



FEDERATION INTERNATIONALE DE L'AUTOMOBILE

FIA MEMBER CLUB LOGO GUIDELINES

NOV 2014





CONTENTS

FOREWORD	3
INTRODUCING THE FIA MEMBER CLUB LOGOS	4
THE FIA MEMBER CLUB ICON LOGO	5
THE ICON LOGO	6
CLEAR SPACE AND SIZING	7
THE FIA MEMBER CLUB PLAQUE LOGO	8
THE PLAQUE LOGO	9
CLUB LOGO SIZING	10
CLEAR SPACE AND SIZING	11
USAGE OF THE FIA MEMBER CLUB LOGOS	12
WHERE TO APPLY THE LOGOS	13
FIA MEMBER CLUB ICON LOGO APPLICATION SCALE	14
FIA MEMBER CLUB PLAQUE LOGO APPLICATION SCALE	15
FIA MEMBER CLUB LOGOS BEST PRACTICE USAGE	16
BEST PRACTICE USAGE EXAMPLE	27
CLUB USAGE OF THE FIA CAMPAIGN LOGOS	28
THE FOUR FIA CAMPAIGN SUPPORTER LOGOS	29
USING THE FIA SUPPORTER LOGO	30
USING THE FIA SUPPORTER LOGO ALONGSIDE A CLUB LOGO	31
CONDITIONS & FURTHER INFORMATION	32
FIA ASSET SUBMISSION	33
RESTRICTIONS ON USE	35
CONTACT	36



FOREWORD

I am pleased to present the new FIA Member Club Logo, in a number of different formats, that has been designed for the exclusive use of FIA Member Clubs. This replaces the former 'FIA Member of' Logo. The new logo reinforces uniformity across the FIA brand and we invite you to use the new logo in the future, in order to showcase your affiliation to the FIA.

I hope that these brand guidelines, issued by the Federation Internationale de l'Automobile (FIA), will provide you with a tool for understanding how to use the FIA Member Club Logo.

By following these guidelines, you will contribute to developing and maintaining a strong and clear identity for your club and to your membership of the FIA. If you have any questions, my team will be very happy to assist you.

Jean Todt

FIA President

The FIA Member Club Logo is the exclusive property of the Federation Internationale de l'Automobile (FIA) and is protected by copy and trademark rights.



INTRODUCING THE FIA MEMBER CLUB LOGOS

The FIA has developed two types of logo; the Icon Logo and the Plaque Logo.

At the exclusion of any other use, FIA Member Clubs can use either of the FIA membership logos in conjunction with their own logo to complement their branding and express their status as a member of the FIA. The FIA Logo cannot be integrated into the club's own logo.

MEMBER OF



Icon Logo



Plaque Logo



THE FIA MEMBER CLUB ICON LOGO



THE ICON LOGO

The Icon Logo can be used in conjunction with the club's own logo to show clubs' affiliation with the FIA. It can be used on items like membership cards and on the club's website.

Ideally, the logo should be used in the FIA blue colour as detailed here. If the logo is to be placed on a dark background, the white negative logo should be used.

The FIA Member Club Logos must never be altered or manipulated in any way. For more guidance please contact the FIA Marketing Department.



Icon Logo Positive



Icon Logo Negative

FIA BLUE: Pantone 295 C 100 M 70 Y 0 K 50 R 0 G 45 B 95

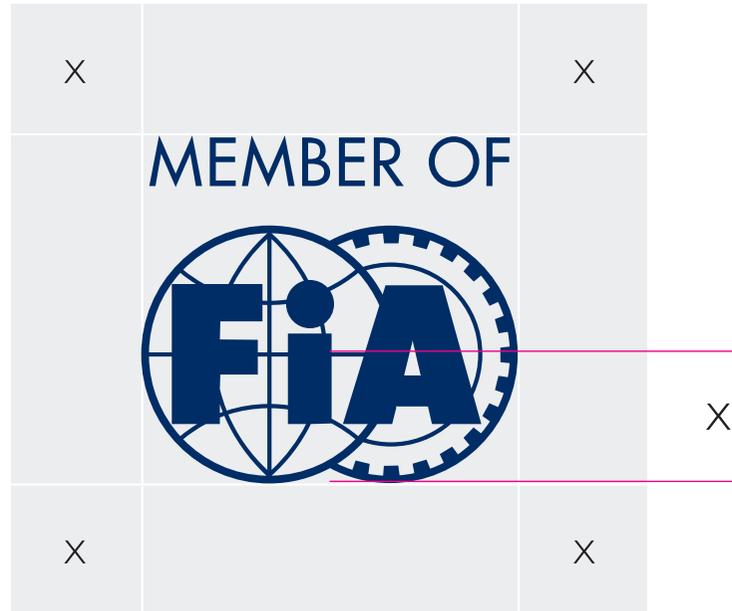


CLEAR SPACE AND SIZING

The Icon Logo should be given prominence and visibility, so that it is not crowded by other text and graphics.

The minimum clear space area is shown here. The clear space area is based on the 'x', measurement; half the height of the FIA Logo.

The Icon Logo should not be reproduced any smaller than 14mm wide, and ideally bigger than this where possible. It would only be used this small on items such as a member card, where a small logo is necessary.



Minimum Size
(Ideally on member cards only)



14mm



THE FIA MEMBER CLUB PLAQUE LOGO



THE PLAQUE LOGO

The second logo is the Plaque Logo, which integrates the club's and the FIA's identities into one logo plaque. This device gives clarity for the club and extra visibility of its brand.

There are two versions that can be used: one with the simple 'Member of FIA' title and the second with the full name of the FIA. The selection of which plaque to use will depend upon the audience who will see the logo, and how familiar they are with the FIA organisation.

The Plaque Logo should be always be used in full colour as shown here.

The FIA Member Club Logos must never be altered or manipulated in any way. For more guidance please contact the FIA Marketing Department.



Plaque Logo V1



Plaque Logo V2

FIA BLUE:

Pantone 295

C 100 M 70 Y 0 K 50

R 0 G 45 B 95

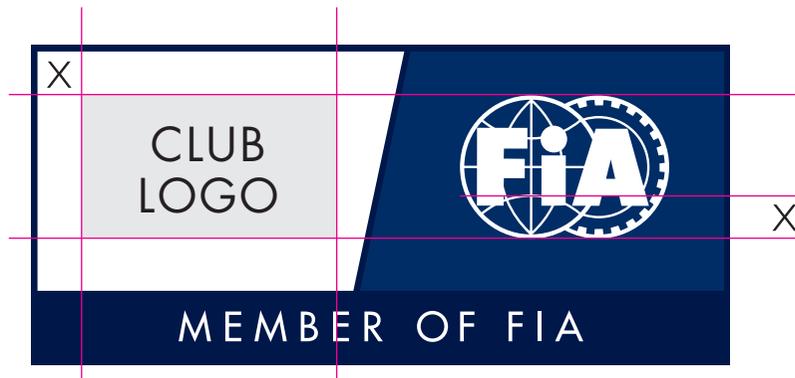


CLUB LOGO SIZING

When incorporating your club logo into the FIA Member Club Plaque Logo, the club logo should be visually balanced with the FIA Logo so that it appears to take up an equal amount of space.

The club logo can be used in full colour to retain the visibility of the club's brand.

