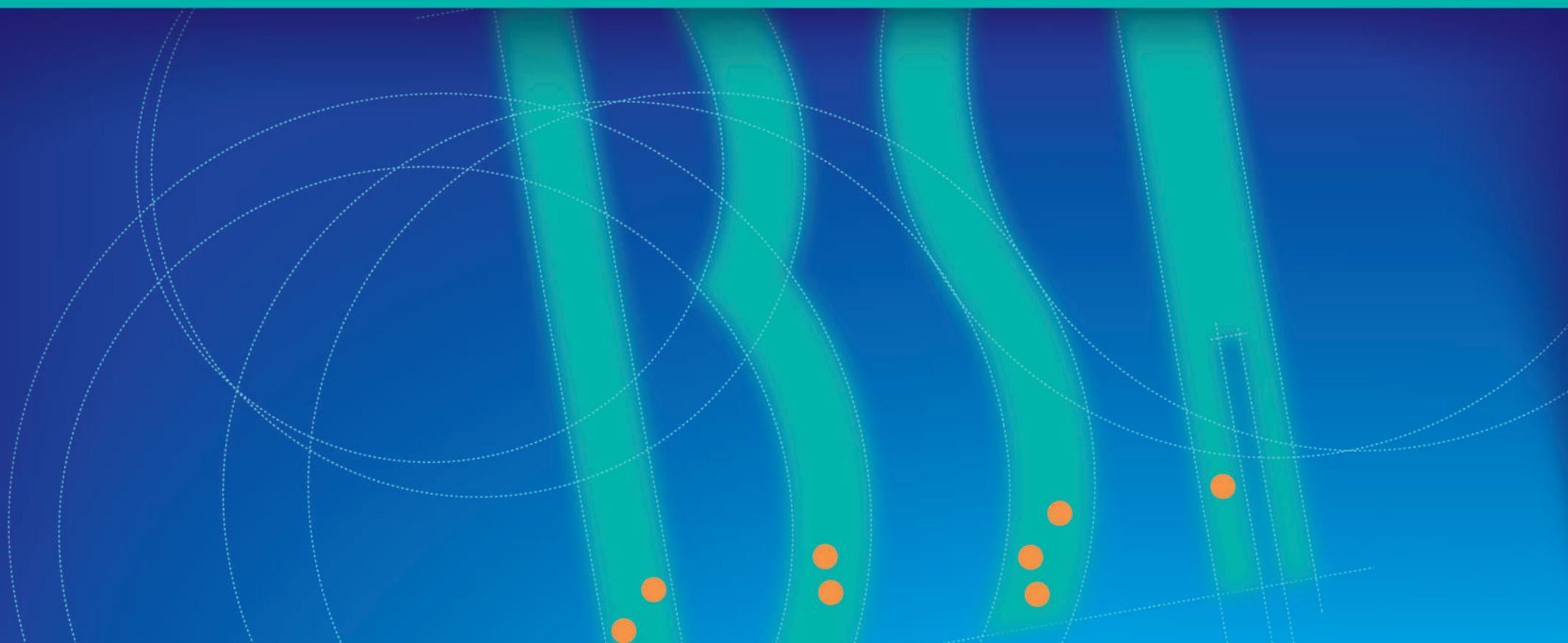




CORPORATE IDENTITY MANUAL



This IBSA Corporate Identity Manual, which describes the correct use of the IBSA emblem and IBSA sports pictograms, has been designed with visual examples in order to facilitate its use and application.




The uses of the logo on different types of stationery and the applications of the sports pictograms shown in this manual should be adhered to by all bodies of the federation when designing official stationery and promotional materials. In order to guarantee a common IBSA corporate image in all communications and promotional material, the type, weight and colour of stationery, the colours, size and exact position of the emblem and pictograms, the typography, point size and spacing between letters and lines shown in this manual must be strictly maintained and applied at all times.

To ensure a coherent identity in all graphics, this manual should be used together with the final artwork for the IBSA emblem and IBSA sports pictograms in all cases. The final artwork can be found in EPS format on the IBSA web site: www.ibsa.es




Color guide

PANTONE

Coated paper




	Pantone VIOLET-C
	Pantone 326-C
	Pantone Orange 021 - C

Uncoated paper




	Pantone VIOLET-U
	Pantone 325-U
	Pantone Orange 021 - U

PROCESS COLOR

Coated paper

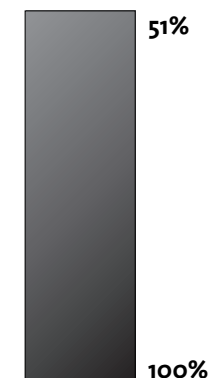
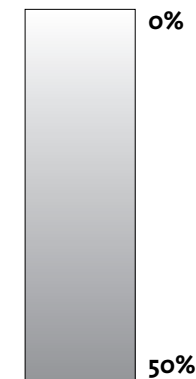
	C	M	Y	K
	100%	100%	0%	0%
	80%	0%	40%	0%
	0%	50%	80%	0%

