISSF Dark Blue or Black. In multicolored documents you can use all ISSF colors except Yellow. Write your text for headlines in capital letters only. The font size has to be minimum the size of the copytext. For a better differentiation you could use a font size up to the double size of the copytext.

**SUBHEADLINES**

Use the ISSFFont Medium for subheadlines in the colors ISSF Dark Blue or Black. In multicolored document you can use all ISSF colors except Yellow. Write your text for headlines in capital letters only.

**LONG COPIES**

All text is aligned ‘flush left’, meaning that the text of a paragraph is aligned on the left-hand side with the right-hand side ragged.

Tab alignment is reserved to enumerations.
**TYPOGRAPHIC EXAMPLE**

**THIS IS A HEADLINE**

**DOUBLE-SPACED**

**THIS IS A SUBHEADLINE**

This is a long text paragraph. The quick brown fox jumps over the lazy dog and feels as if he were in the seventh heaven of typography. The quick brown fox jumps over the lazy dog and feels as if he were in the seventh heaven of typography.

**Article, caption, footer**

**TYPOGRAPHIC DON'TS**

The quick brown fox jumps over the lazy dog and feels as if he were in the seventh heaven of typography. The quick brown fox jumps over the lazy dog.

The quick brown fox jumps over the lazy dog and feels as if he were in the seventh heaven of typography. The quick brown fox jumps over the lazy dog.

**HYPHENS AND DASHES**

The hyphen is used both to join words and to separate syllables. Besides using a hyphen immediately before the split if a word begins on one line of text and continues into the following line, constant use of hyphens and dashes should be avoided as they interrupt the readability of the text.

**TYPOGRAPHIC DON'TS**

Please refrain from using:

- underlining
- outlining
- letter-spacing with fixed spaces
- flush right
- full justification
- centered
- and all other variations
3. THE ISSF EVENT BRANDING

ISSF CHAMPIONSHIP
DISCIPLINE
CITY, NOC
ISSF X X X YEAR

Exclusion zone

ISSFFont Black / Black

Font size = Height Logotype

ISSF Blue

\[
\frac{1}{2} \times \text{max.}
\]

ISSF BRANDED EVENTS

An event organizer may use the ISSF logo only with the addition of the respective event category (discipline), i.e. the Organizing Committee of an ISSF World Cup has to make use of the appropriate logo with the writing “ISSF World Cup” or “ISSF World Cup Final”.

If you brand a championship with the ISSF logo always use the multi-colored ISSF logo.

Use the color Black for ISSF Championship, the discipline(s) and the year. Use ISSF Blue for the city and the NOC code.

Always use the ISSFFont Black for the text of the championship’s specifications. The font size has to be exactly the height of the ISSF logotype. Use one half of the X-Height for the line spacing.

Any application and use of the logo requires the permission and approval of the ISSF.
3.1 ISSF EVENT NAMING

**NAMING RULES**
All ISSF Championships have to be named in the following order:

1. ISSF Championship
   - World Cup
   - World Cup Final
   - World Championship
2. Discipline(s)
3. City and NOC Code
4. Year

**DISCIPLINE(S)**
- For Shotgun Championships use the naming »SHOTGUN«.
- For Rifle and Pistol Championships – mostly always combined on a venue – use the naming »RIFLE / PISTOL«.
- Use »RIFLE / PISTOL / SHOTGUN« if all of the Olympic events are shot.
- For Running Target Championships use the naming "RUNNING TARGET".
- At World Championships with Olympic and non-olympic events use »ALL EVENTS«.

**WORLD CUP / WORLD CUP FINAL**
- ISSF WORLD CUP SHOTGUN CONCEPCION, CHI 2011
- ISSF WORLD CUP RIFLE / PISTOL CHANGWON, KOR 2011

**WORLD CHAMPIONSHIP**
- ISSF WORLD CHAMPIONSHIP SHOTGUN BELGRADE, SRB 2011
- ISSF WORLD CHAMPIONSHIP RIFLE / PISTOL / SHOTGUN SYDNEY, AUS 2011

**ANNIVERSARY EVENTS**
- ISSF WORLD CHAMPIONSHIP ANNIVERSARY EVENTS 50TH ISSF WORLD CHAMPIONSHIP ALL EVENTS MUNICH, GER 2010
3.2 CO-BRANDING EVENTS

To ensure that the logo is applied consistently, the logo should be placed in the top position and as close as possible to the event’s name and discipline. If it is not achievable the event organizer should try to find a prominent position in the overall design and define the exact position together with ISSF Headquarters.

