



Brand guidelines

November 2023

Version 1.6

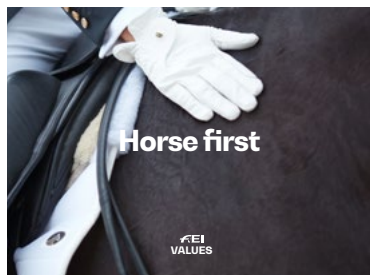
Introduction

How to use these guidelines

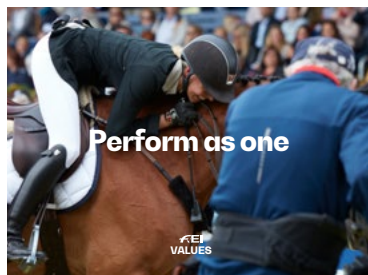
This document contains the design principles to help us achieve a consistent look and feel and build a strong brand. From typography to photography, it gives all the tips and advice you need on how to use our brand.

Introduction Values

These values will help shape the look and feel of our brand and will inform the decisions and actions we take in the future.



The welfare of the horse is our top priority.



A unique sporting partnership built on mutual trust and respect.



A universal and level playing field for men and women of all ages to compete in a safe environment together from grassroots to the world stage.



Meeting the needs of today without compromising tomorrow.

- INTRODUCTION
- FEI LOGO
- TYPOGRAPHY
- COLOUR
- DISCIPLINES
- EVENT LOGOS
- SUB-BRANDING
- PATTERNS
- TONE OF VOICE
- PHOTOGRAPHY
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ORGANISATION



VALUES

Horse first

Perform as one

Fair and equal

For today and tomorrow

TONE OF VOICE

Human

Confident

Inclusive

DISCIPLINES

FEI JUMPING

FEI DRESSAGE

FEI EVENTING

FEI DRIVING

FEI ENDURANCE

FEI VAULTING

FEI PARA DRESSAGE

FEI PARA DRIVING

SERIES

*LLN - page 70-79



SUB-BRANDING



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FEI Logo

Digital friendly and built
for the modern world.

FEI

Primary logo

The primary visual element of the brand is the FEI Logo. It is this element that represents us and should be used in all communications.



FEI Official name



PORTRAIT LOCKUP

The official name logo is made up of two elements: the FEI Logo and the Wordmark.

The Wordmark cannot be used as a stand-alone element.

The official name logo can be written in two different ways. In the Portrait Lockup, the Wordmark sits underneath the FEI Logo. In the Landscape Lockup, the Wordmark sits alongside the FEI Logo.

We use the Portrait version for portrait applications and the Landscape version for landscape applications.



LANDSCAPE LOCKUP

FEI English translation



PORTRAIT LOCKUP

The English translation logo is made up of two elements: the FEI Logo and the Wordmark. The Wordmark cannot be used as a stand-alone element.

The official name of the FEI is in French. However, an official English translation can be used, where appropriate, in fan-facing communications or with the media. The English translation should not be used on official or corporate communications.



LANDSCAPE LOCKUP

FEI Colour options

All logos and lockups should be used only in the FEI Purple, black or white (please see the colour section for more information and colour values).

Our two negative primary logos can be used on dark colour backgrounds and photography.

POSITIVE VERSIONS
PURPLE



POSITIVE VERSIONS
BLACK



NEGATIVE VERSIONS
WHITE



NEGATIVE VERSIONS
WHITE



FEI

Colour options

– Special usage

For special events, our logos and lockups can be created using a more premium colour palette of FEI Purple and FEI Dark Purple.

Authorisation is needed from the FEI before this premium palette is used.



FEI Colour use

Below are examples of what to do with the FEI Logo on colour.

The FEI Logo can be used on colours other than FEI Purple, white or black under exceptional circumstances. Always seek FEI authorisation.



Do set the FEI Logo against FEI Disciplines and other colour backgrounds



Do not use other colours for the FEI Logo other than FEI Purple, white or black

FEI Clear space

LOGOS

The size of the clear space area around the logos is equal to the width of two 'I's taken from the FEI Logo.

NOTE

On the left side, 'I's are positioned to the base of the letter 'f' and not the crossbar.

Please leave plenty of space around the logos so they stand out.

Do not place any text, graphics or images within this area of clear space.

The examples below show the minimum amount of space required. Always leave more space, if possible.



FEI Minimum size

Our logos should always be legible whenever they are used.

Never use our logos below the minimum sizes shown on this page.

Under exceptional circumstances, the TM symbol can be removed - for example, where size or printing technique does not allow.



Print: 17mm
Web: 110px



Print: 28mm
Web: 200px

NOTE

The logos illustrated here are not shown at actual size.



**FÉDÉRATION
ÉQUESTRE
INTERNATIONALE**

Print: 17mm
Web: 110px

FEI
Misuse

Below are examples of what
not to do with the logo.



Do not vertically distort it



Do not horizontally distort it



Do not crop it



Do not modify it



Do not use it in any other position



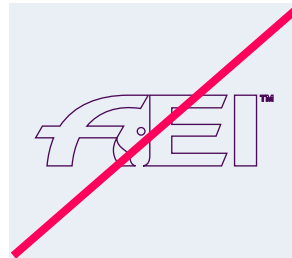
Do not not apply photoshop effects



Do not try to highlight the horse



Do not use any type of gradients



Do not keyline it



Do not break it up

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Typography

Unique typography
for powerful stories.

Typography

Primary typeface

Our new FEI typeface should be used for big headings and sub-headings (see examples on p.18 for best sizes).

The FEI primary typeface is available in three weights: Bold, Regular and Light.

The FEI has purchased an unlimited proprietary licence for this typeface. It will be shared with partners but it should be used for FEI related usage only and with approval from the FEI.

FEI Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789**

FEI Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

FEI Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

WVC18

Typography

Secondary typeface

We use Gotham as our body copy typeface and it is available in two weights: Bold and Book.

This typeface is better used in smaller sizes. Gotham Book is good for body copy and Gotham Bold works well for headlines.

Body copy should be set in sentence case but small headlines can be set in capitals, if necessary.

NOTE

This font needs to be purchased and can not be provided by FEI to separate entities. Suppliers and organisers should purchase a license for the font.

If this purchase creates any issues related to cost, please contact the FEI to discuss free alternatives.

Gotham Bold

ABCDEFGHIJKLMN**OPQRSTUVWXYZ**
abcdefghijklmnopqrstuvwxy
0123456789

Gotham Book

ABCDEFGHIJKLMN**OPQRSTUVWXYZ**
abcdefghijklmnopqrstuvwxy
0123456789

World Cup

Typography

Size

HEADLINES

FEI Bold

FEI Regular

FEI Light

Tracking set to -10 (could be greater depending on the size of the headline).

SUB-HEADINGS

FEI Regular

Tracking set to 0

BODY COPY

Gotham Book

Tracking set to 0

FOLIOS AND SMALL HEADLINES

Gotham Bold

All caps

Tracking set to 0

MINIMUM SIZE

6/7pts depending on the type of publication and print technique

To make the text flow, use different font weights in a clear hierarchy.

Headlines can ————— FEI BOLD
be set in any of the ————— FEI REGULAR
three FEI weights ————— FEI LIGHT

Sub-headings use FEI Regular ————— FEI REGULAR
for better legibility.

JUMPING

Jumping is a spectacular mix of courage, control and technical ability that makes it easy to see why it's one of the 3 equestrian Olympic sports.

One of the most popular and exciting sports to watch, Jumping has earned its place in the hearts of sports fans the world over.

DRESSAGE

With its popularity rapidly growing each year, Dressage is the ultimate expression of horse training and elegance.

Often compared to ballet, the intense connection between both human and equine athletes is a thing of beauty to behold.

————— GOTHAM BOLD

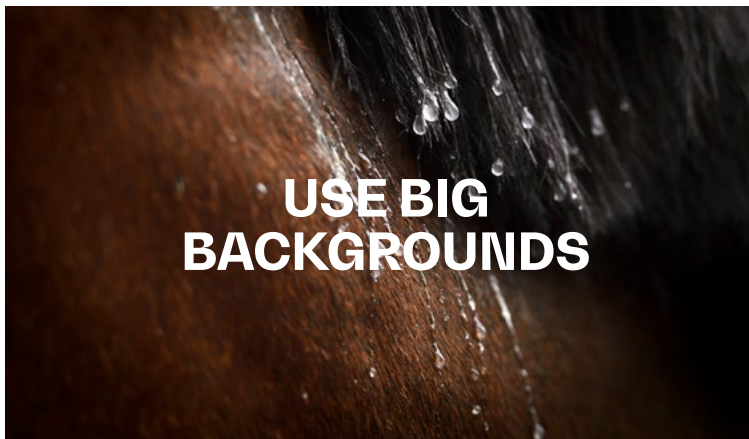
————— GOTHAM BOOK

Typography Usage

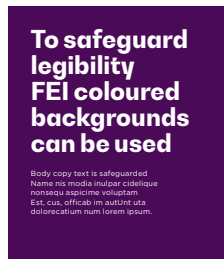
When placing text on pictures the message should be short and clear.

The entire space does not have to be occupied. Sometimes it's better to leave white space around pictures.

Full page images deliver a strong message and adding text can help to deliver and reinforce that message.



Sometimes it's better to leave white space around pictures so the image keeps its impact



To safeguard legibility FEI coloured backgrounds can be used



The message should be short and clear

Typography Misuse

Below are examples of what
not to do with typography.

HEADLINES



Do not stretch type



Do not tighten kerning so letters
touch each other



Do not underline type

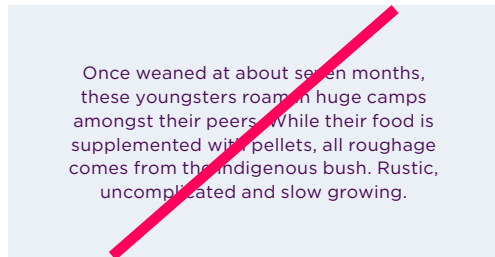


Do not use italics in headlines



Do not use headlines on top of busy
backgrounds

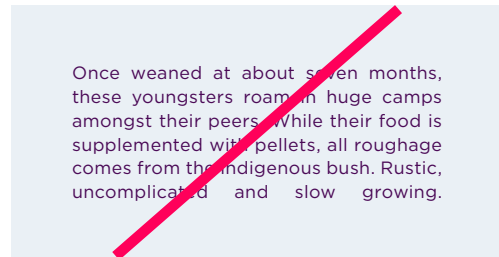
BODY COPY



Do not centre a long block of body copy



Do not tighten leading so letters almost touch



Do not justify a long block of body copy

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Colour

A vibrant colour palette for a new, fresh and confident attitude in order to create a more cohesive family.

