



access to sport

CPIIRA

Brand Guidelines

CPIIRA

Secretariat

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BRAND GUIDELINES

This document is a guide to the established identity of the organisation and shows some primary indications of how the brand should look and how it should be treated.

The objective of the manual is to help create a coherent image for CPISRA, both internally and externally. In the initial period, internal communication should proceed unhampered, hopefully assisted by some of the guidelines enclosed. External communication and material production should be more carefully considered.

The spirit and general intention of the designs should be applied sensibly to all items. Master Digital artwork and usage guidance can be obtained from CPISRA Secretariat, or any of the Design team direct.

CONTACTS

CPISRA

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The Logo

ALWAYS LEAVE A CLEAR SPACE

around the logos. No other type or graphics should intrude into this area. The CPISRA logo has been specially designed and drawn.

MINIMUM SIZE

The logo is robust and will reduce effectively to 10mm globe diameter. Care should be taken under this size with the legibility and use of the strapline

LOGO COLOURS

The full colour version of the logo against a white background is the preferred method of reproduction. When a white background is not available, then the full colour logo should be applied on a pale blue background.

When full colour, or 2 colour reproduction is not available, or when a strong background colour is necessary, then the single colour version, or the white version should be used, as shown in these examples. When colour printing is not available, for example in a newspaper ad, then a black version will be made available.



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Single colour on white background



The Logo

INCORRECT USAGE

You must never:

- recreate the logotype in other typefaces
- change the corporate colours
- re-arrange the type
- place the logotype in a box
- add shadows or other graphics
- use the logotype smaller than 30mm
- distort the dimensions of the logos
- place the logo on discordant colour

PRINTING

On special material where corporate colours are not possible, for example: silk screen printing, embroidery, etc. the closest match to the corporate colours should be made, or advice sought from the design team.



Colours

COLOURS USED

Colour reproduction will vary according to the process used, e.g., litho, digital, screen, etc. The quality, style and surface of paper or other material will also affect the reproduction of the colour. Whenever possible and economy allows, each logo must adhere to the Pantone Matching System in order that the correct colour is used and reasonable control exerted in maintaining consistency.

CMYK values for the Pantone colours are to be applied for 4 colour process litho. In all circumstances, the integrity of the brand must be maintained.

Pantone® Red 485

Process

C0 M100 Y91 K0



Pantone® 285

Process

C91 M43 Y0 K0



GLOBE TINT

Pantone 285

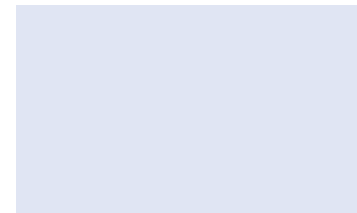
@ 20% value.

When tinting is not suitable use

Pantone®277

Process

C27 M8 Y0 K0



The Strapline

The strapline has been devised to synthesise the principles, aims and aspirations of CPISRA.

Together with the Mission Statement, they are designed to deliver a clear and succinct message about what the organisation does, and the motivations which drive its staff and all the members of CPISRA.

Wherever possible, the strapline should accompany the logo and in all cases appear in the correct typeface and in lower case, using the corporate colour.

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Typeface

DESIGNERS AND PRINTERS

The typeface used in the CPISRA logo is Freeway Demi.

It should be used with care and consideration to support the corporate identity, but not compete with it.

The typeface for setting body text is Univers.

Univers closely reflects the spirit of the CPISRA identity: contemporary, clean, crisp, with a friendly character.

This typeface is particularly suitable for text set in a variety of sizes, particularly text set for ease of reading in larger typeface sizes.

It is recommended good practice to set communication material in 12 or 14pt type to improve readability for all.

IN HOUSE

Typeface for use in house is Arial.

TYPEFACES FOR DESIGNERS AND PRINTERS

Freeway Demi

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

55 Univers Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

45 Univers Light

45 Univers Light Oblique

55 Univers Regular

55 Univers Regular Oblique

65 Univers Bold

65 Univers Bold Oblique

75 Univers Black

75 Univers Black Oblique

TYPEFACE FOR USE IN HOUSE

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Arial

Arial Italic

Arial Bold

Arial Bold Italic