Brand guidelines

May 2022
Version 1.4
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.
These values will help shape the look and feel of our brand and will inform the decisions and actions we take in the future.

**Values**

**Horse first**

The welfare of the horse is our top priority.

**Perform as one**

A unique sporting partnership built on mutual trust and respect.

**Fair and equal**

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.

**For today and tomorrow**

Meeting the needs of today without compromising tomorrow.
Introduction
Brand Architecture

<table>
<thead>
<tr>
<th>ORGANISATION</th>
<th>FEI LOGO</th>
<th>TYPOGRAPHY</th>
<th>COLOUR</th>
<th>DISCIPLINES</th>
<th>EVENT LOGOS</th>
<th>SUB-BRANDING</th>
<th>PATTERNS</th>
<th>TONE OF VOICE</th>
<th>PHOTOGRAPHY</th>
<th>INSPIRATION</th>
<th>SUPPORT &amp; CONTACT</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>VALUES</th>
<th>Horse first</th>
<th>Perform as one</th>
<th>Fair and equal</th>
<th>For today and tomorrow</th>
</tr>
</thead>
<tbody>
<tr>
<td>TONE OF VOICE</td>
<td>Human</td>
<td>Confident</td>
<td>Inclusive</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>DISCIPLINES</th>
<th>FEI JUMPING</th>
<th>FEI DRESSAGE</th>
<th>FEI EVENTING</th>
<th>FEI DRIVING</th>
<th>FEI ENDURANCE</th>
<th>FEI VAULTING</th>
</tr>
</thead>
<tbody>
<tr>
<td>SUB-BRANDING</td>
<td>FEI SOLIDARITY</td>
<td>FEI AWARDS 2022</td>
<td>FEI TWO HEARTS</td>
<td>FEI CLEAN SPORT</td>
<td>FEI CAMPUS</td>
<td></td>
</tr>
</tbody>
</table>

| SERIES | FEI JUMPING WORLD CUP | FEI DRESSAGE WORLD CUP | FEI DRIVING WORLD CUP | FEI NATIONS CUP | FEI JUMPING NATIONS CUP | FEI DRESSAGE NATIONS CUP | FEI DRIVING NATIONS CUP | FEI NATIONS CHAMPIONSHIP | FEI JUMPING CHAMPIONSHIP | FEI DRESSAGE CHAMPIONSHIP | FEI DRIVING CHAMPIONSHIP | FEI NATIONS CHAMPIONSHIP | FEI JUMPING CHAMPIONSHIP | FEI DRESSAGE CHAMPIONSHIP | FEI DRIVING CHAMPIONSHIP | FEI NATIONS CHAMPIONSHIP | FEI JUMPING CHAMPIONSHIP | FEI DRESSAGE CHAMPIONSHIP | FEI DRIVING CHAMPIONSHIP | FEI NATIONS CHAMPIONSHIP | FEI JUMPING CHAMPIONSHIP | FEI DRESSAGE CHAMPIONSHIP | FEI DRIVING CHAMPIONSHIP | FEI NATIONS CHAMPIONSHIP | FEI JUMPING CHAMPIONSHIP | FEI DRESSAGE CHAMPIONSHIP | FEI DRIVING CHAMPIONSHIP | FEI NATIONS CHAMPIONSHIP |
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.
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.
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.
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.
**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*

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.
**FEI Brand guidelines**

**v 1.4**

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

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**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. 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.

---

**WIDTH OF LETTER ‘I’**

... x2 ...

---

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.

---

**FEI Clear space**
FEI Brand guidelines

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

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.

NOTE
The logos illustrated here 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. 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
### 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.

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**Gotham Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

**Gotham Book**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

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**World Cup**
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.

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

**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.
**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**

**SHORT HEADLINES WORK**

**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.

The message should be short and clear.