Uncoated paper

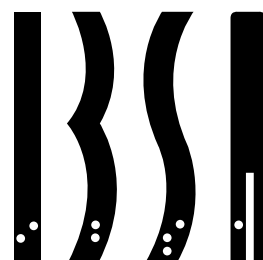
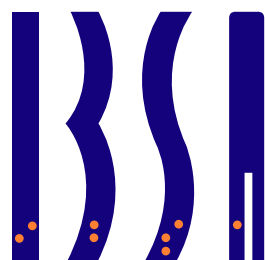
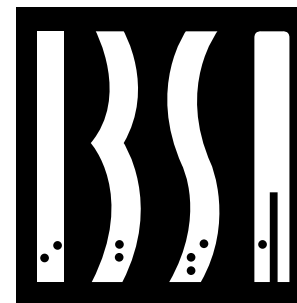
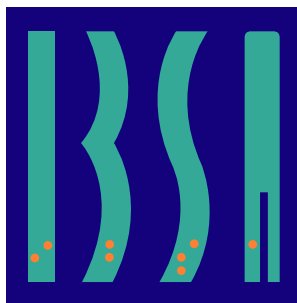
	C	M	Y	K
	100%	100%	0%	0%
	80%	0%	40%	0%
	0%	40%	100%	0%

The b/w examples should only be applied in those cases where it is technically impossible to apply color (for example, in newspapers). In such cases version B should only be applied when the color of the surface where the logotype is to go is from white to grey (50% black).

When the color of said background surface is from 51% black to 100% black, version C of the logo should be used. In this case the boundary line of the logotype rectangle should not be reproduced, and color alone will act as an outline.



Alternatives



INTERNATIONAL
B L I N D
S P O R T S
F E D E R A T I O N

INTERNATIONAL
B L I N D
S P O R T S
F E D E R A T I O N

Typography

CAPITAL LETTERS

FUTURA BOLD CONDENSED

ABCDEFGHIJKLMNÑOPQRSTUVWXYZ - 1234567890

BODY COPY

FUTURA LIGHT CONDENSED

abcdefghijklmnopqrstuvwxyz - 1234567890

Card / Mod. 1

SIZE: 90 mm. x 55 mm.

TYPE OF PAPER:

Suecia Antiqua Chamois 210 grs. (Prestige) (*)
White 220 grs. (Regular Paper)

(*) If the weight of the paper is greater than 200 grammes
the Braille dots should be embossed.

TYPE SIZE (pt)

