



# **CORPORATE 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](mailto:munich@issf-sports.org) to receive the digital files.

---



# CONTENTS

---

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](mailto:munich@issf-sports.org).

<b>1.</b>	<b>THE ISSF BRANDMARK</b>	<b>4</b>
1.1	ISSF BRANDMARK LOGO	6
1.2	ISSF BRAND COLORS	7
1.3.	THE EXCLUSION ZONE	8
<b>2.</b>	<b>THE ISSF CORPORATE FONTS</b>	<b>10</b>
2.1	FONT ALTERNATIVES	11
2.2	FONT USAGE	12
<b>3.</b>	<b>THE ISSF EVENT BRANDING</b>	<b>14</b>
3.1	ISSF EVENT NAMING	15
3.2	CO-BRANDING EVENTS	16
3.3	ISSF DISCIPLINES	17
3.4	ISSF TEMPLATES	18
3.5	TITLE SPONSOR	19
3.6	ISSF TV GRAPHICS	20
3.7	WEBSITE GRAPHICS	22
3.8	SOCIAL NETWORKS	23
<b>4.</b>	<b>ISSF EVENT SPONSORING</b>	<b>24</b>
4.1	COMPETITION VENUE	26
4.2	FINALS RANGE RIFLE/PISTOL	28
4.3	FINALS RANGE SHOTGUN	36
4.4	TV AND MEDIA	40
4.5	AWARD PRESENTATION AREA	42
4.6	BRANDING EXAMPLES	44

International Shooting Sport Federation  
ISSF Headquarters  
Bavariaring 21  
D-80336 München, Germany  
Phone: +49 89 544 355-0  
Fax: +49 89 544 355-44  
Email: [munich@issf-sports.org](mailto:munich@issf-sports.org)  
Internet: [www.issf-sports.org](http://www.issf-sports.org)



# 1. THE ISSF BRANDMARK



## THE ISSF BRANDMARK

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.

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](mailto:munich@issf-sports.org).

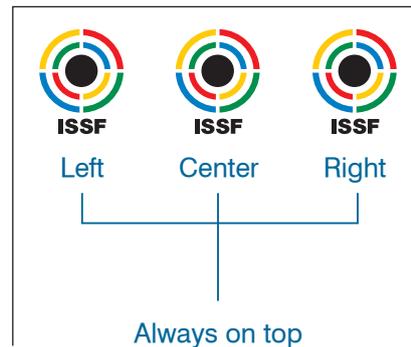


### MINIMUM SIZE



15mm

### POSITIONS OF THE BRANDMARK



### 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.

### POSITIONING

To ensure that the brandmark is applied consistently, the brandmark should be placed in the top position whenever possible.

The brandmark cannot be positioned horizontally, i.e. landscape format. It may only be used vertically, i.e. portrait format.

### 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



**ISSF**

>ISSF-Logo-4C.eps<

**CMYK EUROSCALE**

Offset 4 Colors Print



**ISSF**

>ISSF-Logo-Pantone.eps<

**PANTONE**

Banner, Cutout, 5+ Colors print



**ISSF**

>ISSF-Logo-RGB.jpg/.gif<

**RGB**

Screens and Monitors



**ISSF**

>ISSF-Logo-Black.eps/.tif/.gif<

**BLACK**

1 Color Print



**ISSF**

>ISSF-Logo-White.eps/.tif/.gif<

**WHITE**

Colored Backgrounds 50%+



**ISSF**

>ISSF-Logo-Black.tif<

**1 COLOR**

Offset 4 Colors Print

## COLORWAYS

Wherever possible, the brand-mark 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.

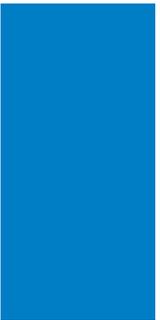
Only when full color is absolutely not available you may use one of the monochromatic versions. Alternative use of the ISSF logo to be approved by ISSF Headquarters. For example, the brandmark could possibly appear in red as a franking stamp on an envelope. Or it could be gold if it is foil blocked onto 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](mailto:munich@issf-sports.org)



# 1.2 ISSF BRAND COLORS

						
	<b>BLACK</b>	<b>DARK BLUE</b>	<b>BLUE</b>	<b>RED</b>	<b>GREEN</b>	<b>YELLOW</b>
<b>EUROSCALE</b>						
CYAN	000	100	100	000	100	000
MAGENTA	000	060	040	100	020	020
YELLOW	000	020	000	100	100	100
BLACK	100	000	000	000	000	000
<b>RGB</b>						
RED	000	000	000	227	000	255
GREEN	000	093	117	006	133	204
BLUE	000	149	191	019	062	000
HEX	#000000	#005d95	#0075bf	#e30613	#00853e	#ffcc00
<b>PANTONE</b>	Process Black C	294C	293C	032C	348C	123C

## COLOR PALETTE

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

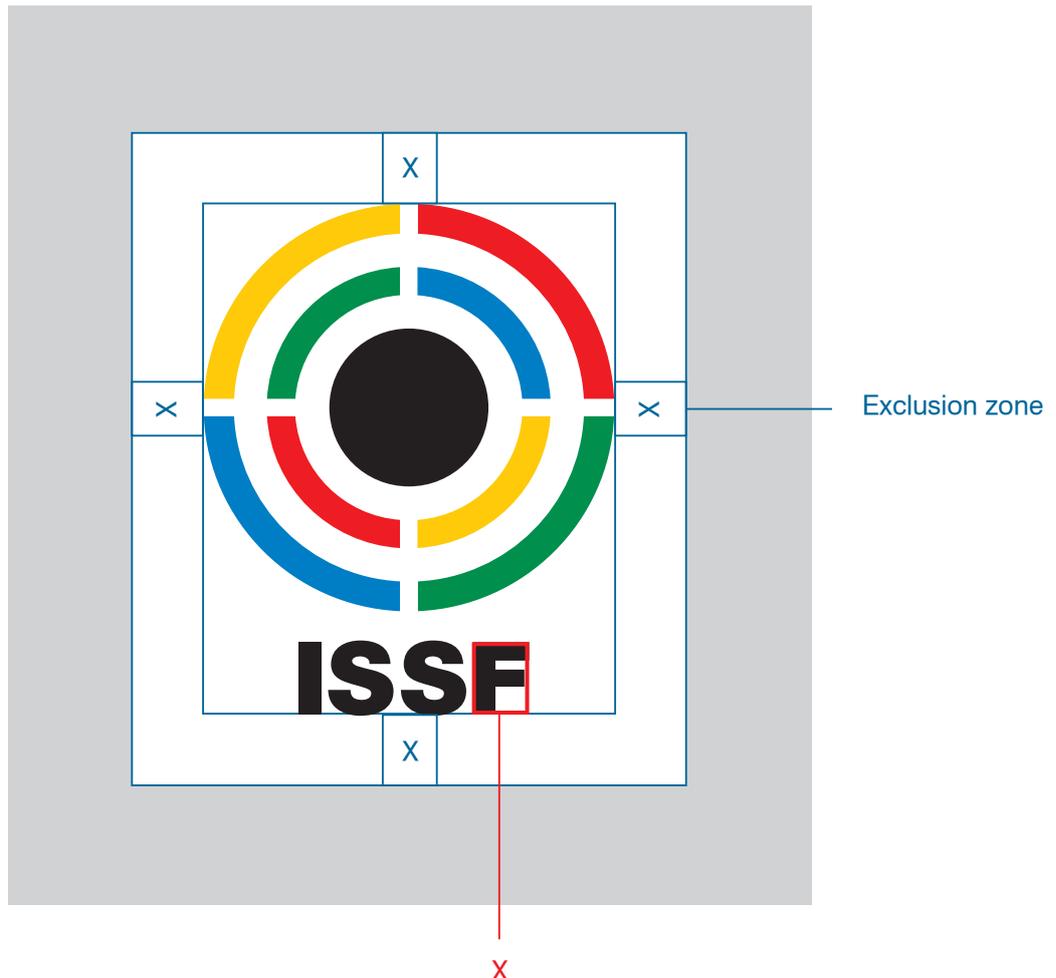
ISSF Dark Blue is considered to be the 'corporate' color as it is the darkest, therefore it is usually the strongest color. Use this color for titles, headlines and specifications in combination with the color Black.

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



### THE EXCLUSION ZONE

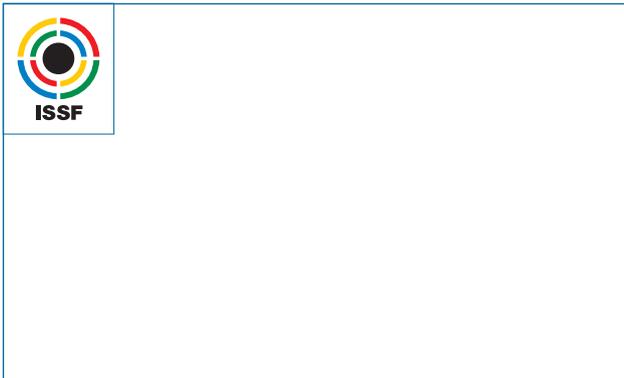
In order not to obscure the brand-mark and to maintain clarity from adjacent elements, an exclusion zone has been defined.

The exclusion zone is constructed by the width x height of the character "X" all around the brand-mark. This is a clear and preferably white colored area surrounding the brand-mark.

No text or graphics may appear too close to the logo. The protected area surrounding the brand-mark, i.e. the distance between the brand-mark and any other logo, text or border (e.g. edge of paper), must always be at least the exclusion zone.



### MINIMUM EXCLUSION ZONES



### BRANDMARK ON COLORED BACKGROUNDS



### MINIMUM EXCLUSION ZONE WITH OTHER LOGOS



### BRANDMARK ON PHOTOS



## EXCLUSION ZONES

Sufficient space must be maintained around the brandmark to enhance its differentiation to other design elements, e.g. other logos.

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.

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.



## 2. THE ISSF CORPORATE FONTS

---

### ISSFFont Roman

abcdefghijklmnopqrstuvxyz  
ABCDEFGHIJKLMNPOQRSTUVWXYZ  
1234567890B!“\$\$%&/()=?+\*#‘-\_,;::

### ISSFFont Medium

abcdefghijklmnopqrstuvxyz  
ABCDEFGHIJKLMNPOQRSTUVWXYZ  
1234567890B!“\$\$%&/()=?+\*#‘-\_,;::

### ISSFFont Black

**abcdefghijklmnopqrstuvxyz**  
**ABCDEFGHIJKLMNPOQRSTUVWXYZ**  
**1234567890B!“\$\$%&/()=?+\*#‘-\_,;::**

---

#### 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**

abcdefghijklmnopqrstvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890ß!“§\$%&/()=?+\*#‘-\_,;:.

