

#BacktoArchery brand guidelines

The #BacktoArchery brand has been created to promote the return to archery activity in the wake of the COVID-19 pandemic. Any national federation and club may use the logo as long as their activity (like competition, club, training camp or seminar) complies to local health regulations.

The logo must be shown whole, unmodified and without infringement from any graphic or text elements. There is an exclusion zone of the height of the wordmark in the logo around the wordmark, into which no other element may be placed. The logo must be placed on either a white, blue or black background and never overlaid on top of another image.

The logo must not be used as a design element itself, portions must not be used as the basis for other designs and no text or alternative colours or shapes may be added or replaced.

Primary	Secondary	Negative
		
Used whenever possible.	Used to emphasise style in branding or when stronger base colour required.	Used as primary when related to indoor archery.

Federations, clubs or tournament organisers should not integrate the #BacktoArchery logo into their own logo but can use it in association with their own branding.

Example of #BacktoArchery and federation logo	
	The two elements are visually balanced. There is no specification in order nor position (the pairing may be horizontal). The use of a dividing line is optional and according to the style of the organisation.

Examples of use:

- On the top or bottom of invitations, information or results documents for an event.
- On banners or branding at a club or event.
- To unify campaigns among members to reactivate club or other sports activities after the pandemic.

(Pictures of use should be sent to the World Archery office for the purposes of promotion and recognition.)

Colour details			
Colour	CMYK	RGB	Hex
Black	1, 0, 0, 100	34, 31, 32	#221F20
White	0, 0, 0, 0	255, 255, 255	#FFFFFF
Light blue	75, 0, 7, 0	0, 188, 228	#00BCE4

Custom creative using the #BacktoArchery logo or branding style can be checked for approval with the World Archery office.