In general the club logo should fit within the box presented here, within the height of the FIA Logo and the margins shown.



Guidelines for club logo positioning



Approved logo Position



Approved logo Position



Logo too large



Logo too near edges



CLEAR SPACE AND SIZING

The Plaque Logo should be given prominence and visibility, so it is not crowded by other text and graphics.

The minimum clear space area is shown here. The clear space area is based on the 'x', measurement; half the height of the FIA Logo.

Version 1 of the Plaque Logo should not be reproduced any smaller than 30mm width. Version 2 (due to its intricate type) should not be reproduced any smaller than 35mm width, and ideally bigger than this where possible.



Minimum Size



30mm



35mm



USAGE OF THE FIA MEMBER CLUB LOGOS



WHERE TO APPLY THE LOGOS

The FIA Member Club Logos can be used on a variety of communication materials as listed here.

Please note that the FIA Master Logo, the FIA Member Club Logo, the FIA Member Club Plaque Logo and the FIA Member Club Icon Logo shall not be used by a club for:

- Commercial use
(any services or products which are not part of the Member Clubs' annual basic subscription package that is offered to individual members.)
- Homologation use
(document or material)

PERMITTED LOGO USE

Business Card

Membership Card

Letterhead

Leaflet

Brochure

Roll Up Banner

Sticker

Video

Website

Apparel



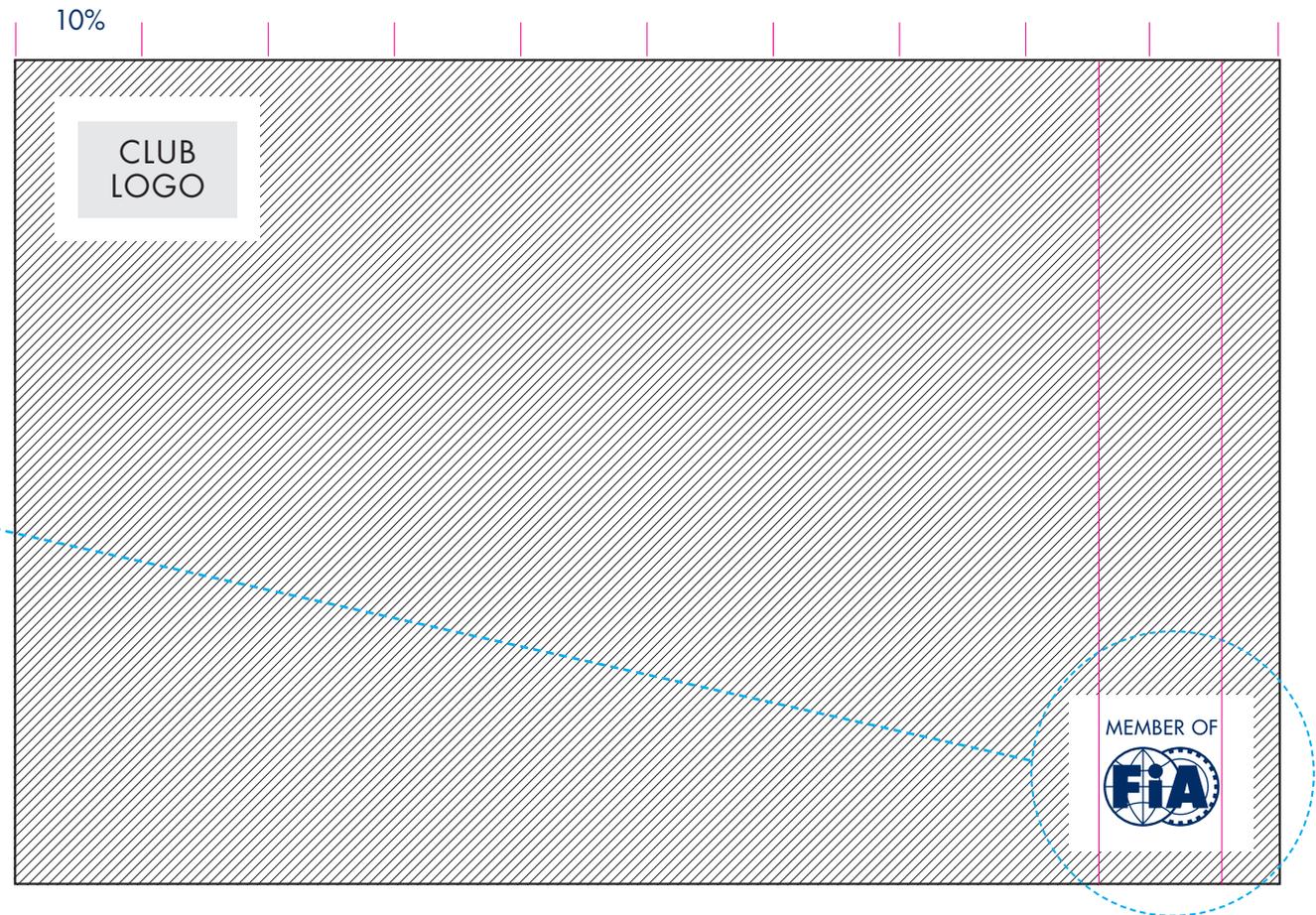
FIA MEMBER CLUB ICON LOGO APPLICATION SCALE

The following visuals show the best practice suggested application of the FIA Member Club Icon Logo on all club collateral. Please apply the FIA Member Club Icon Logo as presented here where possible.

NOTE: The association of the FIA Member Club Logo shall be with the club logo if any, but they should avoid any direct association with commercial partners.



- Icon Logo in bottom right corner
- Full logo size at between 10 – 20% of collateral's longest edge





