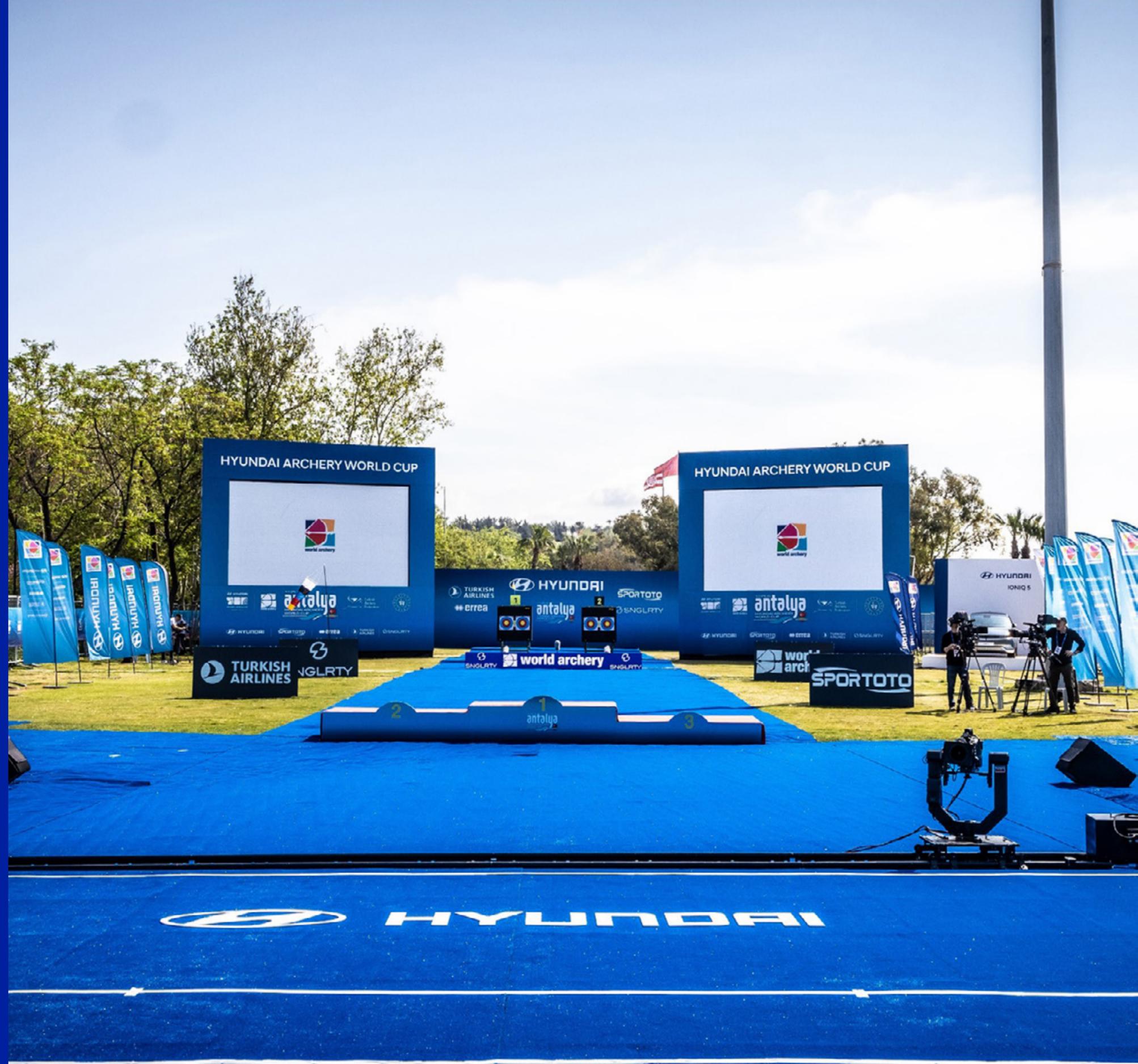


LOOK & FEEL GUIDELINES FOR ARCHERY VENUE

Version 1.0 / November 2023



INTRODUCTION

The purpose of this Look and Feel Guidelines is to provide detailed information concerning Branding related to the World Championships and World Cups. It is intended for each Local Organising Committee which is appointed by World Archery. Application of these guidelines is mandatory as per organiser agreement.

A full understanding and acceptance of every aspect of this Guideline is essential as it places obligations on all of those involved.

If at any time more information is required or particular points need clarification, World Archery will be very pleased to help.

The contact details are as follows:

World Archery Federation
Mr. Thomas Aubert & Mr. Karim Sidaoui
Av. De Rhodanie 54
1007 Lausanne - Switzerland



BRANDMARK ORIENTATIONS



There are only four standard orientations of the brandmark. Do not create others. The first two orientations are for general use at your discretion. The third and fourth orientations are only to be used in extreme situations when maximum impact is required in truly restricted spaces where the height or the width is limited.

Primary orientation - as the name suggests, is always the favoured orientation and should be your initial choice. The icon is dominant, making the most of the vibrant colours and emphasising the modern and dynamic personality of the brand.

Landscape orientation - can be used where shape dictates or if the name needs to stand out, usually in more crowded environments where it is competing for attention. However, be sure always to observe the exclusion zone guidelines.

Restricted width orientation - should be used only in isolation where maximum impact is imperative on a tight vertical space such as a hanging banner at an event. It should not be chosen purely out of aesthetic preference.

Restricted height orientation - should be used only in isolation where maximum impact is imperative on a tight horizontal space. This can be large, such as on a perimeter board at an event, or small such as on a pencil. This also should not be chosen purely out of aesthetic preference.

Primary Orientation



Restricted Width Orientation



Landscape Orientation



Restricted Height Orientation



SIZE AND EXCLUSION

Exclusion Zone:

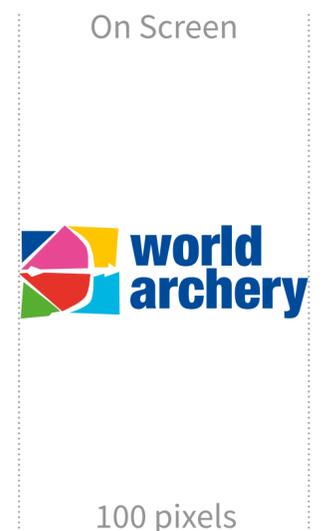
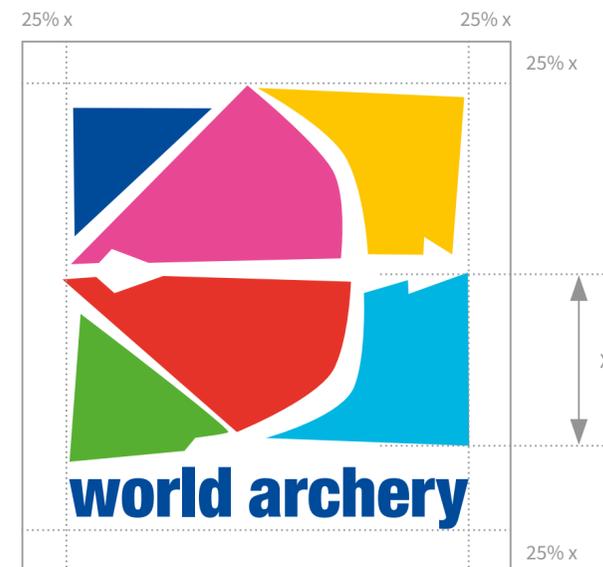
In order not to obscure the brandmark and to maintain clarity from adjacent elements, an exclusion zone has been defined. This is a clear area surrounding the brandmark into which no other graphic element may intrude.

For all orientations of the brandmark, the exclusion zone is constructed by measuring the height of the sky blue area at the bottom right hand corner of the icon (x) and adding 25% of this measurement all around the brandmark.

Minimum Size:

The minimum size to reproduce the brandmark is determined by the method and quality of reproduction. The legibility of the logotype and the clarity of the icon are paramount of course, but an appropriate degree of presence or impact is also vital.

In print, neither the primary or the landscape brandmark should be reproduced at less than 20mm wide. On screen, they should not be reproduced at less than 100 pixels wide. Please bear in mind that these are absolute minimum sizes even on good quality surfaces.



COLOUR PALETTE



The World Archery colour palette consists of the six colours in the brandmark (plus black) and are shown on the right.

World Archery Reflex Blue is considered to be the ‘corporate’ colour as it is the darkest, therefore usually the strongest colour, and it is the colour of the logotype. The other colours are subordinate.

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

Percentage tints of these colours can sometimes be used, but generally avoid pale pastel shades—the strength of the brand identity is largely its strength of colour. Do not use tints as main backgrounds. Tints should be restricted to small areas such as to highlight parts of a chart as in the one below. But even then, try to use the higher percentages—over 60% if possible.

The brand colours are specified in the chart on the right but it is unlikely that you will ever have the opportunity to print the brandmark in its six special PMS colours—these are mainly for definition purposes.

World Archery Reflex Blue	80%	60%
World Archery Pink	80%	60%
World Archery Yellow	80%	60%
World Archery Green	80%	60%
World Archery Red	80%	60%
World Archery Sky Blue	80%	60%

	Special Colours	C	M	Y	K	R	G	B	HEX
 World Archery Reflex Blue	PMS Reflex Blue	100	73	0	2	0	12.2	55.1	#00209F
 World Archery Pink	PMS 225	1	83	0	0	90.8	16.2	54.5	#E5239D
 World Archery Yellow	PMS 123	0	24	94	0	100	72.8	11.4	#FFC726
 World Archery Green	PMS 361	60	0	100	0	15.6	60.4	13.3	#12AD2B
 World Archery Red	PMS Red 032	0	90	86	0	100	16.2	19.6	#F42A41
 World Archery Sky Blue	PMS 306	75	0	7	0	0	65	87.5	#00B5E6

The World Archery font is Helvetica Neue Condensed and this should be used on all World Archery printed material.

A few basic rules:

- Always use upper and lower case, it is easier to read and capitals look official and unfriendly.
- Main text is ranged left, not justified.
- Give the text space, do not squeeze too much on a page.
- Colour is great. Use any of the World Archery colours, or black or white, but do not introduce new colours.
- Keep text to digestible lengths. Paragraphs should be as short as possible and separated by space, not indented.
- Verdana is the PC font and should be used for typing letters and for the text in PowerPoint documents and online; in fact any occasion where electronic files are exchanged and there is a risk of font substitution.