### **Arial Bold**

**abcdefghijklmnopqrstvwxyz**  
**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

### CAPITAL LETTERS AND COLORS

**HEADLINE**

**HEADLINE**

**HEADLINE**

**HEADLINE**

**HEADLINE**

**HEADLINE**

### CAPITAL LETTERS AND COLORS

**SUBHEADLINE**

**SUBHEADLINE**

**SUBHEADLINE**

**SUBHEADLINE**

**SUBHEADLINE**

**SUBHEADLINE**

### LONG COPIES AND TABS

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:

1. Example text
2. Next text
3. Tab alignment

### DARK BACKGROUNDS

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**

Headline  
ISSFont Black  
Size: 14pt  
Line spacing: 18pt

**THIS IS A SUBHEADLINE**

Subheadline  
ISSFont Medium  
Size: 10pt  
Line spacing: 13pt

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.

Long copy  
ISSFont Regular  
Size: 10pt  
Line spacing: 13pt

**Article, caption, footer**

ISSFont Black  
Size: 8pt  
Line spacing: 13pt

**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**

~~The quick brown fox jumps over~~

~~The quick~~

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

~~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 bron fox.~~

**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 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

### WORLD CUP / WORLD CUP FINAL



### WORLD CHAMPIONSHIP



### ANNIVERSARY EVENTS



#### 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«.



## 3.2 CO-BRANDING EVENTS



### LOGO COMBINATION EXAMPLES



**ISSF CHAMPIONSHIP  
DISCIPLINE  
CITY, NOC  
ISSF YEAR**



**ISSF CHAMPIONSHIP  
DISCIPLINE  
CITY, NOC  
ISSF YEAR**

#### 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

### PISTOL



10M PISTOL



25M PISTOL



50M PISTOL

### RIFLE



10M RIFLE



50M RIFLE

### SHOTGUN



### RUNNING TARGET



## THE OLYMPIC DISCIPLINES

### RIFLE

50m Rifle 3 Positions Men  
50m Rifle Prone Men  
10m Air Rifle Men  
50m Rifle 3 Positions Women  
10m Air Rifle Women

### PISTOL

50m Pistol Men  
25m Rapid Fire Pistol Men  
10m Air Pistol Men  
25m Pistol Women  
10m Air Pistol Women

### SHOTGUN

Trap Men  
Double Trap Men  
Skeet Men  
Trap Women  
Skeet Women



# 3.4 ISSF TEMPLATES

## PLAIN TEMPLATE MASTERS

The 'PLAIN TEMPLATE MASTERS' section displays five overlapping document templates. From top to bottom:
 

- ENTRY LIST BY EVENT**: Includes ISSF logo, event title, date, and a 'Report Content' area.
- GENERAL INFORMATION**: Includes ISSF logo, event title, date, and a 'Report Content' area.
- RESULTS**: Includes ISSF logo, event title, date, and a 'Report Content' area.
- MEDAL STANDINGS**: Includes ISSF logo, event title, date, and a 'Report Content' area.
- ACREDITATION ID CARD**: Includes ISSF logo, athlete name, family name, NCC code, address, and a 'SPONSOR' box.

## TEMPLATE WITHOUT TITLE SPONSOR

The 'TEMPLATE WITHOUT TITLE SPONSOR' section shows a complete entry list for the ISSF World Cup Rifle / Pistol Fort Benning, USA, held from May 14-23, 2011. The entry list is for the 50m Rifle Prone Men event on May 19, 2011. It includes a table of athletes with their names, nations, bib numbers, IQS, and dates of birth. The table is as follows:

Name	NAT - Nation	Bib No	IQS	Date of Birth
VELARTE Angel Rosendo	ARG - Argentina	1022		8 JUN 1971
POTENT Warren	AUS - Australia	1037	597	7 APR 1962
KNOEGLER Mario	AUT - Austria	1045	596	2 JUL 1979
MATHIS Thomas	AUT - Austria	1046	590	25 APR 1990
PLANER Christian	AUT - Austria	1048	596	15 MAY 1975
COX Lionel	BEL - Belgium	1065		11 JUL 1981
BUBNOVICH Vitali	BLR - Belarus	1072	595	12 NOV 1974
MARTYNOV Sergei	BLR - Belarus	1077	600	18 MAY 1968
SHCHERBATSEVICH Yury	BLR - Belarus	1078	597	11 JUL 1984
HECK Bruno Lion	BRA - Brazil	1102		15 AUG 1986
LOPES Samuel	BRA - Brazil	1104	592	15 MAR 1979
ROSITO Rocco	BRA - Brazil	1108	591	23 JAN 1976
RIZOV Anton	BUL - Bulgaria	1126	593	29 DEC 1987
LOFTIN Glynn	CAN - Canada	1141		12 JUL 1956
SAUER Johannes	CAN - Canada	1144	597	16 FEB 1968
SYCH Grzegorz	CAN - Canada	1145	591	5 DEC 1968
HUERTA Mauricio	CHI - Chile	1156		15 OCT 1977
MONCADA Gonzalo	CHI - Chile	1157		26 DEC 1985
SAN MARTIN Elias	CHI - Chile	1158	590	30 OCT 1984
LIN Yun	CHN - People's Republic of China	1172		25 AUG 1985
TIAN Hui	CHN - People's Republic of China	1180	597	8 JUN 1977
WANG Welyi	CHN - People's Republic of China	1184	597	31 JAN 1974
DACHIARDI David	COL - Colombia	1199	588	1 OCT 1993
DURKOVIC Bojan	CRO - Croatia	1210	589	17 OCT 1989
SMOL Petr	CZE - Czech Republic	1236		3 APR 1986
BRANDT Carsten	DEN - Denmark	1246	594	4 MAY 1964
GRIMMEL Torben	DEN - Denmark	1247	597	23 NOV 1975
NIELSEN Kenneth	DEN - Denmark	1251	596	14 MAR 1968
ESPINOZA Rafael Antonio	ESA - El Salvador	1272	588	23 SEP 1978

At the bottom of the page, there are four sponsor boxes labeled SPONSOR 1 through SPONSOR 4, and the SIUS logo with the text 'OFFICIAL ISSF RESULTS PROVIDER'.

## TEMPLATES

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

### 1) OC PUBLICATIONS

- a. Information Bulletin (Invitation Letter, General Information, Summary Deadlines)
- b. Official Program
- c. General Communication

### 2) ENTRY LISTS

- a. Entry List by Nation
- b. Entry List by BIB Number
- c. Entry List by Name
- d. Entry List by Event

### 3) RESULT LISTS

- a. Start List
- b. Intermediate Results
- c. Results
- d. Final Results

### 4) WC INFO OUTPUTS

- a. Records Broken / Equalled
- b. Medallists
- c. Medallists by Event
- d. Medal Standings

### 5) ACCREDITATION

- Accreditation ID card



# 3.5 TITLE SPONSOR

## TEMPLATE WITH TITLE SPONSOR

## EVENT LOGO WITH TITLE SPONSOR



**TITLE SPONSOR LOGO**



**ISSF**

**SPONSOR  
ISSF WORLD CHAMPIONSHIP  
DISCIPLINE  
CITY, NOC  
DATE**

**ENTRY LIST BY EVENT**  
**50M RIFLE PRONE MEN**  
As of 19 MAY 2011

Name	NAT - Nation	Bib No	IQS	Date of Birth
VELARTE Angel Rosendo	ARG - Argentina	1022		8 JUN 1971
POTENT Warren	AUS - Australia	1037	597	7 APR 1962
KNOEGLER Mario	AUT - Austria	1045	596	2 JUL 1979
MATHIS Thomas	AUT - Austria	1046	590	25 APR 1990
PLANER Christian	AUT - Austria	1048	596	15 MAY 1975
COX Lionel	BEL - Belgium	1065		11 JUL 1981
BUBNOVICH Vitali	BLR - Belarus	1072	595	12 NOV 1974
MARTYNOV Sergei	BLR - Belarus	1077	600	18 MAY 1968
SHCHERBATSEVICH Yuri	BLR - Belarus	1078	597	11 JUL 1984
HECK Bruno Lion	BRA - Brazil	1102		15 AUG 1986
LOPES Samuel	BRA - Brazil	1104	592	15 MAR 1979
ROSITO Rocco	BRA - Brazil	1108	591	23 JAN 1976
RIZOV Anton	BUL - Bulgaria	1126	593	29 DEC 1987
LOFTIN Glynn	CAN - Canada	1141		12 JUL 1956
SAUER Johannes	CAN - Canada	1144	597	16 FEB 1968
SYCH Grzegorz	CAN - Canada	1145	591	5 DEC 1968
HUERTA Mauricio	CHI - Chile	1156		15 OCT 1977
MONCADA Gonzalo	CHI - Chile	1157		26 DEC 1985
SAN MARTIN Elias	CHI - Chile	1158	590	30 OCT 1984
LIN Yun	CHN - People's Republic of China	1172		25 AUG 1985
TIAN Hui	CHN - People's Republic of China	1180	597	8 JUN 1977
WANG Weiyl	CHN - People's Republic of China	1184	597	31 JAN 1974
DACHHARDI David	COL - Colombia	1199	588	1 OCT 1993
DURKOVIC Bojan	CRO - Croatia	1210	589	17 OCT 1989
SMOL Petr	CZE - Czech Republic	1236		3 APR 1986
BRANDT Carsten	DEN - Denmark	1246	594	4 MAY 1964
GRIMMEL Torben	DEN - Denmark	1247	597	23 NOV 1975
NIELSEN Kenneth	DEN - Denmark	1251	596	14 MAR 1968
ESPINOZA Rafael Antonio	ESA - El Salvador	1272	588	23 SEP 1978

21.05.2011 - 15:59 CEST Entry List by Event - 50m Rifle Prone Men Page 1 of 4

**SPONSOR 1**

**SPONSOR 3**

**SPONSOR 2**

**SPONSOR 4**



**SIUS**  
OFFICIAL ISSF RESULTS PROVIDER



**TITLE SPONSOR LOGO**



**ISSF**

**SPONSOR  
ISSF WORLD CHAMPIONSHIP  
DISCIPLINE  
CITY, NOC  
YEAR**

## TITLE SPONSOR

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

**10 Satellite feed information**

ISSF WORLD CUP  
Concepcion - CHILE  
Stadio Italiano di Concepcion Shooting Range  
SHOTGUN EVENT  
19.01.2011  
Competition Start Time: 13:00  
**12:33**

**12 Welcome**

ISSF WORLD CUP  
Concepcion - CHILE  
Stadio Italiano di Concepcion Shooting Range  
RIFLE EVENT  
FINALS 50M RIFLE 3 POSITIONS MEN

**20 Shooting Location**

ISSF WORLD CUP  
Stadio Italiano di Concepcion Shooting Range

**22 Welcome to Discipline**

ISSF WORLD CUP  
Stadio Italiano di Concepcion Shooting Range  
FINALS 50M RIFLE 3 POSITIONS MEN