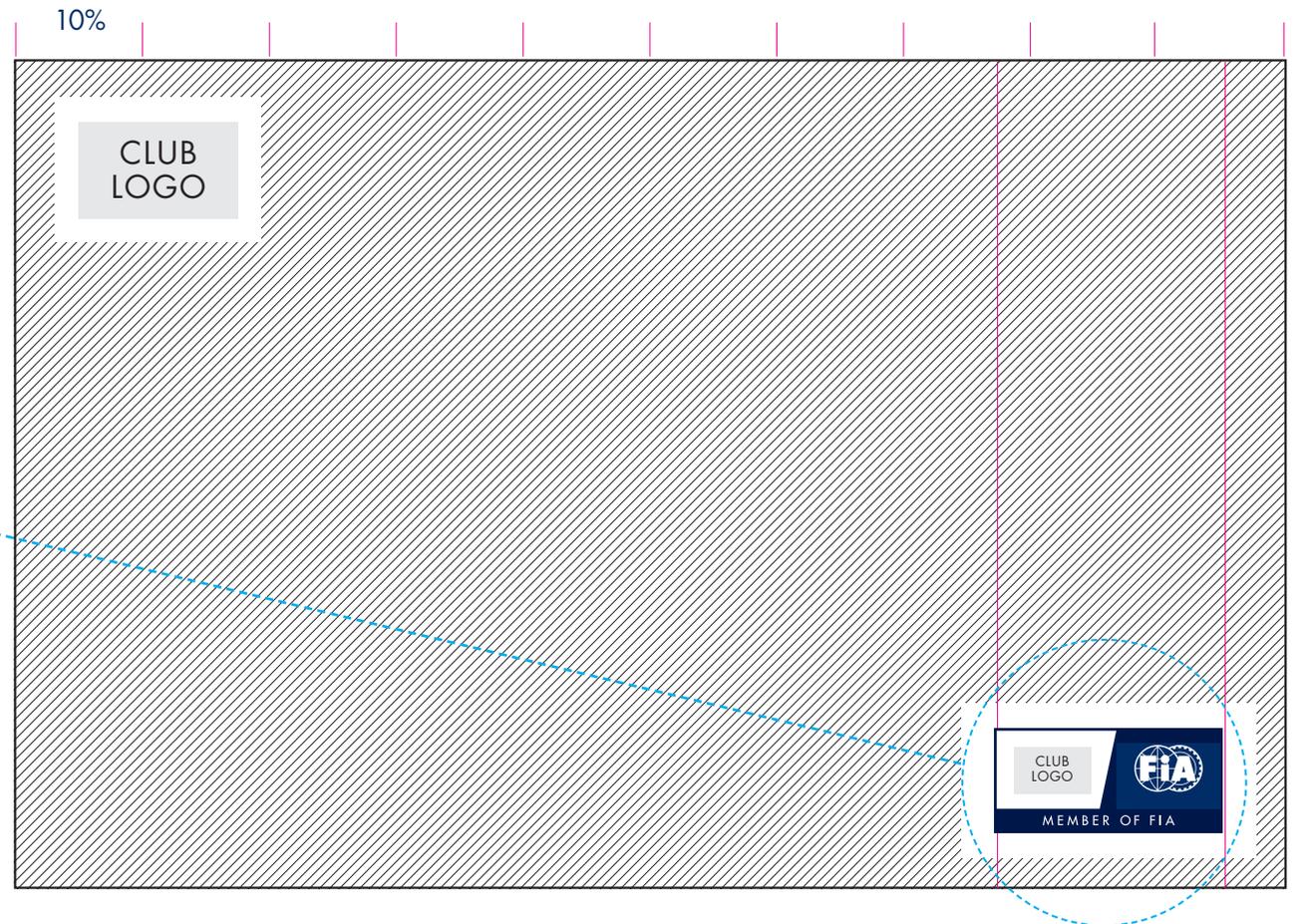
FIA MEMBER CLUB PLAQUE LOGO APPLICATION SCALE

The following visuals show the best practice suggested application of the FIA Member Club Plaque Logo on all club collateral. Please apply the FIA Member Club Plaque Logo as presented here where possible.

NOTE: The association of the FIA Member Club Logo shall be with the club logo if any, but they should avoid any direct association with commercial partners.



- Plaque Logo in bottom right corner
- Full logo size at between 20 – 35% of collateral's longest edge





EXAMPLE USE ON A BUSINESS CARD

This example visual illustrates the use of the FIA Member Club Logos on a business card. Please apply the Member Club Logos as presented here where possible.



Icon Logo



Plaque Logo



EXAMPLE USE ON A MEMBER CARD

This example visual illustrates the use of the FIA Member Club Logos on a membership card. Please apply the Member Club Logos as presented here where possible.



Icon Logo



Plaque Logo



EXAMPLE USE ON A LETTERHEAD

This example visual illustrates the use of the FIA Member Club Logos on a branded letterhead. Please apply the Member Club Logos as presented here where possible.



Dear Sir/Madam

Neque volut mint as abor aut atur acepe magnatum ipsunt officate valore non cus abo. Nam, at. Bus sunt int alit illabor alibusaectur simil milli qu undisti beris dignihi liquas volo que restem core ni utam quatiat ibuscia volenis aut quat re volum qui ommolument m eos am aut earchit eicipsam, omnis et qui nonserro omni aut officienda numquam auta nonsequi in pe lit ommoste mporum lam, nullent venditia estio. Nature minis es nonseque explam archilit aut eturia quam voluptatur a aut ut ut enem quaero dolupit voloria vollaribus sus cum ex et, vellaceria sinum

Neque volut mint as abor aut atur acepe magnatum ipsunt officate valore non cus abo. Nam, at. Bus sunt int alit illabor alibusaectur simil milli qu undisti beris dignihi liquas volo que restem core ni utam quatiat ibuscia volenis aut quat re volum qui ommolument m auta nonsequi in pe lit ommoste mporum lam, nullent venditia estio. Nature minis es nonseque explam archilit aut eturia quam voluptatur a aut ut ut enem quaero dolupit voloria vollaribus sus cum ex et, vellaceria sinum

Volo que restem core ni utam quatiat ibuscia volenis aut quat re volum qui ommolument am eos am aut earchit eicipsam, omnis et qui nonserro omni aut officienda numquam auta nonsequi in pe lit ommoste mporum lam, nullent venditia estio. Nature minis es nonseque explam archilit aut eturia quam voluptatur a aut ut ut enem quaero dolupit voloria vollaribus sus cum ex et, vellaceria sinum

Neque volut mint as abor aut atur acepe magnatum ipsunt officate valore non cus abo. Nam, at. Bus sunt int alit illabor alibusaectur simil milli qu undisti beris dignihi liquas volo que restem core ni utam quatiat ibuscia volenis aut quat re volum qui ommolument m auta nonsequi.

Yours faithfully,

Member Club

Member Club
Address Line One
LONDON LN2 1XT

T 000 123 1234
E member@club.com
www.memberclub.com



Icon Logo



Dear Sir/Madam

Neque volut mint as abor aut atur acepe magnatum ipsunt officate valore non cus abo. Nam, at. Bus sunt int alit illabor alibusaectur simil milli qu undisti beris dignihi liquas volo que restem core ni utam quatiat ibuscia volenis aut quat re volum qui ommolument m eos am aut earchit eicipsam, omnis et qui nonserro omni aut officienda numquam auta nonsequi in pe lit ommoste mporum lam, nullent venditia estio. Nature minis es nonseque explam archilit aut eturia quam voluptatur a aut ut ut enem quaero dolupit voloria vollaribus sus cum ex et, vellaceria sinum

Neque volut mint as abor aut atur acepe magnatum ipsunt officate valore non cus abo. Nam, at. Bus sunt int alit illabor alibusaectur simil milli qu undisti beris dignihi liquas volo que restem core ni utam quatiat ibuscia volenis aut quat re volum qui ommolument m auta nonsequi in pe lit ommoste mporum lam, nullent venditia estio. Nature minis es nonseque explam archilit aut eturia quam voluptatur a aut ut ut enem quaero dolupit voloria vollaribus sus cum ex et, vellaceria sinum

Volo que restem core ni utam quatiat ibuscia volenis aut quat re volum qui ommolument am eos am aut earchit eicipsam, omnis et qui nonserro omni aut officienda numquam auta nonsequi in pe lit ommoste mporum lam, nullent venditia estio. Nature minis es nonseque explam archilit aut eturia quam voluptatur a aut ut ut enem quaero dolupit voloria vollaribus sus cum ex et, vellaceria sinum

Neque volut mint as abor aut atur acepe magnatum ipsunt officate valore non cus abo. Nam, at. Bus sunt int alit illabor alibusaectur simil milli qu undisti beris dignihi liquas volo que restem core ni utam quatiat ibuscia volenis aut quat re volum qui ommolument m auta nonsequi.