Helvetica Neue Black Condensed

Helvetica Neue Bold Condensed

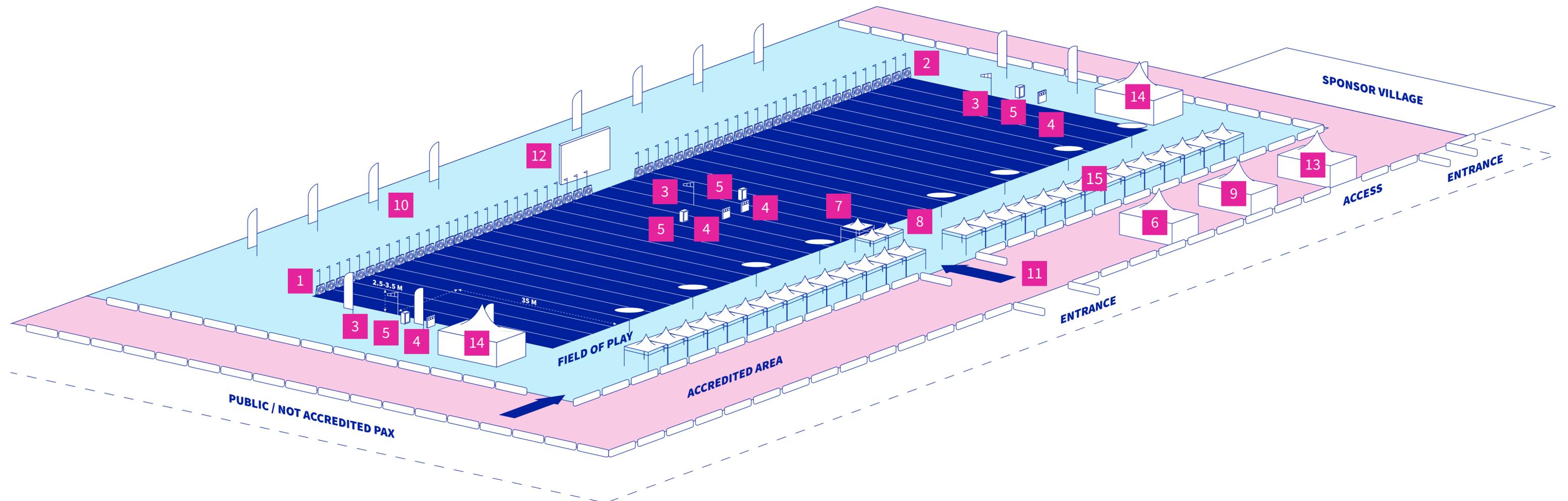
Helvetica Neue Medium Condensed

Helvetica Neue Condensed

Helvetica Neue Light Condensed

QUALIFICATION & ELIMINATION

- | | | | | | | | |
|-------------|-------------------|---------------|----------|--------------|-------------|-------------------------|-----------------|
| 1 Target 1 | 3 Wind Sock* | 5 Loudspeaker | 7 DOS | 9 FOP Office | 11 Entrance | 13 Accreditation Office | 15 Archery Tent |
| 2 Target 64 | 4 Timing Routines | 6 Office | 8 Result | 10 Flags | 12 Screen | 14 Volunteer Tent | |



QUALIFICATION & ELIMINATION IMAGES

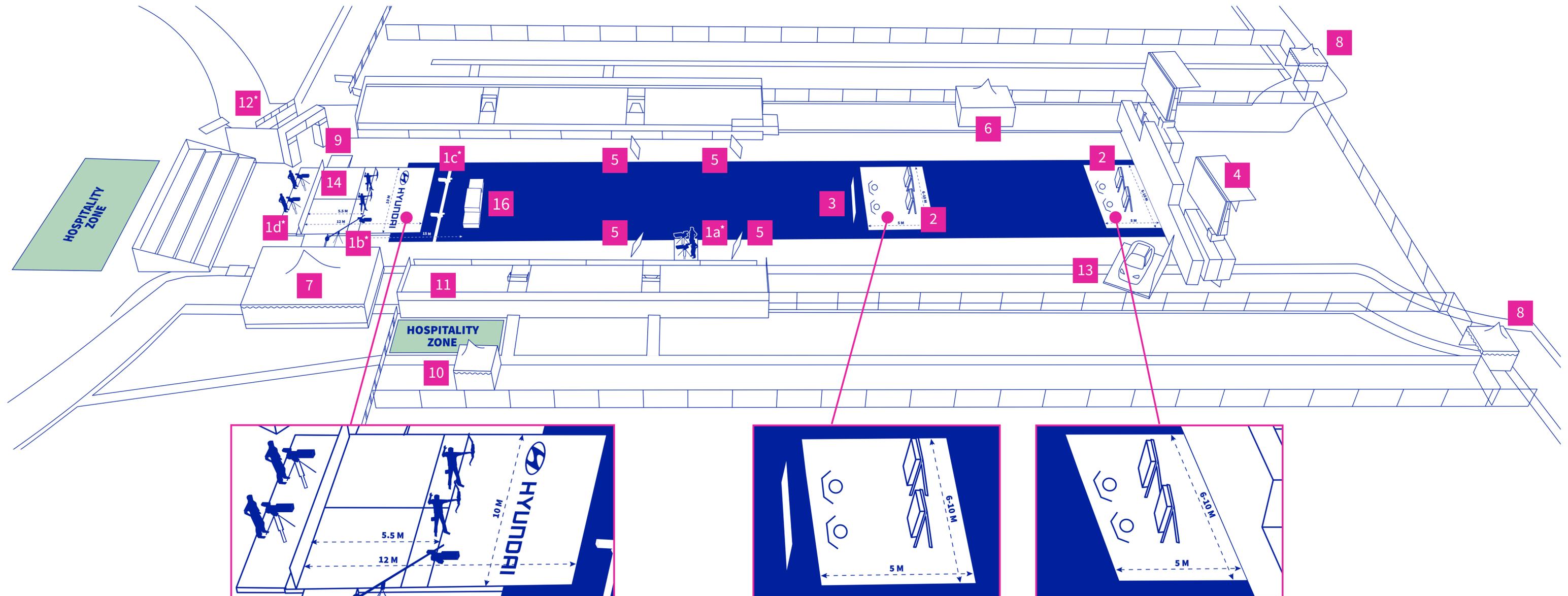


QUALIFICATION & ELIMINATION IMAGES



VENUE OVERVIEW

- 1a Cameras*
- 1b Crane Camera*
- 1c Rail Camera*
- 1d Camera Podium*
- 2 Targets
- 3 Scoreboard
- 4 Giant Screens
- 5 Sponsor LED
- 6 Blind Tent
- 7 Technical Tent
- 8 Spectator Entrance
- 9 FOP Entrance
- 10 VIP Entrance
- 11 VIP
- 12 Interview*
- 13 Car Platform
- 14 Platform LED
- 15 Call Room
- 16 Podium

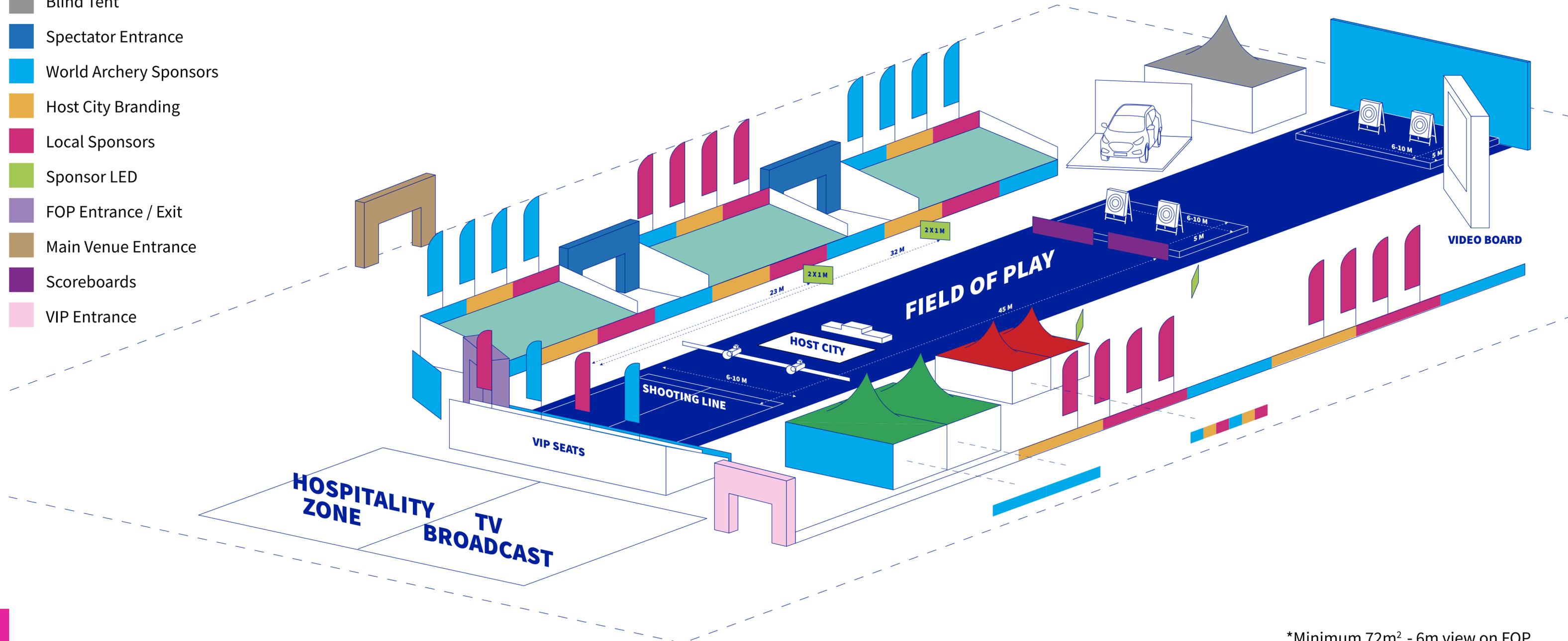


VENUE OVERVIEW IMAGES



GENERAL LAYOUT DETAILED

- VIP Tent
- World Archery Technical Tent*
- Blind Tent
- Spectator Entrance
- World Archery Sponsors
- Host City Branding
- Local Sponsors
- Sponsor LED
- FOP Entrance / Exit
- Main Venue Entrance
- Scoreboards
- VIP Entrance



MAIN ENTRANCE / GENERAL PUBLIC ENTRANCE

The main Entrance also called Venue Entrance is one of the first point of contact with the public, athlete and VIPs. Therefore, the entrance of the Archery venue must be spectacular. We recommend using the general look and feel of the specific event for the structure.

