IAU

Internationale Armbrustschützen Union

Brand Guidelines

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Contents

Brand
Platform

Mission

The International Crossbow-Shooting Union (IAU) brings people together through the global sport of crossbow target shooting. Its mission is to promote and support the discipline across continents, honoring both its traditional heritage and modern evolution. The IAU oversees World and Continental Championships, ensures fair and consistent rules, and fosters excellence, inclusivity, and mutual respect. Beyond competition, the IAU is about more than sport—it's about building international friendships, developing talent, and uniting people of all backgrounds through shared passion and precision.

Target audience

The IAU engages a global network of national federations, competitive athletes, and emerging talent within both match and field crossbow disciplines. It also appeals to referees, coaches, and organizers who ensure the sport's integrity, as well as enthusiasts and fans drawn to the precision and heritage of crossbow shooting. The audience spans continents and generations, united by a passion for disciplined sport and international connection.

Visual language

The IAU's visual identity is built on clarity, structure, and harmony — mirroring the essence of crossbow shooting. The logo combines distinct shapes representing continents into a unified crossbow form, symbolizing that while we are different, we come together as one, involving every part of the world in global unity.

The color palette features deep blue and soft beige. Blue embodies focus, trust, and discipline, while beige adds warmth and openness. Together, they create a balanced, timeless, and welcoming visual tone.

Altogether, the visual style reflects a sport that is both timeless and evolving.

Tone of Voice

Clear, respectful, and internationally minded. Language is authoritative yet accessible, with a focus on unity, discipline, and aspiration.

The tone avoids excess formality while maintaining professionalism, aiming to inspire, inform, and connect — always reflecting the spirit of the sport.
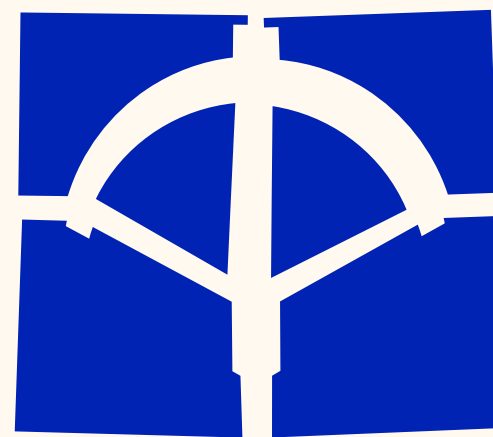
Naming
and Logo

Logo and Naming

The primary logo uses the traditional German name **Internationale Armbrustschützen Union**, reflecting the organization's heritage. Additionally, an English version of the logo is available: **International Crossbow Shooting Union**, to support international communication and broader recognition.
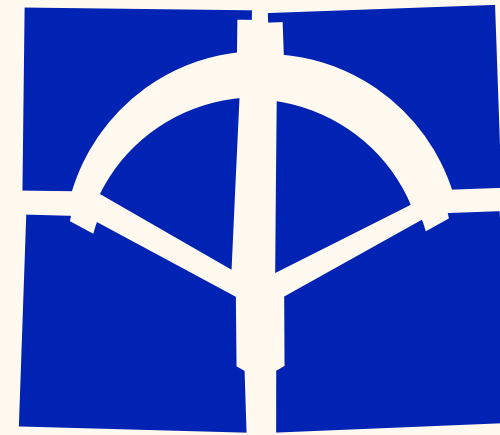
IAU
Internationale Armbrustschützen Union

official naming

ICSU
International Crossbow Shooting Union

alternative naming

Logo Options

Different logo variations are designed for specific purposes. Vertical versions are used for narrow or unconventional formats; simplified versions suit very small scales; and a mark-only logo (without the text) is available for situations where the brand is already recognizable or the signature is unnecessary.

