



IJRU Logo
Branding
Guidelines

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Disclaimer Notification for the IJRU Logo

IJRU, IJRU.sport, and all logos into which and adjacent to which these marks are placed, are the trademarks and service marks (the “IJRU Marks”) of the International Jump Rope Union. The IJRU Marks may not be copied, imitated, or used in connection with any product or service that is not provided by IJRU, without the prior written permission of IJRU.

Permitted Use of IJRU Trademarks

IJRU trademarks identify IJRU products and services, and let the public know the source of those products and services. You may make comparative or other nominal fair use of our trademarks in promotional materials and in referring to our products and services (for example, in a magazine article) without our permission, provided you follow standard trademark usage practices and provide proper attribution to IJRU. Other uses require written permission from IJRU, and absent such express permission, you agree not to use or display the IJRU trademarks in any manner. Please make such requests by e-mail to info@ijru.sport. IJRU will evaluate your request as soon as administratively possible.

Procedure for Use of the IJRU Logo



Those wishing to use the IJRU logo will need to complete and submit the “IJRU Logo Use Agreement” hereafter referred to as the Agreement, to IJRU. The Agreement will be reviewed, and a response returned to the person making the request. Users are expected to follow all guidelines and terms of the Agreement.

Step One

Become familiar with and adhere to the “Guidelines for the use of the IJRU Logo” and the “IJRU Logo Use Agreement”.

Step Two

Email completed “IJRU Logo Use Agreement” and any pngs, jpgs, pdfs, vector files, or photos in which the IJRU Logo will appear to info@ijru.sport.

Step Three

You will receive a response to your “IJRU Logo Use Agreement” submission request within two to three weeks after your email is received. This response most likely will be a preliminary response with additional information requested.

Step Four

Once you have completed step three, be prepared to return a picture, copy, document or other rendering of how the IJRU Logo, in its finished form, will look. If needed, this will be requested in the response from Step Three.

Step Five

You may receive a request for additional information or a final decision following the information received in Step Four.

Guidelines for Use of the IJRU Logo



- The IJRU Logo and other symbols, flags and icons are for use by the International Jump Rope Union and those with granted permission from IJRU.
- Those wishing to use the IJRU logo must complete and submit the “IJRU Logo Use Agreement”. The Agreement will be reviewed, and a response returned. Users are expected to follow all guidelines and terms of the Agreement.
- The Logo may not be used by non-members, including former members whose membership has lapsed due to non-payment of dues. To check whether your NGB is in good status, email info@ijru.sport
- The Logo is not to be used in any way that implies that IJRU endorses any company or website unless specific permission is given.
- The Logo must be used in its entirety and may not be altered in any way, including; proportion, color, element, type, orientation, etc. except by expressed permission from IJRU. You may not animate, morph, superimpose or in any way distort the appearance of the Logo.
- The Logo can be printed in black ink, white ink, or in its original colors. Altering the color scheme of the Logo is not permitted.
- The Logo will be used only on a white or black background unless specific permission is granted.

- Color Pantone for IJRU logo is:

	RED: C:5 M:86 Y:83 K:0	R:222 G: 64 B:49	#de4031
	BLUE: C:75 M:43 Y:0 K:0	R:67 G:130 B:191	#4382bf
	YELLOW: C:1 M:12 Y:90 K:0	R:255 G:218 B:18	#ffd412
	GREEN: C:70 M:4 Y:67 K:0	R:81 G:172 B:113	#51ac71
	BLACK: C:0 M:0 Y:0 K:100	R:26 G:23 B:27	#1a171b
	WHITE: C:0 M:0 Y:0 K:0	R:255 G:255 B:255	ffffff

- The Logo may not be used on official documents such as sales contracts, or official disclosure documents provided to potential or actual clients or purchasers of a member company’s services or products.
- The Logo may not be used in connection with any disparaging statements about IJRU or its products, or statements that otherwise reflect poorly on IJRU.
- IJRU reserves the right to disallow any use of the Logo, or to end any usage agreement.
- Any unauthorized use of the Logo may result in member sanctioning or in legal action.

The Logo



Simple

Full



The Logo Color Variations



Space Border - Clear Space Around the Logo



If using the logo with other graphics or texts, the below images demonstrate the amount of clear space that should be left around the logo placement. The proportional "I" of IJRU logo is used as the measurement.

Simple



Full



The IJRU logo "I" is used as the distance of space to leave around the logo.

Special Permission Logo Usage



These logos are for explicit use by IJRU member countries who are current members and have been granted permission to use one of the three member categories: Member, Provisional, and Observer. Rules for usage of these logos are found in the IJRU Branding Guidelines. Country members in good standing, who have completed the IJRU Logo Use Agreement and have been granted written permission may use the appropriate MEMBER identifying logo.





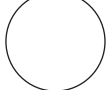


The IJRU logo "I" is used as the distance of space to leave around the full logo.



Logo Colors



	COLOR	CMYK	RGB	Web Color
	RED	C:5 M:86 Y:83 K:0	R:222 G: 64 B:49	#de4031
	BLUE	C:75 M:43 Y:0 K:0	R:67 G:130 B:191	#4382bf
	YELLOW	C:1 M:12 Y:90 K:0	R:255 G:218 B:18	#ffdal12
	GREEN	C:70 M:4 Y:67 K:0	R:81 G:172 B:113	#51ac71
	BLACK	C:0 M:0 Y:0 K:100	R:26 G:23 B:27	#1a171b
	WHITE	C:0 M:0 Y:0 K:0	R:255 G:255 B:255	#ffffff

Examples of Incorrect Logo Presentations



Dark Logo Working on a Dark Background



Words or Logos too Close



Too Small to Understand Wording



Distortion



Examples of Incorrect Logo Usage



Try to avoid backgrounds that would detract from the purpose of using the logo.









Instead of using the darker logo on a background with predominantly dark shadows, use the lighter logo to stand out and be legible.



Correct Example of IJRU Logo Use Agreement Visual



	PRE-PRODUCTION SCHEDULE		CLIENT	SKIPPING AUSTRALIA																																																
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			CODE	ACC2011																																																
GARMENT ARTWORK																																																				
																																																				
FRONT		REAR																																																		
OTG LOGO/S	CLIENT LOGO/S		SIZES																																																	
 WHITE POSITION W: 25MM H: 25MM	 2019 Australian Rope Skipping Championships		 INTERNATIONAL JUMP ROPE UNION																																																	
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ONTHEGO HQ Unit 4B 69-71 Darling St, Mitchell 2601 Australia GPO Box 693, Mitchell ACT 2911 Australia P +61 2 6251 3090 E info@onthegosports.com.au ONTHEGOSPORTS.COM.AU																																																				

IJRU Logo Use Agreement



Who will be using the IJRU Logo?

How will the logo be used? Provide a graphic showing how the logo will be used.

Describe where the logo will be used.

Start date of Logo Usage (DD/MM/YYYY)

Stop date of Logo Usage (DD/MM/YYYY)

Upon the completion and signing of this Agreement, I agree that I am responsible for assuring that all guidelines and instructions regarding IJRU logo usage will be carried out.

Print Name _____

Signature _____

Email Address _____

Name of IJRU Affiliated Members _____

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This area is for IJRU's response only:
Date Agreement received by IJRU:
Additional guideline: