



ANYTIME **ARCHERY**

BRAND GUIDELINES

THE BRAND



Our Philosophy

At Anytime Archery, our mission is to foster a vibrant community of archery enthusiasts, providing a welcoming and inclusive environment that celebrates the spirit of freedom and the joy of archery.

We are dedicated to offering a unique experience through our state-of-the-art indoor range, quality outdoor gear, and engaging events.

Our goal is to nurture the passion for archery across all skill levels, from beginners to seasoned archers, while honoring our patriotic values. As a family-founded business, we are committed to building a legacy that uplifts, educates, and inspires, creating lasting memories for families and archers alike.

We strive to be more than just a store – we aim to be a cornerstone in the archery community, where every visit is an adventure and every shooter feels at home.

THE RULES





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MASTER LOGO





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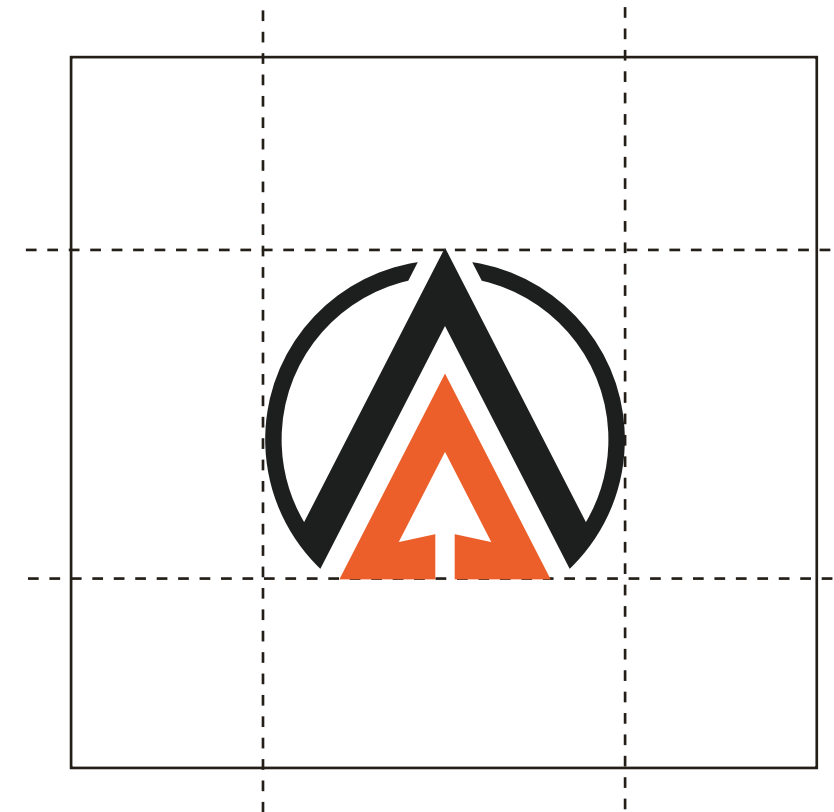
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LOGO VARIATIONS





Logos need generous space around them, to increase their visibility. The outer box defines the minimum free space around the logo.

The protection area can only be ignored when the logo is used in a specific illustration.

LOGO USAGE





HEX EC5F2A
R236 G95 B42
C2 M78 Y95 K0

These are ANYTIME ARCHERY main colors.
Please note that these colors may vary,
depending on the type of material.
It should be tested before, according
to the supplier.



HEX 1D1F1E
R29 G31 B30
C73 M65 Y66 K75



HEX005F99 R0 G95 B153 C95 M65 Y15 K2



HEX454B1B R69 G75 B27 C64 M49 Y100 K46



HEX9C4B28 R156 G75 B40 C27 M77 Y95 K21

COLOR VARIATIONS



AMERICAN CAPTAIN

PARAGRAPH FONT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@#\$%^&*()_+="':?><

BOLD

SEMIOTICS AESTHETIC FREEGAN POUR-OVER JIANBING. ARTISAN BLOG RETRO
NEUTRA.

TYPOGRAPHY





ANYTIME
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BACKGROUND APPLICATION





ANYTIME
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BACKGROUND APPLICATION





BRAND APPLICATION





BRAND APPLICATION





BRAND APPLICATION





BRAND APPLICATION



RGB

(Red, Green, Blue) color mode is for anything that is computer-based design. This includes websites, apps, banner ad and any other design created for electronic use.

Raster

Raster images are made up of a set grid of dots called pixels, where each pixel is assigned a color value. Unlike a vector image, raster images are resolution dependent. When you change the size of a raster image, you shrink or stretch the pixels themselves, which can result in a significant loss of clarity and produce very blurry images.

CMYK

(Cyan, Magenta, Yellow, Black) color mode is used for print design. This includes logos, business cards, stationary, illustration, packaging and any other designs used for print.

Lossless

Lossless image formats capture all of the data of your original file. Nothing from the original file, photo, or piece of art is lost—hence the term “lossless.” The file may still be compressed, but all lossless formats will be able to reconstruct your image to its original state.

Vector

Vector images are made up of points, lines, and curves that can be infinitely scaled without any loss in image quality.

Lossy

Lossy image formats approximate what your original image looks like. For example, a lossy image might reduce the amount of colors in your image or analyze the image for any unnecessary data. These clever technical tricks will typically reduce the file size, though they may reduce the quality of your image.



JPEG/JPG

JPEG is a lossy raster format that stands for Joint Photographic Experts Group, the technical team that developed it. This is one of the most widely used formats online, typically for photos, email graphics and large web images like banner ads. JPEG images have a sliding scale of compression that decreases file size tremendously, but increases artifacts or pixelation the more the image is compressed.

AI

AI is a proprietary vector image format that stands for Adobe Illustrator. The format is based on both the EPS and PDF standards developed by Adobe. Like those formats, AI files are primarily a vector-based format, though they can also include embedded or linked raster images. AI files can be exported to both PDF and EPS files (for easy reviewing and printing), and also JPEG, PNG, GIF, TIFF and PSD (for web use and further editing).

EPS

EPS is an image format that stands for Encapsulated PostScript. Although it is used primarily as a vector format, an EPS file can include both vector and raster image data. Typically, an EPS file includes a single design element that can be used in a larger design.

PDF

PDF stands for Portable Document Format and is an image format used to display documents and graphics correctly, no matter the device, application, operating system or web browser. At its core, PDF files have a powerful vector graphics foundation, but can also display everything from raster graphics to form fields to spreadsheets. Because it is a near universal standard, PDF files are often the file format requested by printers to send a final design into production. Both Adobe Photoshop and Illustrator can export straight to PDF, making it easy to start your design and get it ready for printing.

PNG

PNG is a lossless raster format that stands for Portable Network Graphics. Think of PNGs as the next-generation GIF. This format has built-in transparency, but can also display higher color depths, which translates into millions of colors. PNGs are a web standard and are quickly becoming one of the most common image formats used online.

Lossy

TIFF is a lossless raster format that stands for Tagged Image File Format. Because of its extremely high quality, the format is primarily used in photography and desktop publishing. You'll likely encounter TIFF files when you scan a document or take a photo with a professional digital camera. Do note that TIFF files can also be used as a "container" for JPEG images. These files will be much smaller than traditional TIFF files, which are typically very large.





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