Text Logo

Text Logo

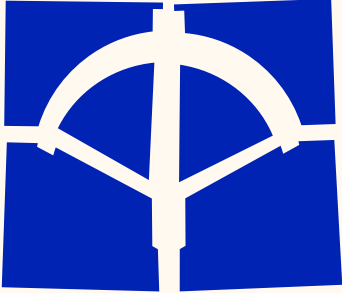

INTERNATIONAL CROSSBOW SHOOTING UNION

Vertical Orented Formats
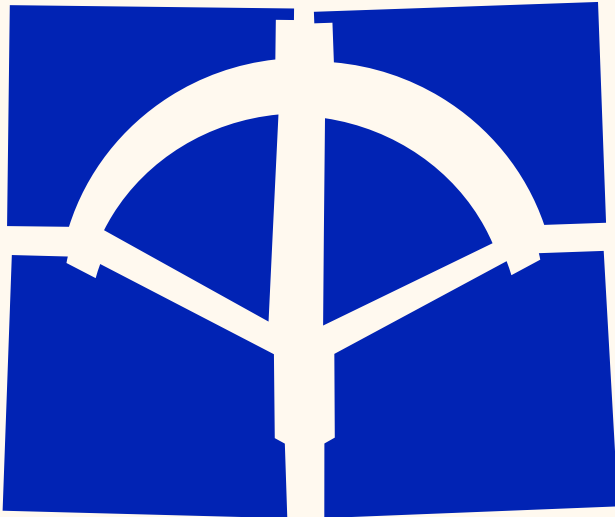
INTERNATIONAL CROSSBOW SHOOTING UNION
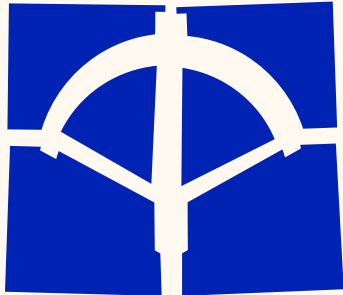
Full German-English Name

INTERNATIONAL CROSSBOW SHOOTING UNION

Internationale Armbrustschützen Union

Text Logo

INTERNATIONAL CROSSBOW SHOOTING UNION

INTERNATIONALE ARMBRUSTSCHÜTZEN UNION

Don'ts

Do not distort or stretch the logo – Always maintain original proportions.

Do not change the logo colors – Only use approved color variations.

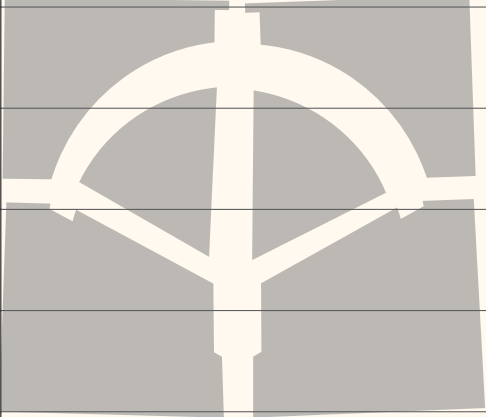Do not place the logo on busy or low-contrast backgrounds – Ensure readability and contrast.

Do not resize elements within the logo – The relationship between symbol and text must stay fixed.

Logo Clear Space

To preserve legibility and visual impact, the logo must be surrounded by a minimum clear space, free of any other elements.

Using the height of "x" is recommended as the base unit for clear space. This distance should be maintained on all sides of the logo to ensure clarity and consistency across applications.