Construction - The arch structure must be rigid; it is suggested to be metallic / wooden and covered with tent or plastic fabric printed upon. Beware of the impact of wind that could lift the whole structure depending on the size and wind speed.

The top of the arch should also be covered, especially in the event of having a beauty cam for aesthetic reasons. Please refer to designs on page 12, and make sure to include a backdrop.

Logos - The entrance arch must contain the following logos and information:

- Hyundai Archery World Cup composite logo
- Host City Name
- World Archery Logo
- Hyundai Logo (dominant position)
- Erreà Logo
- Sportoto Logo
- Turkish Airlines Logo
- SNGLRTY

LOC Information - Local sponsors logo can be placed under the World Archery logos or on the side of the structure. LOC sponsor minimum investment to appear on this feature would be 10'000 EUR.

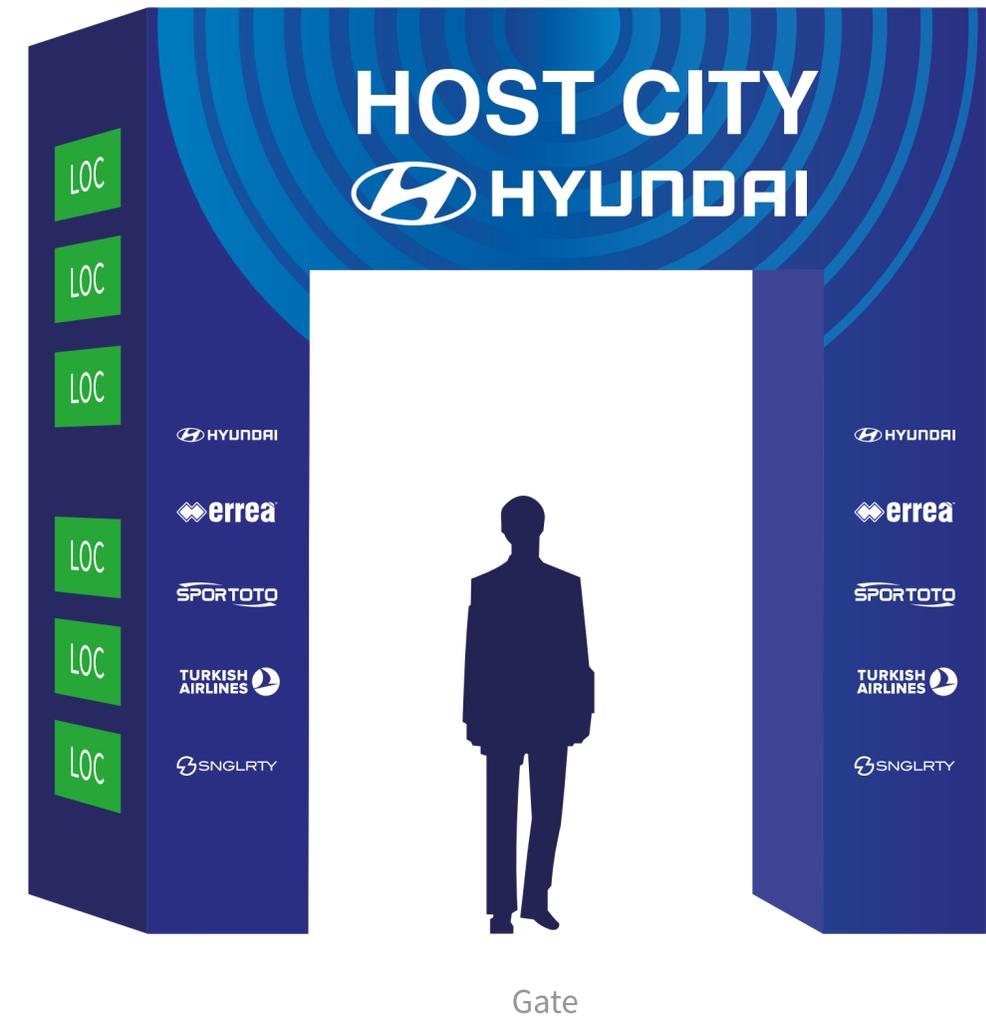
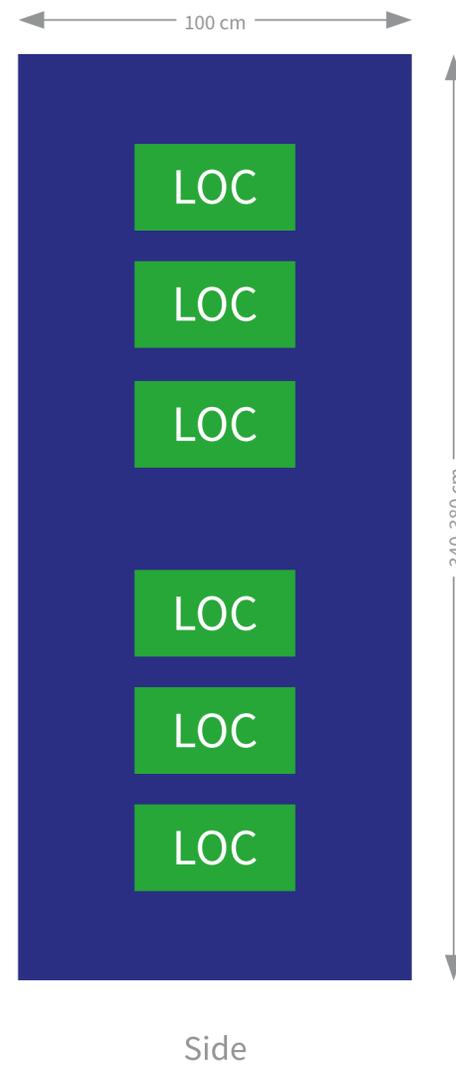
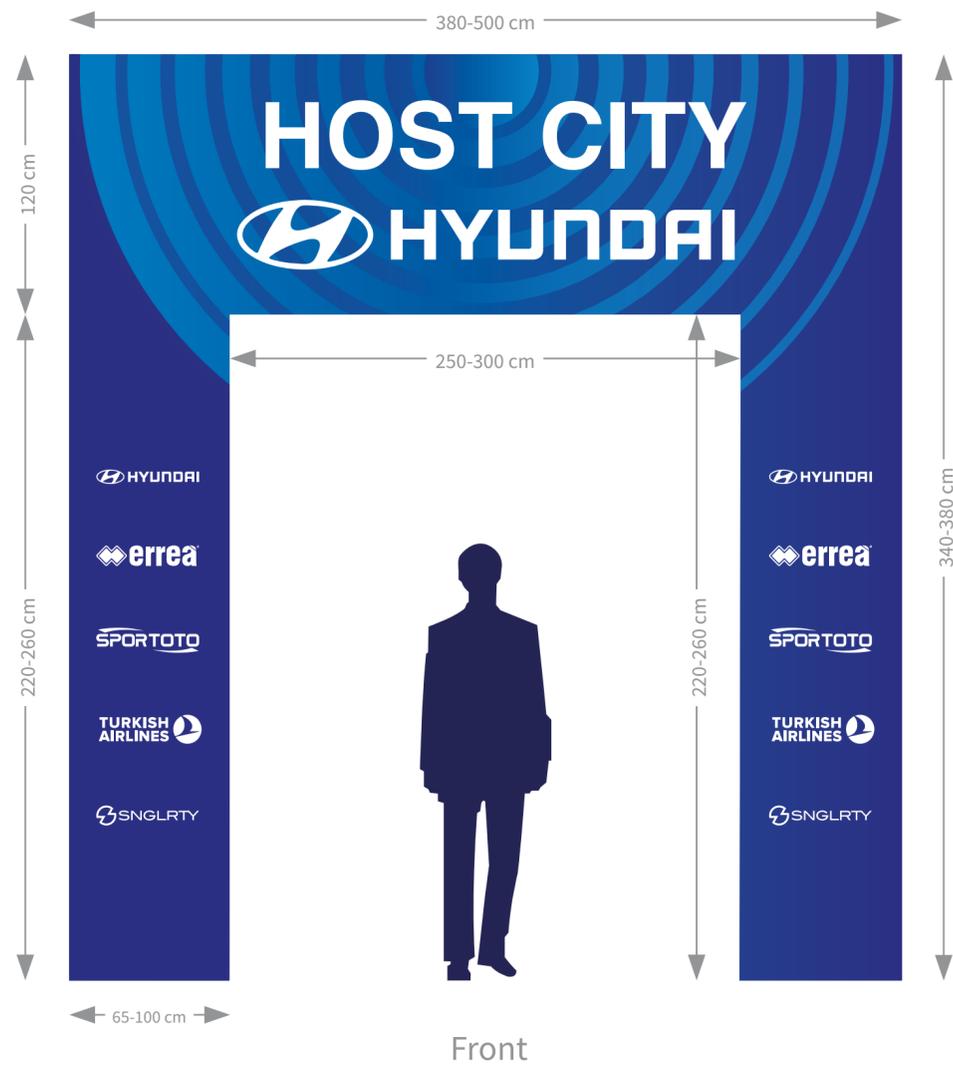


