



**FEI WORLD CUP™ BRAND GUIDELINES**

version 1.0 (december 2005)

## CONTENTS

---

### 7 INTRODUCTION

- 7.0 brand values and positioning
- 7.1 core identity elements
- 7.2 colour application primary
- 7.3 single colour application primary
- 7.4 single colour application secondary
- 7.5 colour applications use on backgrounds
- 7.6 clearance area
- 7.7 trademark usage
- 7.8 brand mark protection

### A SINGLE IDENTITY FOR WORLD CLASS EVENTS

Whatever the discipline, the FEI World Cup™ events now have a single identity, designed to build the profile of the competition through direct ownership by the FEI.

The distinctive typography and freeform 'horseshoe' clearly position the competition in the world of equestrian sport, ensuring clarity of communication. The only and unique brand name to be used is FEI World Cup™.

### CONSISTENCY IN IMPLEMENTATION

These guidelines are your tool for using the FEI World Cup™ brand mark in a broad range of applications. They contain the design controls and examples of their application which will both inspire and help you to achieve the required level of consistency.

They are to be used in conjunction with the core guidelines of the FEI corporate brand identity. Controls and standards are essential if consistency and professionalism are to be achieved, and as such are mandatory. No deviation from these guidelines by way of adaptation or alteration is acceptable. If in doubt, please contact [branding@horsesport.org](mailto:branding@horsesport.org) for clarification.

By following these guidelines, you will be helping to build a strong and recognisable brand mark for the FEI World Cup™.

## 7.0 BRAND VALUES AND POSITIONING

To clarify the ownership of the FEI World Cup™ and to establish an impacting long term brand structure for the relevant disciplines (Jumping, Dressage, Eventing, Driving), a new identity has been created: The “FEI World Cup™”. This new brand will be understood by all and improve the marketability of one of the most prestigious properties of the FEI portfolio.

### FEI WORLD CUP™ BRAND CORE VALUES

A list of values and attributes of the brand, which are associated with the brand’s origin, historical development and competencies.

Top world class  
privilege  
excellence  
individual challenge

### FEI WORLD CUP™ BRAND PERSONALITY

The character traits of a brand; its behavioural and attitudinal values.

prestigious  
competitive  
thrilling  
professional

### FEI WORLD CUP™ BRAND POSITIONING STATEMENT

A management statement, which sums up the brand positioning in a concise form. It expresses the role of a brand.

“Where champions meet”



Whatever the discipline, the FEI World Cup™ events now have a single identity, designed to build the profile of the competition through direct ownership by the FEI.

The brand mark is the key visual symbol identifying the FEI World Cup™ and reinforcing its position within the equestrian world and on the broader

sports arena. The brand mark is created specifically for visual impact and may not be substituted by any typeface which may appear to be similar.

Master artwork is to be used for the reproduction of all elements.

## 7.2 COLOUR APPLICATION Primary



FEI World Cup™ brand mark



FEI World Cup™ brand mark  
**Jumping**



FEI World Cup™ brand mark  
**Dressage**



FEI World Cup™ brand mark  
**Eventing**



FEI World Cup™ brand mark  
**Driving**

The FEI World Cup™ has a single identity for communication across all FEI World Cup™ events. To facilitate the recognition of the individual discipline events within the FEI World Cup™, the 'horseshoe' of the brand identity is in the official colour of the related discipline. When the The FEI World Cup™ is communicating for multiple discipline events, PMS 259 is used for the 'horseshoe' colour.

### COLOURS

**Special Colours (PMS)** - This is the specification for printing on both coated and uncoated paper stocks. This ensures visual consistency of the brand colours across different stocks.

**CMYK** - Wherever possible the FEI brand colours should be reproduced using special colours (PMS). However, if only four colour process is available (e.g. magazine printing), then use the specified

breakdowns above.

**RGB** - When using the colours on screen use the specified breakdowns. Hexadecimal values are specified for web use.

The primary brand colours have been chosen to give the FEI World Cup™ brand mark the right balance of freshness and respectability, modernity and heritage. The brand mark is to be used in its primary

colours, (PMS) wherever possible.

Master artwork is to be used for the reproduction of all elements.

## 7.3 SINGLE COLOUR APPLICATION Primary



Single colour positive version



Single colour negative version

PMS 259 as special colour

PMS 259 C

PMS 259 as CMYK breakdown

C	60
M	100
Y	0
K	15

PMS 259 as RGB breakdown

R	117
G	15
B	125

PMS 259 as websafe colour

75 0F 7D

## COLOURS

In the cases where the brand mark cannot be used in primary colours, it should be used in single colour PMS 259. Both positive and negative versions are allowed. However the positive version is preferred. Master artwork is to be used for the reproduction of all elements.



positive version



negative version

## COLOURS

---

In the cases where the brand mark cannot be used in single colour PMS 259, it should be used in solid black. Both positive and negative versions are allowed. However the positive version is preferred. Master artwork is to be used for the reproduction of all elements.

## 7.5 COLOUR APPLICATIONS use on backgrounds

Applications on coloured backgrounds - colour applications



Applications on black/white backgrounds - black/white applications



### USE ON BACKGROUNDS

The FEI World Cup™ brand mark has been designed to be used on a variety of backgrounds, whilst still remaining distinctly recognisable. However, the colour and nature of the background on which the brand mark is applied has a great influence on its legibility.

Whether in colour or in black, the positive version should be used on light backgrounds and the

negative version on dark backgrounds.

When applied on imagery, always place the FEI World Cup™ brand mark in a position where there is maximum contrast.



## CLEARANCE AREA

The FEI World Cup™ brand mark must be surrounded by adequate clear space, known as the clearance area. This ensures immediate recognition and maximises impact of the logo when displayed. The clearance area is the distance allowed between the brand mark and other elements such as typography, illustrations, other marks, or the trim edge of a printed item.



standard size brand mark



minimum size of brand mark

## SCALING

The FEI World Cup™ brand mark is protected internationally, and therefore must always be used in conjunction with the trademark symbol or TM.

### *Sizing*

The trademark symbol should be scaled in proportion to the logo. Master artwork is to be used for the reproduction of all elements.

## 7.8 THE BRAND MARK PROTECTION



Never use a drop shadow



Brand mark should be the negative version



Never use the brand mark on disturbing backgrounds



Never change the proportions of the brand mark



Never use other colours



Never change the elements within the brand mark

### PROTECTION

The FEI World Cup™ brand mark is fine as it is. Please do not squeeze, stretch, adjust, change colours or try to recreate the logo yourself. Always use the artwork supplied. These are just some examples of prohibited usage and should not be seen as a finite list.