




Appendix 3: Indoor Archery World Series logo





The logo must be shown whole, unmodified and without infringement from any graphic or text elements. There is an exclusion zone of one quarter of the width of the logo around the logo, into which no other element may be placed.

It 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	Monotone	Negative
		
Used whenever possible.	Used only when printing in black and white (for example, results distribution).	Used only when background is a solid colour and use of the primary version is not viable or does not fit with overall design (for example, arena branding).

There are also variations of the logo for each of the three competition levels and circuit final to be used as stamps to identify a tournament's inclusion in the Indoor Archery World Series. The same three versions (primary, monotone and negative) are available for each variation.

Member tournaments should not use the circuit logo but should use the relevant stamp in branding.

250	500	1000	Finals
			

The stamps must not be modified in any way. The addition of stylised location names or dates is not permitted. The stamp is not a tournament logo but should be used in conjunction with a tournament logo.

Example of stamp and tournament logo	
	The two elements must look visually balanced (colour version with colour) and be of a similar size. 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 tournament.

Use of the Indoor Archery World Series logo is subject to approval of proofs by the World Archery Office.