



**EASTON**

**FOUNDATIONS**

**ARCHERY CENTERS**

**Archery Center  
Interior Branding Design  
Recommendations**

## Archery Center Branding

---

To further strengthen the new Easton Foundations Archery Centers brand we have assembled suggested guidelines that allow each Center to present the Easton Foundations brand, as well as the excitement of the sport of archery.

The following pages show examples of how to apply the brand to the design of the Center. Each Center has different architectural details. These guidelines give a better idea how to utilize those elements to envision the brand. These concepts should apply to all Easton Archery Centers.

## Exterior Signage

---

It is very important that drivers can easily identify the Center as they drive by. Addresses should be clearly displayed and exterior signage should be used whenever possible to make sure visitors have no problem finding a Center.



← Make sure the Archery Center is listed in all standard building signage.



Driveways, gates and fences should have banners or signs to clearly identify the Center.

## Exterior Signage

Depending on the budget, and the exterior design of the building, different kinds of signs may be used.



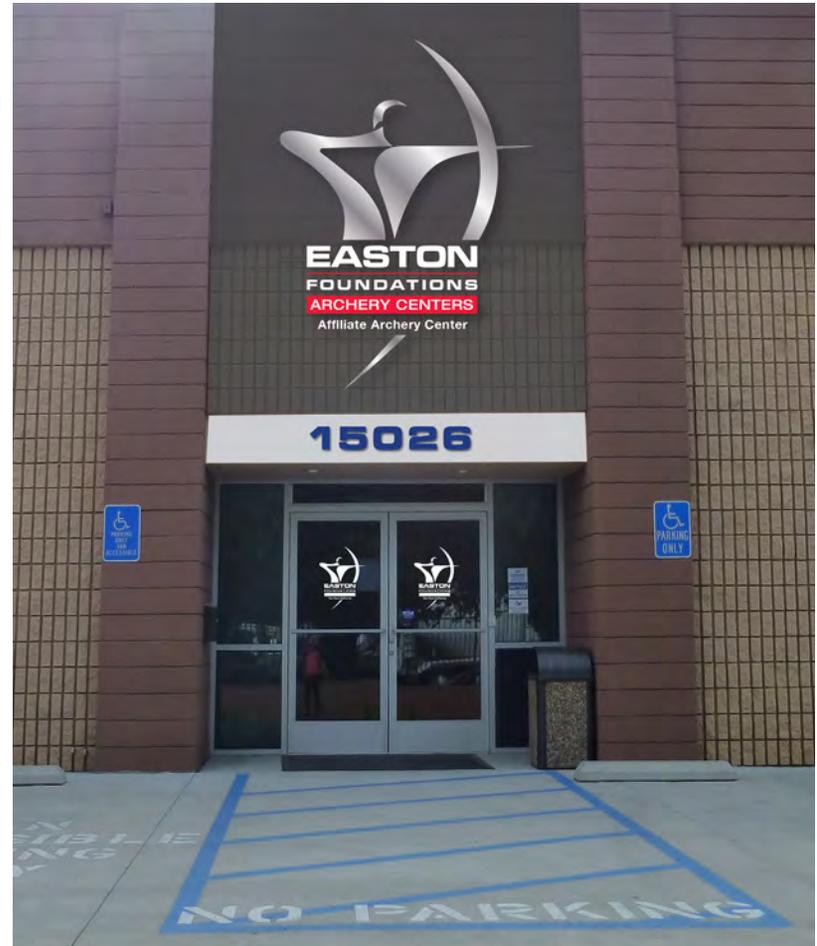
The blue background of this sign easily contrasts with the tan bricks. This can be manufactured out of an exterior, fade- and weather-resistant material. Doors should also have vinyl signage.



Instead of one flat piece, this sign has the logo and letters raised off the blue background to add dimension.



The background area for this sign was painted white so that a raised, dimensional logo sign can stand out from the facade.



In this more deluxe sign sections of the logo are presented in brushed aluminum with the typography as raised three-dimensional letters.

## Interior Design

---

Entry halls and walls should take advantage of the branding colors by using paint to further the brand. Branding paint colors are specified in the back of this guide.



The main focal wall was painted in Easton blue with a white matte vinyl logo applied to the surface. Large graphic archery photo prints have been mounted to the walls. Prints should always be of high quality and represent the energy and excellence of the sport.

## Interior Design

---

All public spaces should use branding colors as accent walls. Other walls can be painted in shades of cool gray tones to set off the accent wall.



Large graphic archery imagery can be mounted directly on to walls or large photo prints can be mounted and hung on walls. This will energize the space while keeping a clean and professional look.