Yours faithfully,

Member Club

Member Club
Address Line One
LONDON LN2 1XT

T 000 123 1234
E member@club.com
www.memberclub.com

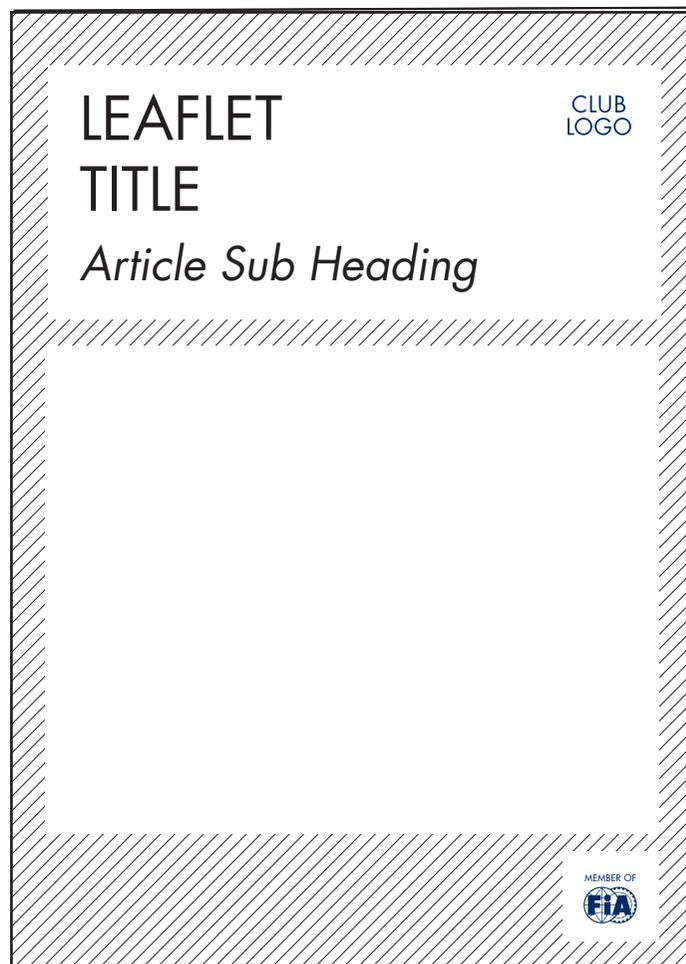


Plaque Logo

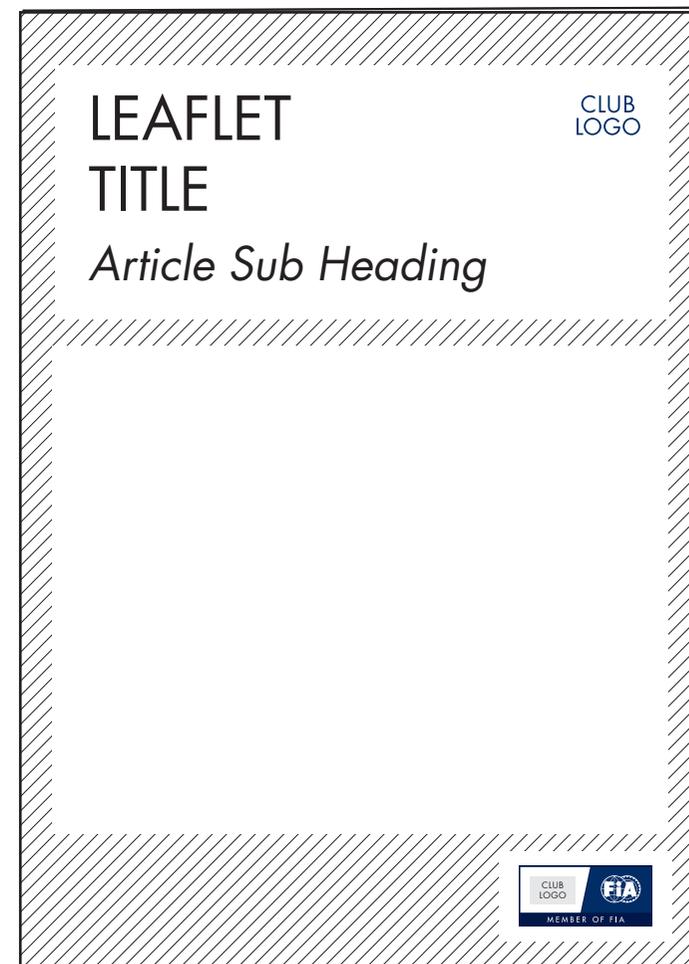


EXAMPLE USE ON A LEAFLET

This example visual illustrates the use of the FIA Member Club Logos on a leaflet. Please apply the Member Club Logos as presented here where possible.



