



**Archery NZ**

# Branding Policy

[Type here]

January **2024**





# Table of Contents

Use of the Archery NZ Inc. Brand.....	4
The Archery NZ Inc. Logo - General Use .....	5
The Archery NZ Inc. Logo - Reverse Use.....	6
The Archery NZ Inc. Logo - Tagline Use .....	7
The Archery NZ Inc. Logo - Black & White.....	8
Use of the Archery NZ Inc. Logo - Favicon.....	9
Archery NZ Inc. Logo - Uniforms / Promotional Products Usage.....	10
Clear Space Requirements .....	13
Unacceptable Usage .....	14
Use of the Archery NZ Inc. Brand Colours .....	15
Typography .....	16
File Formats & Distribution .....	17

# Use of the Archery NZ Inc Brand

Archery NZ represents the sport of Archery in New Zealand.

A strong brand image is a powerful asset. Over time with continuous and consistent use a brand becomes a recognised and trusted brand identity. A brand reflects the attributes and values inherent in the organisation.

As the recognised National Governing Body for archery in New Zealand is important that both our sport and our organisation project a positive and professional image for our sport.

These brand guidelines have been developed to help achieve this objective.

Archery NZ have prepared this policy to ensure our brand is used appropriately, with care and precision.

## Archery NZ Logo, Trademarks and Identifying Images

The Archery NZ Logo, Trademarks and Identifying images (logos) are the sole property of Archery NZ Inc.

Member Clubs affiliated and recognised by Archery NZ are permitted to use the Archery NZ Logo, Trademarks and identifying images in connection with activities sanctioned by Archery NZ.

Commercial use of the Archery NZ Logo, Trademarks and identifying images is not allowed without the express advance written permission of Archery NZ nor is any use of the Archery NZ Logo, Trademarks and identifying images that is inconsistent with these guidelines.

Logo, Trademarks and Identifying Images of Archery NZ are on a non-exclusive, non-assignable, non-transferable, and revocable basis and does not give the user any right, title or ownership interest in the Archery NZ Logo, Trademarks and identifying images.

Archery NZ Logo, Trademarks and Identifying Images are also subject to any graphic design requirements and/or standards as detailed in these guidelines.

## Key Words

The key words that should be used to express the image and core values of the Archery NZ brand are:

**Excellence – in all things**

**Inclusion**

**Participation**

**Recognition**

**Sportsmanship**

**Fair Play**

**Integrity**

**Encouragement**

**Enjoyment**



Mandatory Logo Format



**MINIMUM SIZE FOR PRINT USE:**  
20mm high



**MINIMUM SIZE FOR ONLINE USE:**  
60 pixels high

## Archery NZ Logo - General Use

The Archery NZ Logo must always conform to the requirements detailed in this Style Guide in terms of colour, composition, application, and usage.

Use of the Archery NZ Logo as part of any other brand is strictly prohibited. The Logo must not be combined with any other graphic element (text, illustration or logo) except when used in conjunction with an authorised tagline.

It may not be used in headlines or embedded as part of body text.

This logo has a white background and is to be used on all official archery NZ stationery, email signatures and documents associated with Archery NZ Indoor and Outdoor National Championships and situations requiring a white background and any other situation sanctioned by Archery NZ.



Mandatory Logo Format



**MINIMUM SIZE FOR PRINT USE:**  
20mm high



**MINIMUM SIZE FOR ONLINE USE:**  
60 pixels high

## Archery NZ Logo - Reversed

The Archery NZ Logo must always conform to the requirements detailed in this Style Guide in terms of colour, composition, application and usage.

Use of the Archery NZ Logo as part of any other brand is strictly prohibited. The Logo must not be combined with any other graphic element (text, illustration or logo) except when used in conjunction with an authorised tagline.

It may not be used in headlines or embedded as part of body text.

This logo is to be used on all official Archery NZ promotional material, website and documents with a black background associated with Archery NZ Indoor and Outdoor National Championships, on websites of affiliated member clubs and other situations sanctioned by Archery NZ.





## Archery NZ Logo with Tagline

The Archery NZ Logo may be displayed with a Tagline.

Taglines are used to differentiate the message being conveyed in terms of a given period, event etc.

Use of this brand element with the Archery NZ Logo is only appropriate where there is sufficient space in the physical layout to ensure its readability.

The tagline must always be displayed in our primary colour, sized, and positioned below the Archery NZ Logo as shown above.



## Archery NZ Logo - Black & White

For black and white applications (e.g., single colour print advertising), the Archery NZ Logo should be presented as above.

Solid black is the only acceptable colour in this format. DO NOT use shades or tints of black or any other colour.

Clear space requirements must also be adhered to (see page 13).



## Archery NZ Logo - Favicon

The Archery NZ Favicon has been produced specifically for electronic and authorised non-standard graphic use only.

The Favicon should be displayed as shown above, at a size no smaller than 16 pixels high and always on a white background.



**Archery NZ**

**COACH**



**Archery NZ**

**DEVELOPMENT**



**Archery NZ**

**SUPPORTER**

## **Archery NZ Logo**

### **- Designated Applications**

When used for designated Archery NZ applications (e.g., Coaches uniforms etc.), the Archery NZ Logo must always conform to the requirements detailed in this Style Guide in terms of colour, composition, application, and usage.

This includes adherence to colour requirements, minimum sizing, fonts and clear space guidelines.



## Archery NZ Logo - Uniforms / Promotional Products Usage

Shooting Uniforms: The Archery NZ and New Zealand name and logo may only appear on “Official” New Zealand representative Team Uniforms and only the “Current” Team uniform may be worn at other tournaments by those athletes who have earned the rights to wear it.

All uniforms / shirts are to be ordered via a central channel to ensure control of quality/correct format etc.

The Archery NZ Logo and/or name must not appear on any other uniform or clothing that is not official Archery NZ clothing. Official Archery NZ Clothing includes:

Official Archery NZ Representative Team Uniform

Archery NZ Traveling Shirt

Archery NZ Development Team Uniform

Archery NZ Judges Uniform

Archery NZ Coaches Shirt

Archery NZ Generic **supporters’** shirts and other official Archery NZ merchandise.



# Archery NZ Logo - Special Designation Archery NZ Shirts

**Archery NZ Judge Shirts:** The Archery NZ brand and title must appear on the 2023# Judge uniform in PMS208C burgundy and white (\*as per the New Zealand representative Team Uniforms) and may be worn by officially accredited Judges. #replaced the red polo.

Archery NZ DoS in PMS7731C green and white (and Admin shirts) have been introduced in 2023. A blue version is available for Tournament Admin staff (Pantone colour to be assigned.)





## Clear Space Requirements

Please observe clear space around the Archery NZ Logo.

**No other elements except the authorised tagline** can be present in the clear space as specified in this Style Guide.

Clear space requirements apply to text, graphics, photos or any other elements present in the document or graphical application that is being produced.

# Unacceptable Usage

To protect the value of the Archery NZ Inc. brand, it is important to use the Archery NZ Logo as it is presented in these guidelines without modification and in full compliance with the following:



1. Do not delete any portion of it.



2. Do not use non-approved or altered colours.



3. Do not reposition the artwork elements.



4. Do not use non-approved typefaces.



5. Do not use the Logo on unauthorised background colours.



6. Do not place it on patterned or textured backgrounds or use it as a screen or tint.



7. Do not reverse the Logo out of any colour or background treatment.



5. Do not place any other elements in the designated clear space (see page 8).



	Primary Logo Colour	Secondary Brand Colour
<b>PMS Coated</b>	Black	877C
<b>PMS Uncoated</b>	Black	877U
<b>CMYK</b>	K100	C47 M38 Y67 K0
<b>RGB</b>	R0 G0 B0	R142 G144 B144
<b>Hex</b>	000000	8e9090

## Archery NZ Inc. Brand Colours

Consistent use of these colours is vital to our brand integrity.