LOGO COMBINATION EXAMPLES

COMBINATION OF LOGO

The organizer might wish to promote its event using its own corporate identity. In this case, the event organizer’s design has to be incorporated in respecting the ISSF guidelines. In regard to the protected area surrounding the logo the specifications for “clear space” defined in chapter 1.3 Exclusive Zone have to be respected.

COLORS

The ISSF logo must be incorporated without frame in 4 color process. “Championship”, “Discipline” and “Year” are colored black, “City” and “NOC” are colored ISSF Blue.

POSITIONS

To ensure that the logo is applied consistently, the logo should be placed in the top position and as close as possible to the event’s name and discipline. If it is not achievable the event organizer should try to find a prominent position in the overall design and define the exact position together with ISSF Headquarters.
### 3.3 ISSF DISCIPLINES

<table>
<thead>
<tr>
<th>PISTOL</th>
<th>RIFLE</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image" alt="10M PISTOL" /></td>
<td><img src="image" alt="10M RIFLE" /></td>
</tr>
<tr>
<td><img src="image" alt="25M PISTOL" /></td>
<td><img src="image" alt="50M RIFLE" /></td>
</tr>
<tr>
<td><img src="image" alt="50M PISTOL" /></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SHOTGUN</th>
<th>RUNNING TARGET</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image" alt="SHOTGUN" /></td>
<td><img src="image" alt="RUNNING TARGET" /></td>
</tr>
</tbody>
</table>

### THE OLYMPIC DISCIPLINES

<table>
<thead>
<tr>
<th>RIFLE</th>
<th>PISTOL</th>
<th>SHOTGUN</th>
</tr>
</thead>
<tbody>
<tr>
<td>50m Rifle 3 Positions Men</td>
<td>50m Pistol Men</td>
<td>Trap Men</td>
</tr>
<tr>
<td>50m Rifle Prone Men</td>
<td>25m Rapid Fire Pistol Men</td>
<td>Double Trap Men</td>
</tr>
<tr>
<td>10m Air Rifle Men</td>
<td>10m Air Pistol Men</td>
<td>Skeet Men</td>
</tr>
<tr>
<td>50m Rifle 3 Positions Women</td>
<td>25m Pistol Women</td>
<td>Trap Women</td>
</tr>
<tr>
<td>10m Air Rifle Women</td>
<td>10m Air Pistol Women</td>
<td>Skeet Women</td>
</tr>
</tbody>
</table>
## 3.4 ISSF TEMPLATES

### PLAIN TEMPLATE MASTERS

### TEMPLATE WITHOUT TITLE SPONSOR

### TEMPLATES

Templates are available for the following communication materials that may produced on occasion of ISSF championships.

#### 1) OC PUBLICATIONS

- Information Bulletin (Invitation Letter, General Information, Summary Deadlines)
- Official Program
- General Communication

#### 2) ENTRY LISTS

- Entry List by Nation
- Entry List by BiB Number
- Entry List by Name
- Entry List by Event