**30 Weather Conditions**

ISSF WORLD CUP  
Stadio Italiano di Concepcion Shooting Range

TEMPERATURE	20 °C
HUMIDITY	30 %
WIND SPEED	5 KM/H
WIND DIRECTION	WEST

**40 Event Schedule**

SUNDAY 27.03.2011  
SCHEDULE OF EVENTS

11:30	FINALS 50M PISTOL MEN
13:15	FINALS 25M PISTOL WOMEN
16:00	FINALS DOUBLE TRAP MEN

**50 Event ID**

ISSF WORLD CUP  
FINALS 50M RIFLE 3 POSITIONS MEN

**60 Event Details**

FINALS DOUBLE TRAP MEN  
EVENT DETAILS

DISTANCE	55 M
GUN	12-GAUGE SHOTGUN, 4 KG
CATRIDGE	PELLETS (2.6 MM), MAX 24 G
CLAY TARGET	110 X 25 MM, COLOURED
NUMBER OF TARGETS	50 (25 DOUBLE)
SPEED OF TARGETS	UP TO 80 KM/H

**70 Records**

FINALS 50M RIFLE 3 POSITIONS MEN  
WORLD RECORD AND FINAL WORLD RECORD

RUS	Konstantin PRKODICHENKO	1186	WR
JPN	Teruyoshi AKIYAMA	1291.5	FWR

**80 Final Start List**

FINALS 10M AIR PISTOL WOMEN  
START LIST

1	KOR	Minjin PARK
2	AUS	Dina ASPANDIYAROVA
3	KAZ	Zauresh BABUSSINOVA
4	RUS	Kira KLIMOVA
5	SRB	Zorana ARUNOVIC
6	BLR	Viktoriya CHAIKA
7	UKR	Olena KOSTEVYCH
8	AUS	Lalita YAUHLEUSKAYA

**82 Qualification Results**

FINALS 10M AIR PISTOL WOMEN  
QUALIFICATION RESULTS

1	KOR	Minjin PARK	380
2	AUS	Dina ASPANDIYAROVA	378
3	KAZ	Zauresh BABUSSINOVA	377
4	RUS	Kira KLIMOVA	375
5	SRB	Zorana ARUNOVIC	375
6	BLR	Viktoriya CHAIKA	374
7	UKR	Olena KOSTEVYCH	374
8	AUS	Lalita YAUHLEUSKAYA	373

**90 Shooter ID**

FINALS 10M AIR PISTOL WOMEN  
FINALIST - SCORE

4	RUS	Kira KLIMOVA	385.4	10.4
---	-----	--------------	-------	------

**100 Shooter Presentation**

RUS Kira KLIMOVA  
WORLD RANK 10 | AGE 27  
Silver 2010 WORLD CUP, FORT BENNING  
Rank 8 2009 WORLD CUP, MUNICH  
Rank 12 2006 WORLD CUP, GUANGZHOU

**110 Official ID**

JURY MEMBER  
RUS William KRILING

**120 Phase Indicator**

FINALS 10M AIR PISTOL WOMEN  
SHOOTER PRESENTATION

**130 Warning**

WARNING  
RUS Kira KLIMOVA

**132 Malfunction**

MALFUNCTION  
RUS Kira KLIMOVA

**134 DSQ**

DISQUALIFICATION  
RUS Kira KLIMOVA

**136 Penalty 2 Points**

PENALTY - 2 POINTS  
RUS Kira KLIMOVA

**138 Penalty 1 Point**

PENALTY - 1 POINT  
RUS Kira KLIMOVA

**132 Malfunction**

MALFUNCTION  
RUS Kira KLIMOVA

**134 DSQ**

DISQUALIFICATION  
RUS Kira KLIMOVA

**136 Penalty 2 Points**

PENALTY - 2 POINTS  
RUS Kira KLIMOVA

**138 Penalty 1 Point**

PENALTY - 1 POINT  
RUS Kira KLIMOVA

**140 Scoreboard 10 Shots**

3 SRB Zorana ARUNOVIC 455.1  
SHOT 8 - FINALS  
9.8 10.2 10.3 10.3 10.6 9.1 9.4 9.0

**142 Scoreboard 4 Series**

3 SRB Zorana ARUNOVIC 455.2  
SERIES 2 - FINALS  
9.8 10.2 9.2 10.3 8.4 51.3 47.9

**144 Scoreboard RFP**

6 RUS Kira KLIMOVA 13  
SERIES 3 - FINALS  
5 RUS Kira KLIMOVA 164  
DOUBLE 13 - FINALS

**148 Scoreboard Trap**

4 RUS Kira KLIMOVA 90  
TARGET 19 - FINALS

**150 Scoreboard Skeet**

4 RUS Kira KLIMOVA 91  
STATION 6 - FINALS

**170 Split 10 Shots**

Minjin PARK Zorana ARUNOVIC  
SHOT 2 - FINALS 10.0 9.8  
2 KOR 399.5 3 SRB 399.2

**172 Split 4 Series**

Dina ASPANDIYAROVA Zorana ARUNOVIC  
SERIES 1 - FINALS 49.5 50.2  
2 AUS 639.5 3 SRB 638.2

**180 Standing Breakdown**

FINALS 10M AIR PISTOL WOMEN  
RESULTS - BEFORE SHOOT-OFF

1	RUS	Kira KLIMOVA	476.8	101.8
2	KOR	Minjin PARK	476.5	96.6
3	KAZ	Zauresh BABUSSINOVA	476.5	89.0
4	BLR	Viktoriya CHAIKA	474.5	100.8
5	AUS	Dina ASPANDIYAROVA	474.4	96.8
6	SRB	Zorana ARUNOVIC	474.2	89.2
7	UKR	Olena KOSTEVYCH	472.4	98.8
8	AUS	Lalita YAUHLEUSKAYA	469.3	96.8

**240 Shoot Off 10 Shots**

8 BLR Viktoriya CHAIKA  
SHOOT-OFF  
10.5 10.7

**242 Shoot Off 4 Series**

1 UKR Olena KOSTEVYCH 782.6  
SHOOT-OFF  
9.5 8.8 10.9 10.3 10.3 49.8

**246 Shoot Off Double Trap**

6 RUS Kira KLIMOVA 198  
SHOOT-OFF  
+6 +3

**248 Shoot Off Trap / Skeet**

3 RUS Kira KLIMOVA 94  
SHOOT-OFF  
+6 +3

**270 Medal Gold**

FINALS 10M AIR PISTOL WOMEN  
GOLD MEDAL  
RUS Kira KLIMOVA

**272 Medal Silver**

FINALS 10M AIR PISTOL WOMEN  
SILVER MEDAL  
RUS Kira KLIMOVA

**274 Medal Bronze**

FINALS 10M AIR PISTOL WOMEN  
BRONZE MEDAL  
RUS Kira KLIMOVA

**280 Medal Winners**

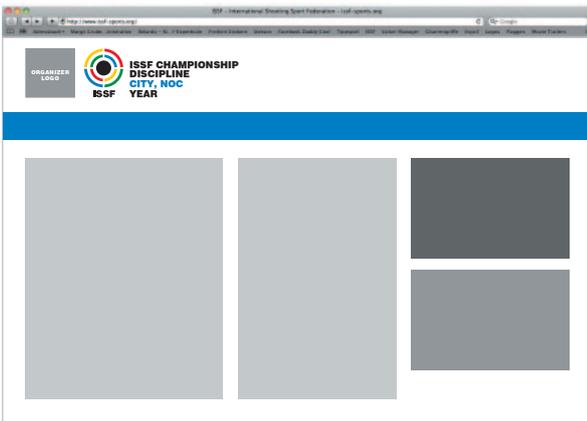
SKREET WOMEN FINALS  
MEDAL WINNERS

1	AUS	Lalita YAUHLEUSKAYA
2	AUS	Dina ASPANDIYAROVA
3	KOR	Minjin PARK



## 3.7 WEBSITE GRAPHICS

### WEBSITE MUTEBOARD



### WEBSITE FONTS

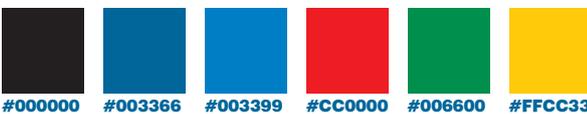
#### Arial Regular

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890B!“\$%&/()=?+\*#’-

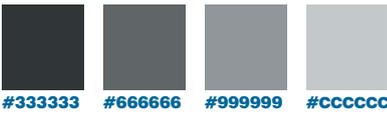
#### Arial Bold

**abcdefghijklmnopqrstuvwxy**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890B!“\$%&/()=?+\*#’-**

### WEBSAFE COLOR PALETTE



#000000 #003366 #003399 #CC0000 #006600 #FFCC33



#333333 #666666 #999999 #CCCCCC

#### Verdana Regular

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890B!“\$%&/()=?+\*#’-

#### Verdana Bold

**abcdefghijklmnopqrstuvwxy**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890B!“\$%&/()=?+\*#’-**

### THE LOGO

The ISSF logo should appear at the top left of web pages. The logo needs to link to [www.issf-sports.org](http://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

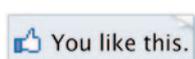
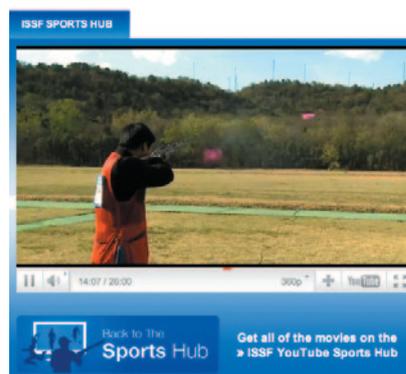
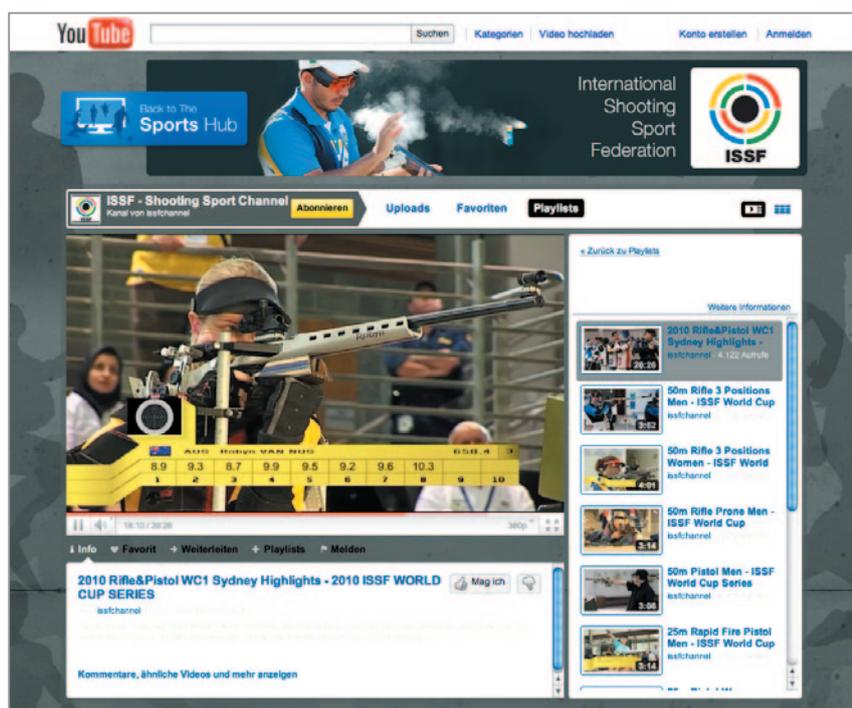
### FONT FAMILY

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



### 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](mailto:munich@issf-sports.org)

### 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.



### ISSF RESULTS PROVIDER

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.