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Colour

FEI colour palette

WHITE

C0 M0 Y0 K0
R255 G255 B255
#ffffff

FEI PURPLE

PMS 2617
C80 M100 Y0 K15
R75 G10 B87
#4b0a57

One colour leads our palette: the FEI Purple. Based on our purple, we have a darker version: FEI Dark Purple. These two colours are balanced by a neutral FEI Grey which includes blue tones.

FEI GREY

PMS 536
C31 M14 Y8 K5
R186 G204 B223
#baccdf

FEI DARK PURPLE

PMS 276
C100 M100 Y0 K80
R49 G19 B58
#31133a

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Every colour in our palette complements our main colour, the FEI Purple.

We also have six colours, one for each discipline.

CMYK and PMS (special ink usage) values are used for printed material.

RGB and HEX values are used for web and screen based material.

They should only be used within each discipline communication and not as a secondary colour palette.

The correct colour values are specified below.

RAL colour should be adapted to PMS values.

JUMPING SKY

PMS 2173
C100 M15 Y0 K0
R0 G114 B206
#0072ce

DRESSAGE & PARA DRESSAGE PLATINUM

PMS COOL GRAY 8
C33 M18 Y13 K33
R124 G135 B142
#7c878e

EVENTING NATURE

PMS 7481
C82 M0 Y86 K0
R0 G190 B111
#00be6f

DRIVING & PARA DRIVING SAND

PMS 1235
C0 M41 Y98 K0
R255 G183 B28
#ffb71c

ENDURANCE SUNSET

PMS 7579
C0 M87 Y100 K0
R219 G88 B42
#db582a

VAULTING FLARE

PMS 3255
C60 M0 Y25 K0
R44 G212 B195
#2cd4c3

Colour Usage

When applying colour to communications, use solid colours. Transparencies and overlays over imagery can also be used.

Please use the FEI colours as your main palette for solid colour. Discipline colours can be used but always in combination with the FEI Purple. To maintain our identity, use strong colourful imagery and avoid black and white where possible.



Use vertical blocks (90 degree angle)



Use horizontal blocks (90 degree angle)



Always use discipline colours with the FEI Purple



Use other angles



Use multiply and overlays of colour over imagery



Use gradient maps with FEI and discipline colours over imagery

Colour Misuse

Below are examples of what **not** to do with colour.



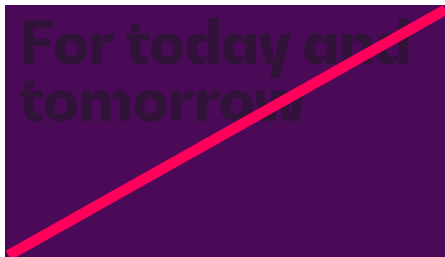
Do not use any colour other than FEI Purple, white or black for our logo



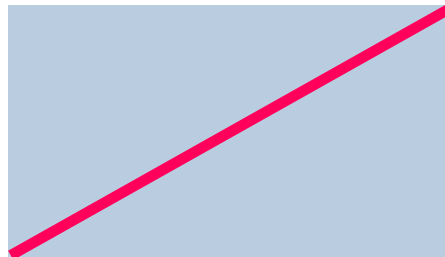
Do not use gradients



Do not use the old purple



Do not use combinations where text becomes difficult to read. Some exceptions may apply but seek FEI authorisation first



Do not use large areas with the FEI Grey, exceptions may apply for document templates



Do not use our logo with more than one colour variation

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Disciplines

Promoting the growth
of equestrian sport with
six unique disciplines.

Disciplines

Positioning summary

Essence

Courageous and spectacular

Discipline

Jumping

These are the positioning summaries for each discipline. They will help you to better define each discipline and what it represents to its audience.

Proposition

Jumping is a daring mix of power, courage and technique. In the tense atmosphere of the ring, the trust between horse and rider is put to the test. Against the clock and facing daunting obstacles, Jumping is an extreme test of horsemanship, nerve and skill. Attracted by the thrill and the elegant spectacle, socially active fans relish in the drama of this celebrated discipline.

Attributes

Dynamic
Courageous
Elegant
Dramatic

Orientation



Disciplines

Positioning summary

Discipline

Dressage

These are the positioning summaries for each discipline. They will help you to better define each discipline and what it represents to its audience.

*Additional attribute for Para Dressage

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Essence

Pursuit of perfection

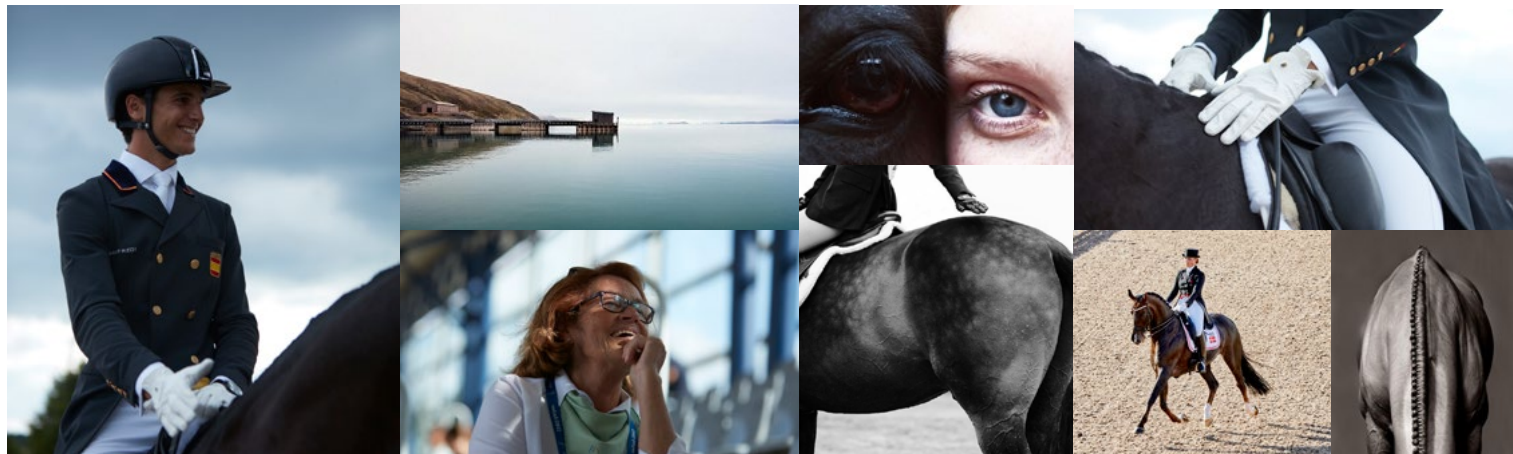
Proposition

Dressage is the ultimate expression of a horse and rider working in harmony. Their swan-like poise and grace disguise their emotional intensity and obsessive attention to detail. Performed in a serene setting, spectators watch in quiet awe, respectful of the skill and dedication of those striving for beauty and perfection.

Attributes

Graceful
Perfection
Respectful
Engaged
*Admiration

Orientation



Disciplines

Positioning summary

Essence

Braving the elements

Orientation



Discipline

Eventing

These are the positioning summaries for each discipline. They will help you to better define each discipline and what it represents to its audience.

Proposition

Eventing is a unique challenge, demanding skill, courage and versatility across a range of disciplines. Large, passionate crowds are drawn to the sport's beautiful, natural settings where the drama is played out at close quarters between elite athletes. The promise of a fun, family day out guarantees a vibrant, friendly atmosphere.

Attributes

Versatile
Brave
Diverse
Intense

Disciplines

Positioning summary

Discipline

Driving

These are the positioning summaries for each discipline. They will help you to better define each discipline and what it represents to its audience.

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Essence

Drive to thrill

Proposition

Driving is one of the most spectacular, adrenaline-fuelled equestrian sports, with fearless horse and driver teams displaying incredible skill, stamina and versatility. Attracted by a lively, fun atmosphere, families and friends thrill in the intensity of the action.

Attributes

Thrilling
Commanding
Inclusive
Lively

Orientation



Disciplines

Positioning summary

Discipline

Endurance

These are the positioning summaries for each discipline. They will help you to better define each discipline and what it represents to its audience.

Essence

Ultimate challenge

Proposition

Endurance riding involves extreme distances across breathtaking landscapes, pushing athletes to the limit. Intense and tactical, the mental and physical demands of the sport provide a test of mind as much as body. It generates excitement and admiration, with followers in awe at the athletes' incredible stamina, control and teamwork. The bond between rider and horse ensures their safety and good health is paramount at all times.

Attributes

Challenging
Intense
Epic
Caring

Orientation



Disciplines
Positioning summary

Discipline

Vaulting

These are the positioning summaries for each discipline. They will help you to better define each discipline and what it represents to its audience.

Essence

Athletic artistry

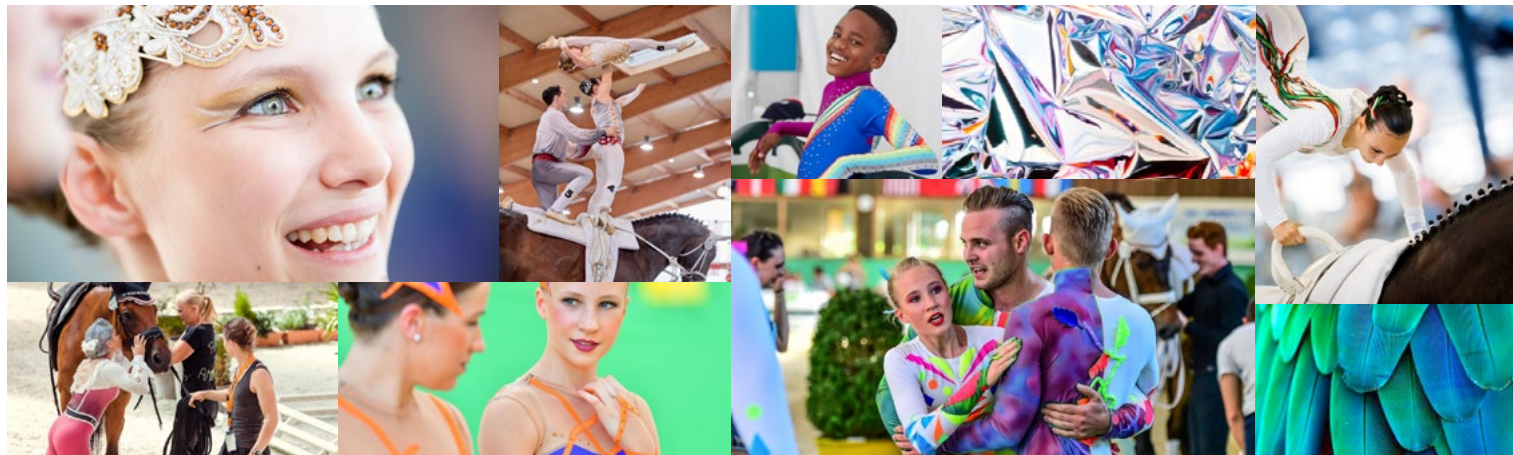
Proposition

Vaulting is a youthful celebration of gymnastics on horseback that demands acrobatic skill and precision, combined with grace and creativity. The result is pure theatre: exciting, entertaining and alive. Vaulting is fun, social and colourful – a shared experience. Each awe-inspiring performance is a partnership working in total harmony and synchrony.

