

BRAND GUIDELINES

V2- June 2021



Racing | Guiding | Safety | Recreation | Sustainability

INTERNATIONAL RAFTING FEDERATION BRAND GUIDELINES

The term brand as used throughout this document sets out the visual, graphical and personal identity of the International Rafting Federation.

This includes our name, logo and other identification devices such as colour, typeface, format and figurative elements.

These elements serve as powerful visual and verbal cues for our audiences, enabling them to recall who we are, what we do and what we stand for. By consistently applying these elements we can continue to build our brand. When used consistently, these elements collectively form our identity.

The role of these guidelines is to provide our audiences with a consistent way to recognise us.

Whilst every effort has been made to ensure that these details are as comprehensive as possible, there may be times when the standards don't fit. In these circumstances, contact the Media & Marketing team to seek advice.

The International Rafting Federation name and logo should be consistently displayed in accordance with these guidelines wherever possible. Every visual and verbal impression in every medium should be seen as an opportunity to build recognition and recall of the International Rafting Federation brand.

Media & Marketing team:
media@internationalrafting.com





International Rafting Federation name

At all times the organisation name is

International Rafting Federation.

When abbreviated the initials **IRF** must be used - no other abbreviation is acceptable.

International Rafting Federation logo

The IRF logo should be used wherever possible to strongly reinforce the IRF brand. It must always be used in its entirety and not be changed in anyway.

Care must be taken to ensure that the proportions are not distorted by attempting to make the logo smaller or larger. Resizing should only be done by means of the corner 'handles' on the logo.

Positioning

The logo should be located in the top left corner of documents, wherever possible. On posters, design work or social media, it can be located elsewhere - confirm with the IRF Media & Marketing team.

Exclusion zone

The IRF logo works best in its own clear space. To ensure the logo remains prominent, a clear area should be left around it. This is known as the 'exclusion zone'. No other elements should appear within it. As a general rule, 10% of the width/height of the logo should be added to account for the exclusion zone.

Logo amendments

The IRF logo must not be amended in anyway without the prior approval of the IRF Media & Marketing team.

Digital copies of the logo can be obtained from the International Rafting Federation Media & Marketing team: media@internationalrafting.com



INTERNATIONAL RAFTING FEDERATION OBJECTIVES

The IRF, the worldwide governing body for rafting, maintains and promotes the conditions which encourage the practice and development of rafting at all competition, commercial and recreational levels. The IRF aims to facilitate the growing demands of the rafting family through a unified body that deals exclusively with rafting issues and factors which influence the development of rafting.

The objectives of the IRF are to:

- a) facilitate the growing needs and demands of the rafting fraternity through a **unified body** that deals exclusively with rafting issues and factors which influence the development of rafting
- b) **promote rafting** in all the countries of the world and at all levels
- c) encourage the **establishment of national rafting federations** in countries where no such organisation exists
- d) **promote sportsmanship** and fair play as well as to **encourage friendship** between all members of the rafting world
- e) provide an **advisory resource** to appropriate authorities
- f) **represent the activity of rafting** and **defend its interests** before all national and international authorities
- g) work toward rafting becoming an **Olympic Sport**
- h) **organise world rafting championships** of which it is the sole holder and owner
- i) **develop and maintain standards for the sport of rafting** and to safeguard the rafting industry
- j) **encourage the development of recreational rafting** as a contribution to a healthy lifestyle for all ages
- k) take measures to **prevent endangering the health of paddlers and the environment**
- l) **promote conservation of river environs** and lobby for their protection
- m) **promote river environmental awareness** to the general public and river users
promote and encourage exploration of the world's river systems
- n) **foster and promote tourism** through the sport of rafting
- o) **provide guidelines for safe rafting** practices / assist rafting federations to promote rafting as a safe, accessible adventure sport in their countries
- p) **recommend river guide and river rescue services standards and training programs**



INTERNATIONAL RAFTING FEDERATION VALUES



The International Rafting Federation values are always described in the following way:

- We value **safety** above all else
- **Clear and concise communication** is important in everything
- We are **focused on the environment** and minimising human impacts upon it
- We promote **sustainability** in raft racing, guiding, conservation and humanitarian endeavours
- We encourage **camaraderie** across all rafting and paddlesports disciplines
- Our relationships are based on **trust** and **integrity**
- We take **pride** in all we do
- **We are one** family across the rafting fraternity

LOGO



The bold colours and design of International Rafting Federation logo embody the Olympic spirit to which the IRF aspires. The five colours reflect those ideals and the raft team working together embody the teamwork it takes to achieve all goals.

The logo is available in both colour and black and white forms and also in positive and negative. It is essential that the right logo is used with the right background. For guidance on the correct usage contact the Media & Marketing team.



TYPEFACE



Using the same typeface for all internal and external documents is vital to maintaining a consistent and unique brand. It carries our identity and cohesion as an organisation. Alternative fonts may be used for promotional purposes only but only with prior approval from the Media & Marketing team.

