



SPORTident

Make the most of your sport!

Corporate design guide

SPORTident copyright notice

SPORTident is a system for time taking and identification of runners in sports.

It is exclusively developed and produced by SPORTident GmbH Arnstadt, Germany. The SPORTident logo is a registered trademark. Unauthorised use and distribution of all system parts are not allowed. All rights are reserved by SPORTident GmbH Arnstadt.

A handwritten signature in black ink that reads 'Siegfried Ritter'.

Dr. Siegfried Ritter
Managing Director

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Logo usage – General rules

- Please keep in mind that the SPORTident logo is a registered trademark.
 - Always maintain aspect ratio for the image.
 - Use an image format that supports 24 bit (RGB) / 32 bit (CMYK) color depth, GIF is not recommended.
 - Use an image format that supports lossless compression, highly compressed JPG is not recommended.
 - When you need to scale an image to the proper size, always down-scale larger images, do not up-scale small images. This will ensure better quality.
 - When you need to scale an image, you should consider using an image editor instead of scaling the image in your word processor.
 - When using a logo on a document, consider proper resolution for printing.
For brochures and high quality prints, you should use 300 dpi for the image.
For default quality prints, you should use 96 or 150 dpi for the image.
 - When using the logo on a website, consider an image format that supports transparency for the image background.
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Corporate design – Colors and Fonts



- Red
RGB (255,0,0)
CMYK (0,100,100,0)



- Grey (50 % Black)
RGB (128,128,128)
CMYK (0,0,0,50)



- White
RGB (255,255,255)
CMYK (0,0,0,0)

- Fonts
for headings and texts:

Officina Sans

- for texts:

Arial

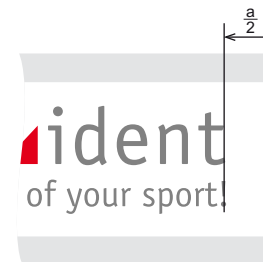
Large banner – Unbound

- The unbound banner can be used anywhere on a website or other digital media.
- Please follow the rules definitions for paper documents, brochures, flyers and so on.
- The aspect ratio of the logo has to be maintained.

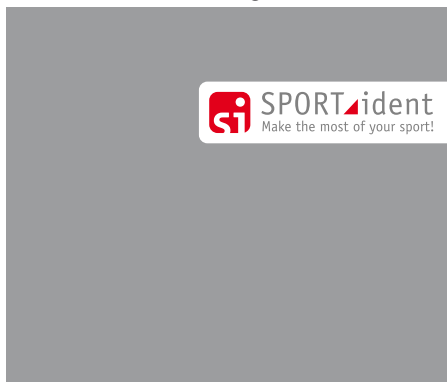


Large banner – Left-bound

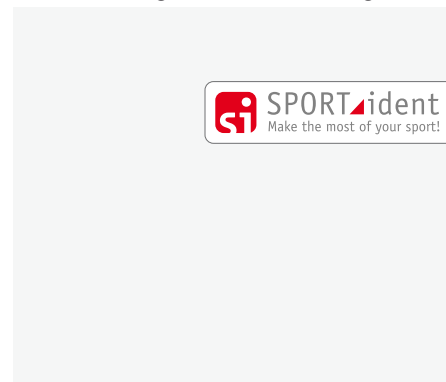
- The left-bound banner is used for title pages of brochures and flyers



Placed on dark backgrounds

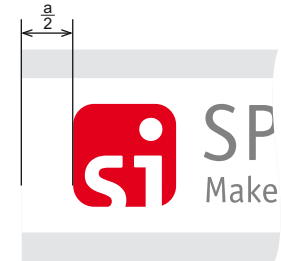


Placed on light or white backgrounds

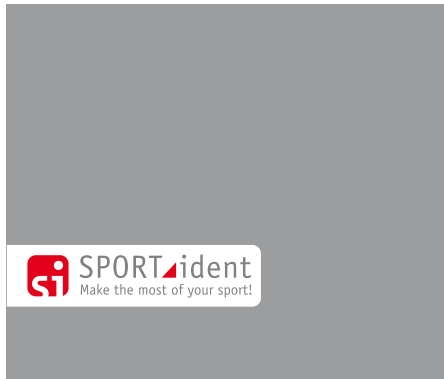


Large banner – Right-bound

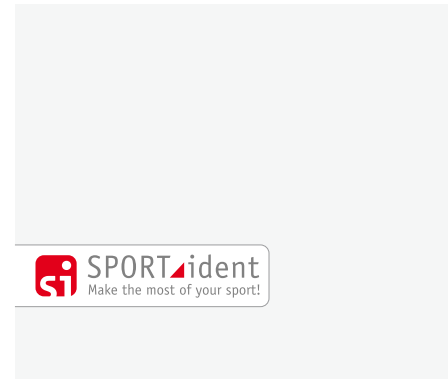
- The right-bound banner is used for title pages of brochures and flyers



Placed on dark backgrounds



Placed on light or white backgrounds



Large banner – Not allowed samples



- Do not change the colors!
- Do not vary or leave the slogan!
- Don't use shadows or other graphic effects!
- Always use a rounded back layer, not a rectangle!
- Always use a white back layer!



Signet

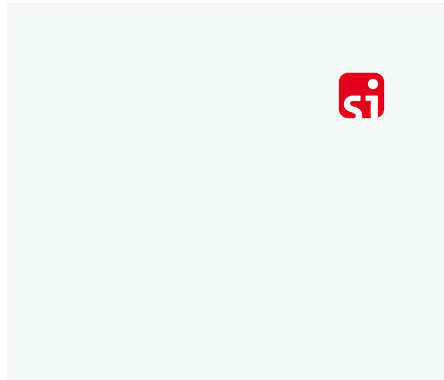
- The signet is used for letter and special pupose. It should not be used on websites!



Placed on dark backgrounds



Placed on light or white backgrounds



Signet – Not allowed samples



- Do not leave out the white back layer or fill it with a different color than white!



- When placing the signet on a contrast background, use a image format that is capable of transparency for the rounded corners!
- Do not use gradients or other kinds of fill types!

No go's for the logo

Variations from all over the world.



Outdoor sports | Orienteering | Tourism



Official Partner | Retailer | Service



Made in Germany – addition to the SI logo

- This add-on logo can be used on documents like product description papers, invoices or order confirmations.
- Be sure that the SPORTident logo is shown on the page.
- A white background is recommended but not required.



AIR+ logo

The AIR+ logo can be used in two different ways:

- If the logo is used without any other SI logo (banner or signet) close to it, the signet should be included into the AIR+ logo.



- If the AIR+ logo is used together with the SI banner or SI signet at the same page, it is not recommended to include the signet into the AIR+ logo.