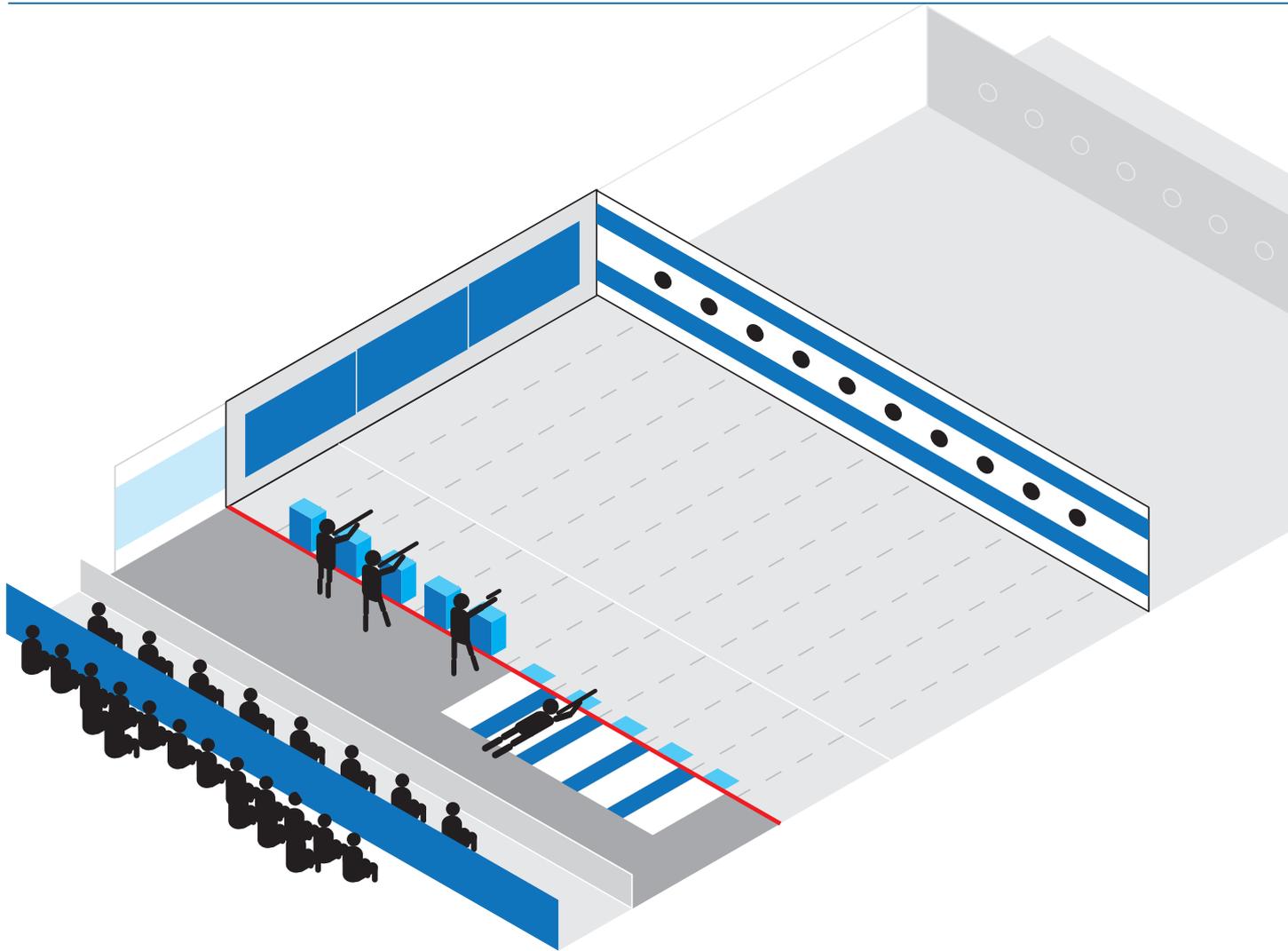
### ON-SITE STAFF MEMBER

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



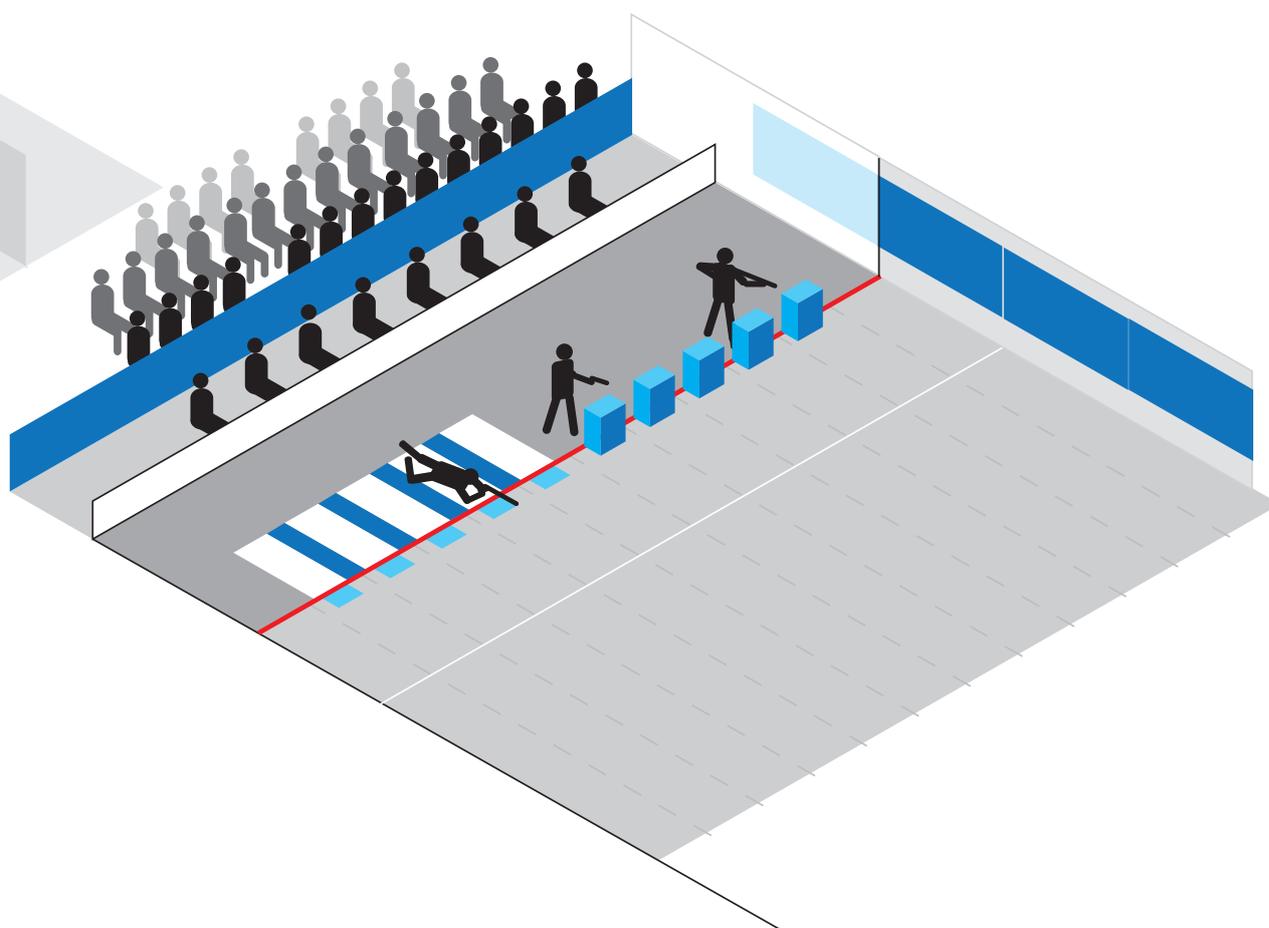
### THE COMPETITION VENUE

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 fix 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.



## FINALS RANGE – RIFLE/PISTOL

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.

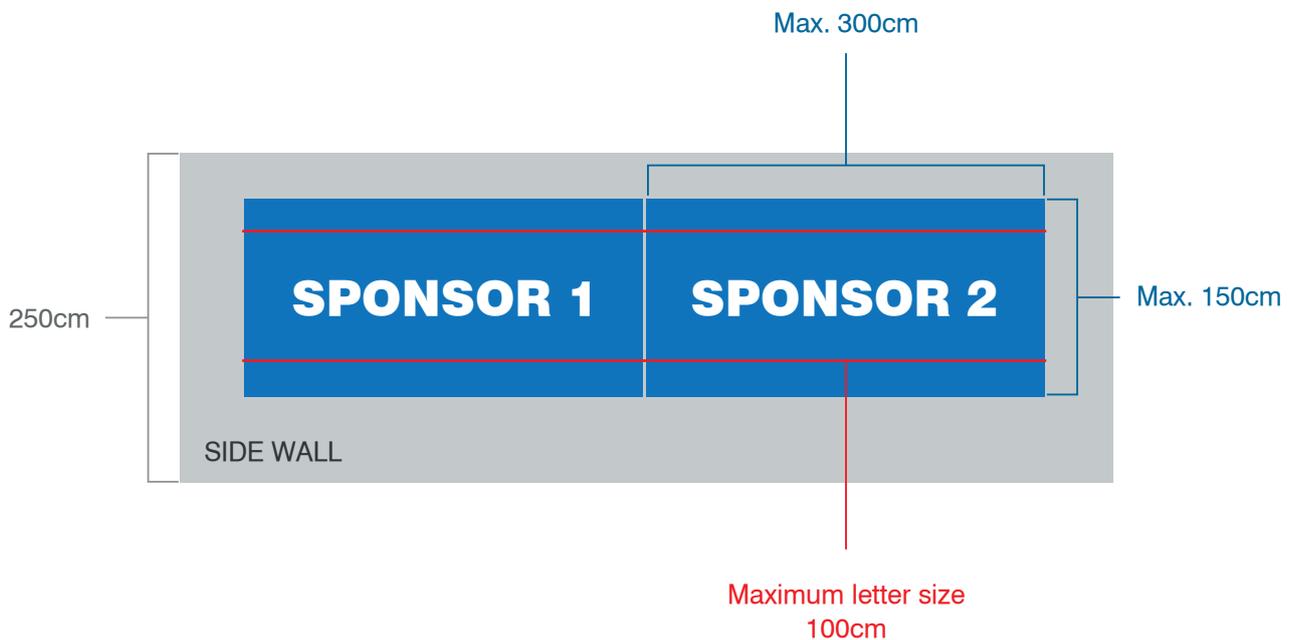
The total number of sponsors within the covered range of the TV cameras remains limited to a maximum of eight (8).

