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

**Brand Architecture**

### Values

<table>
<thead>
<tr>
<th>Horse first</th>
<th>Perform as one</th>
<th>Fair and equal</th>
<th>For today and tomorrow</th>
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<tbody>
<tr>
<td>Human</td>
<td>Confident</td>
<td>Inclusive</td>
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### Disciplines

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### Series

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### Sub-Branding

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FEI Logo

Digital friendly and built for the modern world.
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.
Official name

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.
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.
**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**

- **BLACK**

**NEGATIVE VERSIONS**

- **WHITE**

---

**FEI LOGO**

**TYPOGRAPHY**

**COLOUR**

**DISCIPLINES**

**EVENT LOGOS**

**SUB-BRANDING**

** PATTERNS**

**TONE OF VOICE**

**PHOTOGRAPHY**

**INSPIRATION**

**SUPPORT & CONTACT**
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**

*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*

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

The size of the clear space area around the logos is equal to the width of two ‘I’s taken from the FEI Logo.
On the left side though, the size is equal to one and half ‘I’s, to better balance the logo when used within a box.

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.
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.

NOTE
The logos opposite are not shown at actual size.
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 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
Typography

Unique typography for powerful stories
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, based on the BW font. It will be shared with partners but should not be used without approval from the FEI.

**FEI Bold**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
```

**FEI Regular**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
```