Capital letters

Name: 15

Job title: 15

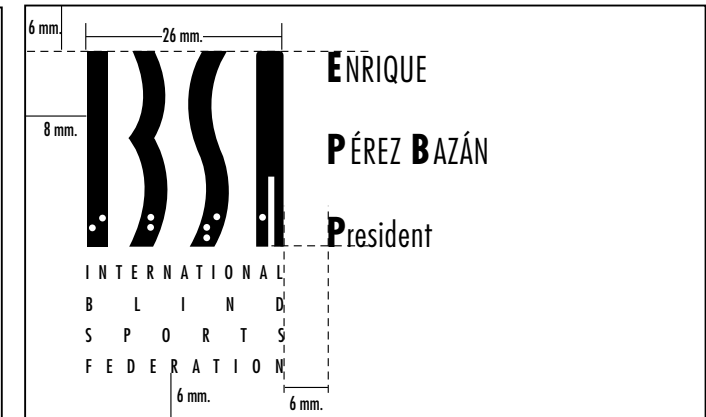
Address: 11

Body Copy

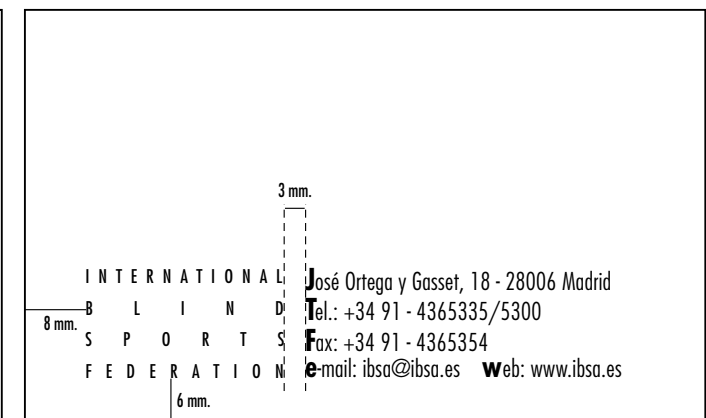
Name: Upper case: 13

Job title: Lower case: 13

Address: Upper & lower case: 9



Front



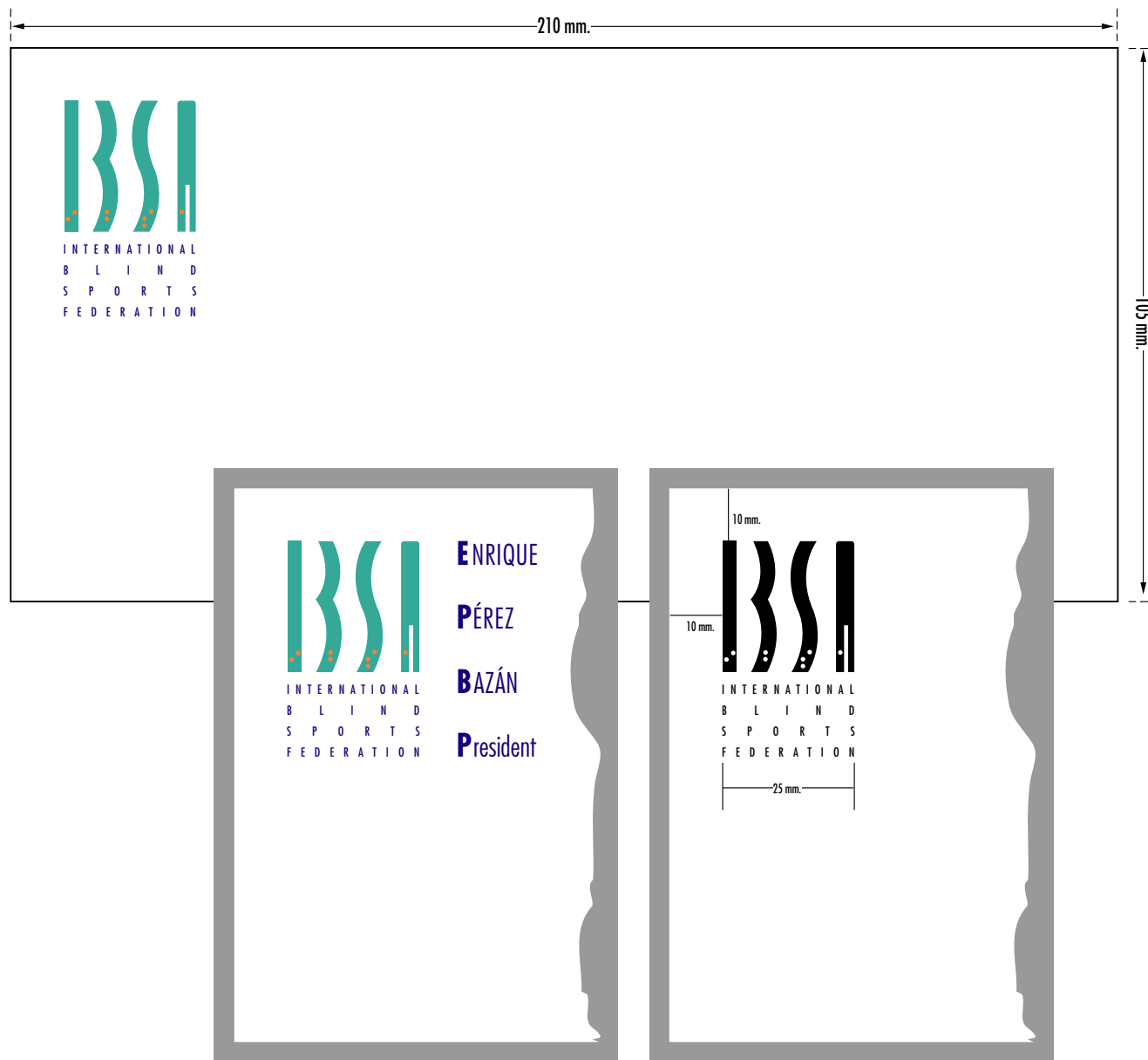
Back

Real size



Card / Mod. 2

- **SIZE:** 210 mm. x 105 mm.
- **TYPE OF PAPER:**
Suecia Antiqua Chamois 210 grs. (Prestige) (*)
White 220 grs. (Regular Paper)
(*) If the weight of the paper is greater than 200 grammes the Braille dots should be embossed.
- **TYPE SIZE (pt)**
Capital letters: 15
Body copy
Name: Upper case: 13
Job title: Lower case: 13



