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FEI SPORTS FORUM 2013

Supporting Documents

The supporting documents for the FEI Sports Forum, which will take place at the International Management Development Institute (IMD), a top-ranked business school in Lausanne, are now available on the [FEI website](#).

The documents include the FEI's proposal for the Olympic Games & Paralympics Qualification System for 2016, the Roadmap for Change for the International Movement of Competition Horses, as well as proposed changes for Dressage, Jumping and Driving Rules.

Do not miss out on this unique opportunity to contribute in these discussions that will help shape the future of sport. Please remember to **register** for the FEI Sports Forum by **18 March 2013**. After this date all registrations will be subject to availability.

The FEI Sports Forum is open to National Federations and all FEI stakeholders, including media representatives. Details of the event can be found in the invitation on [FEI.org](#).

GENERAL

New FEI Discipline Pictograms

Following the unveiling of the new FEI equestrian pictograms at the FEI General Assembly in Istanbul, the FEI would like to share with its National Federations members and with FEI event organisers the opportunity of using these new icons to represent the FEI equestrian disciplines across all communications platforms.

The new FEI equestrian pictograms sport bright colours to embody the passion and vitality of equestrian and depict the unique relationship between human athletes and their horses. These new pictograms aim to communicate the FEI disciplines through the

medium of visual icons, ensuring they can be universally interpreted and enjoyed by all.



The set of new FEI pictograms also includes the Para-Equestrian Dressage and the Para-Equestrian Driving (please see above): their designs follow the original concept of the Dressage and Driving pictograms, but include two parallel lines which are meant to be a visual representation of the concept of "Paralympic".

The new FEI pictograms, and the story behind them, can be viewed in a special video [here](#).

The artworks of the new FEI pictograms to be used for print and on screen, as well as the graphic guidelines for use, are now available and can be downloaded from a dedicated page on [FEI Documents](#) (within the National Federations section),

In addition to the above-mentioned graphic guidelines, some additional basic guidelines have been defined to identify the permitted uses of the new FEI pictograms:

For National Federations:

- FEI Pictograms can be used to represent the FEI disciplines in corporate communications materials and for editorial purposes but must not be used for commercial purposes other than tickets (e.g. merchandise).

For FEI event organisers:

- Use of FEI Pictograms is permitted to represent the FEI disciplines on the following items:
 1. Show programmes
 2. On-site branding and signage
 3. Show/event website
 4. Posters and promotional brochures
 5. Starts -, standings- and result lists
 6. Tickets and ticket order forms

For any doubt about the correct application of the new FEI Pictograms or for any other use not indicated above, please contact the [FEI](#).

The FEI UPDATE and supporting documents are available on the [FEI UPDATE Library](#) on the FEI website.

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