

Brand Book



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The emblem (logo)



Meaning

The emblem (logo) is an abbreviation and expansion of the International Practical Shooting Confederation (IPSC) – a nonprofit recognized international sports organization and the worldwide governing body for the sport of practical shooting since 1976, which unites over 250 000 athletes from more than 100 countries (see website <https://ipsc.org>).

IPSC Motto

The Latin words Diligentia, Vis, Celeritas (DVC) meaning accuracy, power, and speed are IPSC's motto and

I – International
P – Practical
S – Shooting
C – Confederation
D – Diligentia
V – Vis
C – Celeritas

form the foundation for competition. IPSC also emphasizes procedures for safe gun handling and strict adherence to the rules governing the sport.

Colors

Black, blue and gold (yellow).

Description

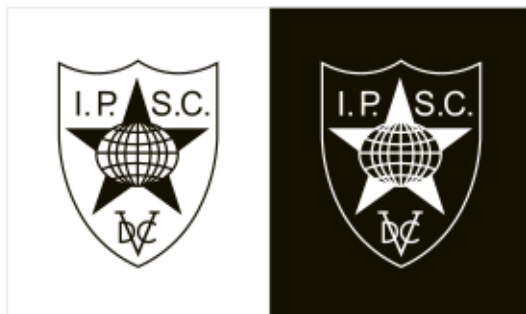
Black shield with a gold border, which depicts a gold star and a blue globe, and letters I.P.S.C. DVC in gold color.

The emblem (logo) consists of the ord designation "I. P. S. C. DVC" made in capital Latin letters and of the image of black shield with a gold border, which depicts a gold star and a globe.

Main
color version
of the logo



Additional
monochrome
versions of the logo



Additional
miniature versions of the logo

color



monochrome



Disclaimer

The IPSC official emblem (logo) is a creative product the International Practical Shooting Confederation (IPSC) and the IPSC has exclusive rights on it.

Therefore, the International Practical Shooting Confederation (IPSC) prohibits to any person and legal entity in the world to register and misuse its official well-known public emblem without Official permission granted by the IPSC headquarters as a trademark for commercial usage.

The emblem (logo)

Security fields



Brand Colors

Main brand colors - Black, blue and gold.

CMYK: 65,70,70,80
RGB: #31261d
Pantone: Black 4 C

CMYK: 65,70,70,80
RGB: #006ba6
Pantone: 307 C

CMYK: 65,70,70,80
RGB: #a28d5b
Pantone: 8383 C

Additional brand color

CMYK: 100,60,0,70
RGB: #00263a
Pantone: 539 C

Main font

Roboto Condensed

Roboto Condensed Regular **Roboto Condensed Bold**

Roboto Condensed Italic

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz

Additional font
for documents

Arial

Arial Regular **Arial Bold**

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Additional font

TRAJAN PRO 3

TRAJAN PRO 3 REGULAR **TRAJAN PRO 3 BOLD**

AA BB CC DD EE FF GG HH II JJ KK LL MM
NN OO PP QQ RR SS TT UU VV WW XX YY ZZ

Official documentation

Business card



Letter



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Official IPSC Patron

Folder for Papers



at the
slot in the
Main
ever, at the
slot in the Main
hotel
matches
ange
omy
entation Dinner
edge, card and wallet
IPSC Patron Program

These are two
One guarantee
This is one VIP slot in the Pre-Match of
Guaranteed priority reservations at the office
Access to the VIP Parking Area at the Opening Ceremony
Two seats at a VIP table in the Awards Ceremonies
A unique, numbered IPSC Patron identity badge, card and wallet
An IPSC Patron pin and certificate
Special invitations to the IPSC solemn dinners of the IPSC Directors
VIP manager for assistance on Level IV and V IPSC matches
Friendly Practical shooting Master Class with Mr. Vitaliy Kryuchin, IPSC
President, European Champion, Doctor of Pedagogical Sciences
IPSC Patron Program

ENTRY FEE:
USD 15 000
ANNUAL FEE:
USD 1 000

Presentation



PATRON PROGRAM
INTERNATIONAL PRACTICAL SHOOTING CONFEDERATION
IPSC



2019 IPSC

The card features the IPSC logo on the left, which consists of a shield with a globe and the letters 'I.P.S.C.' and 'IPSC' on it. The main text is in a bold, sans-serif font. At the bottom left, it says '2019 IPSC'.



WELCOME TO IPSC

A dark blue card with the text 'WELCOME TO IPSC' in white, bold, sans-serif font at the top. Below the text is a white rectangular area.





A white card featuring the IPSC logo at the bottom center.



VISION

OUR VISION IPSC Practical Shooting is the best recreational, challenging, high level shooting sport.

OUR MISSION To bring the unique benefits of Practical Shooting to the world.

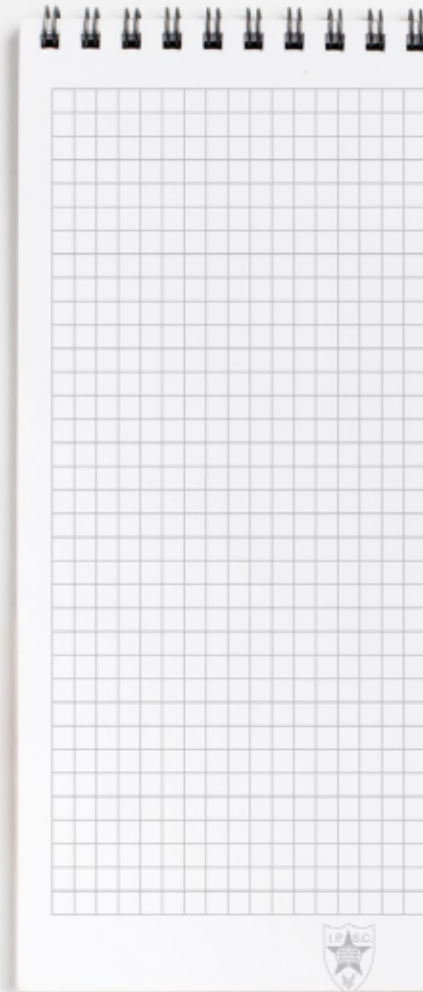
The card has a white background with the IPSC logo at the top left. The text is in a sans-serif font.

Stamp



Souvenirs

notebook



Bags



Keyring



Stickers



Pen