Attributes

Bravery
Harmony
Theatre
Vibrancy

Orientation



Disciplines

Logo structure

Each discipline has its own logo which follows a specific structure. The primary logos consist of the discipline icon, the FEI Logo and the discipline name.

This structure should be followed at all times. Sizes, positioning and proportion should never change.



DISCIPLINE ICON



FEI LOGO

JUMPING

DISCIPLINE NAME

Disciplines Primary logos

The primary logos consist of three elements: the discipline icon, the FEI Logo and the discipline name.

Each discipline has a colour logo which comes in two versions: positive or negative.

POSITIVE VERSION



NEGATIVE VERSION



Disciplines Primary logos

The primary logos consist of three elements: the discipline icon, the FEI Logo and the discipline name.

In addition to the colour logos, black and white versions are also available.

POSITIVE VERSION



NEGATIVE VERSION



Disciplines

Landscape logos

POSITIVE VERSIONS

FEI JUMPING

FEI DRESSAGE

FEI EVENTING

FEI DRIVING

FEI ENDURANCE

FEI VAULTING

FEI PARA DRESSAGE

FEI PARA DRIVING

The landscape logos consist of only two elements: the FEI Logo and the discipline name.

Each discipline has a colour logo which comes in two versions: positive or negative.

NEGATIVE VERSIONS

FEI JUMPING

FEI DRESSAGE

FEI EVENTING

FEI DRIVING

FEI ENDURANCE

FEI VAULTING

FEI PARA DRESSAGE

FEI PARA DRIVING

Disciplines

Landscape logos

POSITIVE VERSIONS

FEI JUMPING

FEI DRESSAGE

FEI EVENTING

FEI DRIVING

FEI ENDURANCE

FEI VAULTING

FEI PARA DRESSAGE

FEI PARA DRIVING

The landscape logos consist of only two elements: the FEI Logo and the discipline name.

In addition to the colour logos, black and white versions are also available.

NEGATIVE VERSIONS

FEI JUMPING

FEI DRESSAGE

FEI EVENTING

FEI DRIVING

FEI ENDURANCE

FEI VAULTING

FEI PARA DRESSAGE

FEI PARA DRIVING

Disciplines Icons

Icons represent each discipline but should only be used as a supporting asset for navigation and way-finding.

Each icon is available in the discipline colour and can be used on both dark and light backgrounds.

COLOUR ON PURPLE



COLOUR ON WHITE



Disciplines

Icons

Icons represent each discipline but should only be used as a supporting asset for navigation and way-finding.

Each icon is available in white and FEI purple to be used in our discipline background colours.

WHITE ON COLOUR



PURPLE ON COLOUR



Disciplines

Icons

Icons represent each discipline but should only be used as a supporting asset for navigation and way-finding.

Each icon is available in white and FEI purple to be used on both dark and light backgrounds.

WHITE ON PURPLE



PURPLE ON WHITE



Disciplines

Icons

Icons represent each discipline but should only be used as a supporting asset for navigation and way-finding.

Each icon is available in white and black to be used on both dark and light backgrounds.

WHITE ON BLACK



BLACK ON WHITE



Disciplines

Colour misuse

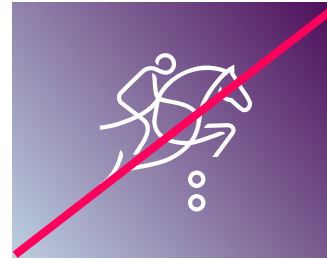
Below are examples of what **not** to do with the logos and icons on colour.



Do not use other colours



Do not use incorrect discipline coloured backgrounds in relation to the icon



Do not use gradients on backgrounds



Do not use gradients on the icon



Do not use the logo in full discipline colour



Do not change the order of the colours



Do not use unofficial colours as backgrounds



Do not use incorrect discipline colours in relation to the icon

Disciplines

Clear space

Please leave plenty of space around the logos so they stand out.

The examples below show the minimum amount of space required. Always leave more space, if possible.

Do not place any text, graphics or images within this area of clear space.

LANDSCAPE LOGO

The size of the clear space surrounding the landscape logo should be equal to the width of one 'I' taken from the FEI Logo.



PRIMARY LOGO

For the primary logos, the clear space surrounding them should be equal to the width of the FEI Logo present within the logo.



The distance between the FEI logo and discipline should be one and a half times the width of the 'I' in the FEI logo.

WIDTH OF LETTER 'I'



ICONS

A different formula is used to create the clear space around icons. Take the line thickness of the icon, and leave a clear space equivalent to six lines.

Disciplines

Minimum size

Our logos should always be legible whenever they are used.

Never use our logos below the minimum sizes shown on this page.

These rules apply to all disciplines.



Disciplines
Misuse

Below are examples of what
not to do with the logo.



Do not vertically distort it



Do not horizontally distort it



Do not crop it



Do not modify it



Do not use it in any other position



Do not not apply photoshop effects



Do not keyline it



Do not break it up



Do not add a stroke



Do not change the hierarchy

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Event Logos

A uniform system with
a clear hierarchy to
connect all competitions
within our brand.

Event logos Logo structure

This is the structure that should serve as the basis for any future event logos.

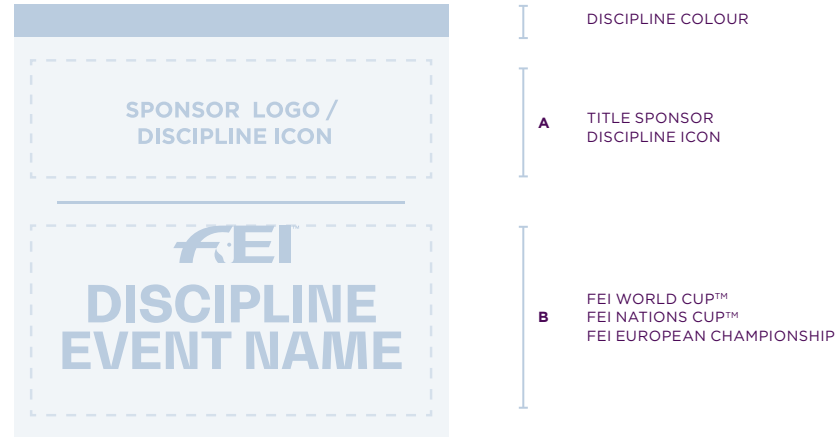
It consists of a square with a discipline colour strip at the top.

The purple square can be used when the logo needs to be framed but it is not always required. The discipline colour strip can also be removed in certain cases.

On the inside, there are two sections:

A: SPONSOR LOGO/DISCIPLINE ICON

B: EVENT NAMES



Event logos Logo structure

To accommodate the different logo variations we have created three exceptions:

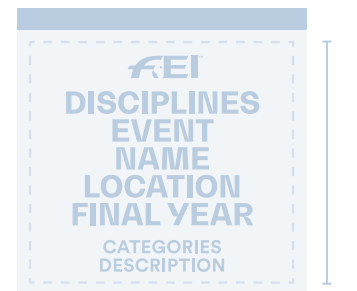
AREA A can be reduced in height to allow for a longer event name



The FEI event lockup can be reduced to 80% of its former size within **AREA B**



In extreme cases, where **AREA B** has an extended height and there is no sponsor, we can remove the discipline icon to accommodate a longer event name



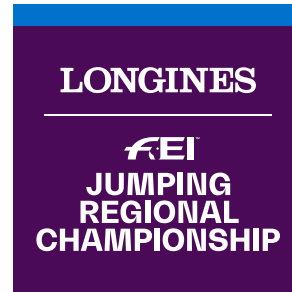
Event logos

Formats

GENERIC



LOCATION/DATE



FINALS/CATEGORIES



NOTE

FEI events are held all over the world and the leading (spacing between text lines) may need to be adjusted to allow for diacritical marks like umlauts, cedillas and accents.



FINAL



There are three different logos which can be used in a variety of ways.

GENERIC

Used throughout the season

LOCATION/DATE/FINAL

Features the city, country name and/or final date

FINALS/CATEGORIES

Features all information about the final event.

Event logos

Event types

There are three different types of events all following the same structure. The series are:

- FEI World Cup™
- FEI Nations Cup™
- FEI Championships

For each event logo, we have two alternatives for the top section:

- **TITLE SPONSOR**
- **DISCIPLINE ICON**

(some disciplines might not have a sponsor).

FEI WORLD CUP™ LOGO



FEI NATIONS CUP™ LOGO



CHAMPIONSHIPS LOGO



TITLE SPONSOR



DISCIPLINE ICON

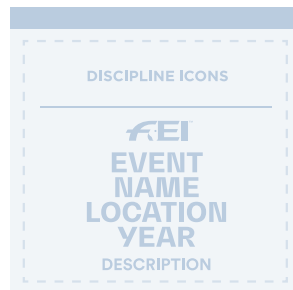
Event logos

Event titling (Championship[s])

For championships with more than one discipline, the discipline colour section can be replaced by our FEI Grey.

Discipline icons can be added with our lockup if space permits.

THREE DISCIPLINES / ICON



THREE DISCIPLINES



DISCIPLINES NOT SHOWN



Event logos Multi-discipline events

Most events are referred to as a 'Championship', as it is a single discipline event in one location. This rule applies to events that have more than one category in one location.

Occasionally, one location may be used for two or more disciplines. In such cases an 's' should be added to 'Championship' on full event titles (e.g. 'Championships'). The Discipline colour should also be changed to the FEI Grey for these events (see colour references on page 22).