Body text:

The standard font is Calibri 11pt

Headings/sub headings:

The standard font for all headings and sub headings in letters or formal documents is Calibri Bold 11pt

Alignment:

All text in letters or formal documents should be left aligned.

Do not justify text

Line spacing:

Paragraphs should be spaced at single spacing. An additional return should be added between paragraphs to achieve clear separation

Capitals:

Text should not be in CAPITALS unless used for promotional purposes only - and only the Bebas Neue font should be used

Bold and italic:

Bold or italic text should only be used to emphasise individual words or short phrases. Neither should be used for entire paragraphs

Underlining:

Underlining should only be used on hyperlinks in letters or formal documents

Calibri 11pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Calibri 11pt italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Calibri 11pt bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Bebas Neue 12pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ

VOICE & OUR LANGUAGE



The International Rafting Federation has a reach broader than geography, politics, and socio economics. It should therefore reflect who we are, what we can achieve and how we can achieve it together. The IRF has three voices or tones:

Formal:

Used for official correspondence, presentations and duties carried out under the IRF Bylaws. This tone reflects the officious nature of the engagement.

No slang or colloquialisms may be used unless to highlight a specific attribute or point.

Abbreviations may be used once the term has been specified in full e.g. International Rafting Federation (IRF)

Colloquial:

Used to engage with individuals. Most commonly used across social media and some email or website communications.

Where possible, can include local language/dialect inflections.

Must never include derogatory or discriminative terms or insinuations.

Non verbal:

The actions and behaviours of our staff, elected representatives, race and GTE officials are on display whenever anyone recognises the IRF brand.

IRF Bylaws, Race Rules, Guide Training & Education scheme have guidelines for acceptable behaviours and must be followed at all times.

IRF representatives must display honest, open, and non-discriminatory behaviours at all times.

Language:

English is the official language of the IRF. UK English shall be used for formal documentation but regional variations are acceptable for all other publications.

Where possible, translations to local languages / dialects will be made especially at events or training courses.



Photography & Videography

These two elements are crucial to our communications and ultimately to our brand. Presenting clear and positive messages is crucial to the success of communications.

Our images and video provide the opportunity to engage quickly with our audience and to sell the uniqueness and identity of the IRF.

In addition to creating a consistent style in our media, it is also important that they capture our identity. Where possible, media should capture or present our logo in addition to the content.

Colour, framing and composition are the keys to any successful image or video. We aim for imagery that captures the hearts and souls of our audience - they need to feel that they are there.

For examples of IRF photography, refer to our social media presence. We welcome working with new creatives but need to ensure we capture the action, intensity, fun and spirit of the activities being portrayed.



Templates:

Templates are available for the following:

- Letters / correspondence
- Email signatures
- Emails (subscriber alerts / newsletters)
- Social media posts
- PowerPoint presentations
- IRF logo introduction sequences (video)

Naming convention:

All files shall include the following elements in their name:

- title
- description
- version
- date

e.g. IRF BOD Minutes v1-4 20180223

e.g. IRF social medial post 20180403

Variations to templates, naming convention or file formats:

Seek assistance from the Media & Marketing team in the first instance

Standard file formats:

To ensure consistency and useability across the IRF, we have adopted the use of the following file formats:

.jpeg	for sharing photographs and social media imagery
.png	for sharing logos or other scalable images
.pdf	for sharing formal documentation; final versions
.doc(x)	for word processor documents
.xls(x)	for spreadsheet documents
.ppt(x)	for presentation documents
.psd	for creating artwork / compiling imagery
.eps & .ai	for sharing hi-resolution large scale imagery
.mov & .mpg	for sharing movies or video content

Use of our logo and brand:

As an international body, we have representatives across the globe who maintain and promote the IRF brand. As such, we encourage the use of our branding whenever an IRF activity is undertaken

Guide Training & Education (GTE):

Certified IRF GTE guides, instructors and assessors are encouraged to use our name and logo when promoting their services / activities

European and World Cups & Championships:

IRF approved European and World Cup and/or Championship event organisers must use our name and logo when developing the events and throughout the competitions

Sponsors:

Through prior agreement, we permit sponsors of the IRF and our activities and events to utilise our brand to further widen both their and our audience reach

Affiliates:

National Rafting Federations and their organisations through whom we have partnered may use our logo in accordance with these brand guidelines

We will not permit our name, logo or brand to be used:

- in unsolicited advertising
- in governmental politics
- in or by any discriminatory behaviours, actions or bodies

#ThisIsRafting #AreYouReady #RaftersAreAwesome





GET IN TOUCH

International Rafting Federation

media@internationalrafting.com

www.internationalrafting.com

www.facebook.com/internationalrafting

www.instagram.com/internationalrafting

www.youtube.com/c/internationalraftingfederation

www.twitter.com/intraftfed