**FEI Light**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
```
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.

Gotham Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Gotham Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
To make the text flow, use different font weights in a clear hierarchy.

**HEADLINES**
- FEI Bold
- FEI Regular
- FEI Light
  Tracking set to -10 (more 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

---

**Headlines can be set in any of the three FEI weights**

Sub-headings use 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.
INTRODUCTION
FEI LOGO
TYPOGRAPHY
COLOUR
DISCIPLINES
EVENT LOGOS
SUB-BRANDING
PATTERNS
TONE OF VOICE
PHOTOGRAPHY
INSPIRATION
SUPPORT & CONTACT

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.

USE BIG BACKGROUNDS

USE CLEAR SPACE

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.

To safeguard legibility FEI coloured backgrounds can be used.

THIS IS THE WRONG WAY TO USE TEXT BECAUSE THE WORDS OBSCURE THE PICTURE AND DESTROY THE IMPACT OF THE IMAGE.

The message should be short and clear.
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**

Once weaned at about seven months, these youngsters roam in huge camps amongst their peers. While their food is supplemented with pellets, all roughage comes from the indigenous bush. Rustic, uncomplicated and slow growing.

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
Colour

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

FEI colour palette

---

**FEI PURPLE**

PMS 2617  
C92 M100 Y31 K27  
R75 G10 B87  
#4b0a57

**FEI GREY**

PMS 536  
C31 M14 Y8 K5  
R186 G204 B223  
#baccdf

**FEI DARK PURPLE**

PMS 276  
C97 M100 Y17 K61  
R49 G19 B58  
#31133a

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.
Colour

Discipline colours

Every colour in our palette complements our main colour, the FEI Purple.
We also have seven 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.
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
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.
Disciplines

Promoting the growth of equestrian sport with seven unique disciplines.
Disciplines
Positioning summary

Jumping

Essence
Courageous and spectacular

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

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.

Orientation

Attributes
Graceful
Perfection
Respectful
Engaged
*Admiration

*Additional attribute for Para Dressage
Disciplines
Positioning summary

Eventing

Essence
Braving the elements

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

Orientation
Disciplines
Positioning summary

Driving

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
Disciplines
Positioning summary

Endurance

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

Vaulting

Discipline

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.

Orientation

Attributes

Bravery
Harmony
Theatre
Vibrancy
Reining

**Disciplines**

**Positioning summary**

**Discipline**

**Reining**

**Essence**

Fast, furious and fun

**Proposition**

Reining is the Wild West – exciting, fast and furious. Where riders and horses deliver spectacular, breathtaking performances true to the traditions of cowboy showmanship. The combination of tremendous technique and agility is mixed with a hint of nostalgic bravado and laid-back swagger. In a relaxed, inviting atmosphere, rural horse lovers, families and friends revel in a revved-up ranch environment unique to this electrifying sport.

**Attributes**

Western

Charismatic

Free-spirited

Energised
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.
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**

- **FEI JUMPING**
- **FEI DRESSAGE**
- **FEI PARA DRESSAGE**
- **FEI EVENTING**
- **FEI DRIVING**
- **FEI PARA DRIVING**
- **FEI ENDURANCE**
- **FEI VAULTING**
- **FEI REINING**

**NEGATIVE VERSION**

- **FEI JUMPING**
- **FEI DRESSAGE**
- **FEI PARA DRESSAGE**
- **FEI EVENTING**
- **FEI DRIVING**
- **FEI PARA DRIVING**
- **FEI ENDURANCE**
- **FEI VAULTING**
- **FEI REINING**
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.
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.

### POSITIVE VERSIONS

- FEI JUMPING
- FEI DRESSAGE
- FEI EVENTING
- FEI DRIVING
- FEI ENDURANCE
- FEI VAULTING
- FEI REINING
- FEI PARA DRESSAGE
- FEI PARA DRIVING

### NEGATIVE VERSIONS

- FEI JUMPING
- FEI DRESSAGE
- FEI EVENTING
- FEI DRIVING
- FEI ENDURANCE
- FEI VAULTING
- FEI REINING
- 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.
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.
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.
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
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.
Disciplines
Colour misuse

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

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

ICONS
A different formula is used to create the clear space around icons. Leave a thickness equivalent to five lines.
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.
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 apply photoshop effects
- Do not keyline it
- Do not break it up
- Do not add a stroke
- Do not change the hierarchy
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 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

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.

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

**AREA B** can be extended in height to allow for a longer event name.

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

---

**DISCIPLINES**

**EVENT NAME**

**LOCATION**

**FINAL YEAR**

**CATEGORIES**

**DESCRIPTION**

---

**LONGINES**

**FEI**

**JUMPING WORLD CUP™ LONDON**

---

**LONGINES**

**FEI**

**JUMPING REGIONAL CHAMPIONSHIP GUADALAJARA 2019**

**YOUNG RIDERS**

---

**FEI**

**JUMPING EUROPEAN CHAMPIONSHIPS SAMORIN 2017**

**YOUNG RIDERS, JUNIORS AND CHILDREN**
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.

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**Event logos**

**Formats**

**GENERIC**

<table>
<thead>
<tr>
<th>LOGO</th>
<th>Description</th>
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</thead>
<tbody>
<tr>
<td>LONGINES</td>
<td>Features all information about the final event.</td>
</tr>
<tr>
<td>JUMPING WORLDCUP™ LONDON</td>
<td>Features all information about the final event.</td>
</tr>
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</table>

**LOCATION/DATE**

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<td>Features the city, country name and/or final date</td>
</tr>
<tr>
<td>JUMPING WORLDCUP™ YOUNG RIDERS</td>
<td>Features the city, country name and/or final date</td>
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**FINALS/CATEGORIES**

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<tr>
<td>JUMPING NATIONS CUP™ YOUNG RIDERS, JUNIORS AND CHILDREN</td>
<td>Features the city, country name and/or final date</td>
</tr>
</tbody>
</table>

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**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.
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).
Event logos
Multi-discipline events

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.
Event logos
Different versions

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.
Event logos
Different versions

For each series, greyscale, black and white logo versions are also available.
Event logos + Organising Committee Logos

Usage

1. The lettering of the OC Logo (event title, including any associated wording) cannot be bigger than the lettering of the Longines logo.
2. The total size of the OC Logo (event title, including any associated wording and incorporated logos) cannot exceed the space occupied by the event logo (indicated, for reference, with the dotted line in the diagrams).
3. These Guidelines apply for all references to international competitions. For references to national competitions and activities not related to international competitions the OC may use their own logo.
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
Extreme Landscape Logo
– Structure

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. A field-banner is one example.

This logo is available in colour, black and white.

- Discipline
  - colour
  - Maximum height
  - SPONSOR LOGO SPACE
  - This space width will vary according to sponsor logo, but the height should always remain the same
  - Always use the logo with the TM mark
  - Where there is no sponsor, use the logo structure from the right side of this line
  - Some series will include a trademark symbol (TM). Make sure this is included on the artwork

Any of the discipline names
Event logos
Extreme Landscape Logo
– Versions

This logo is available in colour, black and white.

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.

POSITIVE VERSION

LONGINES | FEI JUMPING NATIONS CUP™
FEI DRESSAGE NATIONS CUP™

NEGATIVE VERSION

LONGINES | FEI JUMPING NATIONS CUP™
FEI DRESSAGE NATIONS CUP™
Event logos

Extreme Landscape Logo – 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.

This can be further shortened for use on field-banners, by removing the discipline name.

This logo is available in colour, black and white.
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.

CLEAR SPACE
The size of the clear space around the logos should be equal to the width of two FEI logo “I”s.
Event logos
Minimum 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.

NOTE
The logos opposite are not shown at actual size.

LONGINES
Print: 12mm
Web: 90px
JUMPING NATIONS CUP

AEI
Print: 10mm
Web: 120px
JUMPING EUROPEAN CHAMPIONSHIPS
SAMORIN 2017
YOUNG RIDERS, JUNIORS AND CHILDREN
Below are examples of what not to do with the logo. The same rules apply to all disciplines and series logos.

**Event logos**

**Misuse**

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

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

PORTRAIT VERSION

LANDSCAPE VERSION
The FEI Campus logos are available in four formats: portrait, landscape, positive and negative.
Sub-branding
FEI Clean Sport

The FEI Clean Sport logos are available in four formats: portrait, landscape, positive and negative.
The FEI Solidarity logos are available in four formats: portrait, landscape, positive and negative.
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.
Sub-branding
FEI Sports Forum

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.
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

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.84 to learn how to crop patterns).
Patterns

Dressage & Para Dressage pattern

The 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.84 to learn how to crop patterns).

**THE ELEMENTS**