Please use only the colour palette and the colour formulas and percentages as specified in this document when displaying the Archery NZ Logo and designing other visual elements for Archery NZ INC. communications materials in print and electronic media.

\* Uncoated Pantone reference numbers are the closest system-generated match; however, variation can be expected depending on the type of paper substrate used. Please check colour matching on a job-by-job basis.

# Typography

Typography is another key element of Archery NZ Inc. brand communications in print, web, mobile and video environments.

**Myriad Pro Semi-Bold** should be used for headlines and display purposes.

Myriad Pro Regular should be used when setting body text.

These typefaces are to be used when producing all Archery NZ Inc. communications materials in any media.

## Myriad Font Family

Myriad Pro Regular

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNPOQRSTUVWXYZ

0123456789?(\*)&%\$

*Myriad Pro Italic*

*abcdefghijklmnopqrstuvwxy*

*ABCDEFGHIJKLMNPOQRSTUVWXYZ*

*0123456789?(\*)&%\$*

**Myriad Pro Semibold**

**abcdefghijklmnopqrstuvwxy**

**ABCDEFGHIJKLMNPOQRSTUVWXYZ**

**0123456789?(\*)&%\$**

***Myriad Pro Semibold Italic***

***abcdefghijklmnopqrstuvwxy***

***ABCDEFGHIJKLMNPOQRSTUVWXYZ***

***0123456789?(\*)&%\$***

### Typography Notes:

#### **Leading**

*Set all body text leading (line spacing to 133% of point-size).*

#### **Tracking/Kerning**

*Select Optical Kerning where possible.*

#### **Alignment**

*Text content may be set either flush left or flush right.*

#### **Online and Cross-Platform Font Substitution**

*If Myriad Pro is not available, the Verdana font set may be used as a substitute. **This is the only exception** to the font specification requirement.*

# File Formats and Distribution

**EPS:** stands for Encapsulated PostScript. This is the preferred file format for reproducing the Archery NZ Logo in all use cases. EPS files are scalable and resolution-independent, making them ideally suited for reproduction in Pantone (Spot), Process (CMYK), and onscreen (RGB) environments.

**NOTE:** Please do not open EPS files. These files are intended to be downloaded, placed, and sized directly within a layout software application such as Adobe InDesign.

**GIF:** stands for (Graphics Interchange Format). GIF files are RGB only, resolution-dependent @ 72 ppi (pixels per inch measures the resolution provided by devices in various contexts) and limited to a 256-colour maximum colour palette.

***These files may be scaled down, but not up.*** Use GIF ONLY for electronic media and NEVER for print.

**NOTE:** If there is a need for the Archery NZ Logo in any other file format, these files should always be created from the EPS files, using the appropriate colours and clear space, and at 100% of the final placed size.

**Colour Formats:** (provided in EPS format)  
**RGB**

RGB (Red, Green, Blue) files should only be used when creating artwork for viewing onscreen. This can be for use within raster programs like Adobe Photoshop when creating graphics for the web.

Or for placement into page layout programs such as Adobe InDesign or QuarkXPress for creation of PDFs to be viewed onscreen, or into PowerPoint for presentation decks.

**Spot Colour**

Used exclusively for print, these files are to be placed into page layout programs for output to lithographic printing using our specific spot ink colours.

**CMYK**

Used exclusively for print, the colours within CMYK files have been separated into Cyan, Magenta, Yellow and Black.

These files are to be placed into page layout programs such as Adobe InDesign or QuarkXPress for output to process lithography or digital printing.

***Do not use these files for the creation of artwork that will be viewed onscreen.***



For further advice, assistance for use or application  
to use the Archery NZ name, logo, trademarks  
or identifying images contact the General Manager:

[administration@archerynz.co.nz](mailto:administration@archerynz.co.nz)