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**
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

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.
Colour

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

FEI colour palette

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 PURPLE**

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

**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

**WHITE**

C0 M0 Y0 K0  
R255 G255 B255  
#ffffff
## Colour

### Discipline colours

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.

<table>
<thead>
<tr>
<th>Discipline</th>
<th>Colour</th>
<th>CMYK Values</th>
<th>PMS Values</th>
<th>RGB Values</th>
<th>HEX Values</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jumping Sky</td>
<td>PMS 2173</td>
<td>C100 M15 Y0 K0</td>
<td>PMS COOL GRAY 8 C33 M18 Y13 K33</td>
<td>R124 G135 B142</td>
<td>#0072ce</td>
</tr>
<tr>
<td>Dressage &amp; Para Dressage Platinum</td>
<td>PMS 7481</td>
<td>C82 M0 Y86 K0</td>
<td>PMS 1235 C0 M41 Y98 K0</td>
<td>R255 G183 B28</td>
<td>#ff7c33</td>
</tr>
<tr>
<td>Eventing Nature</td>
<td>PMS 7579</td>
<td>C0 M87 Y100 K0</td>
<td>PMS 3255 C60 M0 Y25 K0</td>
<td>R44 G212 B195</td>
<td>#db582a</td>
</tr>
<tr>
<td>Driving &amp; Para Driving Sand</td>
<td>PMS 3255</td>
<td>C60 M0 Y25 K0</td>
<td>PMS 3255 C60 M0 Y25 K0</td>
<td>R44 G212 B195</td>
<td>#2cd4c3</td>
</tr>
<tr>
<td>Vaulting Flare</td>
<td>PMS 3255</td>
<td>C60 M0 Y25 K0</td>
<td>PMS 3255 C60 M0 Y25 K0</td>
<td>R44 G212 B195</td>
<td>#2cd4c3</td>
</tr>
</tbody>
</table>

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.
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

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.

For today and tomorrow.

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

Promoting the growth of equestrian sport with six 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
**Disciplines**

**Positioning summary**

**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.

**Attributes**

Graceful
Perfection
Respectful
Engaged
*Admiration*
Disciplines
Positioning summary

Eventing

Discipline

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
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
Endurance

Orientation

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
Disciplines
Positioning summary

Vaulting

**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
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

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

FEI Brand guidelines
v 1.4

Disciplines
Landscape logos

**POSITIVE VERSIONS**

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

**NEGATIVE 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.
Disciplines

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.
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.
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.
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**
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.

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.

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.
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
Event Logos

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

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.

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

1. **AREA A** can be reduced in height to allow for a longer event name.
2. The FEI event lockup can be reduced to 80% of its former size within **AREA B**.
3. 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

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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**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.
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).

For each event, we have two logos:
- FEI World Cup™ logo
- FEI Nations Cup™ logo
- FEI Championships logo

For each event, we have two alternatives for the top section:
- 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.
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).

Examples
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, 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
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.

FEI Brand
guidelines
v 1.4

Introduction
FEI LOGO
TYPOGRAPHY
COLOUR
DISCIPLINES
EVENT LOGOS
SUB-BRANDING
PATTERNS
TONE OF VOICE
PHOTOGRAPHY
INSPIRATION
SUPPORT & CONTACT

Maximum height.
Equivalent to the height of the FEI logo.

SPONSOR LOGO SPACE

Discipline colour

Any of the discipline names

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.
Event logos
Landscape Logo
– Versions

This logo is available in colour, black and white.

**POSITIVE VERSION**

LONGINES  |  FEI JUMPING WORLD CUP™

LONGINES  |  FEI JUMPING WORLD CUP™

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.

**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™

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.

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
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.

CANVAS SIZE
Width 210mm
Height 210mm

CANVAS SIZE
(width dependant on amount of text)

HEIGHT 36mm

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.

DISCIPLINE PANEL
Purple panel
Width 210mm
Height 194mm

Discipline panel
Width 210mm
Height 16mm

PURPLE PANEL

(Example colour used here is for Dressage)
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.