ONE DISCIPLINE



ONE DISCIPLINE & TWO OR MORE CATEGORIES



TWO OR MORE DISCIPLINES



EXAMPLES

Event logos Different versions

POSITIVE



NEGATIVE WHITE



NEGATIVE PURPLE



For each series, one positive and two negative logo versions are possible. In the example below, the background colour is the Longines blue. This negative version can be used when the series logo has to be placed on top of other colours.

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PATTERNS

TONE OF VOICE

PHOTOGRAPHY

INSPIRATION

SUPPORT & CONTACT

Event logos

Different versions

BLACK



LONGINES

FEI
JUMPING
WORLD CUP™

WHITE



LONGINES

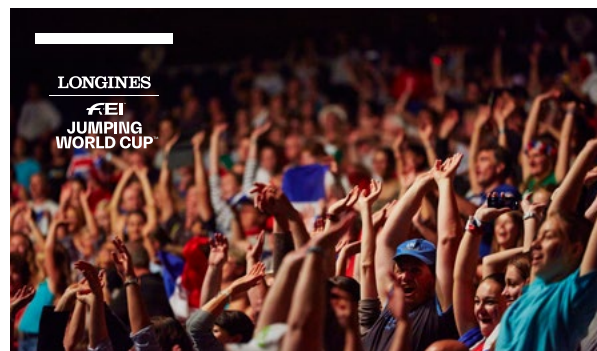
FEI
JUMPING
WORLD CUP™

For each series, black and white logo versions are also available.

Event logos Usage examples

Our logos should always be legible whenever they are used.

Event logos can be used in their negative version above images.



Event logos

Landscape Logo

– Structure

This is the format for the Landscape Logo. It should be used when all information has to be placed along a horizontal or vertical line. A field-banner is one example.

This logo is available in colour, black and white.



Event logos
Landscape Logo
– Versions

This is the format for the Landscape Logo. It should be used when all information has to be placed along a horizontal or vertical line.

This logo is available in colour, black and white.

POSITIVE VERSION

LONGINES | **FEI™ JUMPING WORLD CUP™**

LONGINES | **FEI™ JUMPING WORLD CUP™**

NEGATIVE VERSION

LONGINES | **FEI™ JUMPING WORLD CUP™**

Event logos

Landscape Logo

– Versions

This is the format for the Landscape Logo. It should be used when all information has to be placed along a horizontal or vertical line.

This can be further shortened for use on field-banners, by removing the discipline name. This logo is available in colour, black and white.

POSITIVE VERSION

LONGINES | **FEI™ WORLD CUP™**

LONGINES | **FEI™ WORLD CUP™**

NEGATIVE VERSION

LONGINES | **FEI™ WORLD CUP™**

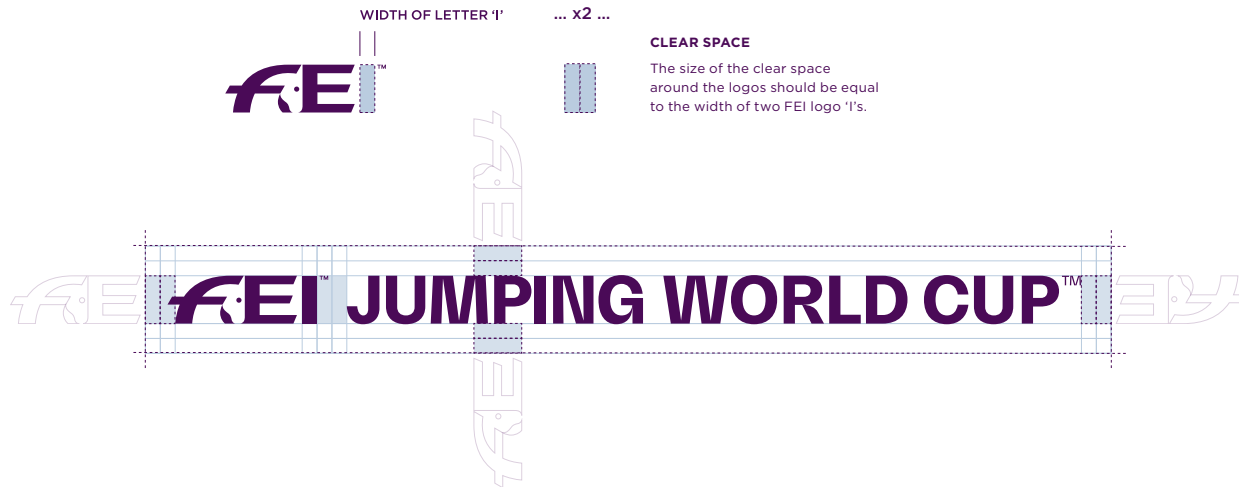
Event logos

Clear space

Please leave plenty of space around the logos so they stand out.

The examples below show the minimum amount of space required. Always leave more space, if possible.

Do not place any text, graphics or images within this area of clear space.



Event logos + Organising Committee Logos Usage

Please leave plenty of space around the logos so they stand out.

The examples below show the minimum amount of space required. Always leave more space, if possible.

Do not place any text, graphics or images within this area of clear space.

LANDSCAPE VERSION



PORTRAIT VERSION



WIDTH OF LETTER 'I'

... X4 ...



CLEAR SPACE

The size of the clear space around the portrait, landscape logos should be equal to the width of four FEI logo 'I's.

The distance between the FEI logo and OC logo should be equal to the width of eight FEI logos 'I's, with a dividing line equal to the height or width of the FEI logo in the appropriate discipline colour.

Event logos Rollout Guide

Canvas Size and Discipline Header Panel creation

It is essential that logos are created using the correct canvas size.

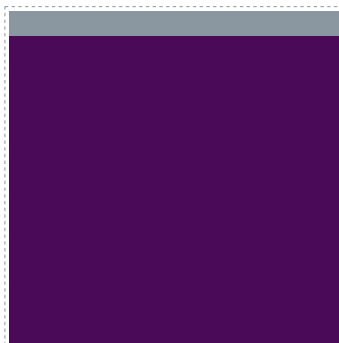
If other dimensions are used then the following details on font sizes and clearance zones will not correspond.

NOTE

Please refer to the 'Colour' chapter of the Brand Guidelines when choosing the correct discipline colour.

If a logo is to be used across more than one discipline, then the FEI grey must be used.

PORTRAIT



CANVAS SIZE

Width 210mm
Height 210mm



DISCIPLINE PANEL

(Example colour used here is for Dressage)

PURPLE PANEL

FEI PURPLE PANEL & DISCIPLINE HEADER PANEL

Purple panel width 210mm
Purple panel height 194mm
Discipline panel width 210mm
Discipline panel height 16mm

LANDSCAPE



CANVAS SIZE

Width (width dependant on amount of text)
Height 36mm

Event logos Rollout Guide

Discipline, Series Name and Location / Year Text : Text Size Options

There are 3 size options for the creation of the discipline, series name and location / year text available to use. Using these will maintain a consistent look to all logo versions. Use the version that best suits the information you need to include in the logo.

NOTE

Please be aware of the clearance zone at all times.

PORTRAIT



OPTION 1 - LARGE

Font **FEI Bold**
 Font size **70pt**
 Leading **64pt**
 Tracking **-10**

Set to use optical kerning



OPTION 2 - MEDIUM

Font **FEI Bold**
 Font size **62pt**
 Leading **56pt**
 Tracking **-10**

Set to use optical kerning



OPTION 3 - SMALL

Font **FEI Bold**
 Font size **58pt**
 Leading **54pt**
 Tracking **-10**

Set to use optical kerning

CLEARANCE ZONE

A clearance area must always be respected. Text must not exceed beyond the 10mm inset dashed line seen here.

LANDSCAPE



Font **FEI Bold**
 Font size **58pt**
 Leading **64pt**
 Tracking **-10**

Set to use optical kerning

NOTE

There is only one font size option for landscape logos.

Event logos Rollout Guide

Discipline, Series Name and Location Text : Legal Notice (™)

A TM symbol needs to appear on Nations Cup and World Cup series logos.

These should be created and positioned using the steps below.

PORTRAIT



STEP 1

Create the TM symbol using the glyphs supplied as part of the FEI font character set.



STEP 2

Change the font size of the TM so it is 50% of the series name text.

For example, if the size of the Nations Cup text is 70pt change the TM point size to 35pt.



STEP 3

Using baseline shift in the character panel adjust to align the TM to the top of the series name.

LANDSCAPE



Event logos Rollout Guide

FEI Logo : Adding the FEI Logo

Follow the steps below to add the FEI logo at the correct size and position.

PORTRAIT



STEP 1

The height of the FEI logo should be the same as the height of the discipline name, as seen above.



STEP 2

The distance between the discipline name and the FEI logo should be equal to the width of two FEI logo 'I's.

It is important to then group the FEI logo along with the text and align centrally within the purple square.

LANDSCAPE



The height of the FEI logo should be the same as the height of the discipline name, as seen above. The spacing around the FEI logo should be the width of two letter 'I's taken from the logo.

Please refer to 'Clear Space' section of this guide for more details.

WIDTH OF LETTER 'I'



Event logos Rollout Guide

Sponsor Logo : Adding a Sponsor

Follow the steps below to add a sponsor logo at the correct size and position.

PORTRAIT



STEP 1

Create a 3pt white line the width of the longest word in the FEI series lockup and position centrally above.

The distance between the FEI logo and the divisional line should be equal to the width of two FEI logo 'I's.



STEP 2

The height of the sponsor logo should be the same height as the FEI logo and aligned centrally.



STEP 3

The distance between the sponsor logo and the divisional line should be equal to the width of two FEI logo 'I's.

LANDSCAPE



Please refer to 'Clear Space' section of this guide for more details.

WIDTH OF LETTER 'I'



Event logos Rollout Guide

Category Name : Adding the Category Name to the Logo

Follow the steps below to add the category name at the correct size and position.

PORTRAIT

NOTE

Gotham must be used for the discipline and/or categories text.



STEP 1

The category name should be added using the font Gotham Bold

Font	Gotham Bold
Font size	39pt
Leading	38pt
Tracking	0

LANDSCAPE

Landscape logos do not need to contain the category name due to overall width constraints.



STEP 2

The distance between the year and the category name should be equal to the width of two FEI logo 'I's.

It is important to then group the FEI logo along with all text (including category name) and align centrally within the purple square.

WIDTH OF LETTER 'I'



Event logos Rollout Guide

Disciplines : Adding more than one Discipline to a Single Logo

PORTRAIT

NOTE

Gotham must be used for the discipline and/or categories text.



