



IRSA Logo and Design Guide

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V1.0

Our IRSA World Radio Sailing identity is much more than just a symbol and a typeface. It is an expression of the organization, its personality. A strong identity will enhance our performance. In order to continue building a strong corporate identity for IRSA World Radio Sailing it is essential that the corporate style is reproduced and used in a consistent manner.





Content

Basics	2
Colors	2
Fonts.....	2
IRSA Logo	3

Basics

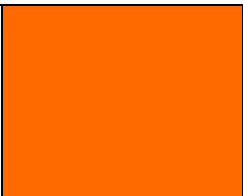

Colors

Overtaken from ISAF we work with one basic color: the ISAF dark blue. This color may not be amended in any way. Only the colors shown may be used.

Example				
Name	Pantone 281C			
CMYK	C100 M85 Y5 K35			
RGB	R0 G38 B100	R51 G81 B131	R102 G125 B162	R182 G205 B242
Web	#002664	#335183	#667DA2	#B6CDF2

Accent Color

In addition we use an accent color. This color should be used for small parts (never fill more than 10% of a page).

Example		
CMYK		
RGB	R255 G106 B0	R255 G210 B179
Web	#FF6A00	#FFD2B3

Fonts

If you are creating a document for IRSA, please use Futura 12pt Black. As Fallback we use Arial 12pt Black. To save paper you can reduce the font size to 11pt or 10pt, but never less. Headings should be in bold and blue.

Futura Light

abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890

Arial Regular

abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890

Futura Bold

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Arial Bold

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

IRSA Logo

The Logo as one part of our corporate identity should transport the following:

- Name (abbreviation) of the organization
- We are sailors
- A slogan in different variations

On a technical view it should be:

- As simple as possible
- Resizable and yet identifiable
- Also work in black and white and invers

The first part of the logo is a small Icon to identify us as sailors. This icon will not only useable for the logo also for small accents on our websites (Headings ...) or elsewhere.



Now in combination with the other elements Name and Slogan:

