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. You’ll find all the tips and advice you need 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 together from grassroots to the world stage.

Meeting the needs of today without compromising tomorrow.
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.
FEI
Official name

The official name logo is made up of two elements, the FEI logo and the Wordmark. They can be used individually or together.

We can use two versions of the FEI logo with the Wordmark as Portrait or Landscape lockups. We use the Portrait version for portrait applications and the Landscape version for landscape applications.
FEI

English translation

The official name logo is made up of two elements, the FEI logo and the Wordmark. They can be used individually or together.

We can use two versions of the FEI logo with the Wordmark as Portrait or Landscape lockups.

We use the Portrait version for portrait applications and the Landscape version for landscape applications.
All logos, FEI and Lockup should only be used in the FEI Purple colour and 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.
Our FEI logo and Lockup could be used in special moments in order to create a more premium colour palette using a combination with our FEI Dark Purple and FEI Purple. These exceptions for special usage are authorised upon approval from the FEI.
FEI Colour misuse

Below are examples of what not to do with the logo on colour. Some exceptions may apply, special usage is authorised upon approval.

Do not use other colours on top of the FEI purple.

Do not set the purple Logo in other colour backgrounds.
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 primary 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 make sure that you provide a generous amount of space around any of the logos, to let them stand out. The examples below show the minimum amount of space required.

Where possible, more clear space than the minimum shown here is preferred.
Do not place any text, graphics or images within this area of clear space.
Our logos should always be legible, whenever they’re used. Never use our Logos below the minimum sizes shown on this page.

In limited exceptions, the TM symbol can be removed, for example where size or printing technique doesn’t 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
Colour

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

**FEI PURPLE**

- PMS 2617
- C29 M100 Y31 K27
- R255 G255 B255
- #4b0a57

**FEI DARK PURPLE**

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

**FEI GREY**

- PMS 536
- C31 M14 Y8 K5
- R186 G204 B223
- #baccdf
**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.

<table>
<thead>
<tr>
<th>Discipline</th>
<th>Colour</th>
<th>Values</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Jumping</strong></td>
<td><strong>Sky</strong></td>
<td>PMS 2773 C100 M15 Y0 K0</td>
</tr>
<tr>
<td></td>
<td></td>
<td>C0 GI4 B206 #0072ce</td>
</tr>
<tr>
<td><strong>Dressage</strong></td>
<td><strong>Platinum</strong></td>
<td>PMS COOL GRAY 8 C33 M18 Y13 K33</td>
</tr>
<tr>
<td><strong>&amp; Para-Dressage</strong></td>
<td></td>
<td>R24 G33 B142 #76378a</td>
</tr>
<tr>
<td><strong>Eventing</strong></td>
<td><strong>Nature</strong></td>
<td>PMS 7481 C82 M0 Y86 K0</td>
</tr>
<tr>
<td><strong>&amp; Para-Driving</strong></td>
<td></td>
<td>R0 G190 B111 #0b6f8f</td>
</tr>
<tr>
<td><strong>Driving</strong></td>
<td><strong>Sand</strong></td>
<td>PMS 1215 C82 M0 Y86 K0</td>
</tr>
<tr>
<td><strong>&amp; Para-Driving</strong></td>
<td></td>
<td>R255 G183 B28 #fffd1c</td>
</tr>
<tr>
<td><strong>Endurance</strong></td>
<td><strong>Sunset</strong></td>
<td>PMS 1579 C0 M18 Y100 K0</td>
</tr>
<tr>
<td><strong>&amp; Driving</strong></td>
<td></td>
<td>R219 G88 B42 #ee82d5</td>
</tr>
<tr>
<td><strong>Vaulting</strong></td>
<td><strong>Flare</strong></td>
<td>PMS 3255 C0 M18 Y25 K0</td>
</tr>
<tr>
<td><strong>&amp; Vaulting</strong></td>
<td></td>
<td>R24 C212 B195 #2cf4c3</td>
</tr>
<tr>
<td><strong>Reining</strong></td>
<td><strong>Leather</strong></td>
<td>PMS 4655 C21 M41 Y51 K20</td>
</tr>
<tr>
<td></td>
<td></td>
<td>R191 G148 B116 #b99474</td>
</tr>
</tbody>
</table>

**INTRODUCTION**

FEI LOGO

COLOUR DISCIPLINES

NATIONS CUP PATTERNS

INSPIRATION

SUPPORT & CONTACT
**Colour**

**Misuse**

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

Do not use gradients.

Do not use the old purple.

Do not use combinations where legibility is impaired. Some exceptions may apply, special usage is authorised upon approval.

Do not use large areas with the FEI Grey.

Do not use our logo with more than one colour variation.

Below are examples of what not to do with colour.
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

These are the positioning summaries for each discipline and exist to help you better define what each discipline is and represents to its audience.
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.

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
Nations Cup™

A uniform system with a clear hierarchy to connect all competitions within our brand
Series
Logo structure

This is the structure that serves as basis for the creation of any future series logos. It consists of a square with a discipline colour strip at the top. On the inside, there are two sections:

A: SPONSOR LOGO/DISCIPLINE ICON
B: SERIES NAMES
Series
Logo structure

To accommodate the different logo variations we've created three exceptions: AREA A is allowed a reduction in height to allow for longer series name. FEI Series Lockup is allowed a reduction up to 80% within AREA B.

FEI Series Lockup is allowed a reduction up to 80% within AREA B.
Series
Formats

Each Series has three different logos that can be used in different situations.

**GENERIC:** that can be used throughout the season

**LOCATION/DATE:** that features the city or country name

**FINALS/CATEGORIES:** with all information about the Final event.

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**GENERIC**

![GENERIC Logo](image1)

**LOCATION/DATE**

![LOCATION/DATE Logo](image2)

**FINALS/CATEGORIES**

![FINALS/CATEGORIES Logo](image3)
Series
Series types

There are three different types of series all following the same structure. The series are:
- FEI Nations Cup™ Jumping
- FEI Nations Cup™ Dressage
- FEI Nations Cup™ Eventing

For our series we have two versions that can be used:
- TITLE SPONSOR
- DISCIPLINE ICON
(some disciplines might not have a sponsor).
Series

Different versions

For each Series logos version, we have available a positive and a negative version (without the purple box).

This can be used when there's the need to be flexible and use the logo on top of other colours. Like the example below, the background colour is the Longines blue.
### Series

**Extreme landscape**
- **Structure**

<table>
<thead>
<tr>
<th>SPONSOR LOGO SPACE</th>
<th>DISCIPLINE SERIES NAME</th>
</tr>
</thead>
<tbody>
<tr>
<td>Maximum height</td>
<td></td>
</tr>
</tbody>
</table>

This space width will vary from sponsor to sponsor logo, the height is always the same.

**Any of nine discipline names**

- Some series will include a Trademark symbol (TM), make sure this is included on the artwork.
- Always use the logo with the TM mark.
- In examples where there's no sponsor available use the logo structure from the right side of this line.

We have available when in need to use a Series logo in a long landscape application, we have available the Extreme landscape Series logo.

These logos are available, on colour, on black and on white.
We have available when in need to use a Series logo in a long landscape application, we have available the Extreme landscape Series logo.

These logos are available, on colour, on black and on white.

**Series**

**Extreme landscape**

– Versions

**POSITIVE VERSION**

**NEGATIVE VERSION**
Please make sure that you provide a generous amount of space around any of the logos, to let them stand out. The examples below show the minimum amount of space required. Where possible, more clear space than the minimum shown here is preferred.

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

### 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 primary logo.
Series

Minimum size

Our logos should always be legible, whenever they’re used.
Never use our Series logos below the minimum sizes shown on this page.

The minimum logo size should only variate between the values according to the amount of detail in the series logos.

NOTE
The logos opposite are not shown at actual size.

Print: 12mm
Web: 90px

Print: 18mm
Web: 120px
Series

Misuse

Below are examples of what not to do with the logo.
The same rules apply to any discipline or series 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 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
- Do not change the hierarchy
Patterns

Modular & forward thinking, progressive with the aim to connect with next generation fans and athletes.
Patterns
Jumping 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.43 to learn how to crop patterns).
Patterns

Dressage pattern

The Elements

The Grid

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.43 to learn how to crop patterns).
Patterns
Eventing pattern

The 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.43 to learn how to crop patterns).
Each pattern can be cropped in many different 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 it follows the grid below. This applies to all the different discipline patterns.
Inspiration

Suggestions of how the FEI brand should look
Inspiration
Operations material
Inspiration
Events
Support & Contact

Fédération Equestre Internationale

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

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Marketing Manager
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