



IRON BOXING

BRAND ASSET GUIDE

MOOSE JAW, SASKATCHEWAN

Recovered and rebuilt from supplied GPT chat image exports

Version 1.2 | August 20, 2026

IRON SHARPENS IRON

PRIMARY BADGE



PRIMARY FULL-COLOR MARK

Use the primary badge when space allows and the full Iron Boxing identity should be unmistakable. The recovered master is a transparent 1156 x 1360 pixel PNG. It is production-ready for digital use and moderate-size print, but it is not native vector artwork.

SOURCE OF TRUTH

Use

IB_Primary_FullColor_Transparent_Master_1156x1360.png.

The 2048 px file is a convenience upscale and does not contain additional source detail.

LOGO LOCKUPS



IRON

BOXING

MOOSE JAW, SASKATCHEWAN

HORIZONTAL



IRON

BOXING

MOOSE JAW, SASKATCHEWAN

STACKED

IRON

BOXING

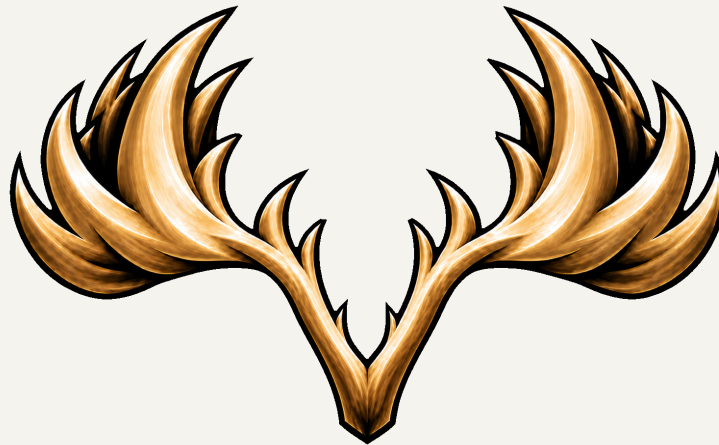
MOOSE JAW, SASKATCHEWAN

WORDMARK

SECONDARY AND SUPPORT MARKS



MOOSE HEAD - SECONDARY



ANTLERS - TERTIARY



IB SHIELD



MAPLE LEAF

Use the moose head for social avatars, apparel placements, and spaces where the full badge is too detailed. Use the antlers, shield, and maple leaf as accents - never as a replacement for the primary identity in first-contact applications.

COLOR SYSTEM

IRON GOLD

#C8A96A

DARK GOLD

#866A3C

BONE WHITE

#E8E6DC

IRON BLACK

#111111

BOXING RED

#C21E1E

DARK RED

#680F0F

TYPE DIRECTION

Primary display: collegiate or industrial slab serif. Secondary display: condensed extra-bold sans.
Supporting text: DIN Condensed or Avenir Next Condensed. The rebuild uses local system equivalents;
licensed production fonts should be selected and standardized before a future native-vector redraw.

CLEAR SPACE AND MINIMUM SIZE



CLEAR SPACE: AT LEAST 10% OF BADGE WIDTH

MINIMUM SIZE

Full badge: 25 mm / 1 in wide in print, or 96 px wide on screen. Below that, switch to the moose head or IB shield. Fine landscape and small location lettering will not reproduce reliably at tiny sizes.

DO NOT

Stretch or compress the artwork. Re-type text inside the badge. Change individual full-color elements. Add unapproved shadows, glows, outlines, or gradients. Place the full-color mark on busy imagery without a solid holding field.

FILE SELECTION

DIGITAL / WEB

PNG or lossless WebP

Use transparent master or the requested pixel size.

SOCIAL

Prepared PNG templates

Use avatar, 1200 x 630 preview, 1920 x 1080 header, post, or story.

OFFICE / EMAIL

PNG on white or black

Avoid SVG wrappers when the receiving app is unreliable.

PRINT - MODERATE SIZE

300 ppi TIFF or PDF

The recovered primary is raster; keep near source resolution.

ONE-COLOR / LARGE SCALE

True-vector SVG or EPS

Potrace silhouettes are scalable but intentionally one-color.

FULL-COLOR / LARGE FORMAT

Commission native redraw

Required for vehicle wraps, large signage, and embroidery digitizing.

COMPLETE INDIVIDUAL ASSET LIBRARY

Every family below is delivered separately. Nothing needs to be cropped out of a board or composite image.

01 PRIMARY BADGE

FULL / GRAY / BLACK / WHITE / GOLD / RED

02 MOOSE HEAD

FULL / GRAY / BLACK / WHITE / GOLD / RED

03 ANTLERS

FULL / GRAY / BLACK / WHITE / GOLD / RED

04 IB SHIELD

FULL / GRAY / BLACK / WHITE / GOLD / RED

05 MAPLE LEAF

FULL / GRAY / BLACK / WHITE / GOLD / RED

06 HORIZONTAL LOCKUP

FULL / GRAY / BLACK / WHITE / GOLD / RED

07 STACKED LOCKUP

FULL / GRAY / BLACK / WHITE / GOLD / RED

08 WORDMARK

FULL / GRAY / BLACK / WHITE / GOLD / RED

09 TAGLINE - IRON SHARPENS IRON

FULL / GRAY / BLACK / WHITE / GOLD / RED

PNG - JPG - WEBP - TIFF - PDF - SVG - EPS

See 07_Individual_Asset_Library. Each folder includes its own README with exact provenance and vector limitations.

PROVENANCE AND NEXT STEP

WHAT THIS PACKAGE SOLVES

It breaks the supplied composite chat imagery into organized, named assets for practical digital, social, office, and moderate-size print use. It also supplies new lockups, a secondary moose mark, an antler mark, geometric support marks, one-color true vectors, templates, palettes, and manifests.

IMPORTANT LIMIT

The primary full-color badge came from a raster PNG rather than original vector paths. The moose head and antlers were reconstructed from that reference and may differ in small details. The maple leaf is recovered from the actual primary badge. The native full-color vector is the geometric IB shield; the remaining true vectors are traced one-color artwork. The full-color embedded-raster SVG is a convenience wrapper, not a native vector logo.

RECOMMENDED NEXT STEP

Use this kit now. Before large-format signage, embroidery, trademark filing artwork, or a major apparel run, have a designer redraw and approve the primary badge as layered native vector artwork, then replace the raster master without changing the naming system in this package.