```
X //
```

**THE GRID**

```
X // // // X X
X X // // // X
// // X X // //
X // // // X X
// X X // // //
// // X X // //
X // // // X X
// X X // // //
X // // // X X
X X // // // X
```

**THE PATTERN**
Patterns
Eventing pattern

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

The pattern can be repeated endlessly or cropped, depending on the application (see section on p.84 to learn how to crop patterns).
Patterns
Driving & Para Driving pattern

The 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.84 to learn how to crop patterns).
The elements

THE GRID

The 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.84 to learn how to crop patterns).
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.84 to learn how to crop patterns).
**Patterns**

Reining 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.84 to learn how to crop patterns).
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.84 to learn how to crop patterns).
Patterns
Multidiscipline pattern

This is an example of a multi pattern that uses different elements from all the disciplines 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.84 to learn how to crop patterns).
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.
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.

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.

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.
**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.

**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.

**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.

**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.

**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.

**Reining**
- **Western**
  
  Our language, like the sport itself, evokes the wild west and the frontier spirit. Unpolished, down to earth and informal this is about channelling the energy and mood of a high-spirited western-inspired celebration.

**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.
### Tone of voice

#### Disciplines

**Jumping**
- Powerful
- Athletic
- Strength
- Fearless

**Dressage**
- Elegance
- Graceful
- Beauty
- Poise

**Eventing**
- Adventurous
- Daring
- Heroic

**Endurance**
- Spirited
- Tenacious
- Resolute
- Teamwork
- Intense

**Vaulting**
- Lively
- Colourful
- Energetic
- Dynamic

**Driving**
- Spectacular
- Thrill
- Fearless
- Entertaining
- Thrill

**Dressage**
- Gripping
- Courage
- Tension
- Drama

**Dressage**
- Finesse
- Style
- Serene

**Eventing**
- Bravery
- Desire
- Courage

**Driving**
- Boisterous
- Fun
- Gripping
- Energy

**Endurance**
- Majestic
- Epic
- Esteem
- Tough

**Vaulting**
- Skilful
- Vibrant
- Creative
- Youthful

**Driving**
- Thrilling
- High-spirited
- Fast
- Electrifying

**Driving**
- Wild
- Bravado
- Down-to-earth

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

Suggestions for how the FEI brand should look
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 Disciplines
Inspiration

FEI Series
Inspiration

Events
Support & Contact

Fédération Equestre Internationale

HM King Hussein I Building
Chemin de la Joliette 8
1006 Lausanne
Switzerland

Vassilis Paradissis
Marketing Manager
vassilis.paradissis@fei.org