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



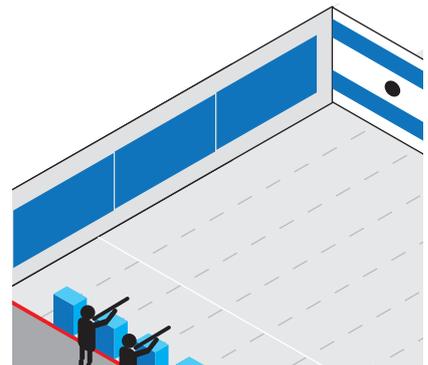
### SIDE WALLS

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.

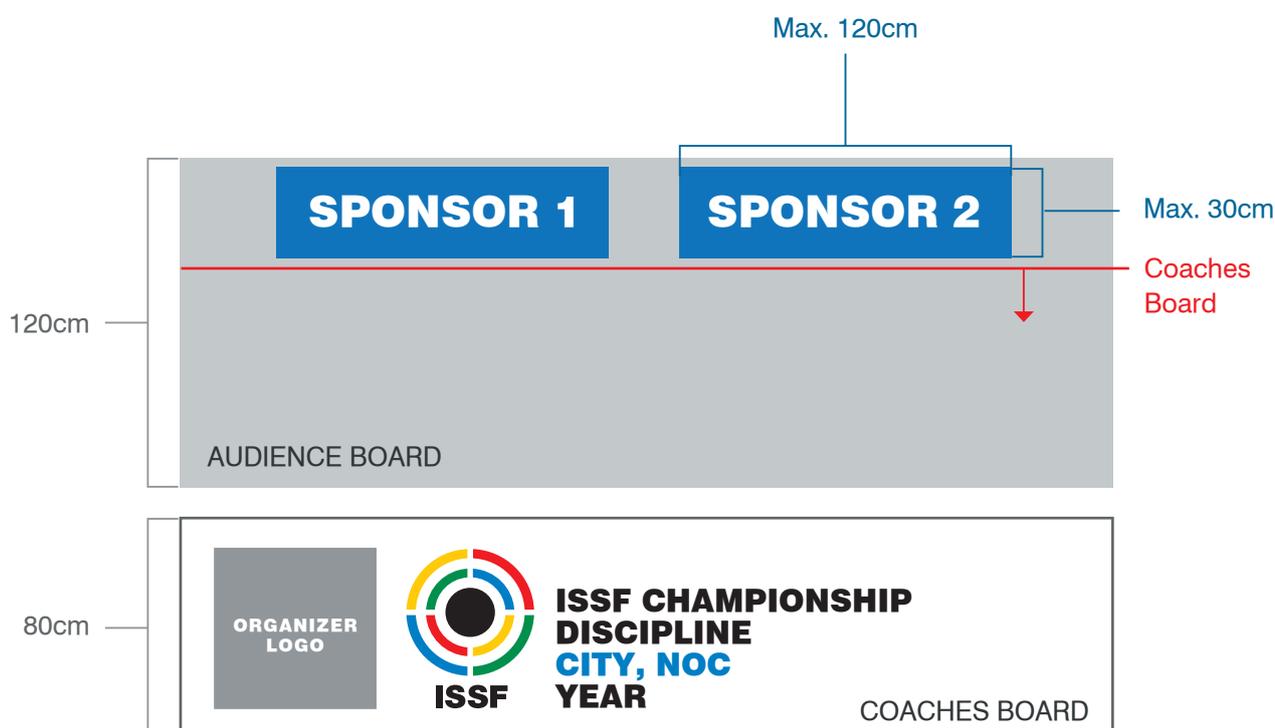
The size of the letters used is limited to a maximum height of 100cm.

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 IN FRONT OF THE AUDIENCE

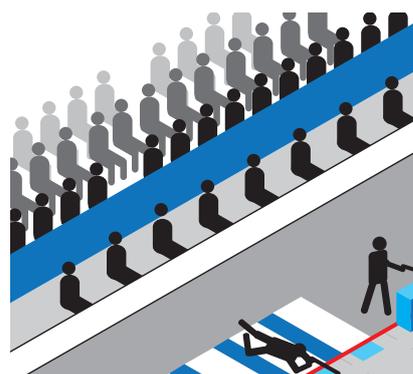


### AUDIENCE BOARDS

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.

### COACHES BOARDS

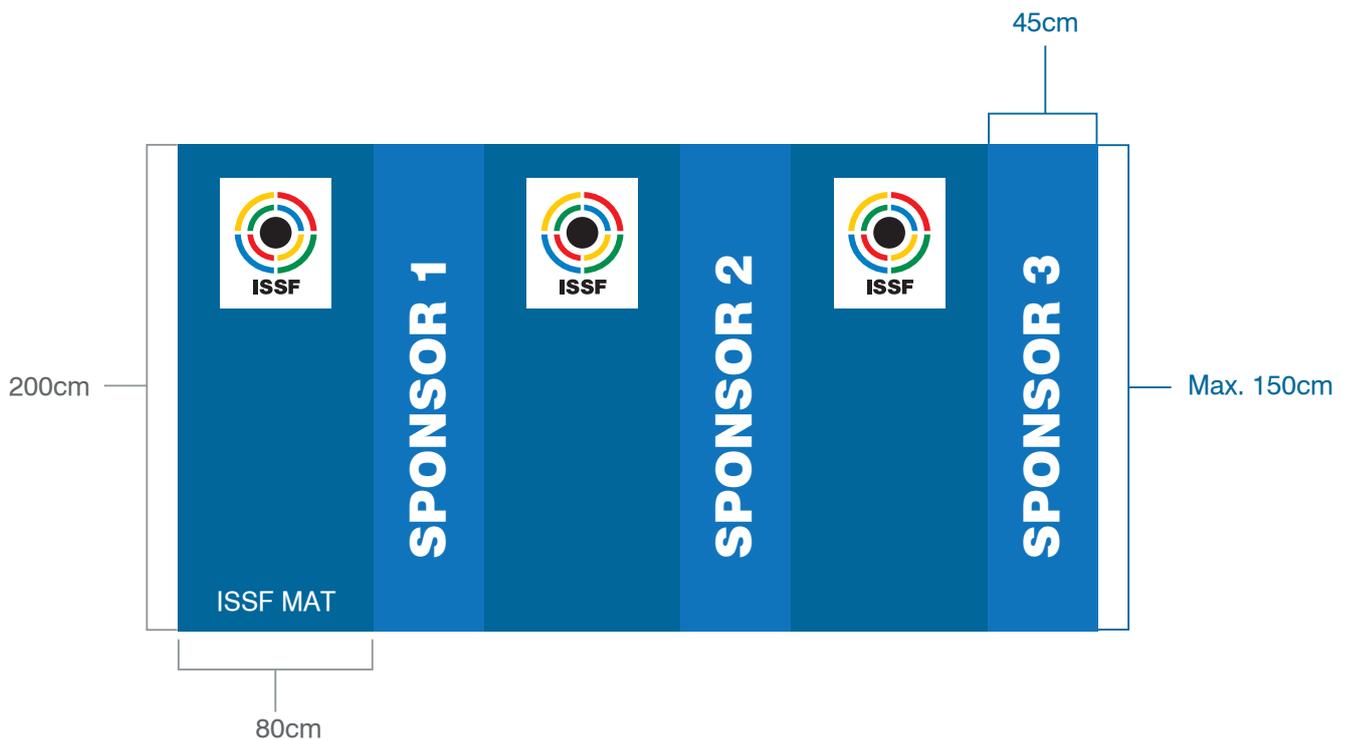
The boards positioned in front of the coaches zone are reserved for the ISSF only. These boards will display the ISSF event logos in a size of 70cm height and 140cm length.





## 4.2 FINALS RANGE RIFLE/PISTOL

### SPACE BETWEEN SHOOTING MATS



### SHOOTING MATS

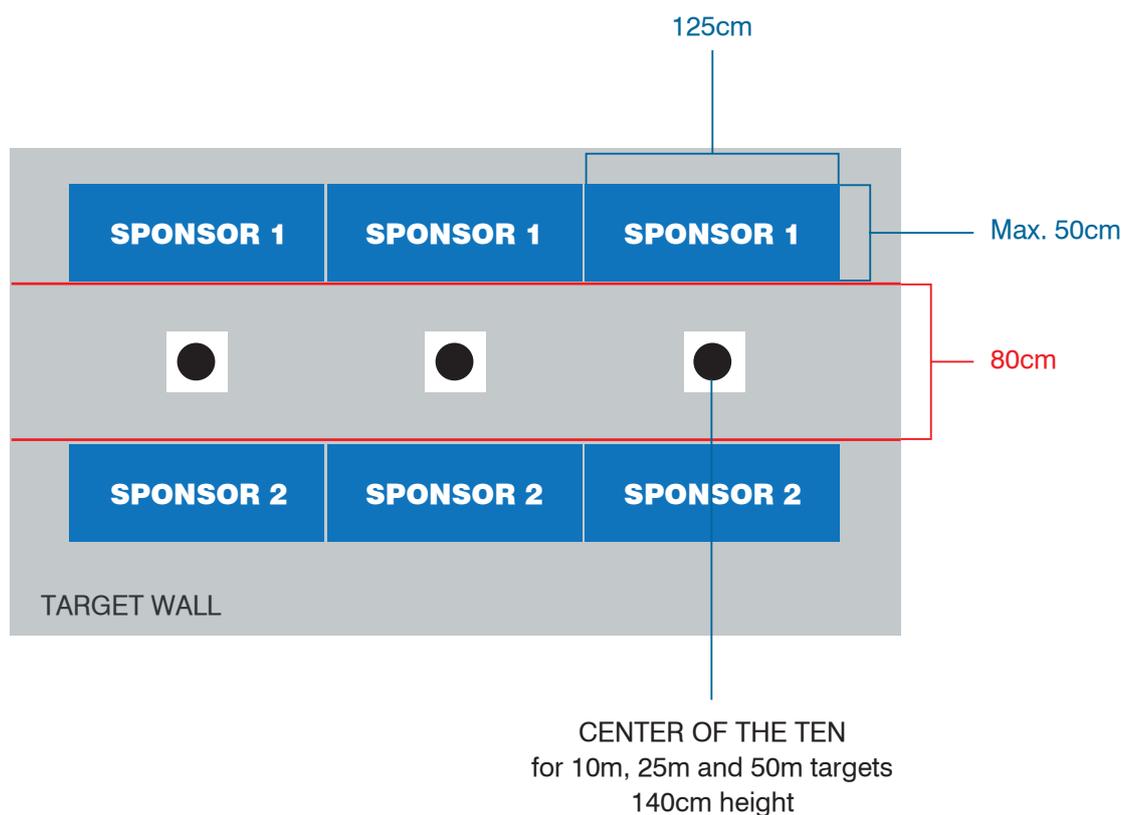
The size of shooting mats, according to ISSF Rules is 80cm width and 200cm length. Its color is ISSF Dark Blue with an ISSF landmark on it.