Hyundai logo



MAIN ENTRANCE ARCH

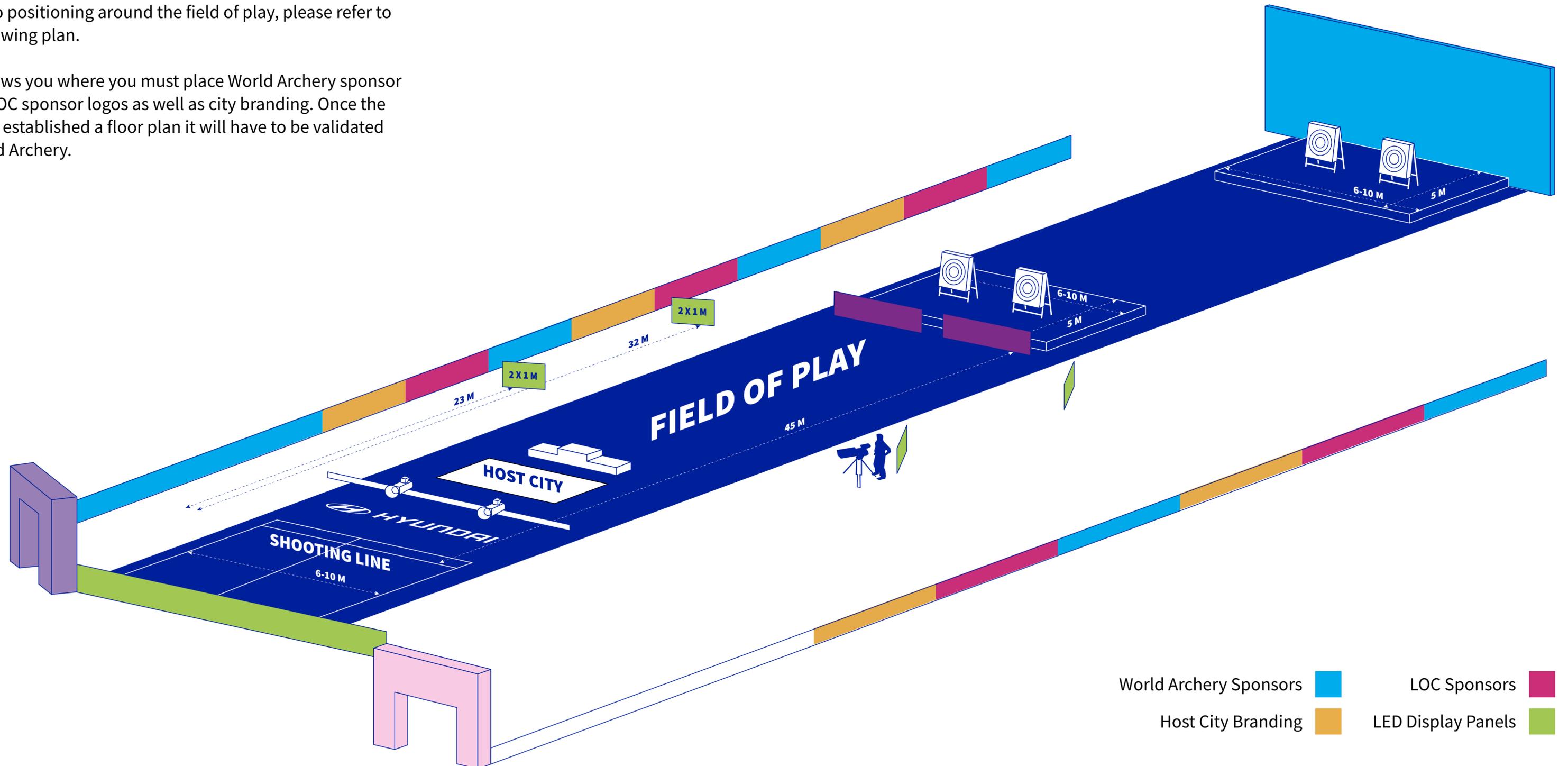
□ World Archery ■ LOC



SPONSOR POSITIONING

The logo positioning around the field of play, please refer to the following plan.

This shows you where you must place World Archery sponsor logos, LOC sponsor logos as well as city branding. Once the LOC has established a floor plan it will have to be validated by World Archery.



SPONSOR POSITIONING

When placing the logo lines, please take into consideration the height as well as the size of the font that is being used. It is important for the cameras as well as the public to be able to clearly see the logos. When using the logos, please do not mix full colour logos and negative logos. When creating a look and feel, it is important to unify their look.

Regarding Spectator Stands, it is appreciated to brand the whole structure with material printed upon with the look and feel schemes. This will “dress up” the venue and give its identity. Beware of the impact of the wind that could tear down the structure.

When using fences, it is important to cover and hide the “feet” of this structure. One example is using extra branding material. Beware of the wind again.

- 1 The fence feet structure uncovered
- 2 A branded box brings added value and looks better with the crane camera view



BEHIND THE LED PANELS

Regarding sponsors line, TV angles must be taken into consideration; this means behind the shooting line there might be a change in order to privilege one or the other sponsor with a better spot.

According to the plans that will be provided by the LOC, World Archery will give instructions in this respect.

South West Corner:

Side cameras will be shooting from the right to left as most archers are right handed. It is important to take into consideration this specific angle when setting up the Field of Play. We recommend creating a branded structure - general look and feel - with World Archery Sponsors. Whenever possible, this structure should at least be 2 metres high and logos placed around 1.5 metres from the ground.

- 1 Sponsors line behind the shooting line
- 2 Branded arch with World Archery sponsors

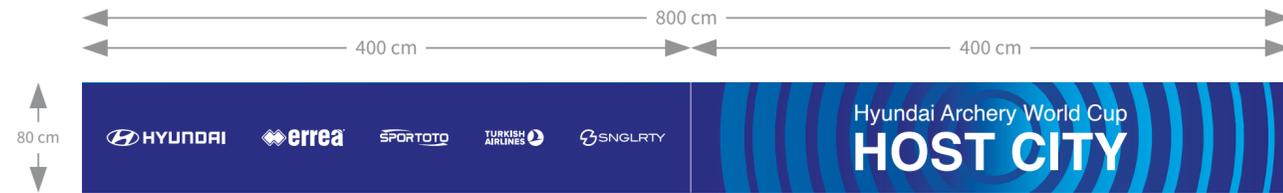


RAIL CAMERA & CRANE CAMERA ANGLES



FIELD OF PLAY LOOK & FEEL

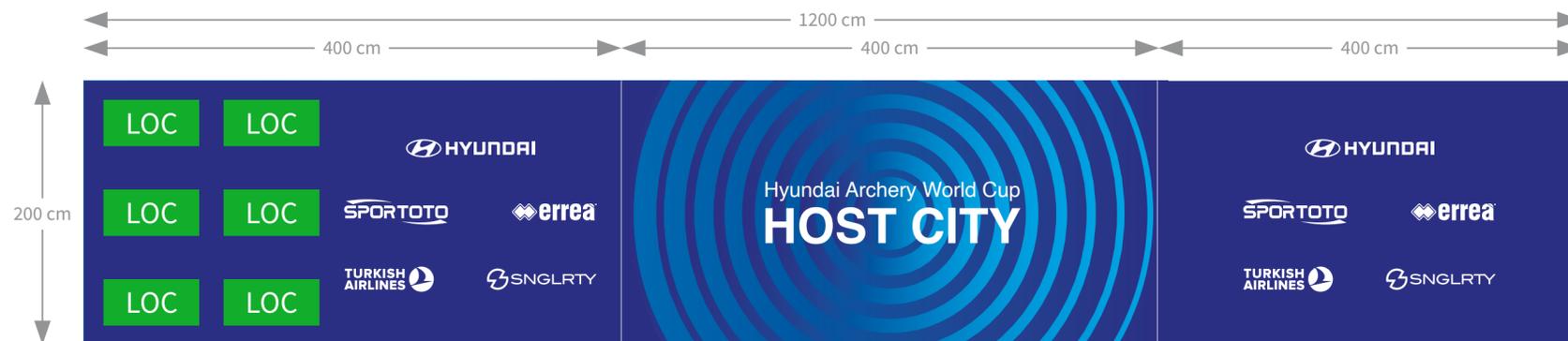
Limit of field of play - Negative



Look in fence: tents or around field of play - Negative



Look and field venue: walls, spectator stands, big surface to cover



FIELD OF PLAY ENTRANCE ARCH

The entrance of the Archery Field of Play is a key element as it is on TV for most of athlete and officials appearance. We recommend using the same colour and look and feel of the specific event.

Construction - The arch structure must be rigid; it is suggested to be metallic / wooden and covered with tent or plastic fabric printed upon. Beware of the impact of wind that could lift the whole structure depending on the size and wind speed.

Logos - The entrance arch must contain the following logos and information:

- Hyundai Archery World Cup composite logo
- Host City Name
- World Archery Logo
- Hyundai Logo (dominant position)
- Erreà Logo
- Sportoto Logo
- Turkish Airlines Logo
- SNGLRTY