Icon Logo

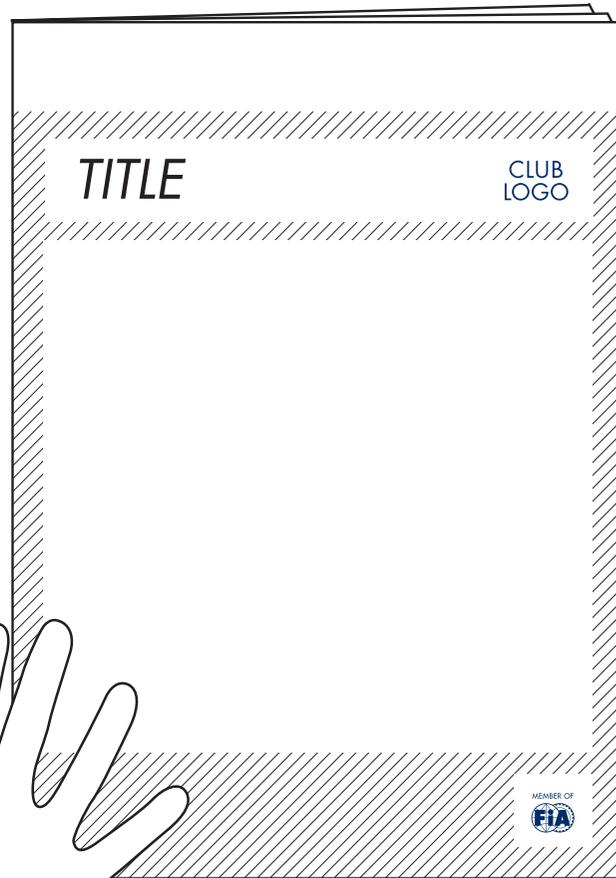


Plaque Logo

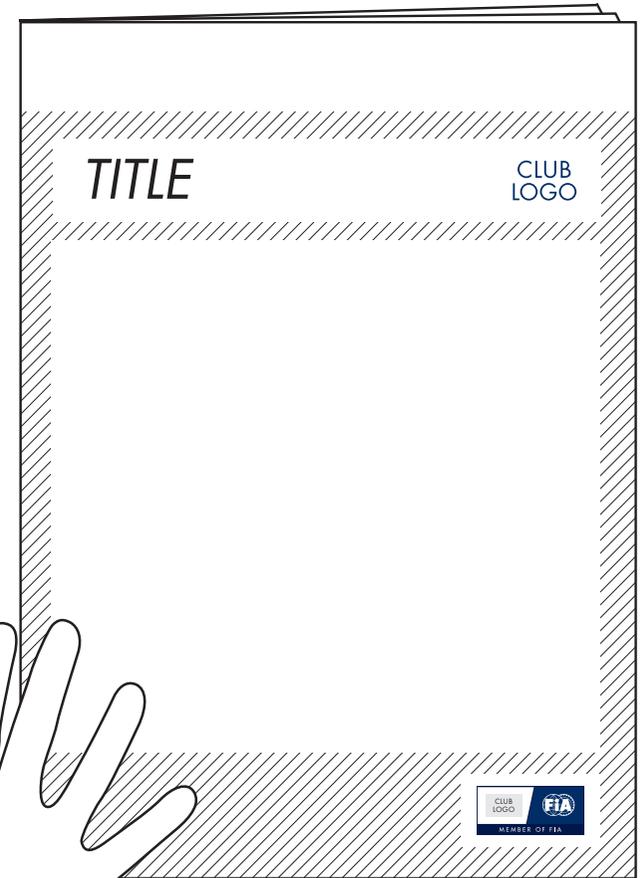


EXAMPLE USE ON A BROCHURE

This example visual illustrates the use of the FIA Member Club Logos on a brochure. Please apply the Member Club Logos as presented here where possible.



Icon Logo



Plaque Logo



EXAMPLE USE ON A ROLL UP BANNER

This example visual illustrates the use of the FIA Member Club Logos on roll up banners. Please apply the Member Club Logos as presented here where possible.



Icon Logo

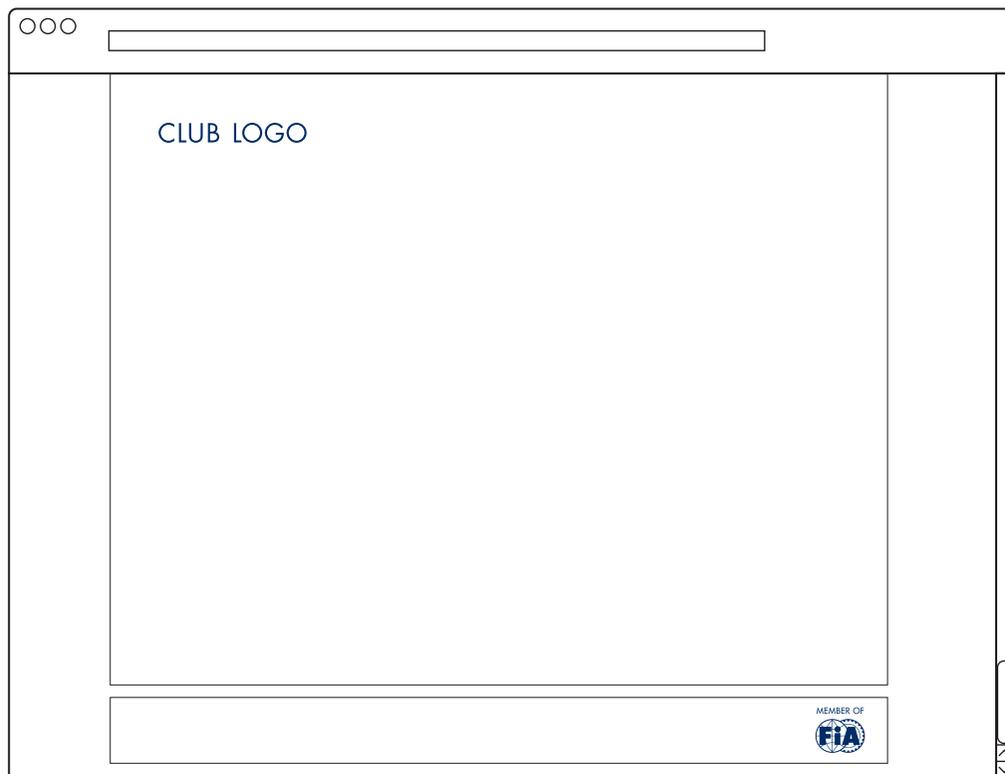


Plaque Logo



EXAMPLE USE ON A WEBSITE

This example visual illustrates the FIA Member Club Logos on a club website. Please apply the Member Club Logos as presented here where possible.