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**



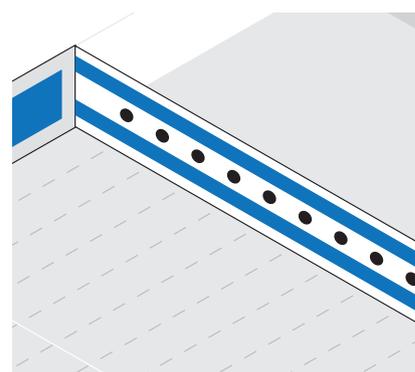
**TARGET LINE**

**ABOVE THE TARGET**

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**

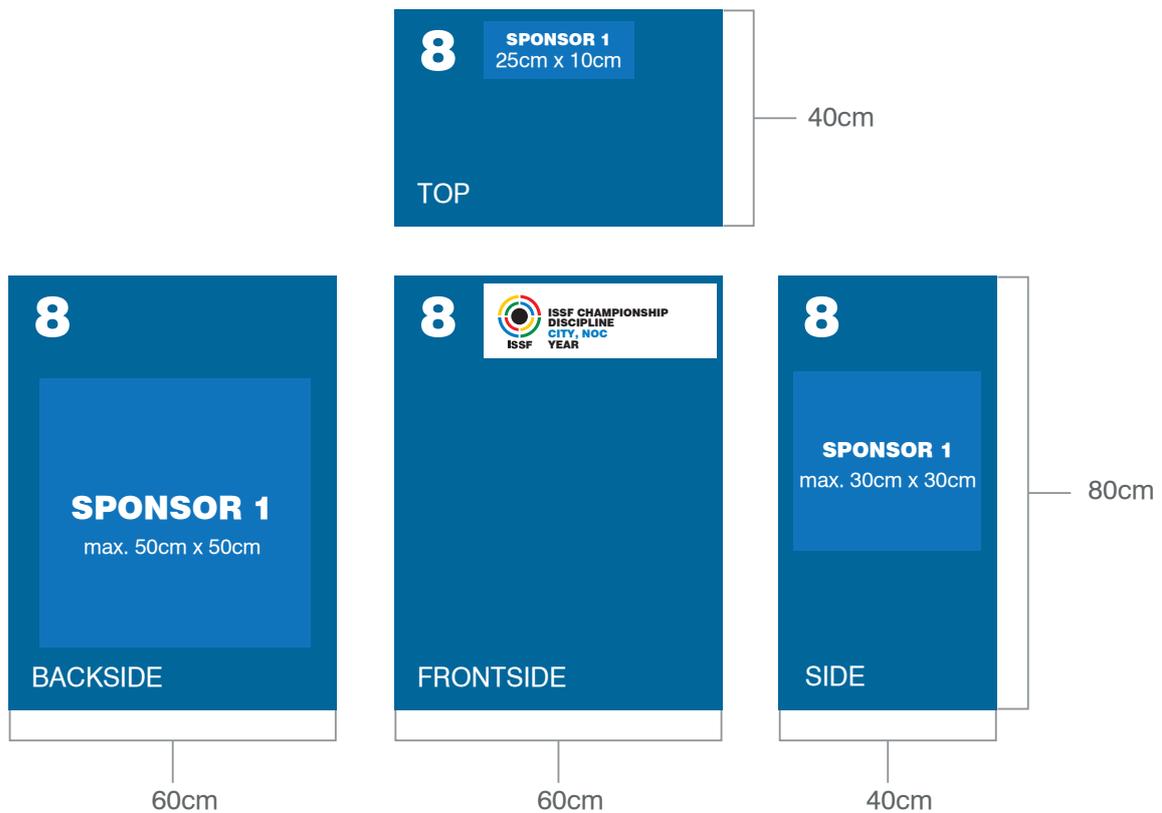
Advertising banners may be presented underneath the targets. Each banner may not exceed the maximum size of 50cm height and 125cm length. EXEPTION: At the 50m Rifle Prone Men sponsor markings may be used by a maximum size of 20cm height and 125cm length (letter size is limited by a maximum of 15cm).





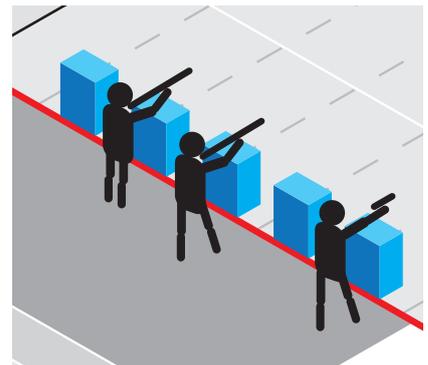
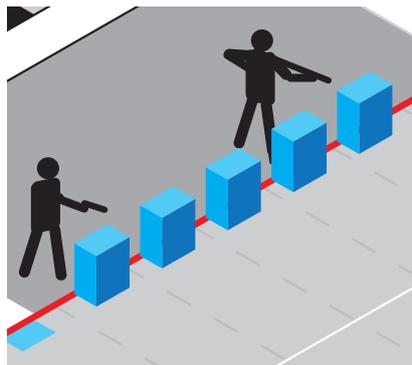
## 4.2 FINALS RANGE RIFLE/PISTOL