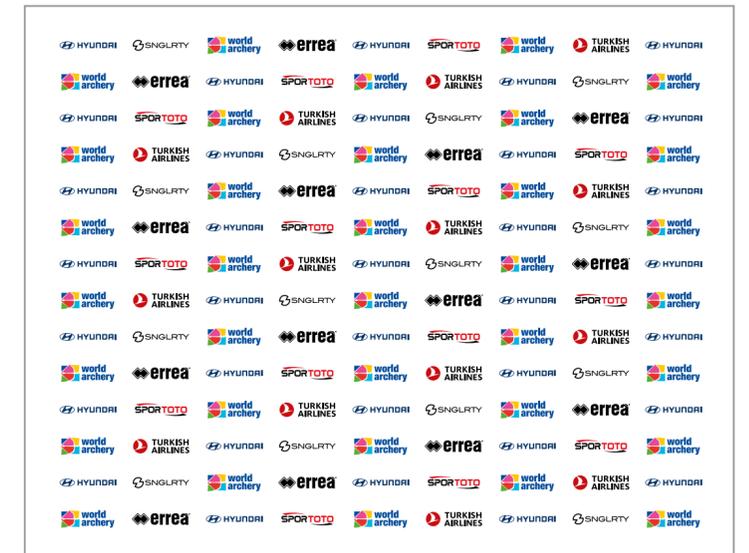
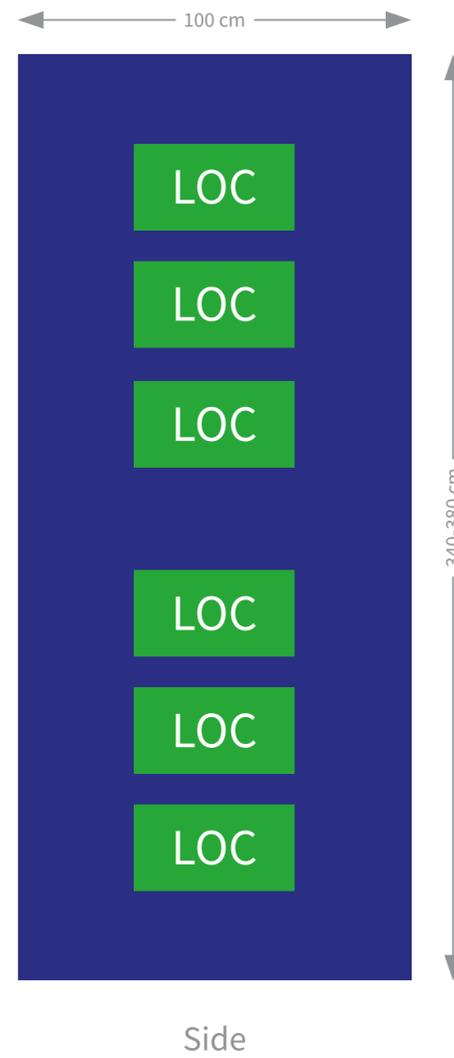
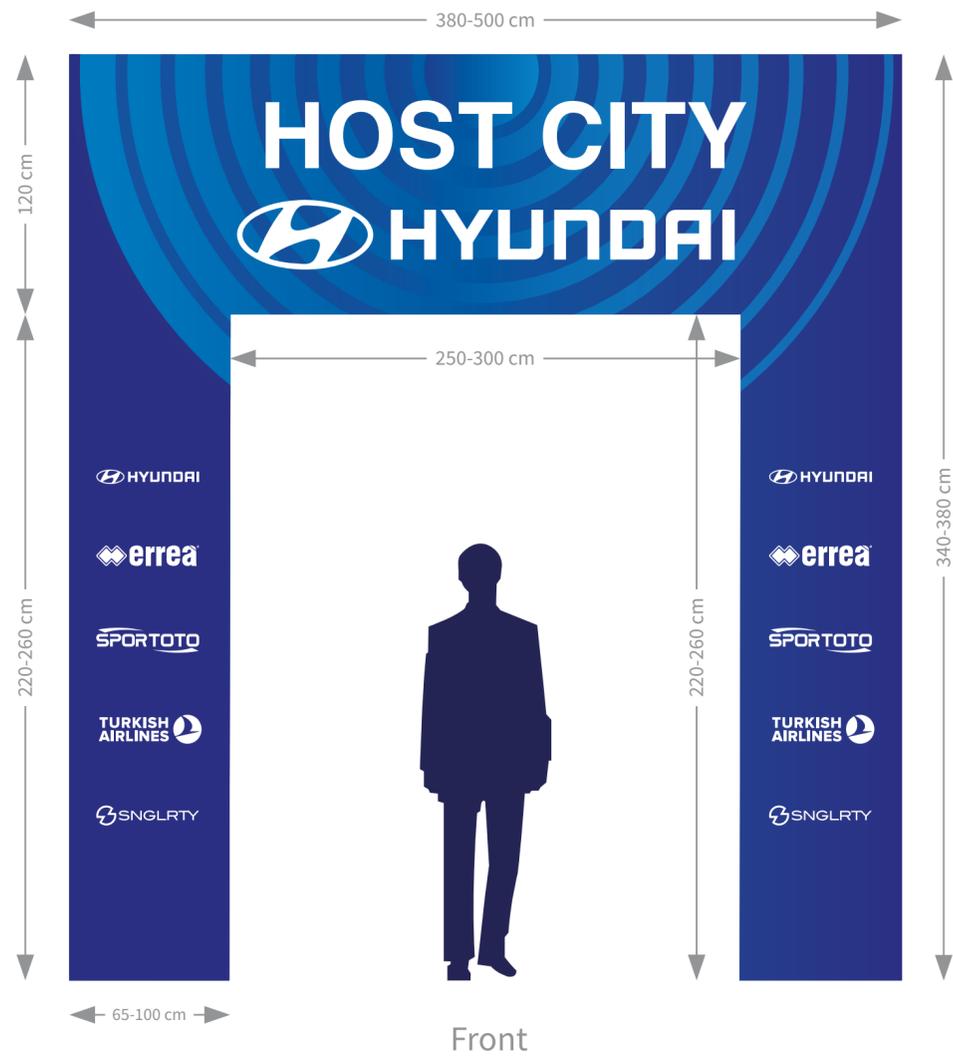
LOC Information - Logo positioning is facing the field of play, with a dominant position for the Hyundai logo. LOC sponsor minimum investment to appear would be 10'000 EUR.

Hyundai logo



FIELD OF PLAY ENTRANCE ARCH

World Archery ■ LOC



Interview Backdrop
To be used on the reversed side of the field of play entrance

FLAGS (MONOCHROME & MULTIPLE)

World Archery flags provided by LOC. Flags must always be printed on both sides to assure logo visibility whatever side the wind blows - print must be done on two separate textile so we can't see in transparency.

Logos - White monochrome on blue is recommend, must contain the following logos and information:

- Hyundai Logo (dominant position)
- Erreà Logo
- Sportoto Logo
- Turkish Airlines Logo
- SNGLRTY
- World Archery Logo

Quantities - Variation of flags:

- 6 monochrome logo flags for Hyundai
- 5 monochrome logo flags for Erreà
- 10 multiple main sponsor flags

LOC Information - Please provide sand bags and water bags for the event because of wind and structures hard enough not to break.



FLAGS (PROVIDED BY LOC)

LOC flags must always be printed on both sides to assure logo visibility whatever side the wind blows - print must be done on two separate textile so we can't see in transparency.

Logos - White monochrome on another colour than blue, World Archery logo always to be included, and the following logo rotation must be respected:

- LOC
- LOC
- LOC
- LOC
- LOC
- World Archery Logo

LOC Information - Please provide sand bags and water bags for the event. Minimum investment to be on the multi-logo LOC flags is 10'000 EUR.



LED SYSTEM

The LED system is to be set to surround the field of play, and will be placed on the width of the shooting platform, which should be at least 10 metres. 4 additional smaller boards (approx 2m x 1m) will be placed on each side of the shooting area, facing the athletes. These boards will be placed 23m and 32m away from the shooting line.

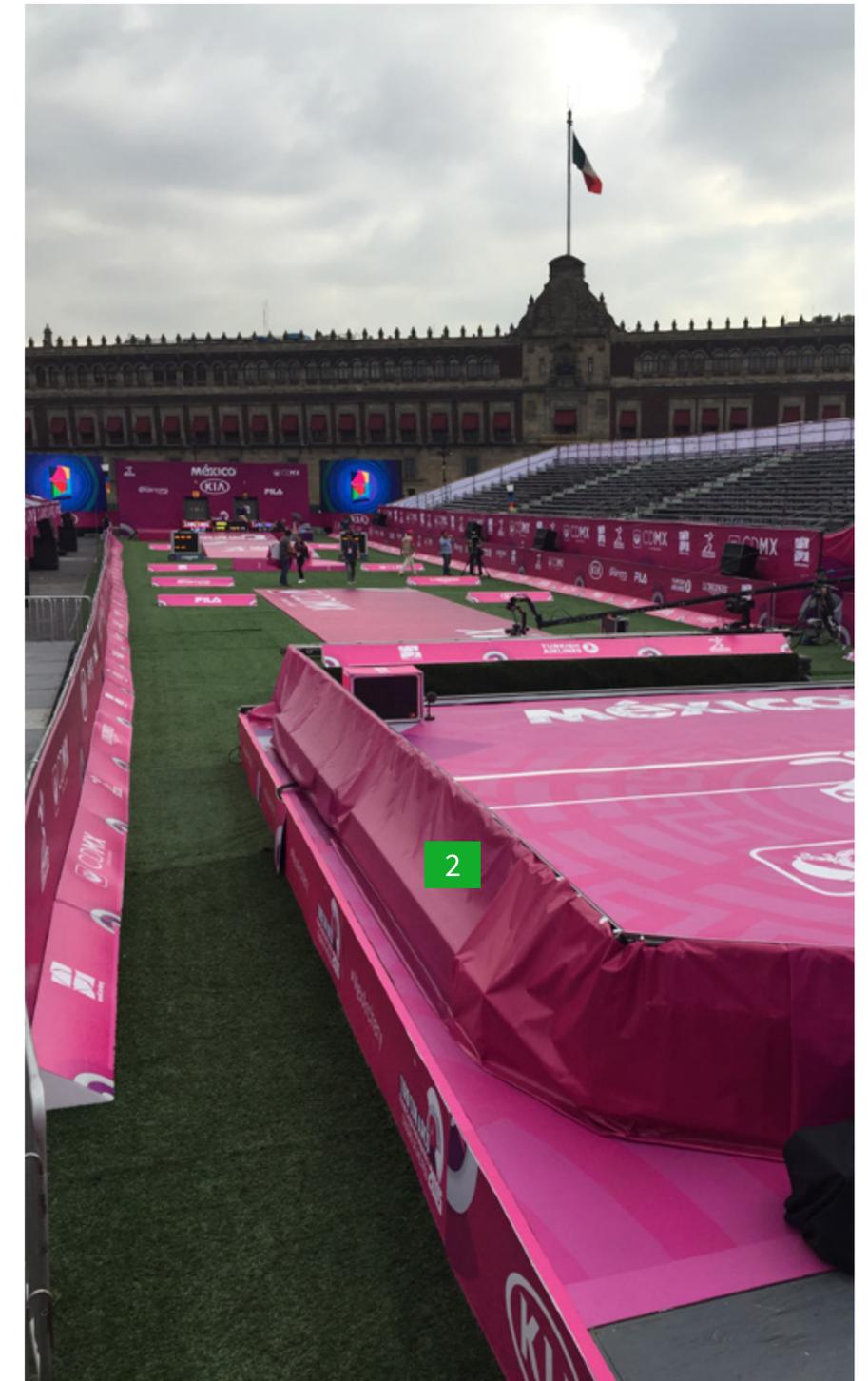
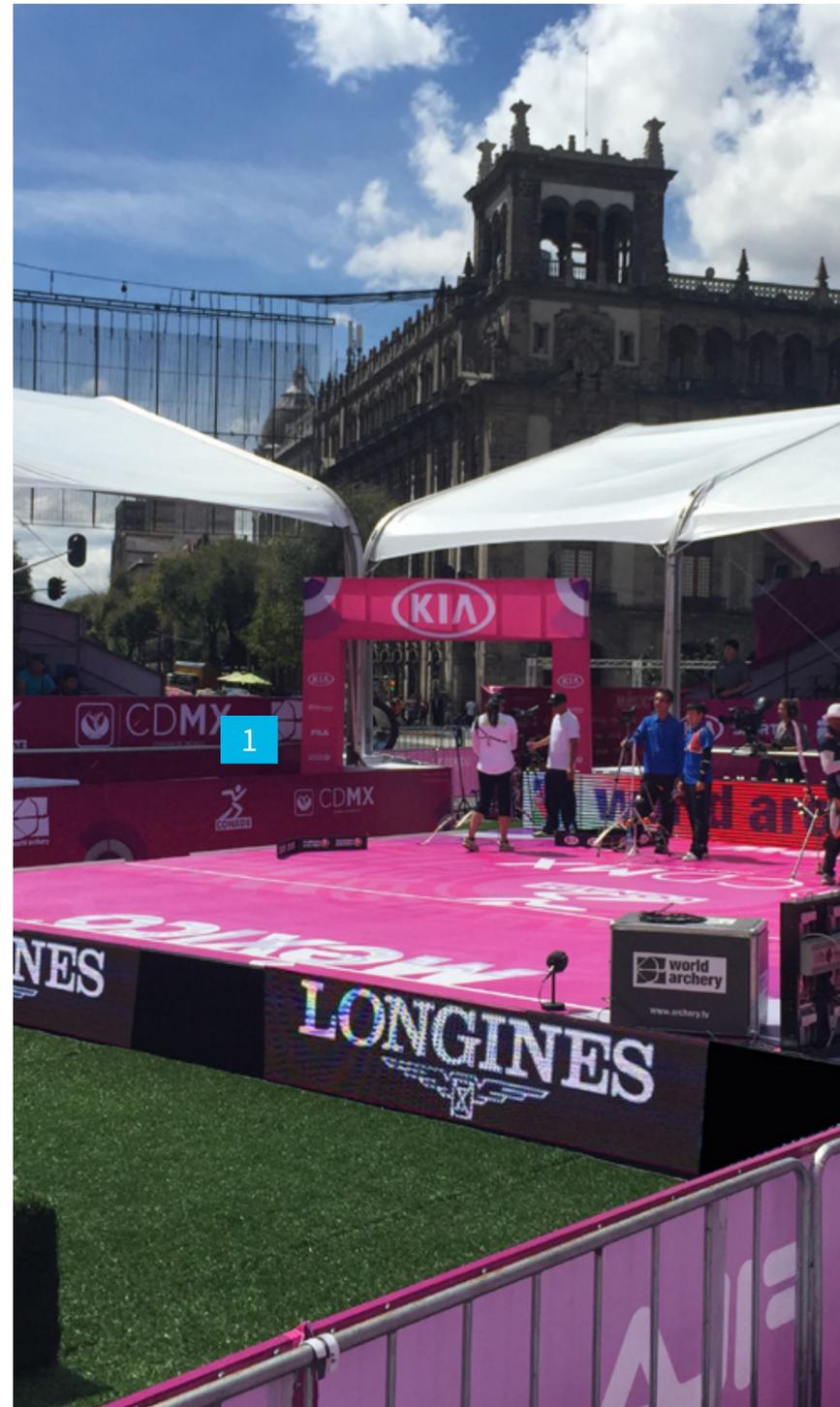
When using a platform, there is an option to put an extra row of LED panels at the front of the platform, facing the targets. The back of the panels are facing the public and VIPs, therefore it is a must to have them covered if possible with branded and / or look and feel materials.