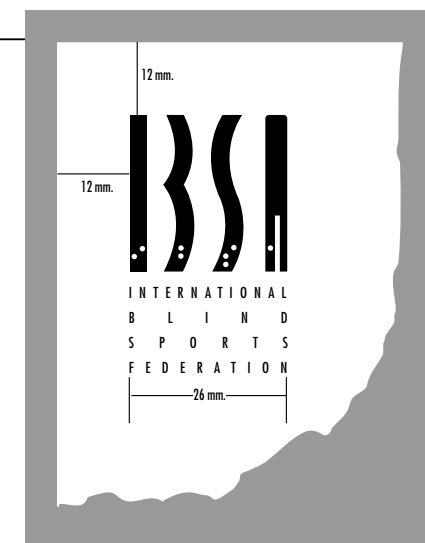
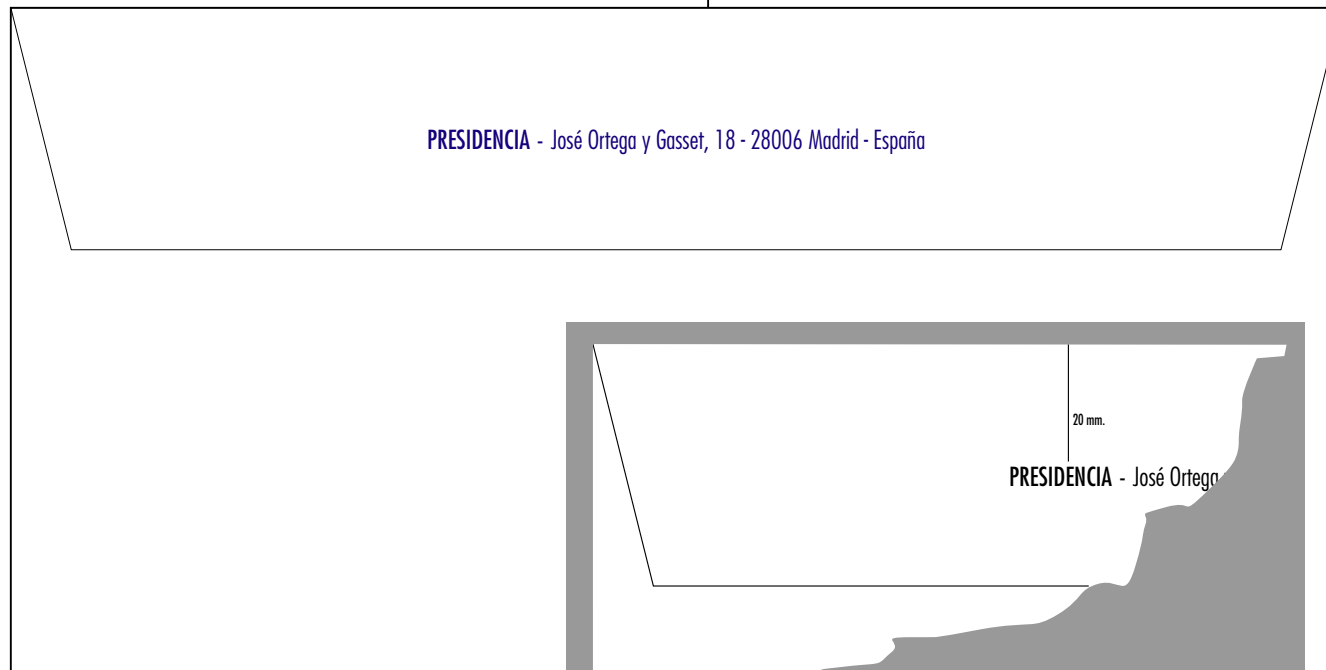
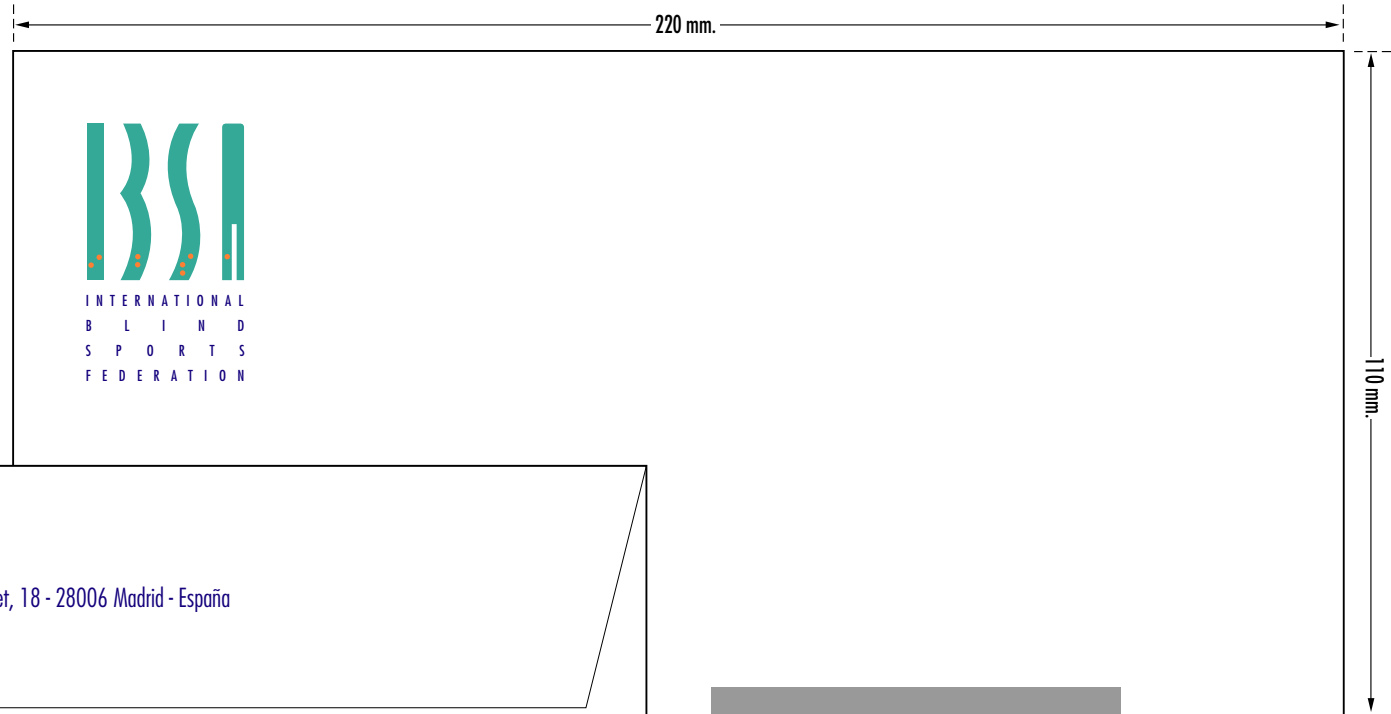
Special case – personalised letterhead