#### 3) RESULT LISTS

- Start List
- Intermediate Results
- Results
- Final Results

#### 4) WC INFO OUTPUTS

- Records Broken / Equalled
- Medallists
- Medallists by Event
- Medal Standings

#### 5) ACCREDITATION

Accreditation ID card

---

### ENTRY LIST BY EVENT

**50m Rifle Prone Men**

As of 19 MAY 2011

<table>
<thead>
<tr>
<th>Name</th>
<th>Nation</th>
<th>Entry Number</th>
<th>Date of Birth</th>
<th>Nation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Espinoza Rafael Antonio</td>
<td>ESA - El Salvador</td>
<td>1272</td>
<td>23 SEP 1978</td>
<td>588</td>
</tr>
<tr>
<td>Nielsen Kenneth</td>
<td>DEN - Denmark</td>
<td>1251</td>
<td>14 MAR 1968</td>
<td>596</td>
</tr>
<tr>
<td>Grimmel Torben</td>
<td>DEN - Denmark</td>
<td>1247</td>
<td>23 NOV 1975</td>
<td>597</td>
</tr>
<tr>
<td>Brandt Carsten</td>
<td>DEN - Denmark</td>
<td>1246</td>
<td>4 MAY 1964</td>
<td>594</td>
</tr>
<tr>
<td>Smol Petr</td>
<td>CZE - Czech Republic</td>
<td>1236</td>
<td>3 APR 1986</td>
<td>3 APR 1986</td>
</tr>
<tr>
<td>Durkovic Bojan</td>
<td>CRO - Croatia</td>
<td>1210</td>
<td>17 OCT 1989</td>
<td>589</td>
</tr>
<tr>
<td>Dachiardi David</td>
<td>COL - Colombia</td>
<td>1199</td>
<td>1 OCT 1993</td>
<td>588</td>
</tr>
<tr>
<td>Wang Weiyi</td>
<td>CHN - People’s Republic of China</td>
<td>1184</td>
<td>31 JAN 1974</td>
<td>587</td>
</tr>
<tr>
<td>Tian Hui</td>
<td>CHN - People’s Republic of China</td>
<td>1180</td>
<td>8 JUN 1971</td>
<td>587</td>
</tr>
<tr>
<td>Lin Yun</td>
<td>CHN - People’s Republic of China</td>
<td>1172</td>
<td>25 AUG 1985</td>
<td>587</td>
</tr>
<tr>
<td>San Martin Elías</td>
<td>CHI - Chile</td>
<td>1158</td>
<td>30 OCT 1984</td>
<td>584</td>
</tr>
<tr>
<td>Lin Yun</td>
<td>CHN - People’s Republic of China</td>
<td>1102</td>
<td>23 JUN 1989</td>
<td>591</td>
</tr>
<tr>
<td>Knoepler Mario</td>
<td>AUT - Austria</td>
<td>1046</td>
<td>1 JUN 1980</td>
<td>586</td>
</tr>
<tr>
<td>Mathis Thomas</td>
<td>AUT - Austria</td>
<td>1045</td>
<td>23 APR 1966</td>
<td>596</td>
</tr>
<tr>
<td>Knießler Martin</td>
<td>AUT - Austria</td>
<td>1036</td>
<td>1 JUN 1980</td>
<td>586</td>
</tr>
<tr>
<td>Brantner Peter</td>
<td>AUT - Austria</td>
<td>1035</td>
<td>1 JUN 1980</td>
<td>586</td>
</tr>
<tr>
<td>Bubnovich Vitali</td>
<td>BLR - Belarus</td>
<td>1072</td>
<td>12 NOV 1974</td>
<td>595</td>
</tr>
<tr>
<td>Planer Christian</td>
<td>AUT - Austria</td>
<td>1048</td>
<td>15 MAY 1975</td>
<td>586</td>
</tr>
</tbody>
</table>

---

As of 21 MAY 2011

21.05.2011 - 15:59 CEST Entry List by Event - 50m Rifle Prone Men Page 1 of 4
ISSF championships may have title-sponsorship agreements which oblige the ISSF event organizer to use a defined title/presenting sponsor logo on all advertising means and printed materials related to this specific ISSF championship.
3.6 ISSF TV GRAPHICS

**TV GRAPHICS**

In the ISSF document – Style Guide TV graphics 2011 – the required ISSF TV-Graphics are defined in chronological order as they may be used – starting with general information, continued with the event related displays and closed with the victory ceremony.