The content of the animation to be displayed on the LED panels is fully up to World Archery, separate agreements may be discussed with the LOC to show content from local sponsors. **LOC responsibilities indicated below:**

- Provide a carpeted platform for all 5 LED positions.
- Provide covering material for the back of the LEDs- whenever possible build a branded box behind the LED with Main sponsors logo on all faces.
- Provide a dedicated power line at the shooting platform for the LEDs.

1 LED panels under the platform

2 Back of LED panels covered



SAFETY WALL

This feature is a very important decoration, branding and safety purposes. The wall, minimum 4 metres high and 12-16 metres wide from the top of the platform if any, has to have the following logos; a centered Hyundai logo, a Sportoto logo and an Erreà logo have to be placed on each sides.

The Hyundai logo should be minimum 3 metres above the ground / platform. Above the Hyundai logo, the event logo, city name is a good option. On both sides, we recommend to place the event logo Hyundai Archery World Cup on one side and the World Archery logo on the other.

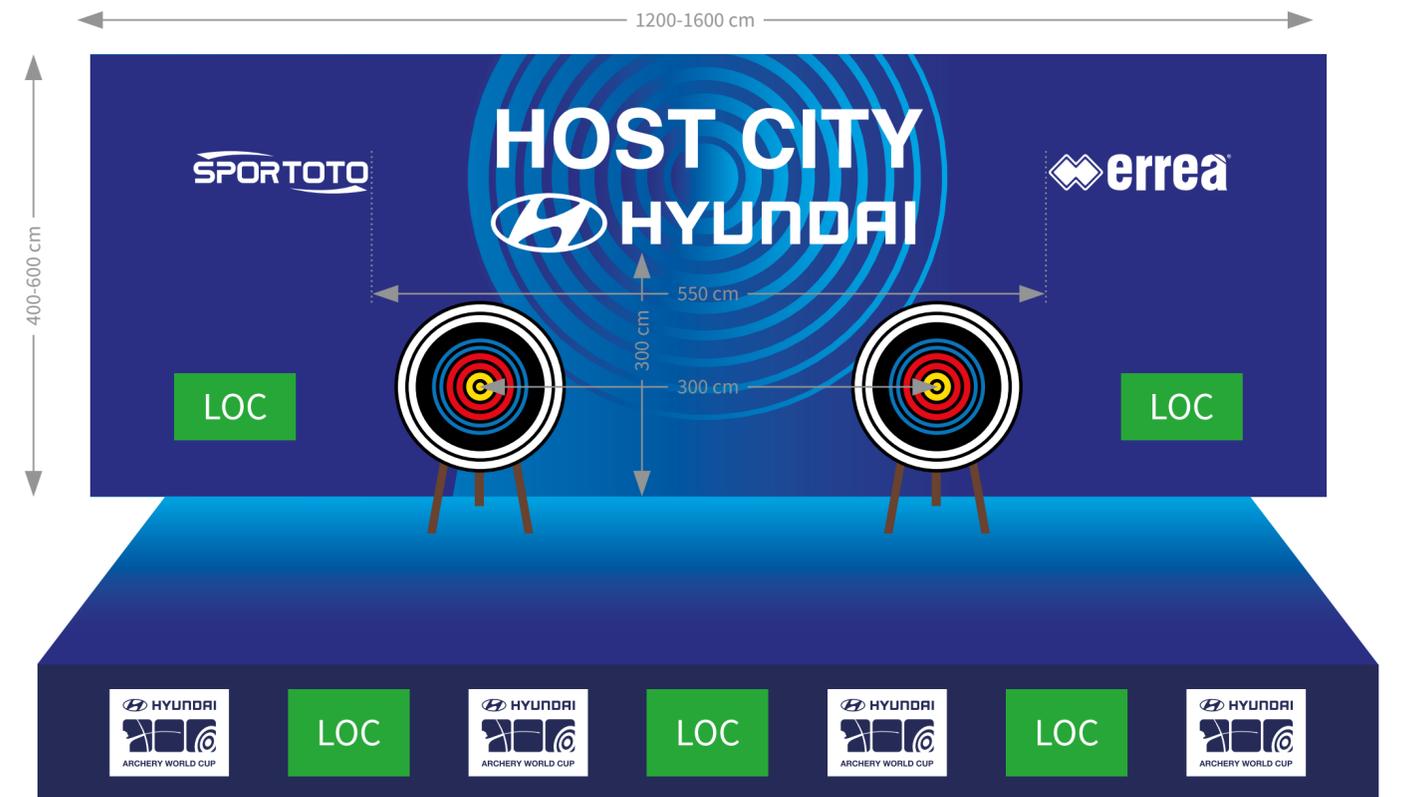
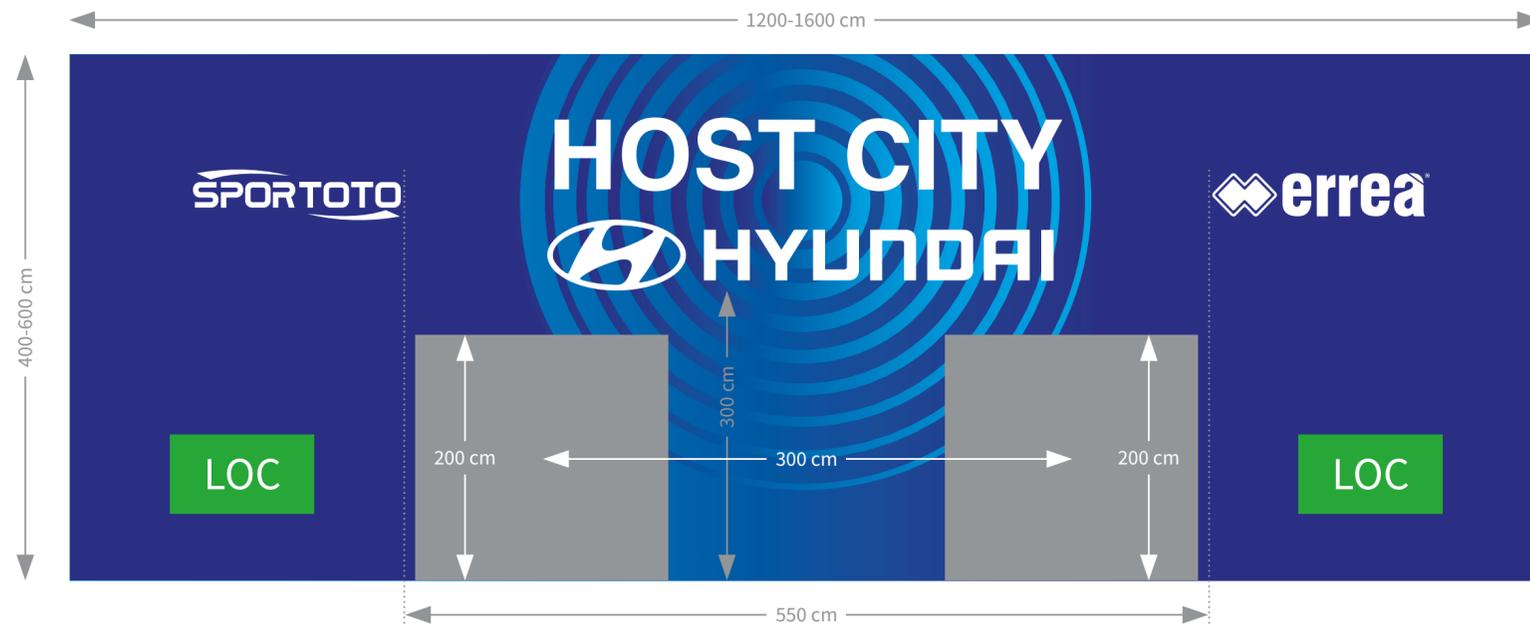
The general look and feel should be applied to the safety wall. If there is a podium, and the height allows it, on the base we recommend to place World Archery logos (centered) and LOC logo (on the sides) facing the shooting line.