STEP 1

The category name should be added using the font Gotham Bold

Font	Gotham Bold
Font size	23pt
Leading	23pt
Tracking	-10

LANDSCAPE

Landscape logos do not need to contain more than one discipline name due to overall width constraints. If the event has more than one discipline attached to it then no discipline should be added.

Follow the steps below to add multiple discipline names at the correct size and position.

NOTE

The top discipline header panel is coloured FEI Grey because there are multiple disciplines present.



STEP 2

The distance between the year and the discipline/category name should be equal to the width of two FEI logo 'I's.

It is important to then group the FEI logo along with all text (including discipline title[s]) and align centrally within the purple square.

WIDTH OF LETTER 'I'



Event logos Rollout Guide

Discipline Icon : Adding a Discipline Icon

Follow the steps below to add discipline icons at the correct size and position.

PORTRAIT

NOTE

The discipline icon can only be included if the series name and location/year text is on four lines or less.



STEP 1

Create a 3pt white line the width of the longest word in the FEI series lockup and position centrally above.

The distance between the FEI logo and the divisional line should be equal to the width of two FEI logo 'I's.



STEP 2

The height of the discipline icon should be equal to the width of eight FEI logo 'I's.



STEP 3

The distance between the discipline icon and the divisional line should be equal to the width of two FEI logo 'I's.

LANDSCAPE



In the landscape version the icon is removed. Please ensure the correct spacing is used before the FEI logo and both the icon and dividing line are removed.

WIDTH OF LETTER 'I'



Event logos Minimum size

NOTE

The logos below are not shown at actual size.

Our logos should always be legible whenever they are used.

Never use our series logos below the minimum sizes shown on this page.

The minimum logo size varies according to the amount of detail in each series logo.



Print: 12mm
Web: 90px



Print: 18mm
Web: 120px

Print: 5mm



Web: 15px



Event logos

Misuse

Below are examples of what **not** to do with the logo.

The same rules apply to all disciplines and event logos.



Do not vertically distort it



Do not horizontally distort it



Do not use other typography



Do not modify it



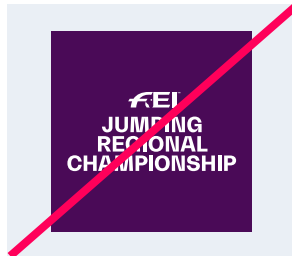
Do not use it in any other position



Do not apply photoshop effects



Do not use a white box. The negative version uses a transparent box



Do not remove elements



Do not add a border. Use only in exceptional circumstances. Always seek FEI authorisation



Do not change the hierarchy

Event Logos

LLN - Primary logo



**LONGINES
LEAGUE ^O_F
NATIONS™**

NOTE

Please refer to LLN Brand Guide for comprehensive LLN brand direction and additional logo options

The core visual element of the Longines League of Nations. This logo represents us and should be used in all communications.

Event logos

LLN - Portrait versions

POSITIVE



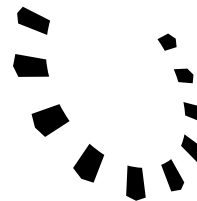
**LONGINES
LEAGUE ^O_F
NATIONS™**

NEGATIVE



**LONGINES
LEAGUE ^O_F
NATIONS™**

BLACK



**LONGINES
LEAGUE ^O_F
NATIONS™**

NOTE

Please refer to LLN Brand Guide for comprehensive LLN brand direction and additional logo options

For each series, one positive and two negative logo versions are possible.

This is the primary version of the logo and should be used where possible.

The logo is available in Black for special applications such as embossing/de-bossing & engraving.

Event logos

LLN - Landscape versions

POSITIVE



NEGATIVE



BLACK



NOTE

Please refer to LLN Brand Guide for comprehensive LLN brand direction and additional logo options

For each series, one positive and two negative logo versions are possible.

This is the primary version of the logo and should be used where possible.

The logo is available in Black for special applications such as embossing/de-bossing & engraving.

Event logos

LLN - Extreme Landscape versions

This is the format for the Extreme Landscape Logo. It should be used when all information has to be placed along a horizontal or vertical line.

The logo is available in Black for special applications such as embossing/de-bossing & engraving.

POSITIVE



NEGATIVE



BLACK



NOTE

Please refer to LLN Brand Guide for comprehensive LLN brand direction and additional logo options

Event logos LLN - Clear space

Please leave plenty of space around the logos so they stand out.

The examples below show the minimum amount of space required. Always leave more space, if possible.

Do not place any text, graphics or images within this area of clear space.



... X4 ...



CLEAR SPACE

The size of the clear space around the portrait, landscape logos should be equal to the width of four FEI logo 'I's.

The size of the clear space around the extreme landscape logos should be equal to the width of two FEI logo 'I's.

PORTRAIT



LANDSCAPE



EXTREME LANDSCAPE



NOTE

Please refer to LLN Brand Guide for comprehensive LLN brand direction and additional logo options

Event logos
LLN - Misuse

Below are examples of what **not** to do with the logo.



Do not stretch or distort logo



Do not use other typography



Do not alter the icon



Do not rotate logo



Do not apply effects



Do not apply stroke



Do not remove elements



Do not re-colour logo

NOTE

Please refer to LLN Brand Guide for comprehensive LLN brand direction and additional logo options

Event logos

File Naming and Folder Structure

It helps if logos are created and provided in the following formats and using the folder naming convention suggested below.

FOLDER STRUCTURE

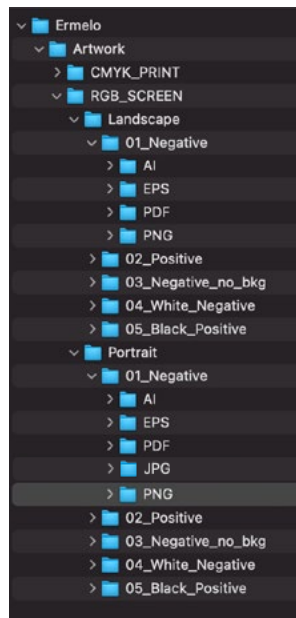
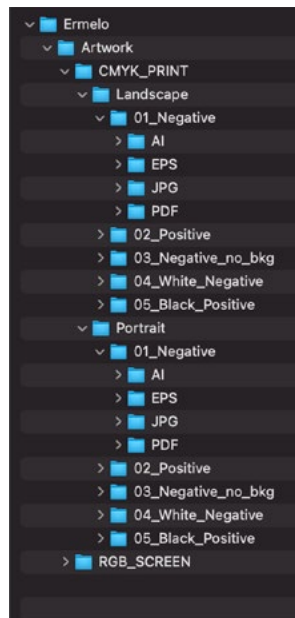
It helps if the folder structure is kept as shown below.

NOTE

For CMYK logos, the preferred non-vector format is JPG.

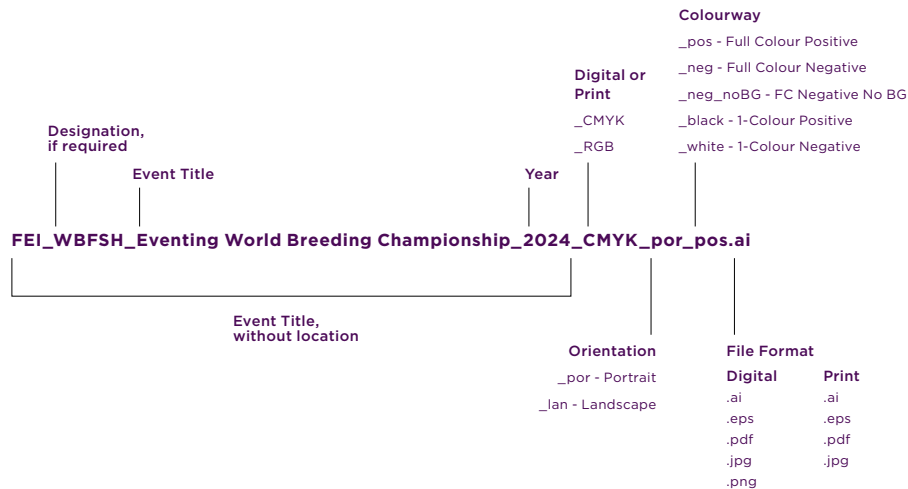
NOTE

For RGB logos, the preferred non-vector format is PNG.



FILE NAMING

Please use the naming convention shown below.



INTRODUCTION

FEI LOGO

TYPOGRAPHY

COLOUR

DISCIPLINES

EVENT LOGOS

SUB-BRANDING

PATTERNS

tone of voice

PHOTOGRAPHY

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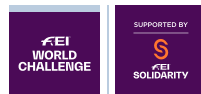
Sub-branding

A flexible system to maintain a consistent look and feel, yet provide differentiation and a clear identity to each sub-brand.

Sub-branding

Overview

Because of their importance to our brand as a whole, each sub-brand adopts a consistent design where the FEI Logo is always present and typography the same size.



Sub-branding

FEI Awards

PORTRAIT VERSION



LANDSCAPE VERSION



The FEI Awards logos are available in four formats: portrait, landscape, positive and negative



Sub-branding
FEI Two Hearts

PORTRAIT VERSION



LANDSCAPE VERSION



The FEI Two Hearts logos are available in four formats: portrait, landscape, positive and negative.



Sub-branding FEI Campus

PORTRAIT VERSION



LANDSCAPE VERSION



The FEI Campus logos are available in four formats: portrait, landscape, positive and negative.



Sub-branding

FEI Clean Sport

PORTRAIT VERSION



LANDSCAPE VERSION



The FEI Clean Sport logos are available in four formats: portrait, landscape, positive and negative.



Sub-branding
FEI Solidarity

PORTRAIT VERSION



LANDSCAPE VERSION



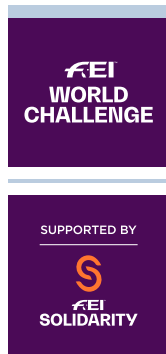
The FEI Solidarity logos are available in four formats: portrait, landscape, positive and negative.

Pantone reference for the orange colour should be: Pantone 171 C

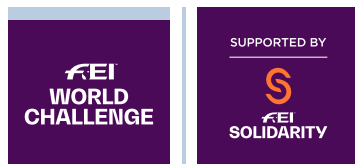


Sub-branding FEI World Challenge

PORTRAIT VERSION



LANDSCAPE VERSION



EXTREME LANDSCAPE VERSION



The FEI World Challenge logos are available in three sizes, portrait, landscape and extreme landscape:



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Sub-branding

FEI General Assembly



FEI
**GENERAL
ASSEMBLY**
CITY
DAYS MONTH YEAR

The FEI General Assembly logos are available in two formats: positive and negative.