**DATA PROVIDER**

TV data insert “ISSF Data Provider” may be displayed as a static and/or dynamic (not flash) animation identifying the official ISSF results provider on the screen in a length of time in accordance to existing contract between the ISSF and its TV partner.
## LIST OF TV-GRAPHICS USED IN 2011 SEASON

<table>
<thead>
<tr>
<th>ID</th>
<th>Description</th>
<th>Links</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>10</td>
<td>Satellite feed information</td>
<td></td>
<td></td>
</tr>
<tr>
<td>12</td>
<td>Welcome</td>
<td></td>
<td></td>
</tr>
<tr>
<td>20</td>
<td>Shooting Location</td>
<td></td>
<td></td>
</tr>
<tr>
<td>30</td>
<td>Weather Conditions</td>
<td></td>
<td></td>
</tr>
<tr>
<td>40</td>
<td>Event Schedule</td>
<td></td>
<td></td>
</tr>
<tr>
<td>50</td>
<td>Event ID</td>
<td></td>
<td></td>
</tr>
<tr>
<td>60</td>
<td>Event Details</td>
<td></td>
<td></td>
</tr>
<tr>
<td>70</td>
<td>Records</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

| 80  | Final Start List                                                                             |       |                                                                       |
| 100 | Shooter ID                                                                                   |       |                                                                       |
| 110 | Official ID                                                                                  |       |                                                                       |
| 120 | Phase Indicator                                                                              |       |                                                                       |
| 130 | Warning                                                                                      |       |                                                                       |
| 132 | Malfunction                                                                                 |       |                                                                       |
| 134 | DSQ                                                                                         |       |                                                                       |
| 136 | Penalty 2 Points                                                                            |       |                                                                       |
| 138 | Penalty 1 Point                                                                             |       |                                                                       |
| 140 | Scoreboard 10 Shots                                                                         |       |                                                                       |
| 142 | Scoreboard 4 Series                                                                         |       |                                                                       |
| 144 | Scoreboard RFP                                                                              |       |                                                                       |
| 146 | Scoreboard Double Trap                                                                       |       |                                                                       |
| 148 | Scoreboard Trap                                                                             |       |                                                                       |
| 150 | Scoreboard Skeet                                                                             |       |                                                                       |
| 170 | Split 10 Shots                                                                               |       |                                                                       |
| 172 | Split 4 Series                                                                               |       |                                                                       |
| 180 | Standing Breakdown                                                                          |       |                                                                       |
| 240 | Shoot Off 10 Shots                                                                           |       |                                                                       |
| 242 | Shoot Off 4 Series                                                                           |       |                                                                       |
| 246 | Shoot Off Double Trap                                                                        |       |                                                                       |
| 248 | Shoot Off Trap / Skeet                                                                       |       |                                                                       |
| 270 | Medal Gold                                                                                   |       |                                                                       |
| 272 | Medal Silver                                                                                 |       |                                                                       |
| 274 | Medal Bronze                                                                                 |       |                                                                       |
| 280 | Medal Winners                                                                               |       |                                                                       |
3.7 WEBSITE GRAPHICS

WEBSITE MUTEBOARD

WEBSITE FONTS

Arial Regular
abcdefgijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!"#$%&'()=*+-./,

Arial Bold
abcdefgijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!"#$%&'()=*+-./,

Verdana Regular
abcdefgijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!"#$%&'()=*+-./,

Verdana Bold
abcdefgijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!"#$%&'()=*+-./,

WEBSAFE COLOR PALETTE

THE LOGO

The ISSF logo should appear at the top left of web pages. The logo needs to link to www.issf-sports.org.

COLOR

Please use for spot color layouts the web-safe color palette of the ISSF only. Use colors white or light grey for backgrounds.

Make sure that:
- any text on top of another color is of a sufficient contrast to be legible
- all additional colors that you use are also web-safe

FONT FAMILY

Please use the following font-families in your Cascading Style Sheets (CSS) for the main body style:
1. Arial regular and bold.
2. Verdana regular and bold.
3. or any sans-serif typeface. Please do not use any other font styles. These font families have been tested as being the most legible on-screen fonts to read.
3.8 SOCIAL NETWORKS

USE OF SOCIAL NETWORKS

Consider both strategic and practical issues when setting up a social networking site for a championship. Who the site is aimed at, what kind of information will be published, who will update the page, what kind of style will be used and so on.