1x		1x		1x
1x		1x		1x
1x		1x		1x
1x		1x		1x
1x		1x		1x
1x		1x		1x

IAU

Internationale Armbrustschützen Union

Brand Colors and Graphics

Brand Colors

The color palette combines deep blue and soft beige to reflect the core values of the IAU and the nature of crossbow shooting.
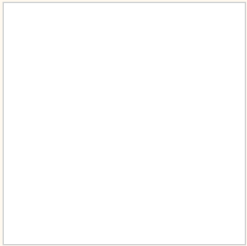
While soft beige is part of the core color palette, white may be used as a substitute in cases where production constraints require a more cost-effective solution. This ensures flexibility without compromising the clarity or integrity of the visual identity.
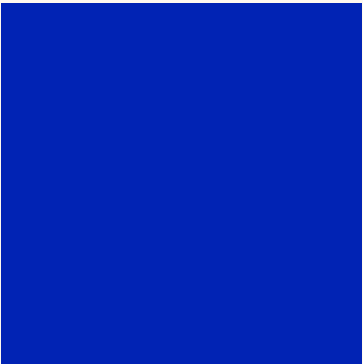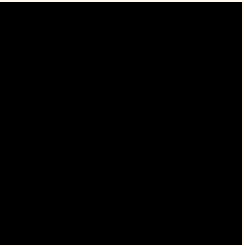
Blue 0123B4
RGB: 1 35 180
CMYK: 97 90 0 0
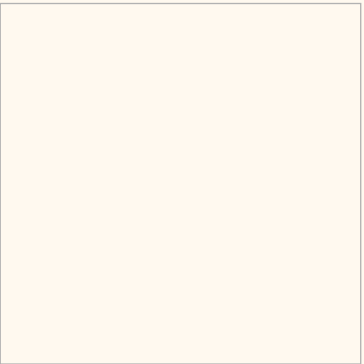
Beidge FFF9EF
RGB: 255 249 239
CMYK: 0 2 5 0

White

Black

Brand Graphics

Abstract shapes are used to support the visual communication of the forum. They serve as one of the key stylistic elements and appear in various forms across all media.

Additionally, silhouette graphics are used when it is important to convey recognizable figures, actions, or emphasize the emotional character of the imagery.

Stylizing Images

Images are stylized by cropping them into abstract shapes or precise silhouettes. They are then colorized using the brand's blue or beige tones, typically with a Color blend mode for consistency and visual harmony.

Images may also be placed directly inside abstract shapes, reinforcing the graphic language of the identity while maintaining a cohesive and modern look.
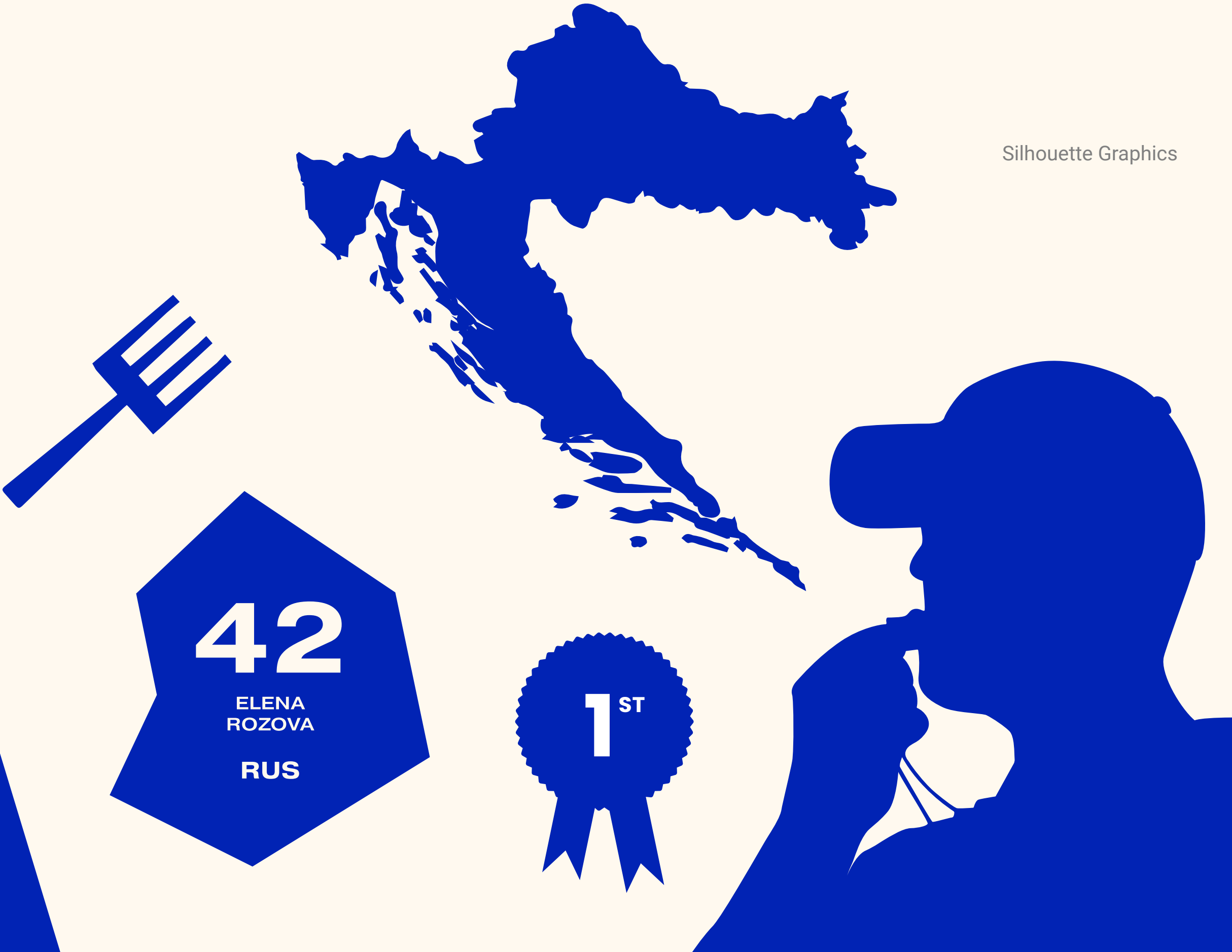
Graphic Examples