Examples shown at 80% of real size



Envelope / Mod. 1 / Printed both sides

- **SIZE:** 220 mm. x 110 mm.
- **TYPE OF PAPER:**
Suecia Antiqua Chamois 100 grs. (Prestige)
White 100 grs. (Regular Paper)
- **TYPE SIZE (pt)**
Address: Upper & lower case: 12



Mod. 1

Examples shown at 80% of real size

Envelopes / Mod. 2 & 3 / Printed one side only

- **SIZE:** 220 mm. x 110 mm.
- **TYPE OF PAPER:**
Suecia Antiqua Chamois 100 grs. (Prestige)
White 100 grs. (Regular Paper)
- **TYPE SIZE (pt)**
Capital letters: 15
Body copy
Name, Job title & Address: Upper & Lower case: 13



Model 2




Model 3: personalised envelope

Examples shown at 80% of real size

Letter 1st. page

- **SIZE:** 210 mm. x 297 mm.
- **TYPE OF PAPER:**
Suecia Antiqua Chamois 100 grs.
(Prestige)
White 100 grs.
(Regular Paper)
- **TYPE SIZE (pt)**
Capital letters
Name & Job title: 17
Address: 14
Body copy
Name: Upper case: 15
Job title: Lower case: 15
Address: Upper & lower case: 12

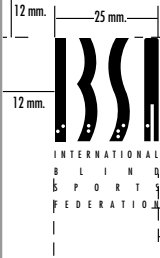


ENRIQUE
PÉREZ
BAZÁN
President

INTERNATIONAL
BLIND
SPORTS
FEDERATION

José Ortega y Gasset, 18 - 28006 Madrid, Spain - Tel.: +34 - 91 - 4365335 / 5300 - Fax +34 - 91 - 4365354 - e-mail: ibsa@ibsa.es - web: www.ibsa.es

297 mm.



ENRIQUE
PÉREZ
BAZÁN
President

INTERNATIONAL
BLIND
SPORTS
FEDERATION

12 mm. 25 mm. 12 mm. 7 mm.

José Ortega y Gasset, 18 - 28006 Madrid, Spain - Tel.: +34 - 91 -
10 mm.

