

HSBC FEI World Cup™ Eventing 2009: Graphic Guidelines

Graphic Guidelines

THE FEI LOGO:



positive version



negative version

THE FEI WORLD CUP™ EVENTING LOGO:



positive version

The FEI World Cup™ Eventing logo is a protected trade mark.

The exact permitted use of this logo is defined in the FEI World Cup™ Brand Guidelines that are available at www.feeworldcup.org, which provides that this logo may be used in either single colour, black and white, or appropriate colours for each discipline. No deviation from these guidelines by way of adaptation or alteration is acceptable.

Once the new brand identity is developed (HSBC FEI World Cup™ Eventing logo), such new identity shall replace the above FEI World Cup™ Eventing logo, provided the Organizer is given reasonable time to implement such new identity. The Organizer will then receive an updated Brand Guidelines by the FEI.

HSBC Marks



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Art : HSBC_PremTWLB-p

HSBC Private Bank 