LOC Information - Sponsor value on the safety wall minimum 50'000 EUR. Logo on the bottom of the shooting podium minimum 10'000 EUR.



SAFETY WALL

World Archery  LOC



VIDEO BOARDS

Video boards should be decorated with a customised look and feel graphic frame around the screen. It is a must to have a Hyundai logo on this structure.

The Hyundai logo can be of different types but always horizontal. Logos of the host city, composite logo and World Archery logo can also be placed on this structure.

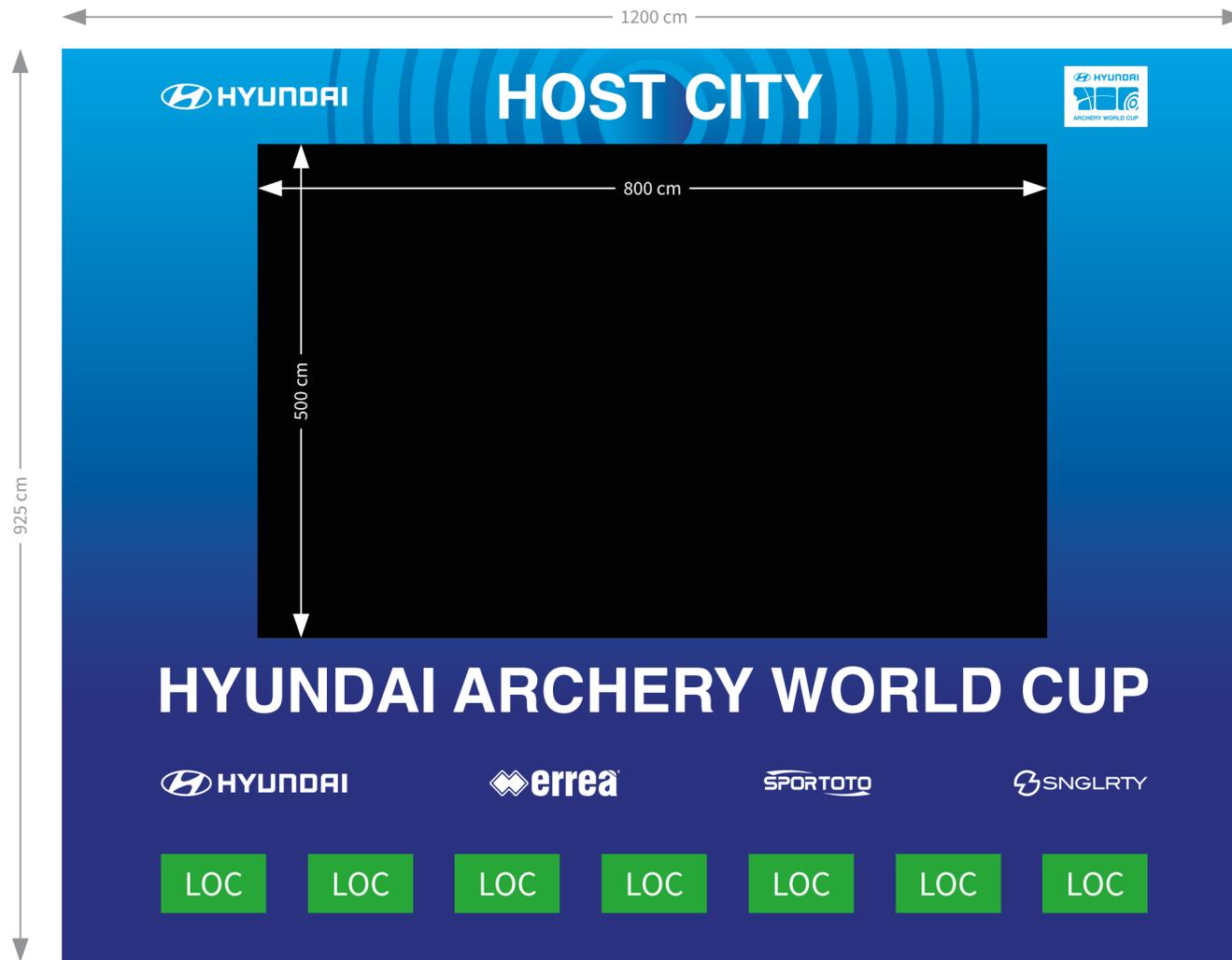
A new space created under the Hyundai Archery World Cup line to include one line of our sponsors, and one line of LOC sponsors. Size of the screen only is 16:9, width 6 metres and height 3.37 metres this doesn't include the branding around it.

LOC Information - Minimum investment to be on the giant screen is 5'000 EUR.

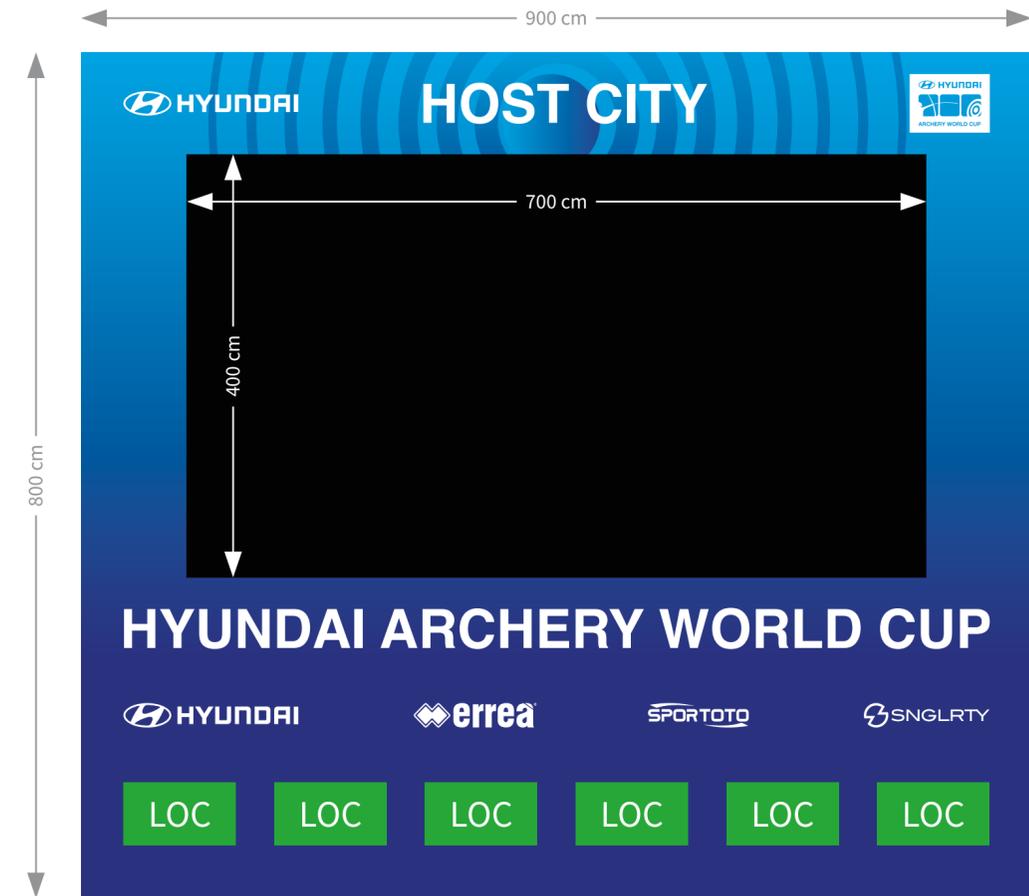


VIDEO BOARDS

World Archery LOC



Qualification Video Wall



Finals Video Wall

VICTORY CEREMONY PODIUM

As an international event, the podium is an important feature. To respect the efforts of the athletes, it is important LOC's take the time to plan a proper podium. Their efforts will be crowned on this structure. It is recommended to continue having the same look and feel theme upon the podium. If possible, we would recommend having the name of the city and logo of the event on the podium.

LOC Information - No sponsor logo on the podium, add a ramp or step at the back, ramp or step must be large enough to carry 3 persons per step for the mixed team.

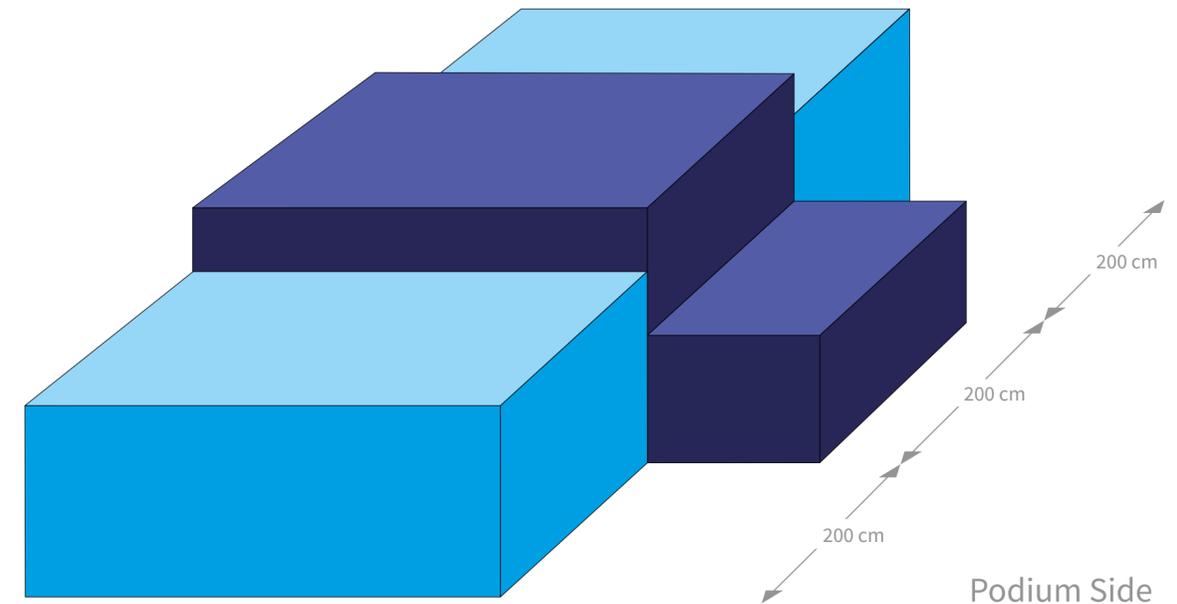
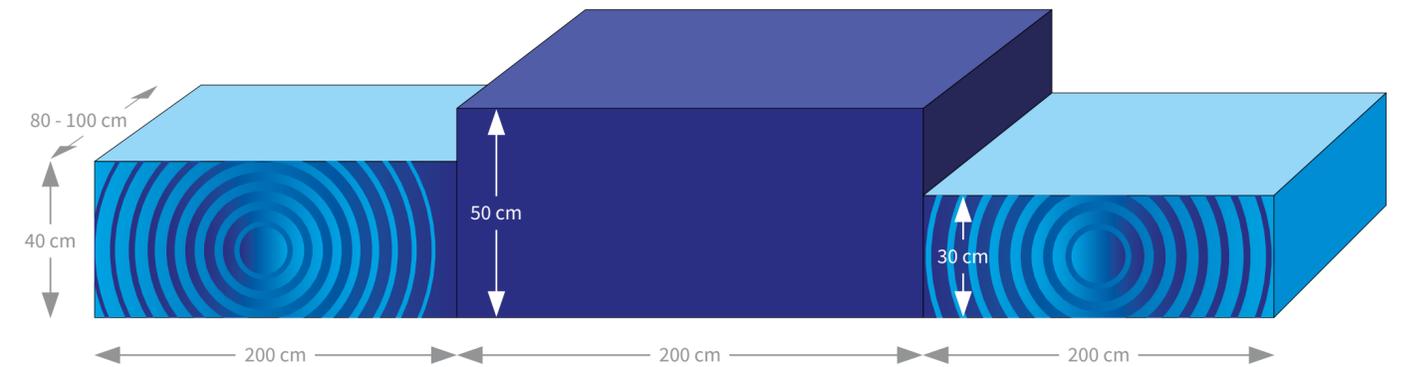