Abstract Shapes   Silhouette Graphics

42

ELENA ROZOVA

RUS

1ST
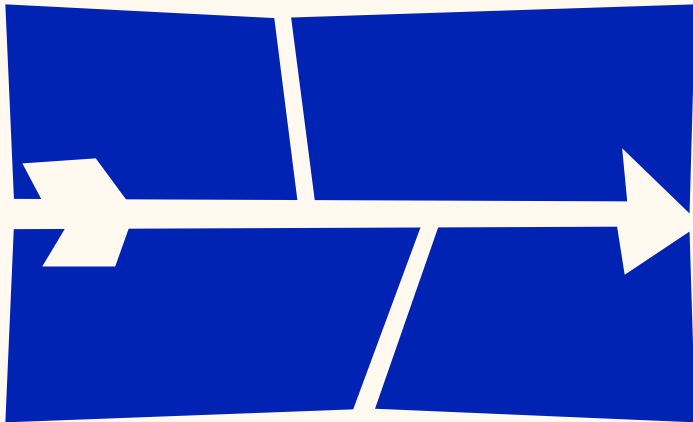
Brand Typeface and Typography

Brand Typeface

Primary typeface – **Pragmatica Extended** is a neo-grotesque sans-serif with wide proportions and clean geometry. Its strong horizontal presence and high legibility make it ideal for both digital and print, reinforcing a modern and disciplined visual tone.

For technical or alternative use, the free font **Poppins** may be used as a substitute.

Pragmatica Extended

light, book, **medium, bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!?@#$%&

Poppins

light, regular, medium, **semibold, bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!?@#$%&

The Use of Brand Typeface

Examples of typeface use in the hierarchy of text blocks (headings, subheadings, body, and secondary text).

For headings uppercase letters are typically used.

Headings

PRAGMATICA EXT BOLD

WELCOME TO CROSSBOW OPEN

Subheadings

Pragmatica Ext Medium

become a spectator

Main Body

Pragmatica Ext Book

Join XXIst World Championship in crossbow shooting

Secondary Text

Pragmatica Ext Light

Check the news on iau-crossbow.org

Placement of text blocks and logo in layouts

The logo is centered within the layout for advertising banners, or a smaller, text-free version of the logo is placed in a corner.

The main text can be either centered or aligned to one side of the layout.

Additional text blocks are positioned at points 1, 2, 3, 4, and 5.

Use of the style in promotional layouts with various content

26–31 august

WELCOME TO CROATIA CROSSBOW OPEN

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet

IAU

different. together. worldwide

iau-crossbow.org

ICSU

International Crossbow Shooting Union

IAU SHOOTER OF THE YEAR

20:00

March, 3rd

award ceremony

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IAU

2025 IAU world cup

MEET MONIKA HURSCHLER

world champion in 30m open class team, 2019

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