For more details please contact munich@issf-sports.org

SOCIAL NETWORKS

PERSONA

It is desirable to have a consistent voice, despite the multiple users who might be producing content for a championship social networking site. To help maintain consistency:

- Speak in first person plural
- Try to use active words
- Try to maintain a semi-casual tone, without using slang or jargon

PROMOTION

There are a few simple steps that can be taken to promote championship social networking sites in a subtle but effective way.

- All emails sent from the championship should include a hyperlink to the social networking site(s).
- Any mailings could highlight the championship’s presence in the social networking sites.
4. ISSF EVENT SPONSORING

ISSF BRANDED EVENTS

It is the purpose of these guidelines to ensure a uniform image of ISSF events and to guarantee a coordinated appearance of sponsors, partners, outfitters and other enterprises involved in ISSF events on TV, other media and in public.

The standard specifications for printed documents, websites, logo, trademarks and official event names must be observed in advance. Any other rules will apply from the first official training day, until the last award ceremony following the last finals competition (or including the closing ceremony, if conducted) of the ISSF event.

These guidelines apply for all ISSF events, if not explicitly stipulated otherwise.

At present, not all areas of advertising and advertising means are economically used at all ISSF events.
The term “Official ISSF results provider” refers to business that may provide data- and/or results-related products and/or services as part of the ISSF event. Only such business may commercially use the TV-insert, intended for suitable advertising, upon authorisation.

The appropriate on-site ISSF staff member is responsible for having prohibited advertising media or advertising means removed before the beginning of the event and for them not being erected again during the event. He/she must – where possible – coordinate with the local organizer and/or the advertising company.

If no agreement can be reached, the ISSF will decide considering and interpreting ISSF Advertising Rules appropriately.
4.1 COMPETITION VENUE

The competition venue includes the qualification ranges, the finals range and all other competition related ground surfaces, buildings, constructions and installations for hosting the ISSF championship.

Any advertising campaign conducted on occasion of an ISSF championship must be coordinated with the respective OC, with the ISSF TV and advertising contract partners and with the ISSF. For boards, flags and other advertising media, the advertising space is fixed defined. No more than three (3) boards may be placed in a row on the Field of Play (FOP) of the finals range, when TV crew will be present.

The ISSF TV production crew will place cameras with a fixed location and a basically fixed swiveling range. This area includes the finals FOP, the shooters presentation area, the award ceremony area and the interview area. Unilateral cameras may cover qualification rounds.
A maximum of seven (7) sponsors and the official ISSF results provider may be presented – a total of eight (8) – within the FOP area of the finals range, where the TV cameras are fixed installed.

On the final range for rifle and pistol the national federation is authorized to use advertising space on the left and right side walls, on the target line and the firing line for the advertising of sponsors and advertising partners. The total number of sponsors within the covered range of the TV cameras remains limited to a maximum of eight (8).

The respective responsible onsite ISSF and OC staff member will determine the order of the sponsors. In addition, advertising is permitted on every wind flag but only one (1) sponsor may be used for all.
4.2 FINALS RANGE RIFLE/PISTOL

FINALS SIDE WALLS

Boards may be placed horizontally positioned to the left and to the right of the athletes. The Banner Boards are restricted to a size of 150cm height and 300cm length and with a maximum letter size of 100cm. A main sponsor is able to double the length to a maximum of 600cm for one (1) board.

The size of the letters used is limited to a maximum height of 100cm.

Only one (1) logo or trademark combined with one (1) slogan or photo is permitted for each sponsor banner. Maximum three (3) sponsor banner are permitted on each side wall.
Boards may be placed horizontally positioned behind the coaches zone. The Banner Boards are restricted to a size of 30cm height and 120cm length with a maximum letter size of 20cm. Only one (1) logo or trademark combined with one (1) slogan or photo is permitted for each sponsor banner. Maximum three (3) sponsor banner are permitted on the boards.