These logos are available in a template format so the country, city and date can be changed depending on the event.



FEI
**GENERAL
ASSEMBLY**
CITY
DAYS MONTH YEAR

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FEI Sports Forum


**SPORTS
FORUM**
CITY
DAYS MONTH YEAR

The FEI Sports Forum logos are available in two formats: positive and negative.

These logos are available in a template format so the country, city and date can be changed depending on the event.


**SPORTS
FORUM**
CITY
DAYS MONTH YEAR

Sub-branding

Other logos



The FEI.TV, FEI.ORG and FEI UPDATE logos all follow the same system due to their simplicity.

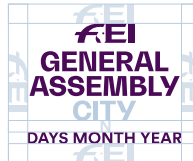
These logos are available in two formats: positive and negative.

Sub-branding Clear space

Please leave plenty of space around the logos so they stand out.

The examples below show the minimum amount of space required. Always leave more space, if possible.

Do not place any text, graphics or images within this area of clear space.



CLEAR SPACE

The size of the clear space around sub-brand logos always follows the same rule. The height of the FEI Logo present within each one determines the minimum space required.

Patterns

Inspired by the uniqueness of each discipline. Modular, forward-thinking and progressive. Our aim is to connect with the next generation of fans and athletes.

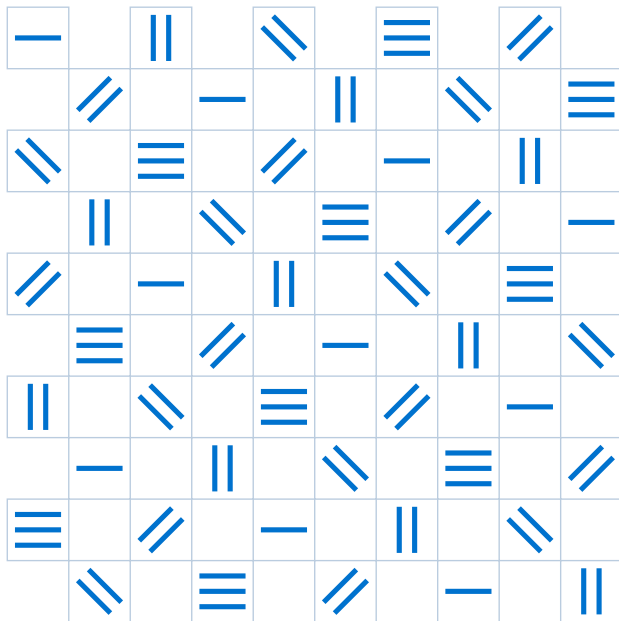
Patterns

Jumping pattern

THE ELEMENTS



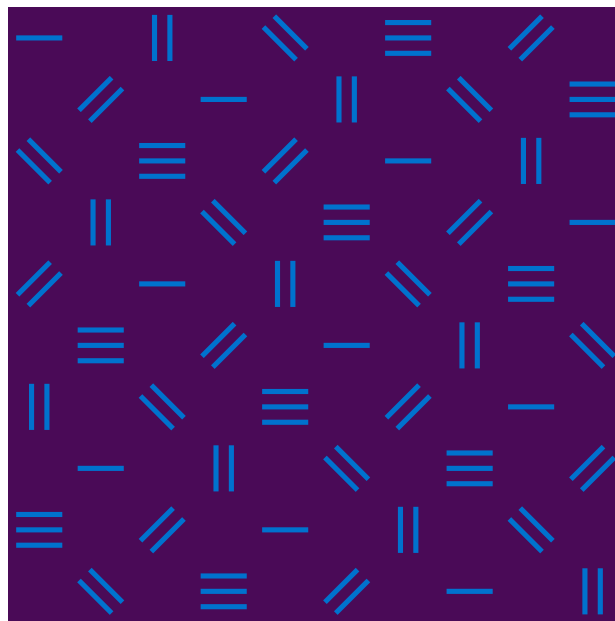
THE GRID



Each pattern consists of different elements used together to create a 10x10 grid.

The pattern can then be repeated endlessly or cropped, depending on the application (see section on p.92 to learn how to crop patterns).

THE PATTERN



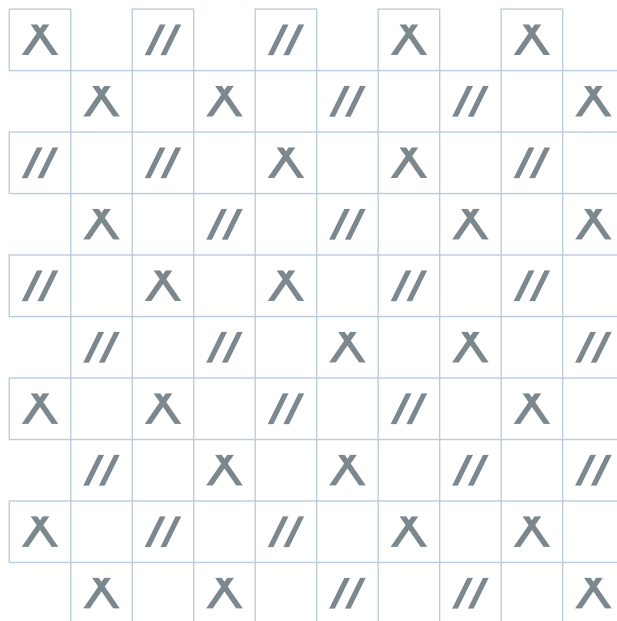
Patterns

Dressage & Para Dressage pattern

THE ELEMENTS



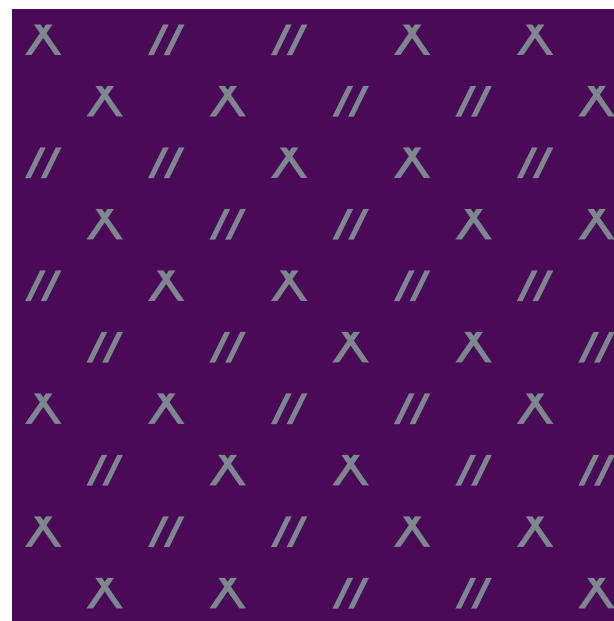
THE GRID



Each pattern consists of different elements used together to create a 10x10 grid.

The pattern can then be repeated endlessly or cropped, depending on the application (see section on p.92 to learn how to crop patterns).

THE PATTERN



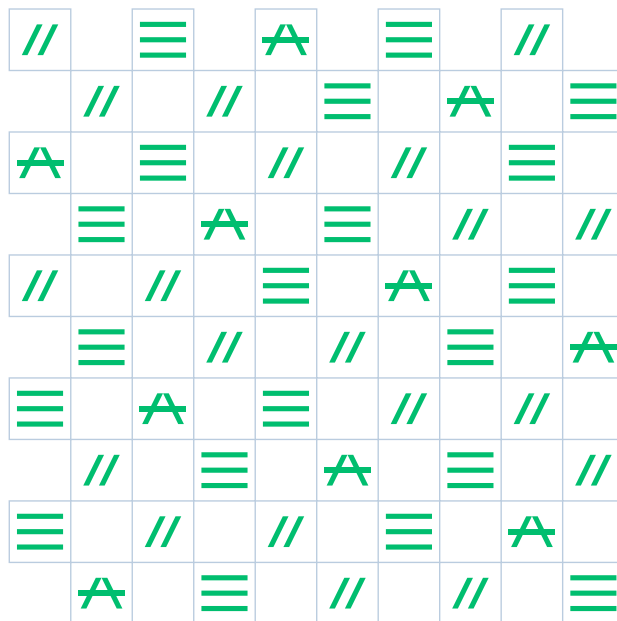
Patterns

Eventing pattern

THE ELEMENTS



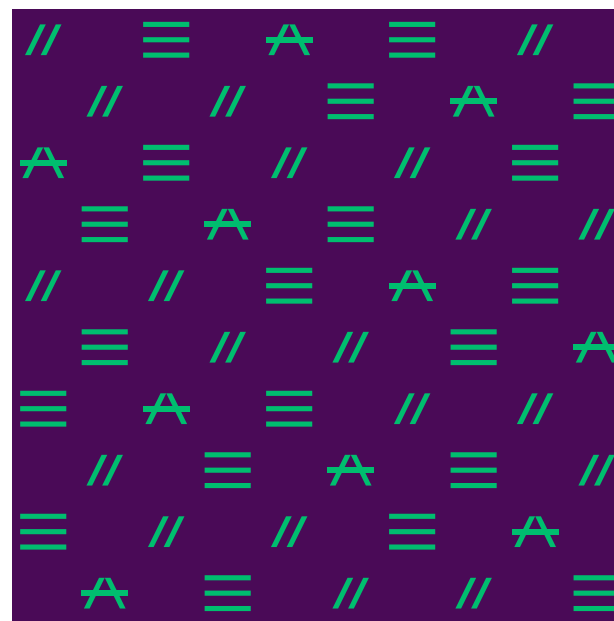
THE GRID



Each pattern consists of different elements used together to create a 10x10 grid.

The pattern can then be repeated endlessly or cropped, depending on the application (see section on p.92 to learn how to crop patterns).

