



## FEI WORLD CUP™ co-branding BRAND GUIDELINES

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### A SPECIFIC IDENTITY FOR A WORLD CLASS EVENT

In case of sponsoring it is necessary to find the right balance between sponsor, FEI and the event. Because the multiple and various elements that will sit very close together it has been decided to leave out the FEI World Cup™ 'C' and the specially crafted typography. This to avoid overpowering elements and to achieve a more harmonious effect between the sponsor and FEI.



stand alone version



co-branding version

### CONSISTENCY IN IMPLEMENTATION

These guidelines are your tool for using the FEI World Cup™ brand mark (co-branding version) 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™.



standard version



reversed version

For the co-branding of your brand with the FEI World Cup™ it is recommended to create a holding device that can link the two brands together and yet to stay true to the brand guidelines of each individual brand.

The holding devices can be made in such a way that they will fit the sponsor's brand and therefore make the combination with the FEI unique.

The FEI logo and event name must appear reversed out on the FEI purple or in the brand colour on a white background (please refer to the core guidelines of the FEI corporate brand identity).

## 8.1 VERTICAL AND HORIZONTAL VERSIONS



standard vertical lock up



reversed vertical lock up



standard horizontal lock up



reversed horizontal lock up

In order to achieve the maximum impact and make use of the available space there are two versions of the co-branding; a vertical and a horizontal lock up.

## 8.2 DISCIPLINE VERSION AND FINALS VERSION



discipline version



finals version

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Basically there are two versions to address the differences between the discipline and the finals event. These are available in both vertical and horizontal versions.



standard version



reversed version

In the cases where the brand mark cannot be used in primary colours, it can be used in single colour. Both positive and negative versions are allowed.

## 8.4 BACKGROUNDS



standard version



reversed versions



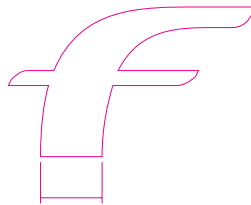
There are two versions of the co-branding available, one with both brands on their specific brand colour background and one with the brands on a white background.

The first can be used on lighter backgrounds and where high visibility is needed, the second one can be used anywhere.

Of course the background colour of the sponsor is

leading and that will steer the decision what version to use.

## 8.5 CLEARANCE AREA



clearance area of the brand mark is defined by the width of the base of 'f'.

The FEI World Cup™ co-branding 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.

## 8.6 BRAND MARK PROTECTION



never change the order of elements



never change the proportions



never use other colours



never use a drop shadow

### PROTECTION

The FEI World Cup™ co-branding mark is custom made per co-branding occasion and 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.