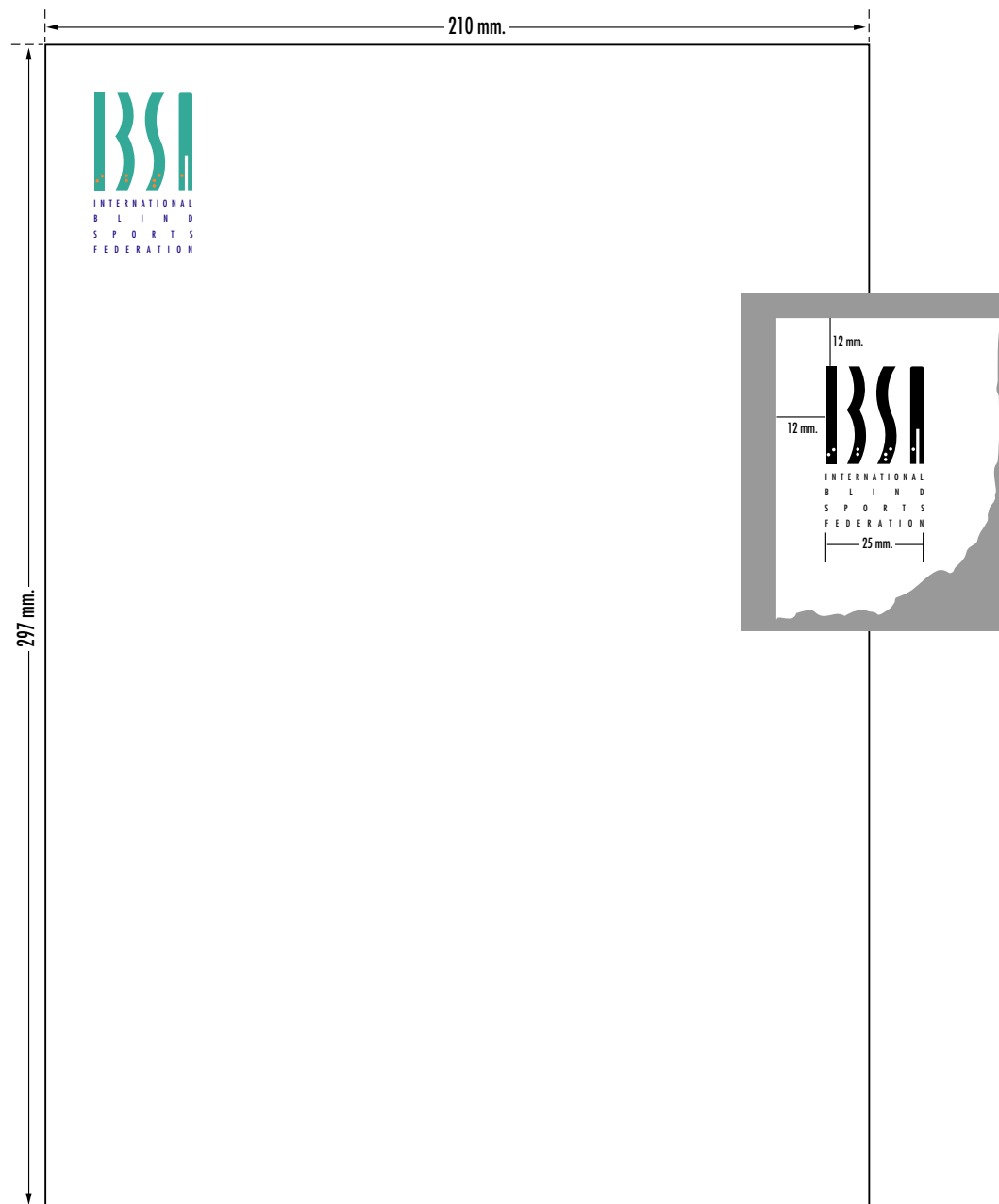
Examples shown at 55% of real size

210 mm.



Letter 2nd. page

- **SIZE:** 210 mm. x 297 mm.
- **TYPE OF PAPER:**
Suecia Antiqua Chamois 100 grs. (Prestige)
White 100 grs. (Regular Paper)



Examples shown at 55% of real size

Folder

- **SIZE:** see next page
- **TYPE OF PAPER:** Coated high gloss (one side) 250-300 gr.