THE PATTERN



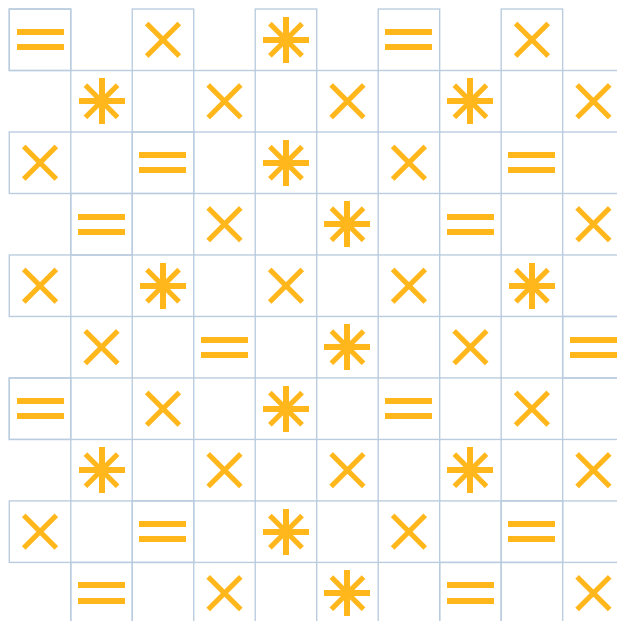
Patterns

Driving & Para Driving pattern

THE ELEMENTS



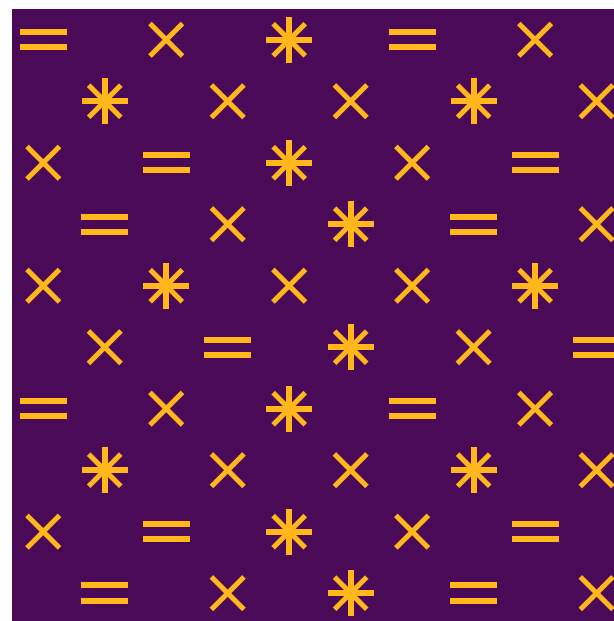
THE GRID



Each pattern consists of different elements used together to create a 10x10 grid.

The pattern can then be repeated endlessly or cropped, depending on the application (see section on p.92 to learn how to crop patterns).

THE PATTERN



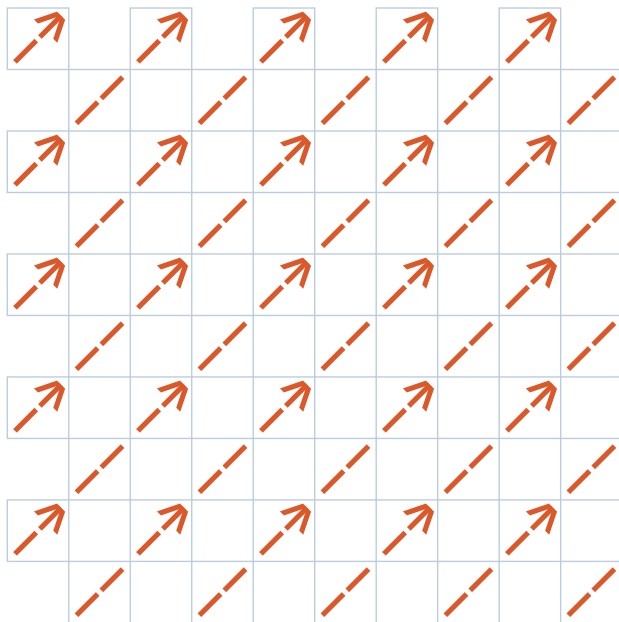
Patterns

Endurance pattern

THE ELEMENTS



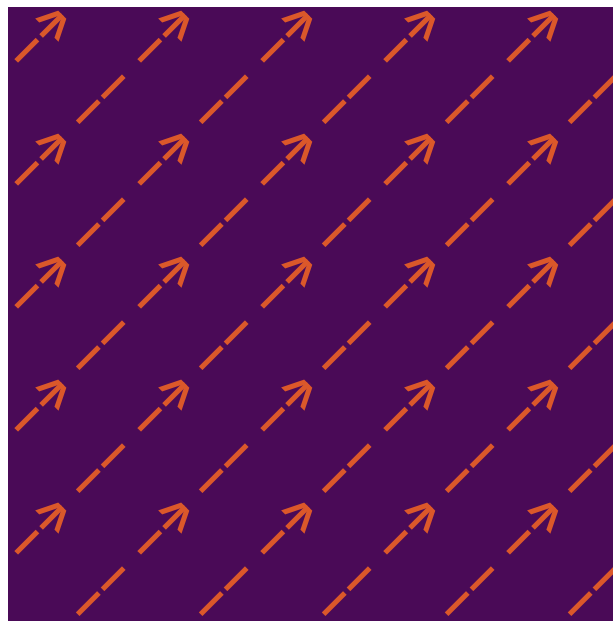
THE GRID



Each pattern consists of different elements used together to create a 10x10 grid.

The pattern can then be repeated endlessly or cropped, depending on the application (see section on p.92 to learn how to crop patterns).

THE PATTERN



Patterns

Vaulting pattern

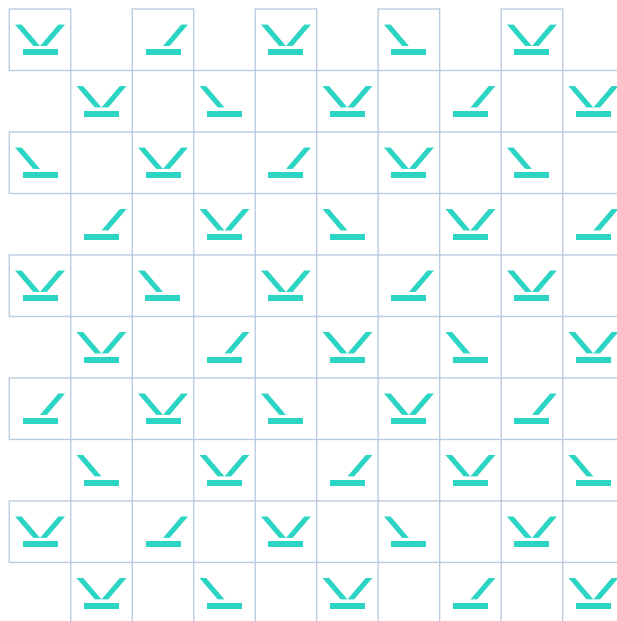
Each pattern consists of different elements used together to create a 10x10 grid.

The pattern can then be repeated endlessly or cropped, depending on the application (see section on p.92 to learn how to crop patterns).

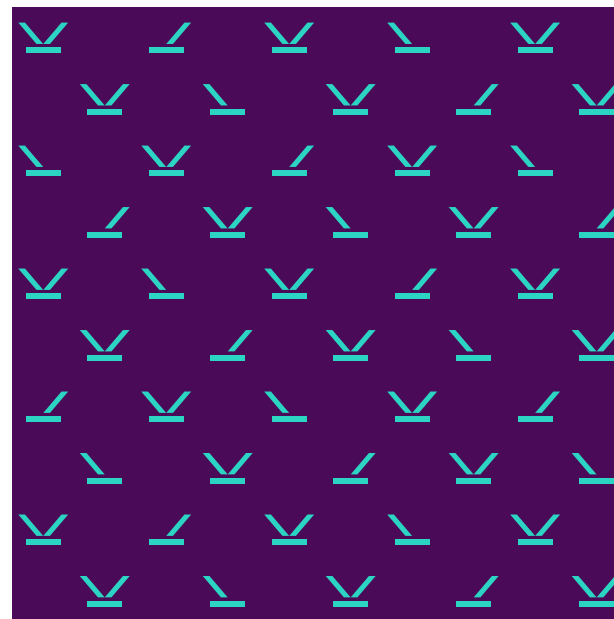
THE ELEMENTS



THE GRID



THE PATTERN



Patterns

Multidiscipline pattern

This is an example of a multi pattern that uses different elements from all the disciplines together to create a 10x10 grid.

The pattern can then be repeated endlessly or cropped, depending on the application (see section on p.92 to learn how to crop patterns).

THE GRID

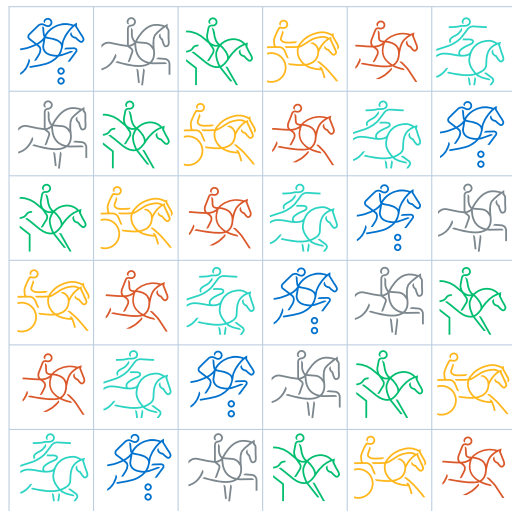


THE PATTERN



Patterns Icon pattern

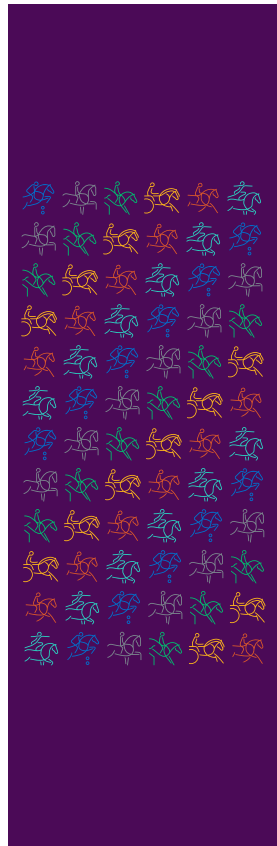
THE GRID



This is an example of a multi icon pattern that uses different elements from all the discipline icons together to create a diagonal pattern within a 10x10 grid.

The pattern can then be repeated endlessly or cropped, depending on the application (see section on p.92 to learn how to crop patterns).