Icon Logo

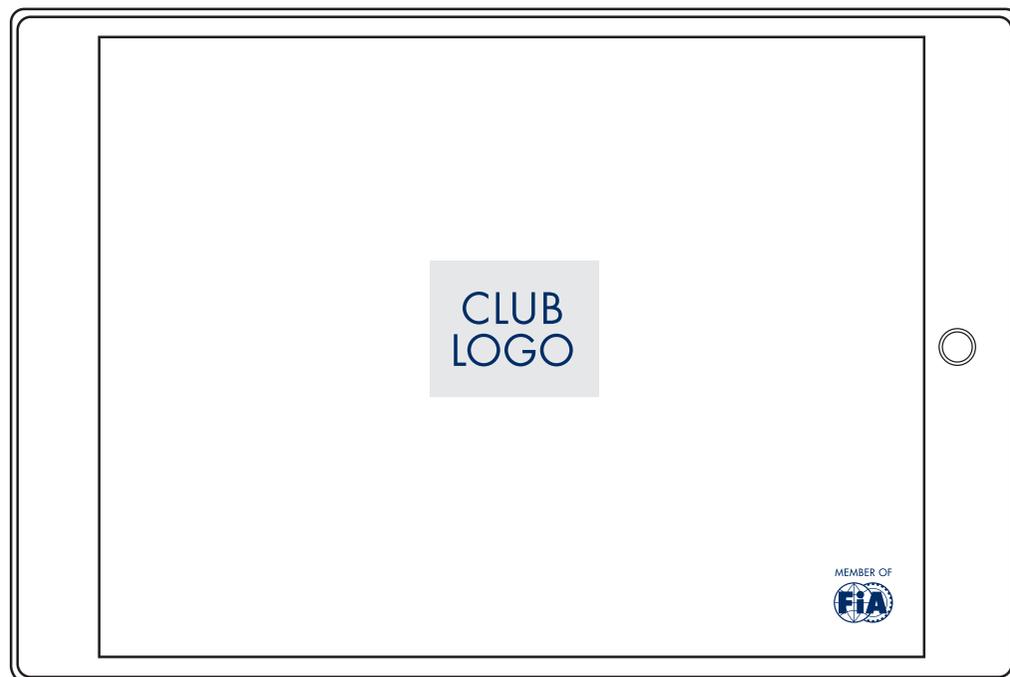


Plaque Logo

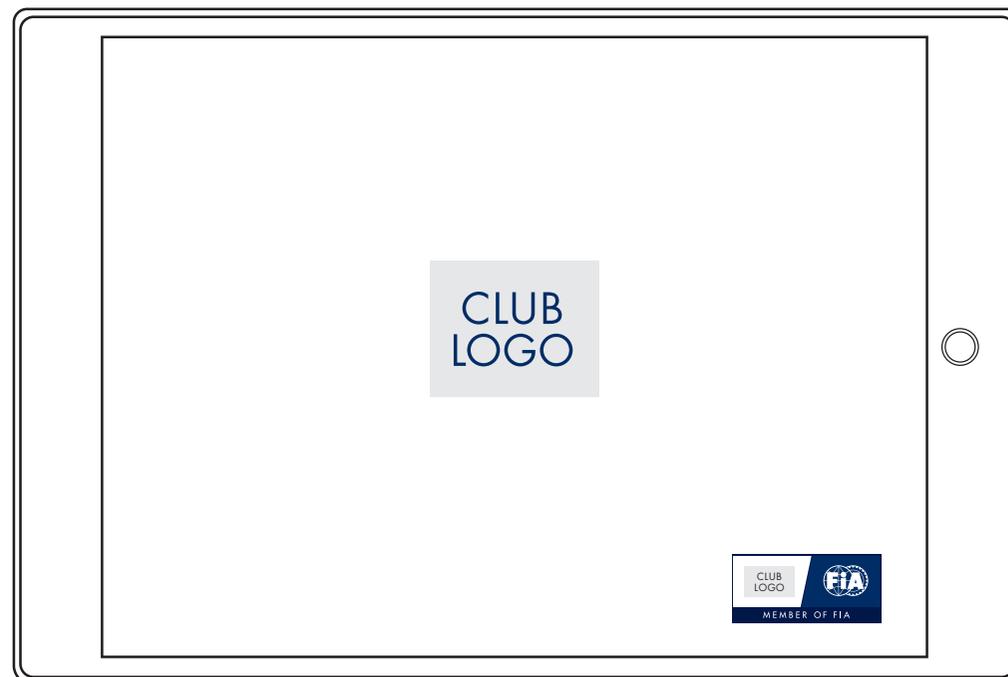


EXAMPLE USE ON A VIDEO

This example visual illustrates the FIA Member Club Logos on a video. The following application is a suggestion for use at the end of a piece of moving image. Please apply the Member Club Logos as presented here where possible.



Icon Logo



Plaque Logo



EXAMPLE USE ON A SHIRT

This example visual illustrates the FIA Member Club Logos on apparel such as a shirt or jacket. Such apparel may only be used by FIA Club Member's staff and is not for resale. Please apply the Member Club Logos as presented here where possible.



Icon Logo on left sleeve

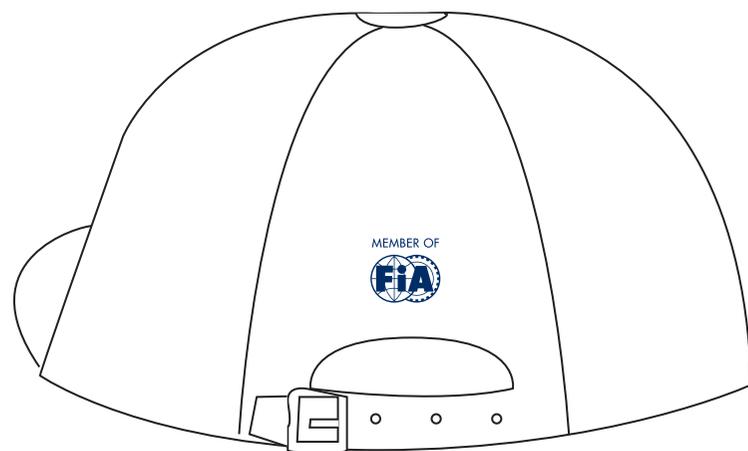
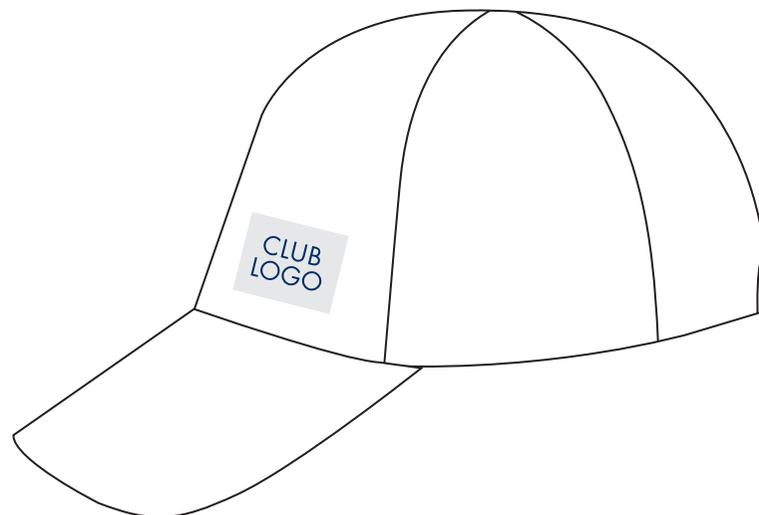


Plaque Logo on left sleeve

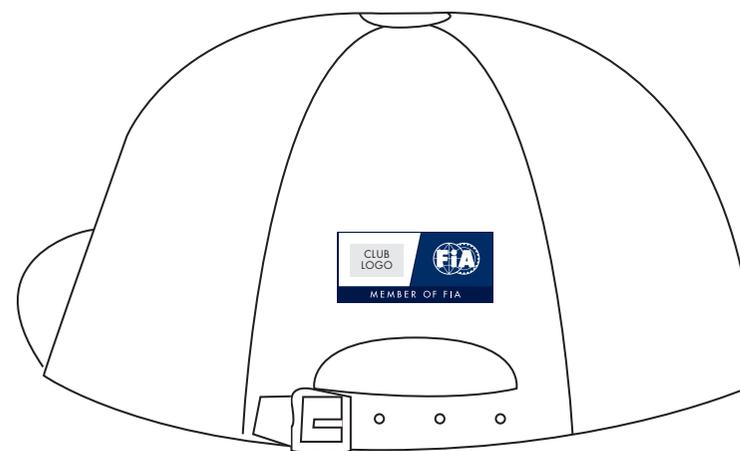


EXAMPLE USE ON A CAP

This example visual illustrates the FIA Member Club Logos on a cap. Such apparel may only be used by FIA Club Member's staff and is not for resale. Please apply the Member Club Logos as presented here where possible.



Icon Logo on cap

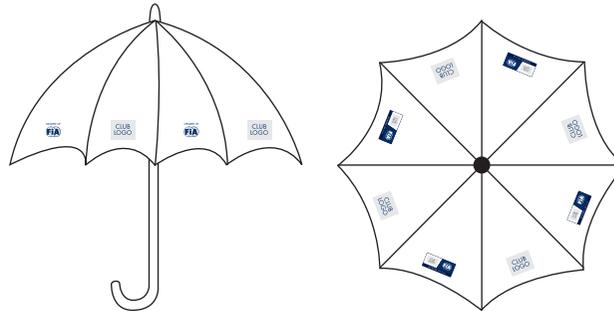


Plaque Logo on cap

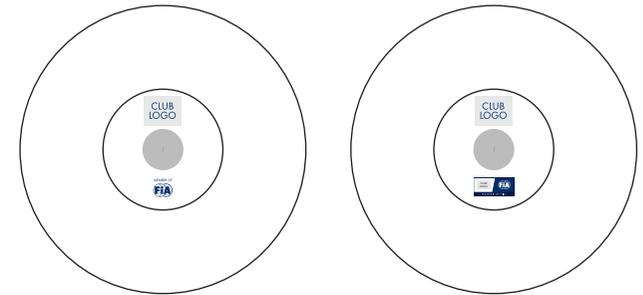


EXAMPLE USE ON VARIED COMMERCIAL MERCHANDISE

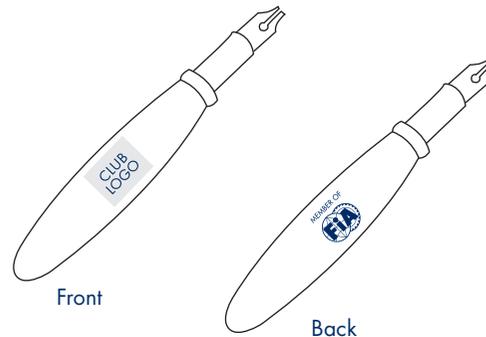
This example visual illustrates the FIA Member Club Logos on an umbrella, pen, CD and USB key. Such apparel may only be used by FIA Club Member's staff and is not for resale. Please apply the Member Club Logos as presented here where possible.



