IPRF

INTERNATIONAL PRECISION RIFLE FEDERATION

Logo Usage Guidelines

The **IPRF brand** is the focus of our sport worldwide and our greatest asset.

Our brand has been designed to bring together the worldwide Precision Rifle community. To this end, the focus of the logo is the PR, which is common to all Nations within the IPRF community.

Building a world recognised brand takes time and commitment, with a consistent and creative use of all available communications and media to create a focussed position and identity in the minds of competitive shooters worldwide.

The following are our guidelines for the proper and consistent usage of the IPRF logo.

IPRF Logo

Primary Logo

Secondary Logo

Primary Logo
As our signature, the IPRF logo should be used on all primary communications. The altering of the logo's size, colour and design may not be altered n any way. Never cut, realign, reduce or enlarge and element within the logo.

The Secondary Logo should be used when the use of the primary logo becomes too complicated and could hinder the legibility of the logo.

Clearspace

Clear space is the open, protected zone surrounding the Logo, and is identified so as to protect the visual integrity of the Logo. Allow as much white space as possible around the logo.

Shown here is the Logo with the required clear space measurement. "X" equals 2 times the height of the Logo and 7 times the width.

Minimum Size

Print

40mm

Web

125px

The size of the IPRF logo is measured by the width of the logo horizontally while maintaining the aspect ratio.

Care must be made to ensure that the INTERNATINAL PRECISION RIFLE FEDERATION text under the logo is legible at all times.

Colours

The approved colours for the rendering of the IPRF logo are listed below.

Do not deviate from the approved colours in any instance.

Primary Logo

Digital Media RGB

Red - 255, 0, 0 - #FF0000
Full Red - 209, 32, 38 - #D12026
Deep Red - 155, 27, 31 - #9B1B1F
Black - 0, 0, 0 - #000000
White - 255, 255, 255 - #FFFFFF

Secondary Logo

Print Media CMYK

Red - 0%, 99%, 100%, 0%
Full Red - 11%, 100%, 100%, 3%
Deep Red - 24%, 100%, 100%, 24%
Black - 0%, 0%, 0%, 100%
White - 0%, 0%, 0%, 0%

Black Logo

The IPRF black logo should be used as shown when used on white or lighter colour backgrounds in single colour applications.

Gradient Locations: 0% Deep Red, 45% Full Red, 50% Deep Red, 70% Full Red

Primary Logo

Secondary Logo

Black Logo

The IPRF white logo should be used as shown when used on black or darker colour backgrounds in single colour applications.

Violations

It's important not to modify the logo in any way.
Shown are some examples of vilations.

Do not attempt to straighten the logo.

Do not rotate the logo. It must always appear horizontal.

Do not swap the colours around, or use them other than presented.

Do not use any other colours other than black or white in the single colour

Do not use the logo without the 'I' or 'INTERNATIONAL'

Do not remove the underline or text under the logo.

Do not change the text of the logo or the case.