VICTORY CEREMONY PODIUM

Podium Front



Podium Back



HYUNDAI TITLE SPONSOR

On the floor facing the targets or in direction of the targets, a Hyundai logo shall be placed on the floor. The logo should be on the shooting platform, and must be minimum 3 metres wide to guarantee best visibility.

The Hyundai logo can be placed in different ways, and no other sponsors on the shooting platform except for special approval from World Archery.

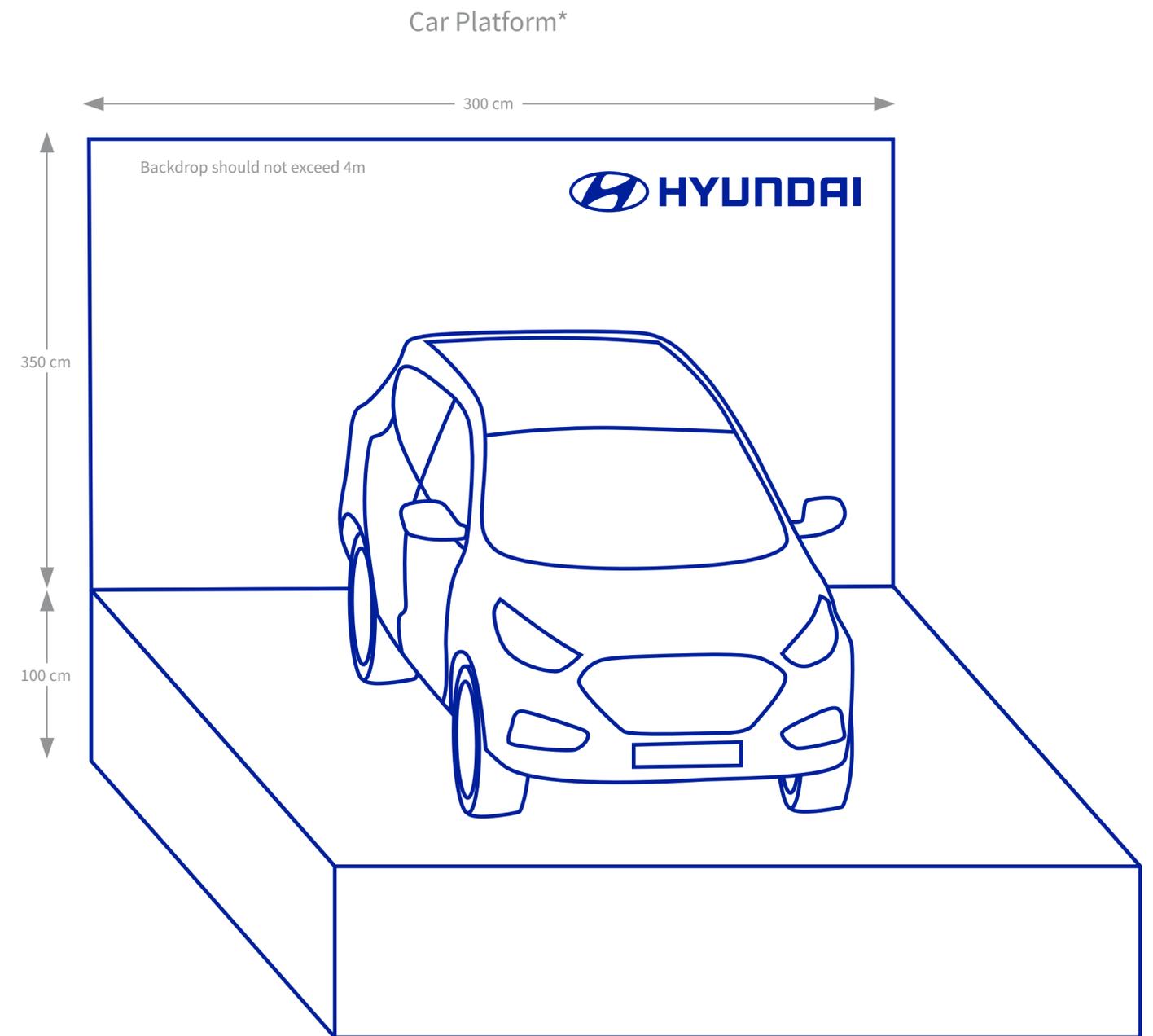
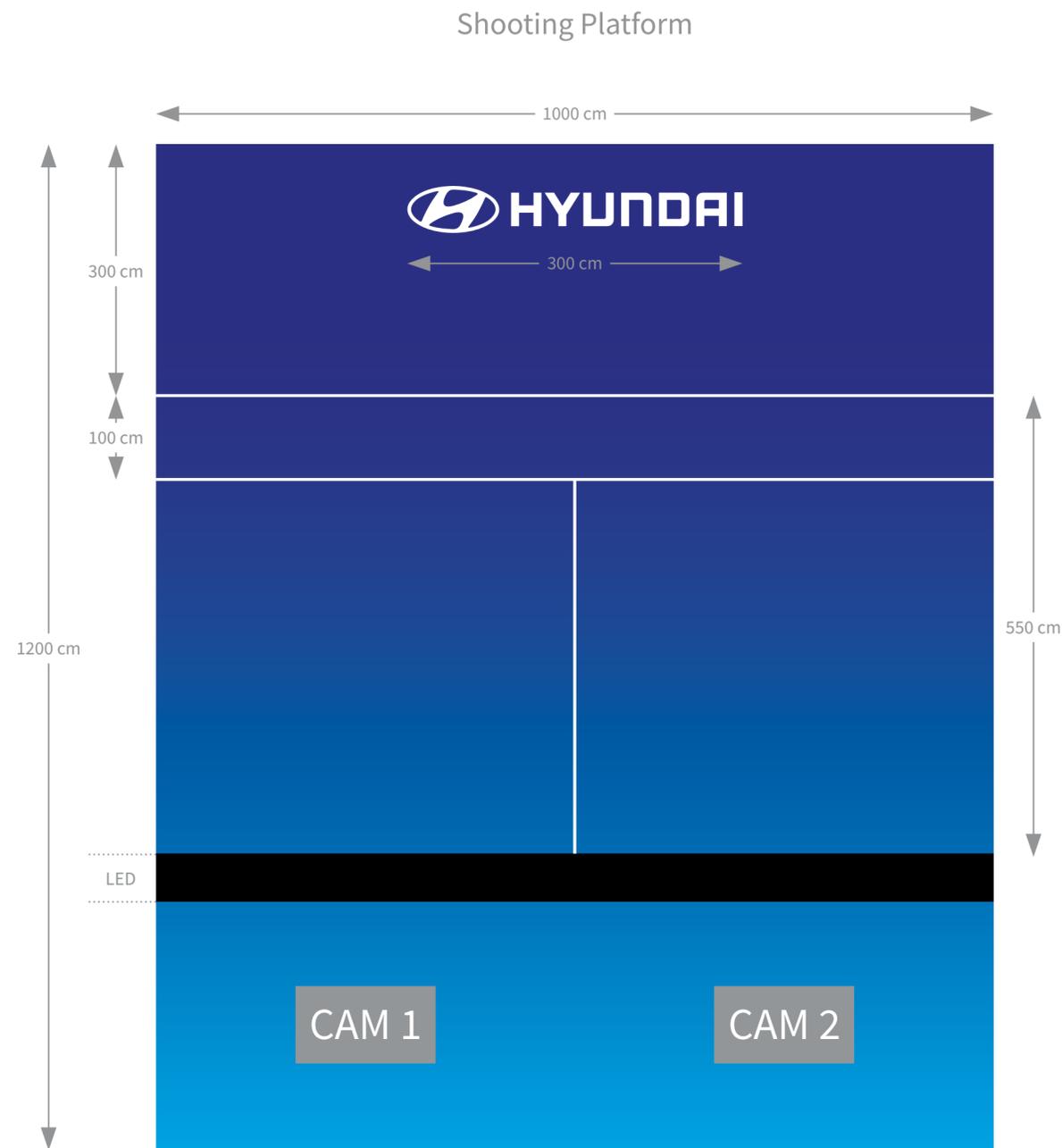
Car display on the field of play:

As a title sponsor, Hyundai also has the opportunity to display a car on the field of play. When building the field of play, please take into consideration the space it will take as well as the access to be able to drive the car on to the podium.

Cameras will be shooting from the right hand side therefore we recommend the car to be on the left hand side of the field of play. The car display podium of a maximum width of 3 metre and height of 1 metre.

The car display must be provided by Hyundai and must not obstruct the view of the giant screen, attention to the height is very important.





HYUNDAI TITLE SPONSOR



SUPPORT AND CONTACT DETAILS

If at any time more information is required or particular points need clarification, World Archery will be very pleased to help.

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