### FIRING POINT



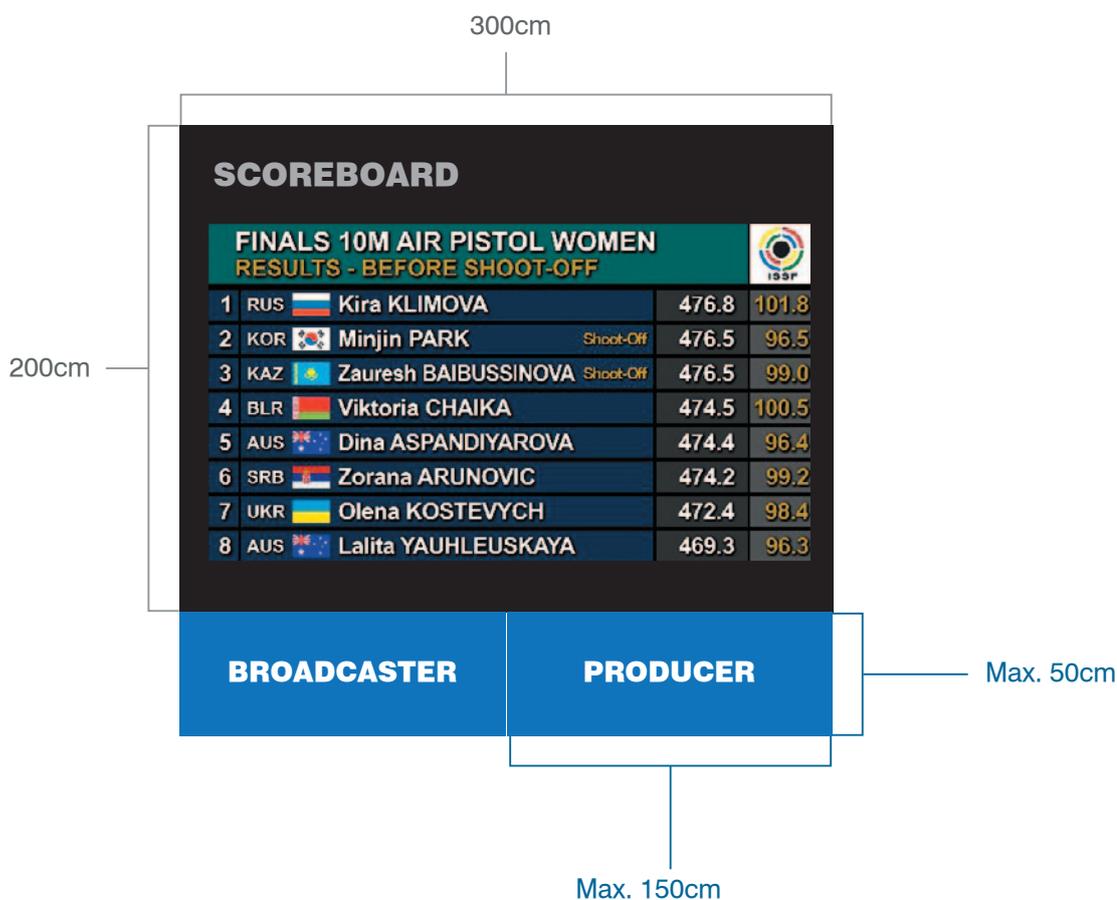
### FIRING POINT

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

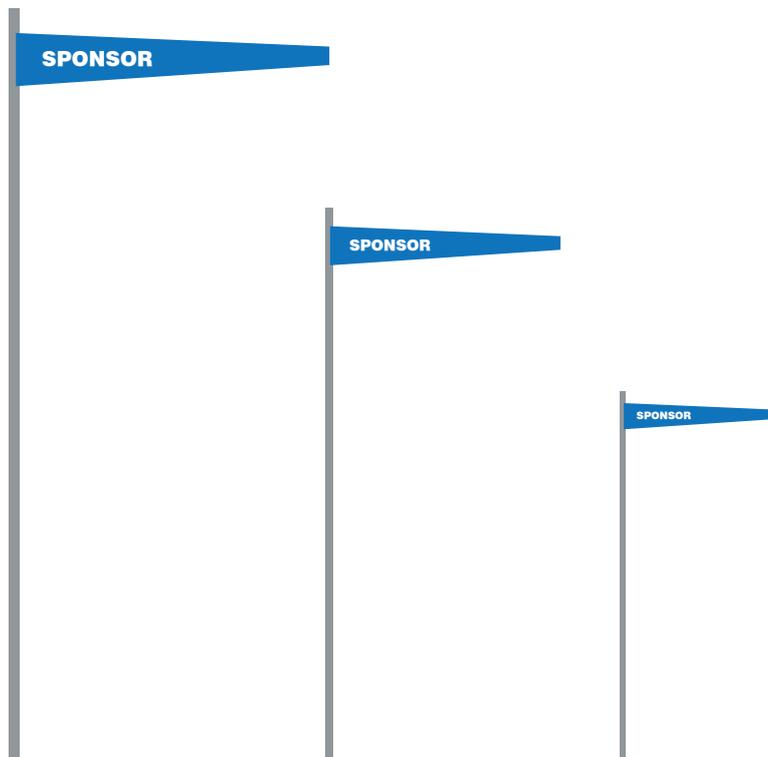


## 4.2 FINALS RANGE RIFLE/PISTOL

---

### WIND FLAG

---



### WIND FLAG

---

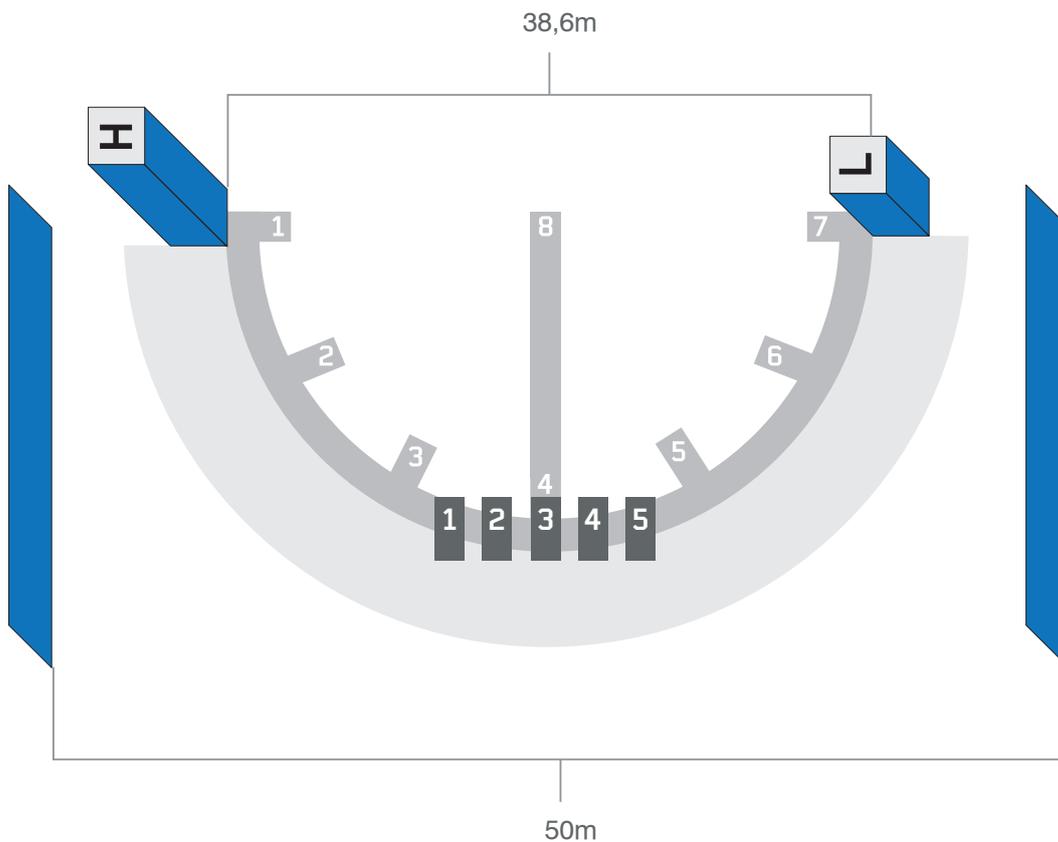
On every wind flag with a size of 5cm x 40cm (see ISSF Rules 6.3.7.2.1), the delineation marker separating the shooting lanes (e.g. T-posts), a sponsor advertising may be placed with a maximum size of 70cm<sup>2</sup> and a maximum letter height of 5cm.





## 4.3 FINALS RANGE SHOTGUN

### OVERVIEW FINALS RANGE



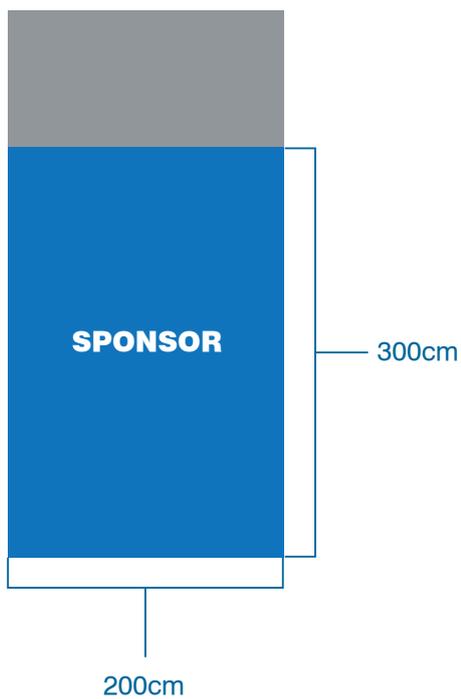
### FINALS RANGE SHOTGUN

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.

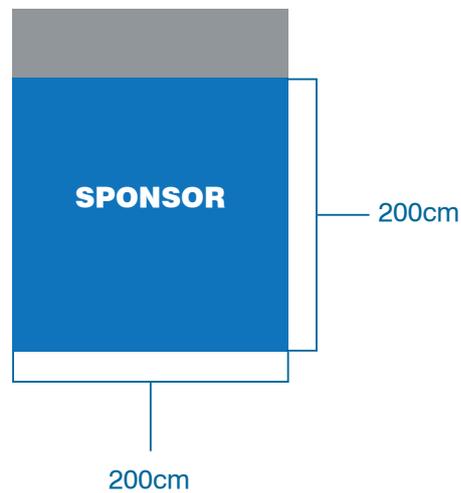
The total number of sponsors within the covered range of the TV cameras remains limited to a maximum of eight (8).



### HIGH HOUSE



### LOW HOUSE



### HIGH HOUSE

Boards may be placed to the front side and both sidewalls of the high house. The Banner Boards are restricted to a maximum size of 300cm height and 200cm width. The size of the letters uses is limited to a maximum height of 250cm.

### LOW HOUSE

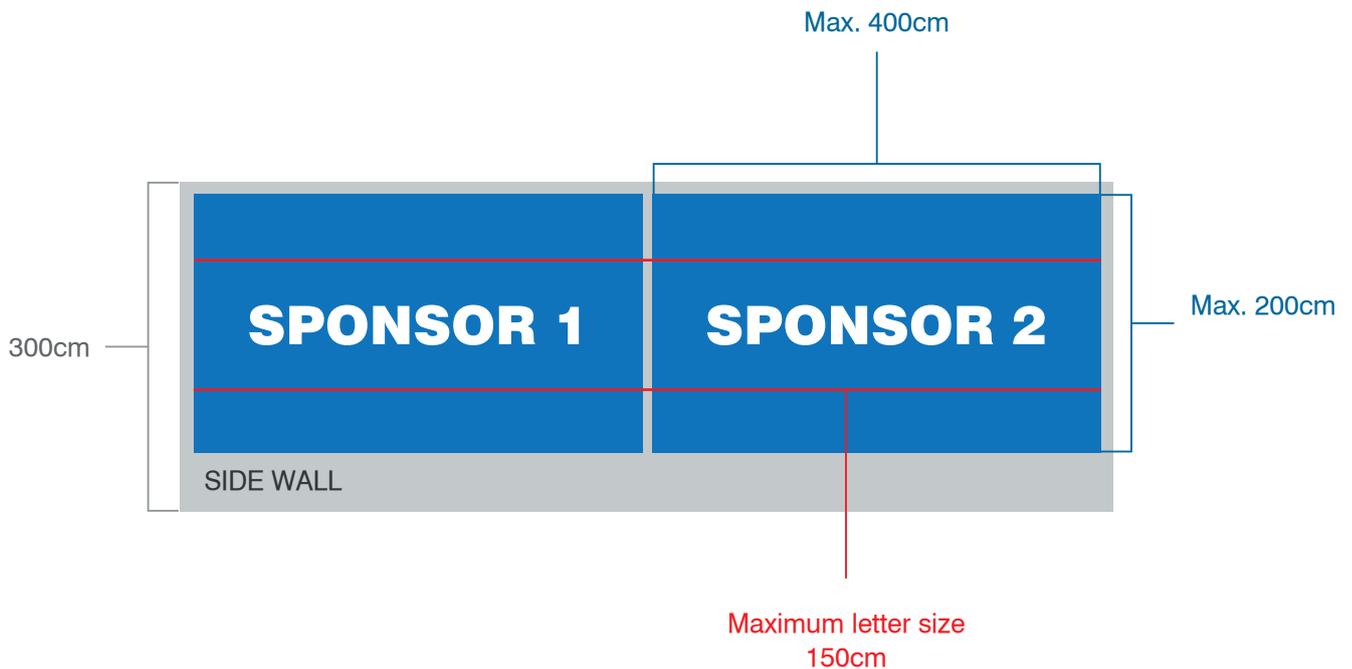
Boards may be placed to the front side and both sidewalls of the low house. The Banner Boards are restricted to a maximum size of 200cm height and 200cm width. The size of the letters uses is limited to a maximum height of 150cm.

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

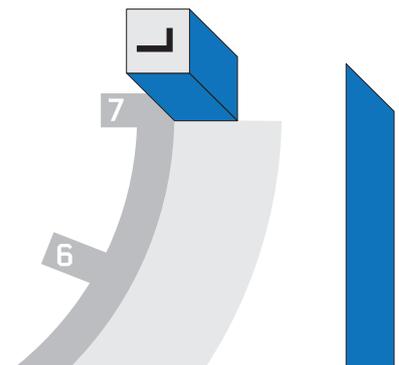


### SIDE WALLS

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.

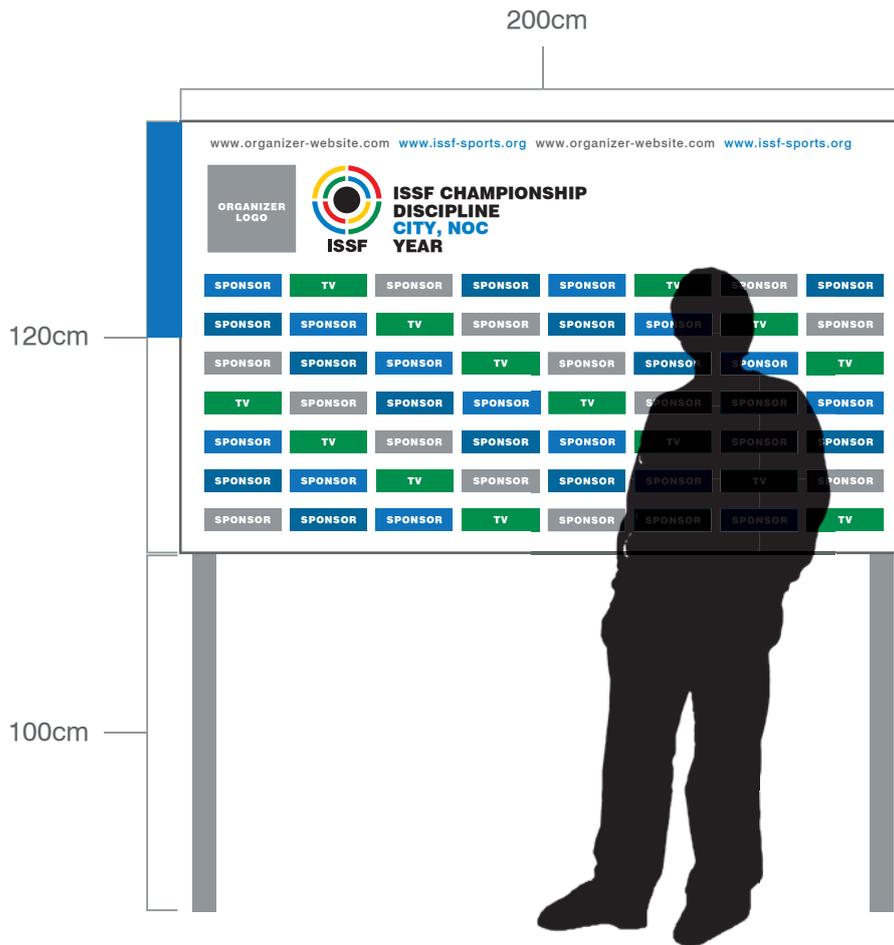
Only one (1) logo or trademark combined with one (1) slogan or photo is permitted for each sponsor banner. Maximum three (3) sponsor banner are permitted on each side wall.







