



ISAF WORLD SAILING

LOGO GUIDELINES

2009

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INTRODUCTION

Our ISAF World Sailing identity is much more than just a symbol and a typeface. It is an expression of the organisation, its personality; it has been designed to reflect energy, competition and modernity.

A strong identity will enhance our performance. In order to continue building a strong corporate identity for ISAF World Sailing it is essential that the corporate style is reproduced and used in a consistent manner.



THE LOGO

The ISAF World Sailing logo is one of the most visible and important aspects of ISAF and is integral to the whole 'look and feel'. To ensure quality, consistency and legal protection, the logo must always be reproduced from the master artwork and must never be modified or redrawn in any way.

The logo consists of three key elements:

1. The ISAF logotype
2. The ISAF 'Sails'
3. The ISAF Colours

LOGO COLOURS



Pantone 281C

C100	R0
M85	G38
Y5	B100
K35	

The ISAF World Sailing logo consists of only one colour; the ISAF dark blue. This colour may not be amended in any way. Only the colour shown may be used.

N.B This document is only representative of the colour. Do not use for colour reference. Please utilise Pantone numbers and CMYK breakdown for accuracy.

LOGO MONO



Mono Solid

Where colour is not permissible the logo can be reproduced in black and white.

LOGO REVERSED



Reversed

The logo has been produced to appear primarily against white. However, guidelines are illustrated opposite for producing the logo on different coloured backgrounds.

Where there is a choice of background colour, we would advise the use of the ISAF dark blue. (Pantone 281C, C100 M85 Y5 K35, R0 G38 B100)

LOGO CLEARANCE



To ensure that the logo is always displayed prominently without interference from other written or illustrative material it has an area of surrounding clear space. A minimum detail free area has been established to protect the integrity of the mark. This is a minimum clearance area.

ADDITIONAL ISAF LOGOS



Additional ISAF logos can be produced for specific seminars and projects. Please contact the ISAF Marketing Department who will create one for you. Please adhere to the guidelines below.

The secondary line under the heading must be in capitals in Myriad Pro Semibold using the ISAF Blue.



The maximum width of the secondary heading must not be any longer than the ISAF element of the logo. If the secondary heading is longer this must fit over two lines.

The distance from the bottom of the secondary heading and the keyline around the logo must match the original ISAF World Sailing Logo to maintain consistency.



UNACCEPTABLE VERSIONS

The ISAF World Sailing logo must not be altered in any way. To ensure quality, consistency and legal protection, it must always be reproduced from the original artwork.



Do not use the logo in any colour other than those specified in these guidelines.



Do not alter the proportions of the logo.



Do not tilt or angle the logo.



Do not isolate the logo in a patch of colour in contrast to the rest of the document.

Futura Light

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNopQRSTUVWXYZ
1234567890

Futura Bold

**abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNopQRSTUVWXYZ
1234567890**

Arial Regular

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNopQRSTUVWXYZ
1234567890

Arial Bold

**abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNopQRSTUVWXYZ
1234567890**

ISAF TYPEFACE AND DOCUMENT FORMATTING

ISAF Font

If you are creating a document for ISAF, please use Arial 12pt Black or Futura 12pt Black.

To save paper you can reduce the font size to 11pt or 10pt, but never less. Headings should be in bold.

ISAF Document Formatting

Left and right margins should be 2cm.

Top margin should be 3cm and bottom margin should be 2.5cm.

Each document should have a header and footer stating the content and date in Arial 10pt.

Header edge from the top 1.25cm.

Footer edge from the bottom 1.25cm

All tabs should be 1cm.

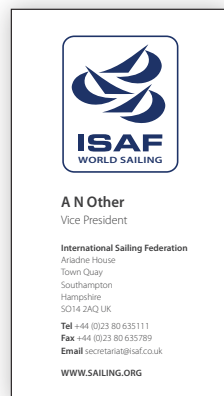
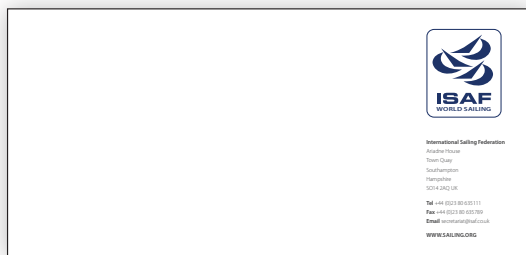
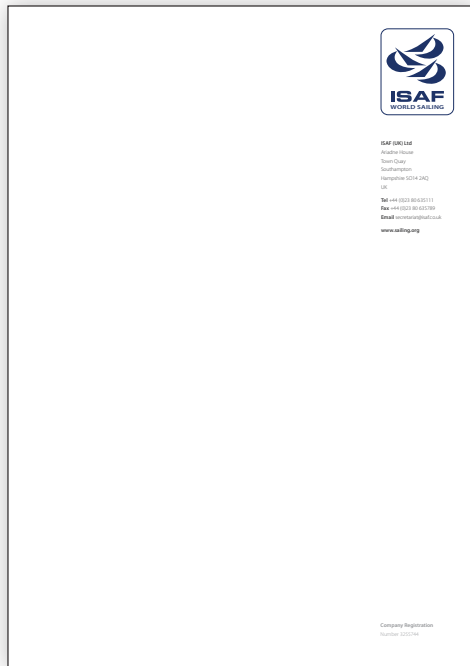
Normal indent is hanging 1cm.

ISAF logo in top right corner, approximately 2.5cm wide.

STATIONERY

Examples of ISAF stationery are shown, however if you wish to produce personal stationery, please contact the ISAF Marketing Department with your individual request and they will advise you.

It is forbidden to produce material using the ISAF logo without ISAF's permission or approval.



FLAGS



If you are creating your own ISAF flags, the following guidelines should be adhered to. The flag should be set landscape with the logo in full colour on a white background. The minimum size of the flag should be 1.2m x 1.8m landscape and it should be single sided.

If you have any queries or questions please contact the ISAF Marketing Department at marketing@isaf.co.uk for more information.

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