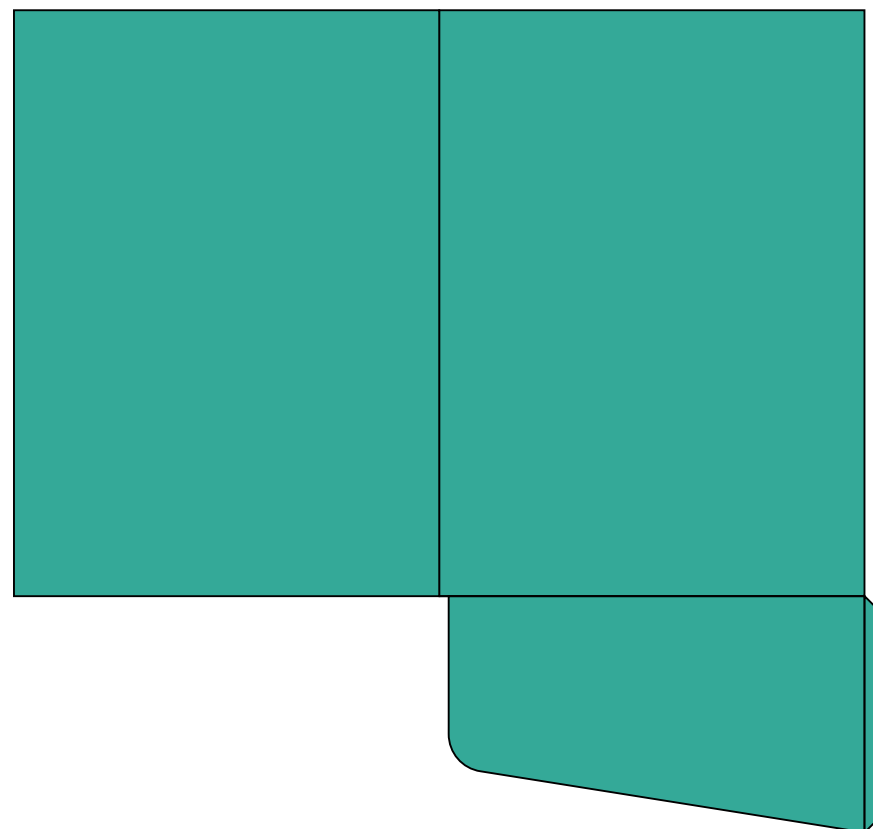
● **TYPE SIZE (pt)****Capital letters**

Cover: 12

Address: 15

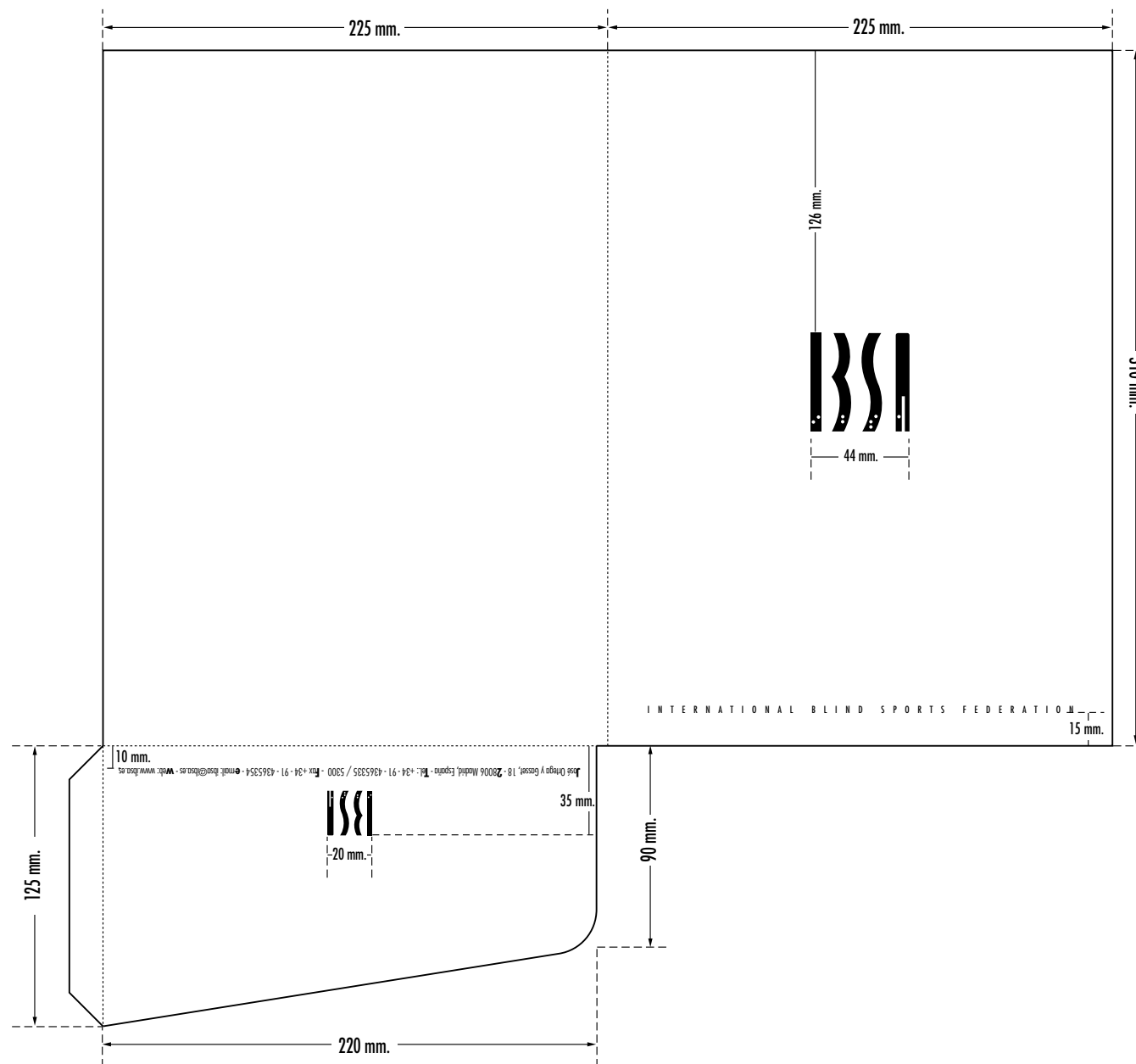
Body copy

Address: Upper & lower case: 13



Examples shown at 25% of real size

Folder (measurements)



Examples shown at 30% of real size

Introduction

- The following guidelines outlining the correct use of the IBSA sports pictograms should be used to ensure IBSA's image remains intimately associated with its sports.

IBSA sports

- The fourteen official IBSA sports are:

Athletics	Goalball	Nine Pin Bowling
Tandem Cycling	Judo	Ten Pin Bowling
Alpine Skiing	Swimming	Showdown
Nordic Skiing	Powerlifting	Torball
Futsal	Shooting	

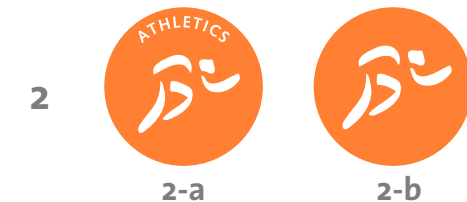
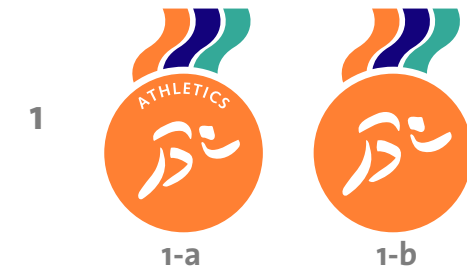
Representing IBSA sports

- As a **general rule**, when an IBSA sport pictogram is reproduced in an **IBSA leaflet or any type of publicity material**, Model 1 must be used. Depending on the design, the model can be used **with or without the name of the sport**.

Model 2 may be used in **IBSA leaflets or any type of publicity material** when it is not possible to use Model 1 for aesthetic reasons, for example when all the pictograms are reproduced together and the final design is excessively ornate.

Model 3 shall **only** be used when the pictogram is reproduced on its own, i.e. not as part of an IBSA leaflet or any type of publicity material, or on promotional items such as pins, t-shirts, caps, flags, patches and other sports apparel. As a general rule, it shall be applied when the use of Models 1 or 2 would not indicate clearly that the pictogram represents an IBSA sport.

The pictograms have been specially adapted for use on **pins** to take into account the reduced size (see page 18 of this manual).