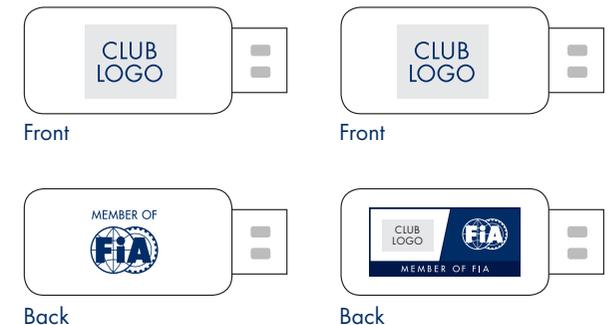
Umbrella



CD



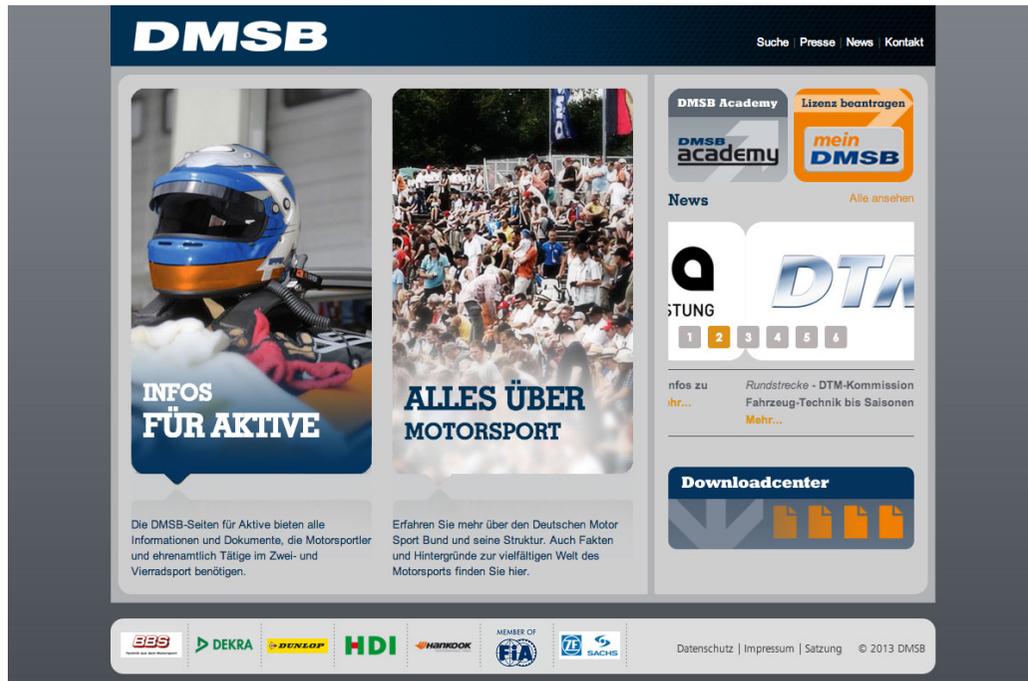
Pen



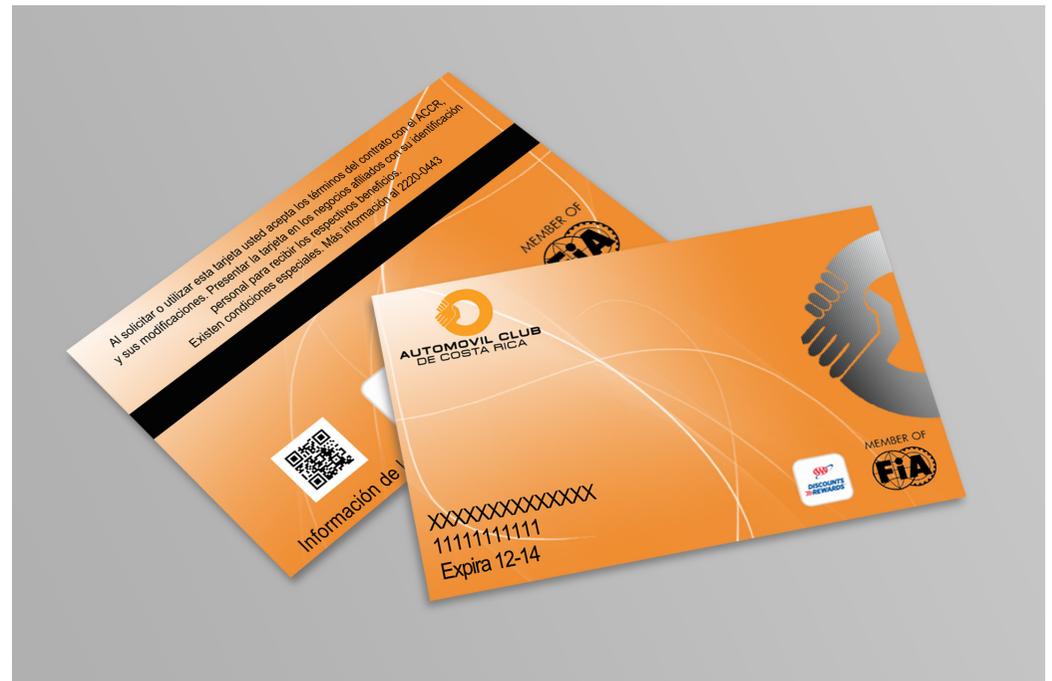
USB Key



EXAMPLE USE BEST PRACTICE



Best practice application of the FIA Member Club Icon Logo on a club website footer



Best practice application of the FIA Member Club Icon Logo on a club membership card



CLUB USAGE OF THE FIA CAMPAIGN LOGOS



THE FOUR FIA CAMPAIGN SUPPORTER LOGOS

The FIA is a leading campaigner on a wide range of motoring-related issues including global road safety and environmental sustainability. There are four FIA Campaigns and each has a bold campaign logo.

Clubs are welcome to use any of the four FIA Supporter Campaign Logos (shown here) to help spread our message to a wider audience and show their support for the causes. However, every usage must be submitted to the FIA for final approval.

FIA Campaigns have their own logo guidelines that can be requested from the FIA, outlining how the logo and brand should be used. Final approval shall be obtained via submission to the FIA Marketing Department.

The FIA Supporter Campaign Logos are the exclusive property of the FIA. The rights granted herein apply to FIA Member Clubs only. Any rights to use the FIA Supporter Campaign Logos may be granted to third parties by the FIA only.