The boards positioned in front of the coaches zone are reserved for the ISSF only. These boards will display the ISSF event logos in a size of 70cm height and 140cm length.
4.2 FINALS RANGE RIFLE/PISTOL

SPACE BETWEEN SHOOTING MATS

The size of shooting mats, according to ISSF Rules is 80cm width and 200cm length. Its color is ISSF Dark Blue with an ISSF brandmark on it.

Alternating a maximum of three (3) different sponsor marking may be displayed using each space between two (2) shooting mats for one (1) sponsor only.

The material of the sponsor mat must be equivalent to the material of the official shooting mat used and may not exceed the maximum size of 45cm width and 200cm length.
TARGET LINE ABOVE AND UNDERNEATH THE TARGETS

Advertising banners may be presented above the targets. Each banner may not exceed the maximum size of 50cm height and 125cm length and letters not higher than 40cm. At the target line the sponsor markings are restricted by the use of neutral colors.

UNDERNEATH THE TARGET
Advertising banners may be presented underneath the targets. Each banner may not exceed the maximum size of 50cm height and 125cm length. EXCEPTION: At the 50m Rifle Prone Men sponsor markings may be used by a maximum size of 20cm height and 125cm length (letter size is limited by a maximum of 15cm).
In accordance with ISSF Rules the firing point numbers must be shown. The top of this sign may be used as an advertising area with a maximum surface of 25cm x 10cm. The bench or stand of each firing point is blue colored.
PUBLIC SCOREBOARD

SCOREBOARD

The official public scoreboard used for showing the results of the finals and the international TV signal during the finals may display two sponsors, the host broadcaster and the Producer of the public scoreboard.
On every wind flag with a size of 5cm x 40cm (see ISSF Rules 6.3.7.2.1), the delineation marker separating the shooting lanes (e.g. T-posts), a sponsor advertising may be placed with a maximum size of 70cm² and a maximum letter height of 5cm.
On the finals range for shotgun the national federation is authorized to use advertising space on the left and right side walls, on the high house and the low house for the advertising of sponsors and advertising partners.

The total number of sponsors within the covered range of the TV cameras remains limited to a maximum of eight (8).
Boards may be placed to the front side and both sidewalls of the low house. The Banner Boards are restricted to a maximum size of 200cm height and 200cm width. The size of the letters uses is limited to a maximum height of 150cm.

Only one (1) logo or trademark combined with one (1) slogan or photo is permitted for each sponsor banner. Only one (1) sponsor is permitted on each house.
4.3 FINALS RANGE SHOTGUN

SIDE WALLS

Boards horizontally positioned to the left and to the right of the athletes. The Banner Boards are restricted to a size of 200cm height and 400cm length. A main sponsor is able to double the length to a maximum of 800cm for one (1) board.

The size of the letters used is limited to a maximum height of 120cm.

Only one (1) logo or trademark combined with one (1) slogan or photo is permitted for each sponsor banner. Maximum three (3) sponsor banner are permitted on each side wall.
4.4 TV AND MEDIA

**INTERVIEW WALL**

All TV companies conducting interviews in the mixed zone must use the mixed zone interview wall. The width of the mixed zone interview wall depends on the area of the mixed zone used for TV broadcasting, and will be decided by the responsible onsite officials of ISSF and the OC.

Certain spaces on the interview wall are available to the respective TV partner in its own area.
PRESS CONFERENCE WALL

The official ISSF event logo must be displayed on the press conference wall. The logos of the sponsors, partners and outfitter are eligible for consideration for this purpose.
4.5 AWARD PRESENTATION AREA

AWARD CEREMONY INDIVIDUAL EVENTS

The advertising wall (behind podium) at the flower ceremony and award ceremony must display the official ISSF event logo. The logos of the sponsors, partners and outfitter are eligible for consideration for this purpose.

On the award podium the official ISSF event logo must be displayed. The podium will be provided by the OC.
AWARD CEREMONY TEAM EVENTS
4.6 BRANDING EXAMPLES
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