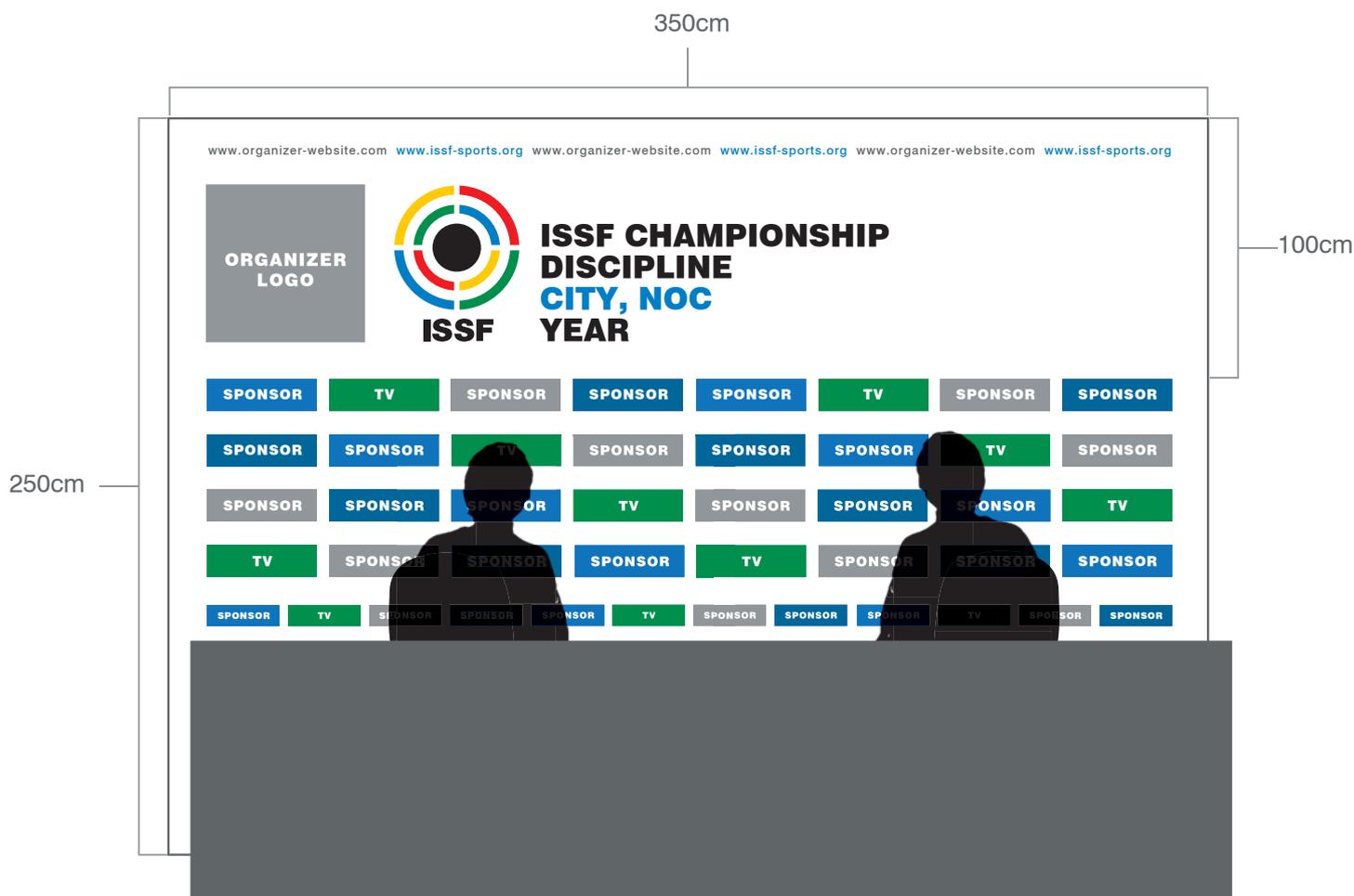
## 4.4 TV AND MEDIA



### 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

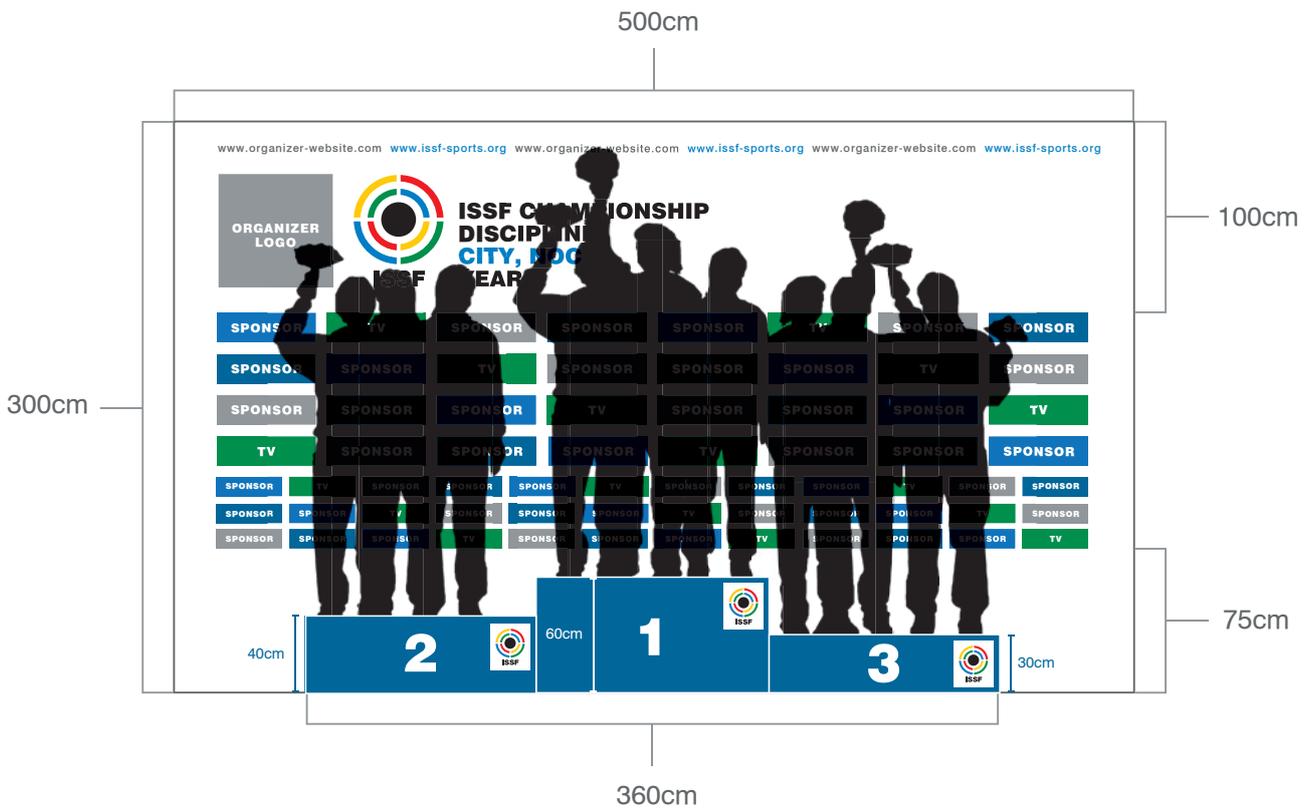


### AWARD PRESENTATION AREA

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.

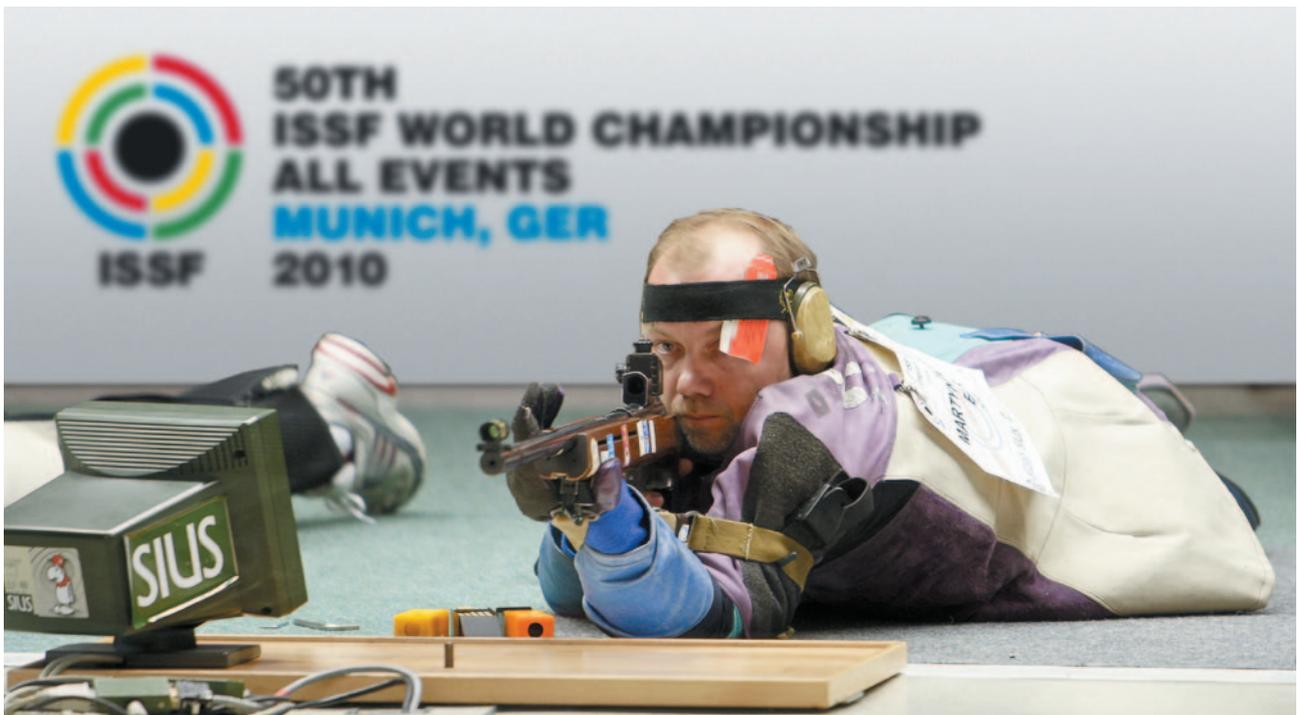
On the award podium the official ISSF event logo must be displayed. The podium will be provided by the OC.

**AWARD CEREMONY TEAM EVENTS**





## 4.6 BRANDING EXAMPLES







## 4.6 BRANDING EXAMPLES







## 4.6 BRANDING EXAMPLES



om [www.issf-sports.org](http://www.issf-sports.org) [www.organizer-we](http://www.organizer-we)

**SHIP**



**NSOR**

**TV**

**SPO**

**SOR**

**SPONSOR**