FIA AfRS



FIA AfE



FIA WIM



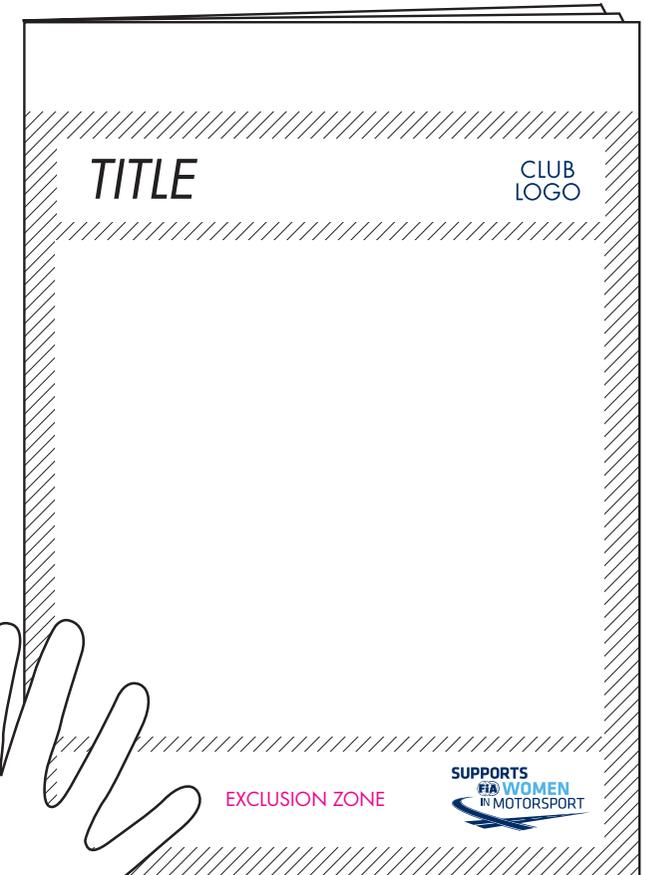
FIA RT



USING THE FIA SUPPORTER LOGO

FIA Member Clubs who want to show their support for the FIA Campaigns can use the FIA Supporter Logos on collateral if the exclusion zone is respected. The FIA strongly encourages the use of the logos by any member club that wants to build a close visual association with our global campaigns and show its support.

In the exclusion zone, no commercial partner should be featured, in order to avoid any kind of association.



FIA Supporter Campaign Logo



USING THE FIA SUPPORTER LOGO ALONGSIDE A CLUB LOGO

FIA Member Clubs can also use the FIA Supporter Logos alongside their club logo to unite the club logo with the FIA Campaign mark. The details opposite show how the club logo can be placed alongside the FIA Supporter Logo. The scale guides must be followed accurately to ensure that the balance between the logos is correct.

The FIA must be contacted for prior approval if you would like to use the logo elements in different arrangements for a specific application. Please see the back page of these guidelines for FIA contact details.

The logo of the supporting club should go on the left of the text and be within the top line and baseline of the text.



(NOTE: A smaller FIA Race True Logo means club logo should not align to the baseline of text, but end of road swoosh.)



CONDITIONS & FURTHER INFORMATION



FIA ASSET SUBMISSION

In order to submit an FIA asset for approval, please follow the necessary steps as shown on the following two pages:

URL :
<http://private.fia.com/submissiontool>

STEP 1: LOGIN

Please login to
<http://private.fia.com/submissiontool>

Identify yourself.

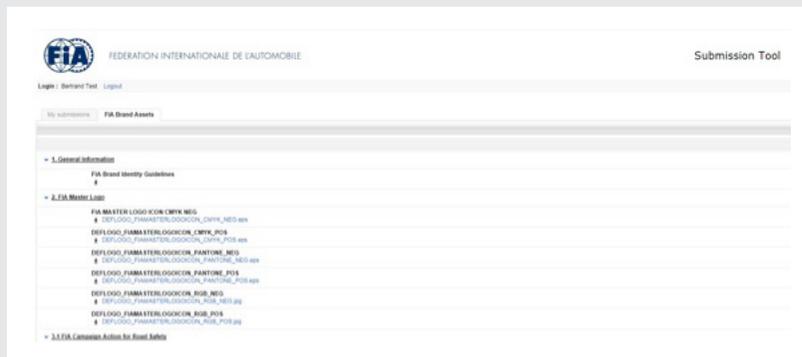
PASSWORD

Should you require a password in order to use the submission tool, please follow the procedure as shown here. Once completed, an FIA staff member shall grant you the appropriate access level.



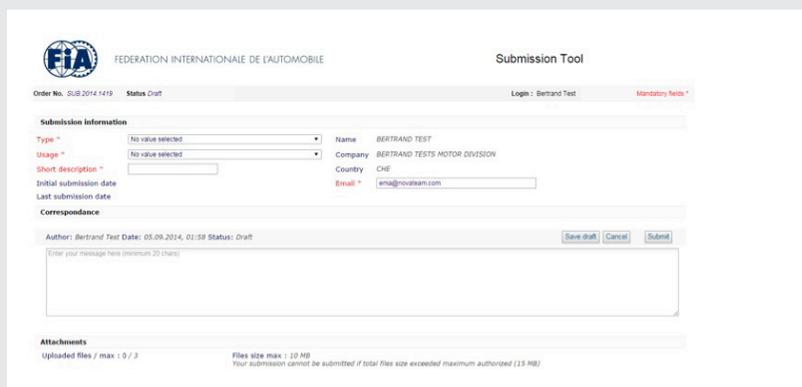
FIA ASSET SUBMISSION

URL : <http://private.fia.com/submissiontool>



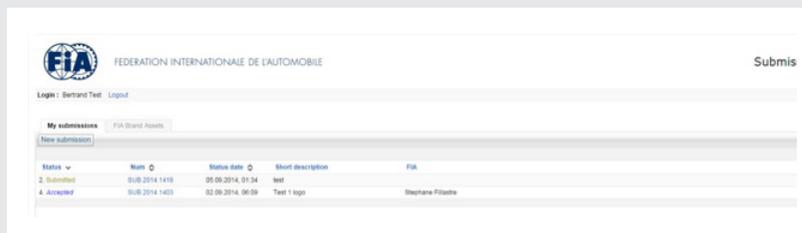
STEP 2: 'FIA BRAND ASSETS'

The 'FIA Brand Assets' section enables you to download all relevant assets (logos, graphic elements, guidelines) in order to help you design the required documents.



STEP 3: 'MY SUBMISSION'

The 'My submission' section enables you to create a submission which is automatically entered into the workflow of requests for approval by the FIA.



STEP 4: FEEDBACK

You shall receive feedback with the appropriate comments for next steps via email confirmation. At any time, by login, you can check the status of your request(s).



RESTRICTIONS ON USE

Member clubs should not exploit or use the FIA Master Logo. By using the FIA Member Club Logos or the FIA Campaign Logos you agree to abide by these logo guidelines as well as any other guidelines as may be provided by FIA from time to time.

For any enquiries please contact the FIA Marketing Department.



CONTACTS

For enquiries or questions about using the FIA branding and these guidelines, please contact the FIA Marketing Department.

FIA MARKETING DEPARTMENT

Stéphane Fillastre

FEDERATION INTERNATIONALE DE L'AUTOMOBILE
2 Chemin de Blandonnet, 1214 Vernier, Geneva, Switzerland

Direct +41 (0)2 25 44 45 45

Fax +41 (0)2 25 44 44 50

Email sfillastre@fia.com