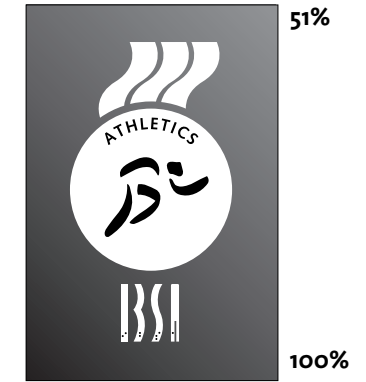


Colours

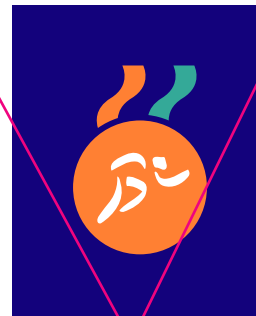
- As a general rule and in order to ensure the correct reproduction of the IBSA sports pictograms, they shall appear on a white background. The guidelines to be followed when reproducing the pictograms in colour or in black and white are those described on page three of this manual.

CORRECT AND INCORRECT USE ON COLOUR BACKGROUNDS

The pictograms shall normally be reproduced on a white background. When a colour background is unavoidable, either Model 2 shall be used or the pictogram shall be reproduced in a box (see next page for detailed instructions).



Incorrect

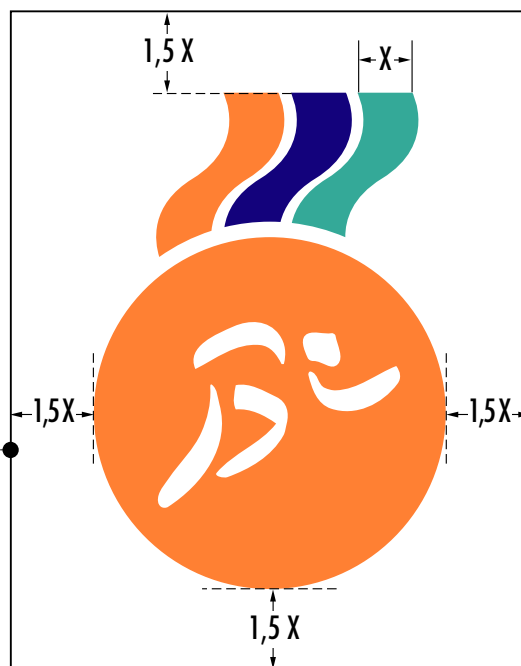


Correct



Reproducing boxed pictograms – guidelines

This line represents the edge of the colour background and should not be reproduced.



Use on other promotional materials

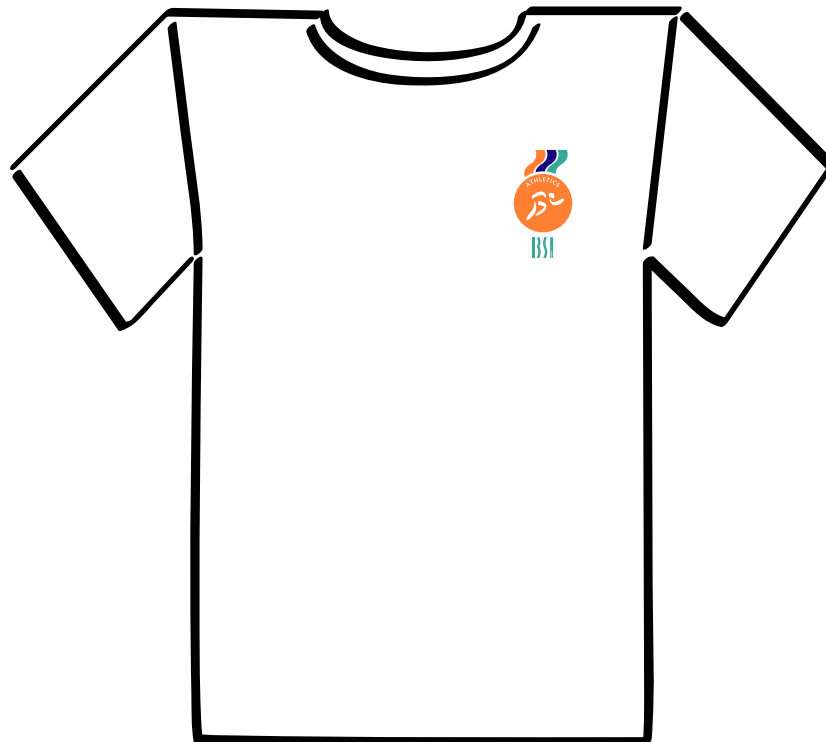
CAP



PENNANTS



T-SHIRT



PINS



IBSA sports pictograms



Special design for use on pins

- Due to the reduced dimensions of pins, and in order to make them legible, the elements included in the pictograms have been redesigned to ensure visibility. The final artwork for pins can be found on the IBSA web site (www.ibsa.es) or on the IBSA Corporate Identity Manual CD.
If Models 1 or 2 are being used it is recommended they be reproduced in offset given the difficulties of reproducing the Braille dots.
The three models below have been approved by IBSA for use on pins, and each sport subcommittee may choose which model it wishes to manufacture.



Model 1



Model 2



Model 3

Real size



www.ibsa.es

ibsa@ibsa.es

info@ibsa.es