THE PATTERN



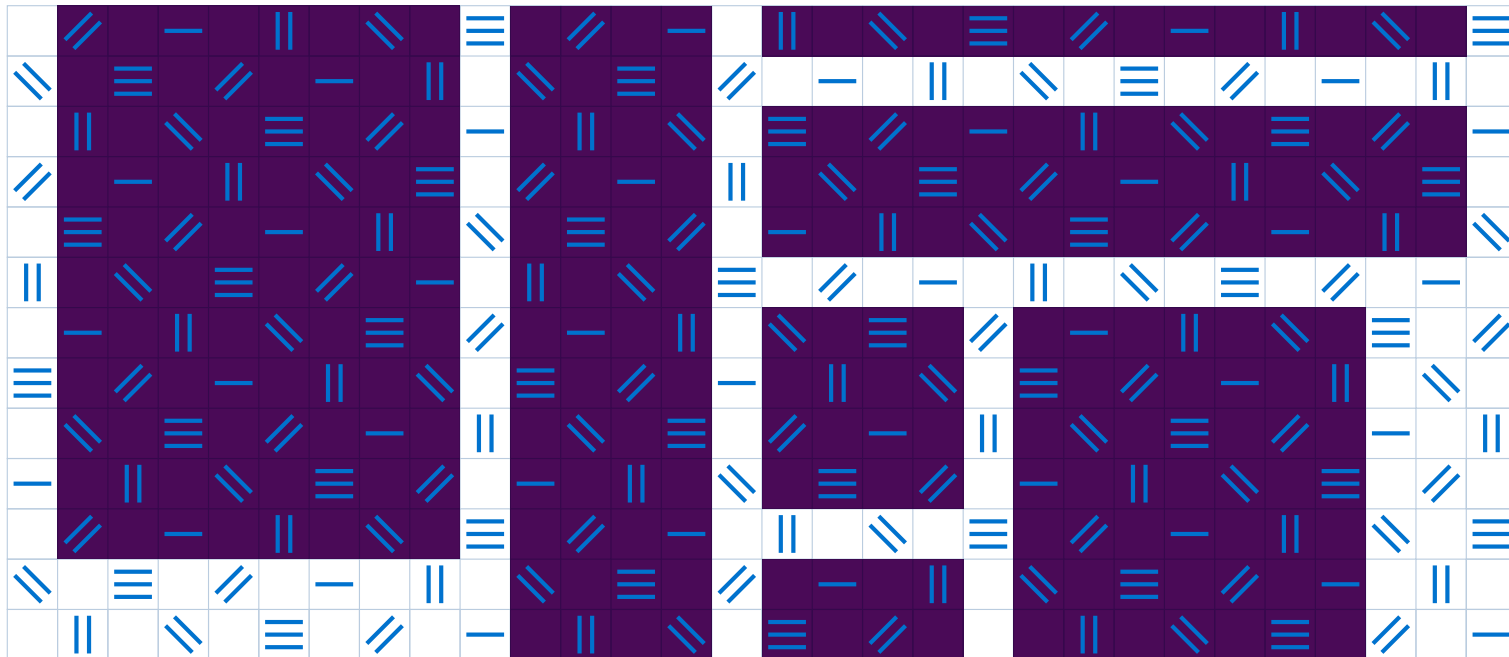
Patterns Cropping

Each pattern can be cropped in multiple ways, as shown below.

Depending on the design intended, bigger or smaller amounts of the pattern can be cropped in order to give different effects.

These crops are just for reference and different ones can be created, as long as they follow the grid below.

This applies to all the different multi and discipline patterns.



Tone of voice

Human. Confident. Inclusive.
These are the qualities that
inform the FEI's tone of voice
for all communications, with
a fourth unique attribute for
each discipline.

Tone of voice

FEI

Three key attributes -
Human, Confident, Inclusive -
inform the FEI's tone of voice
for all communications.

Of course, the disciplines have
personalities of their own and
these are reflected in a fourth
attribute - unique to each.

Human

We are always looking to make connections. We want people to engage with us, to relate to us, so we need to speak to them with personality on a human, not corporate, level. We are approachable and straight-talking. We are expressive and warm. Our sports are built on respect, trust and care and these values guide the way we communicate.

Confident

We speak with clarity and confidence to get our message across. We love what we do and we are not afraid to show it. We sound modern, fresh and progressive. We want to be heard by a younger and broader audience and the channels we use reflect this. We want your attention, so our language is sharp, to the point and compelling.

Inclusive

We sound accessible and welcoming. We want fans to feel part of the conversation. We are united and speak with one voice, but we also celebrate the variety of each discipline. We do not sound bland and homogenous. Our language is rich and colourful, reflecting our global outlook and the passion and emotion our sport evokes.

Tone of voice Disciplines

Jumping **Dramatic**

Set the stage, lift the curtain and revel in this high drama and gripping spectacle. Our words should capture the athleticism, power and courage of horse and rider, and the tension and focus in the ring.

Driving **Thrilling**

This is loud, boisterous, frenetic and fun and the words we use convey the thrill of the chase. It is lively and vibrant, with the team dynamic and crowd's energy providing added colour to a compelling story.

Dressage **Graceful**

Our words rich, refined and expressive, like the elegance and grace of the horse and rider. This is balanced by the need to keep our audience informed, explaining the nuances of the sport that make the difference.

Endurance **Epic**

The size and scale of the challenge sets it apart. Our story blends the event's intensity with the majesty of the setting. The language is expansive and descriptive, befitting such an epic contest. At the same time, the horse's well-being is paramount and our language must communicate the high level of care given during a race and reflected by the bond between horse and rider.

Eventing **Brave**

The focus is on the courage of the rider and the skill and talent required to be successful in 3 different disciplines – the desire to push themselves across different disciplines. Capture the full range of contrasting emotions – from the serene atmosphere of dressage to the drama of jumping.

Vaulting **Vibrant**

Vaulting is all about energy, dynamism and youth and that is how we describe it. Fans and competitors are young and we speak their language, sharp, to the point and emotive, talking to the heart not the head.

Tone of voice Disciplines

These are some key words to use
when writing about each discipline:

Jumping

Powerful Gripping
Athletic Courage
Strength Tension
Fearless Drama

Dressage

Elegance Finesse
Graceful Style
Beauty Serene
Poise

Eventing

Adventurous Bravery
Daring Desire
Heroic Courage

Driving

Spectacular Thrill
Fearless Boisterous
Entertaining Fun
Gripping Energy
Lively

Endurance

Spirited Majestic
Tenacious Epic
Resolute Esteem
Teamwork Tough
Intense Tactical

Vaulting

Lively Skilful
Colourful Vibrant
Energetic Creative
Dynamic Youthful
Partnership

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Photography

Beautiful imagery to capture
our sport, fans and athletes.

Our photography

Introduction

The principles

What guides our photography style.

Reportage

We want to capture the rider's preparation and their support team, warm up, entrance/exit to arena, course walk, crowds cheering. We want to show the elite nature of the events and the passion of the riders competing in the event, their concentration, relief, elation, frustration, joy and everything in between. Images showing the relationship of the rider with their horse, tactics with their team or preparation with the groom are also good. The event is part of a global series so any images which are able to highlight the location or host country would also be good.

Sports action

We want to capture each rider in the arena – when they are in action and also their reaction following a round. We also want to see the sport from different or unexpected angles. The images need to reflect both the drama of the action and the more subtle, yet equally tense, in-between moments. When editing, images can be cropped to highlight both the rider and branding, as required.

Prize Giving

Triumphant shots of the winning rider celebrating their victory before/after the prize giving – this does not need to be on the podium and can include celebrations after finishing the winning round. Good examples include: reaction in the kiss/cry area, riders embracing and greeting their team and the lap of honour.

Photography

Our athletes

We use photography to bring fans closer to the athletes. We take the helmets off, go behind the scenes and present them in refreshing, honest and down-to-earth ways.



Photography Our sport

Highlight the bond between fans and their discipline and also the bonds between the fans themselves.

From the respectful silence of dressage to the emotional tension of jumping, the audiences are clearly defined.



Photography

Our fans



Follow fans from the street to their seats and be aware of what the sport means to them. They have inspiring stories to tell.



Photography Our environment



We focus on the detail, the motion and the intensity of equestrian sport that helps to draw the viewer in. We find the life behind the scenes, in the stables, in the trailer parks. We try to tell richer stories - whether it's the detail of an athlete's pre-competition ritual or the blistered hand on bridle leather. We aim for a deeper insight into the soul of equestrianism, rather than generic in-action imagery.

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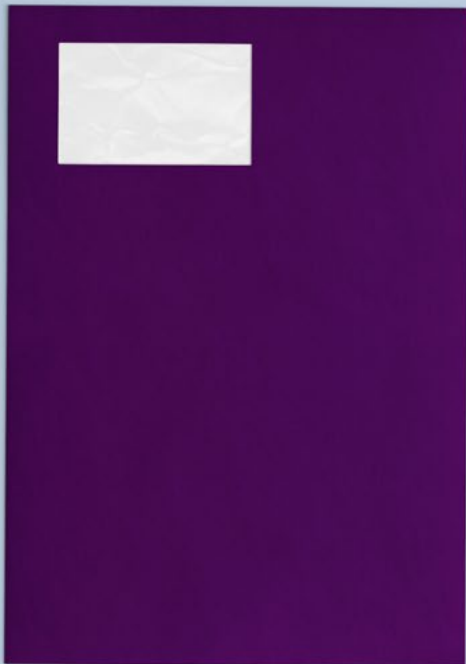
SUPPORT & CONTACT

Inspiration

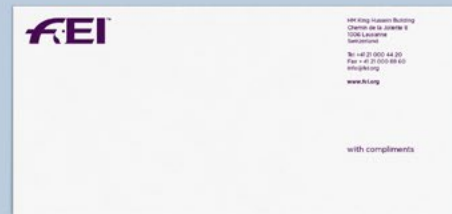
Suggestions for how the
FEI brand should look.

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- DISCIPLINES
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Inspiration Stationery



The following pages offer examples of ways the brand can be brought to life. These are for illustrative purposes only.

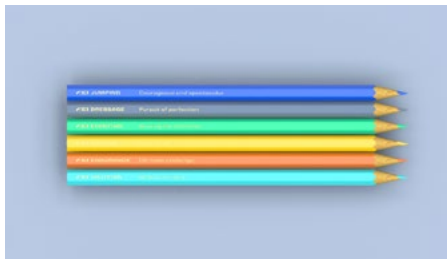
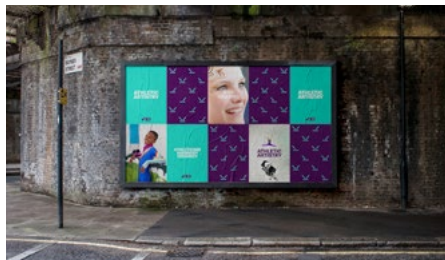


Inspiration
FEI Logo



Inspiration FEI Logo / Disciplines





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Support & Contact

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