## Interior Design

---

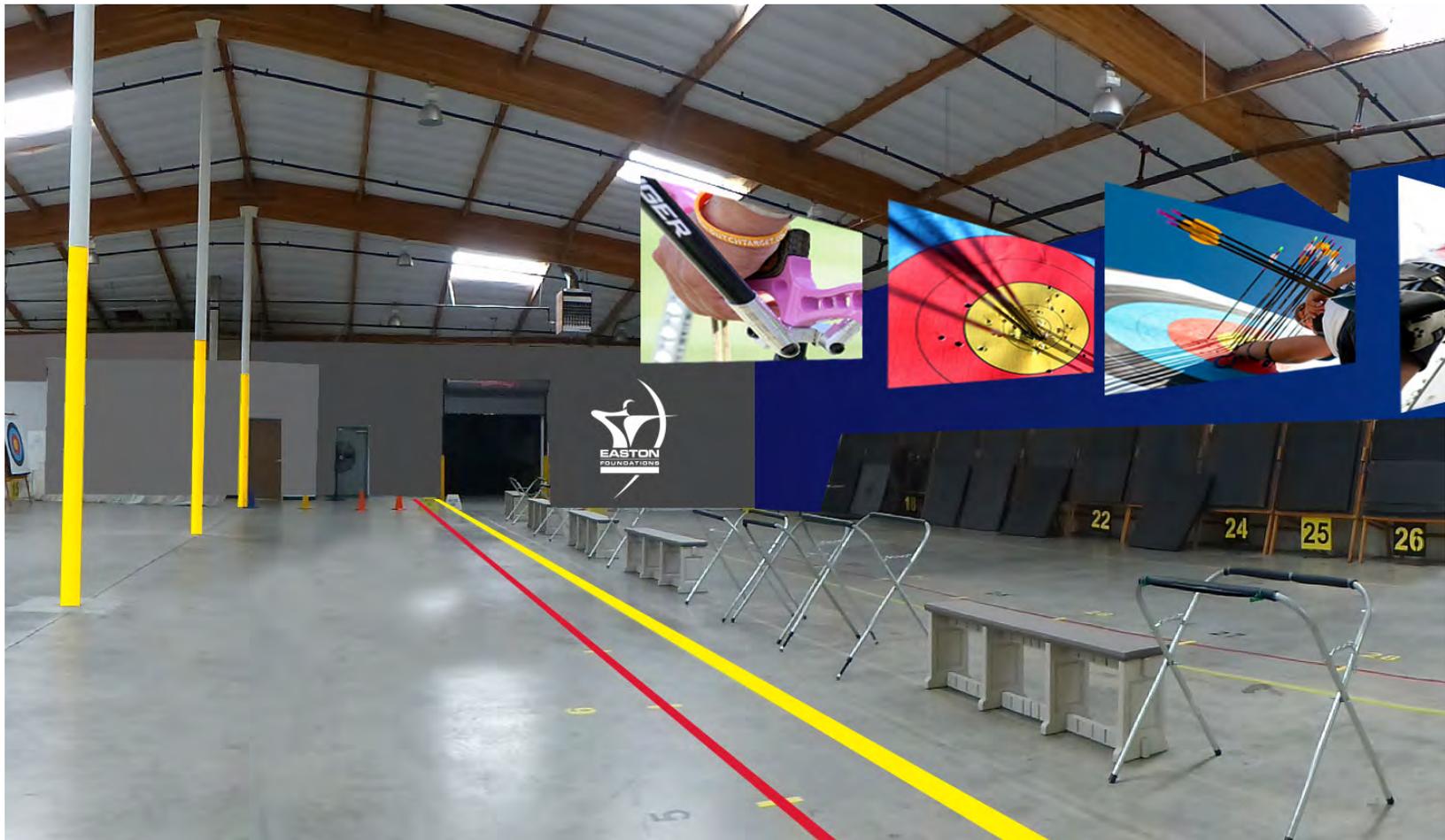
Hallways can be decorated with more archery posters or framed prints. Colors should be Easton blue or shades of gray.



## Interior Design

---

Large open archery practice spaces can utilize the branding colors on accent walls and use Easton Foundations Archery Center banners as signage. Large hanging prints can make the whole space feel more like a sporting facility.



Graphic banners can be hung from ceilings and beams. Walls should be painted with Easton blue or shades of gray. Archery Center logos can be applied to walls using matte vinyl.

## Interior Design

---

Large banners or signs can be used on long walls, above the field of vision, so they are not distracting to the eye.



## Interior Design

---



## Paint Colors

---

Paint colors specified below are Benjamin Moore colors selected to match the Easton Archery Center branding colors. Equivalent colors can usually be matched by other paint manufacturers. Please make sure all shades of gray are on the cool side (more blueish). Please do not use warm grays that look more brown, yellow or green.



Blue: 2066-10  
P-300 4B



Neon Red: 2087-10  
P-604 4B



Yellow: 2022-10  
P-700 4B



Feather Gray: 2127-60  
1B



Pike's Peak Gray:  
2127-50 1B



Wolf Gray: 2127-40  
2B

## Important Color Ordering Information

---

Colors can shift in appearance depending on how they are output and the material they are printed on. The Easton blue in particular can shift towards a more purple tone based on how your vendor converts the color to print. It is important to let your vendors know that they are to match **Pantone 287 Coated**, as close as possible when printing signage or banners. **The approved process color translation of Pantone 287 is: 100% cyan, 90% magenta, 17% yellow, 6% black.** Please ask your vendors to provide a sample for you to approve the color before they output the final product for any signage and graphics. If the blue looks too purple then the percentage of magenta should be reduced to 80%. Good communication between you and your vendor will help to avoid a final product that does not coordinate with the Easton brand.

## For Further Information

---

Please contact Kathy White for clarification, or to obtain high resolution archery images to be used in your Center. If you have specific questions about a space please send a photo of the space in question and suggestions on how to apply the brand can be supplied for you.

**For further information regarding logo usage or to obtain files for your Center please contact:**

**Kathy White**

Marketing and PR Manager  
Easton Foundations  
15026 Oxnard Street  
Van Nuys, CA 91411  
818.909.2207 x 102  
fax: 818.786.8260  
kwhite@esdf.org