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

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

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.

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

**STEP 1**
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.

**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.
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.

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

**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

**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.

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

Disciplines: Adding more than one Discipline to a Single Logo

**STEP 1**
The category name should be added using the font Gotham Bold

<table>
<thead>
<tr>
<th>Font</th>
<th>Gotham Bold</th>
</tr>
</thead>
<tbody>
<tr>
<td>Font size</td>
<td>23pt</td>
</tr>
<tr>
<td>Leading</td>
<td>23pt</td>
</tr>
<tr>
<td>Tracking</td>
<td>-10</td>
</tr>
</tbody>
</table>

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

**STEP 2**
The distance between the year and the discipline/category name should be equal to the width of two FEI logo ‘I’s.

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

**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.
Event logos
Rollout Guide

Discipline Icon : Adding a Discipline Icon

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.

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

Due to the keyline design of the icons, the safe distance top and bottom should be one single ‘I’ width taken from the FEI logo.
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.
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
File Naming and 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.

Designation (if required)
e.g.
WBFSH = World Breeding Federation of Sport Horses

Colour type
CMYK or RGB

FEI
Location
Format

FEI_2022_WBFSH_Dressage_Ermelo_NEG_CMYK.ai

FEI
Location
Format

Year of competition
Logo type
e.g.
NEG = Negative
POS = Positive
White = White
Black = Black
No_bkg = No background colour
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

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

**PORTRAIT VERSION**

![FEI Two Hearts Portrait Logo]

**LANDSCAPE VERSION**

![FEI Two Hearts Landscape Logo]
The FEI Campus logos are available in four formats: portrait, landscape, positive and negative.

Sub-branding
FEI Campus

PORTRAIT VERSION

LANDSCAPE VERSION
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. Pantone reference for the orange colour should be: Pantone 171 C.
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.
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.
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).
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.92 to learn how to crop patterns).
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).
Patterns
Driving & Para Driving pattern

The elements

=  x  *

The grid

=  x  *  =  x  
*  x  x  *  x  
=  x  *  =  x  
=  x  x  =  x  
=  x  *  =  x  
=  x  x  =  x  

The 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).
Patterns

Endurance 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).
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).

**Patterns**

**Vaulting pattern**

**THE ELEMENTS**

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**THE GRID**

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```

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

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.

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.

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.

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.
### Tone of Voice

#### Disciplines

<table>
<thead>
<tr>
<th>Jumping</th>
<th>Dressage</th>
<th>Eventing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Powerful, Athletic, Fearless</td>
<td>Elegance, Graceful, Beauty</td>
<td>Adventurous, Daring, Heroic</td>
</tr>
<tr>
<td>Gripping, Courage, Tension</td>
<td>Finesse, Style</td>
<td>Bravery, Desire</td>
</tr>
<tr>
<td>Drama</td>
<td>Poise, Serene</td>
<td>Courage</td>
</tr>
</tbody>
</table>

#### Driving

| Spectacular, Fearless, Entertaining, Gripping | Thrill, Boisterous, Fun, Energy |

<table>
<thead>
<tr>
<th>Endurance</th>
<th>Vaulting</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spirited</td>
<td>Lively</td>
</tr>
<tr>
<td>Majestic</td>
<td>Skilful</td>
</tr>
<tr>
<td>Epic</td>
<td>Colourful, Vibrant</td>
</tr>
<tr>
<td>Esteem</td>
<td>Energetic, Creative</td>
</tr>
<tr>
<td>Tough</td>
<td>Dynamic, Youthful</td>
</tr>
<tr>
<td>Tactical</td>
<td>Partnership</td>
</tr>
</tbody>
</table>
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.
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
Inspiration

FEI Disciplines
Support & Contact

Fédération Equestre Internationale

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

Alessandra Landi
Marketing Manager
branding@fei.org