Part I

LOGO IDENTITY & USAGE STANDARDS

FIVA BRAND BOOK

2026

Introduction

The way in which FIVA presents itself to the public through signs, publications, advertising, digital promotional material and stationery influences the image that people form of FIVA. This influence is strongest when FIVA is presented consistently and professionally across all media.

Published standards are essential for providing consistency within a large and diverse international organisation. This manual provides those standards to ensure that a strong and protected identity is maintained.

The aims of the corporate identity are:

- To create a single, consistent and clear visual identity for FIVA.
- To project FIVA as a professional, reliable and contemporary international organisation.
- To standardise FIVA's visual presentation across applications, thereby increasing efficiency, clarity and brand recognition.

The FIVA logo is a registered trademark. These guidelines must be strictly followed. Any questions or requests regarding logo use must be referred to the Communications Director.

This manual provides those standards to ensure that a strong and protected identity is maintained.



Logo Identity & Usage

For all publications using the FIVA logo, only the officially approved version may be used.

The logo must be reproduced in its original form and proportions. It must not be distorted, altered, recoloured outside approved specifications, animated, or applied to three-dimensional objects.

The logo approved by the General Assembly (2015) replaces all previous versions. All outdated logos must be removed from digital and printed material at the earliest opportunity.
The FIVA logo should be used on all printed and digital material of a general nature intended to inform the public, enthusiasts, clubs and legislators.



Use by Members and Partners

FIVA National Members (ANFs and Fiva members), Commissions, Working Groups and officially recognised FIVA Partners may use the FIVA logo provided that:

- Use complies fully with these Brand Guidelines.
- The relationship to FIVA is clearly stated (e.g. “Member of FIVA”, “FIVA National Member”, “Official Partner of FIVA”).
- The use does not imply that the entity is FIVA itself.

National or club-level Vehicle Identification Cards or documents referring to individual vehicles may display the FIVA logo only when issued by an authorised FIVA Member in compliance with these guidelines. Such documents must clearly identify the issuing organisation and must not be presented as official FIVA-issued Identity Cards.

Only the official FIVA Identity Card may be presented as a document issued directly by FIVA.

All FIVA member organisations are encouraged to display the official FIVA logo on their respective websites and to include a direct link to the official FIVA website. The logo should be used in accordance with the FIVA Brand Guidelines and presented in a manner that supports the visibility, identity, and integrity of the Federation.

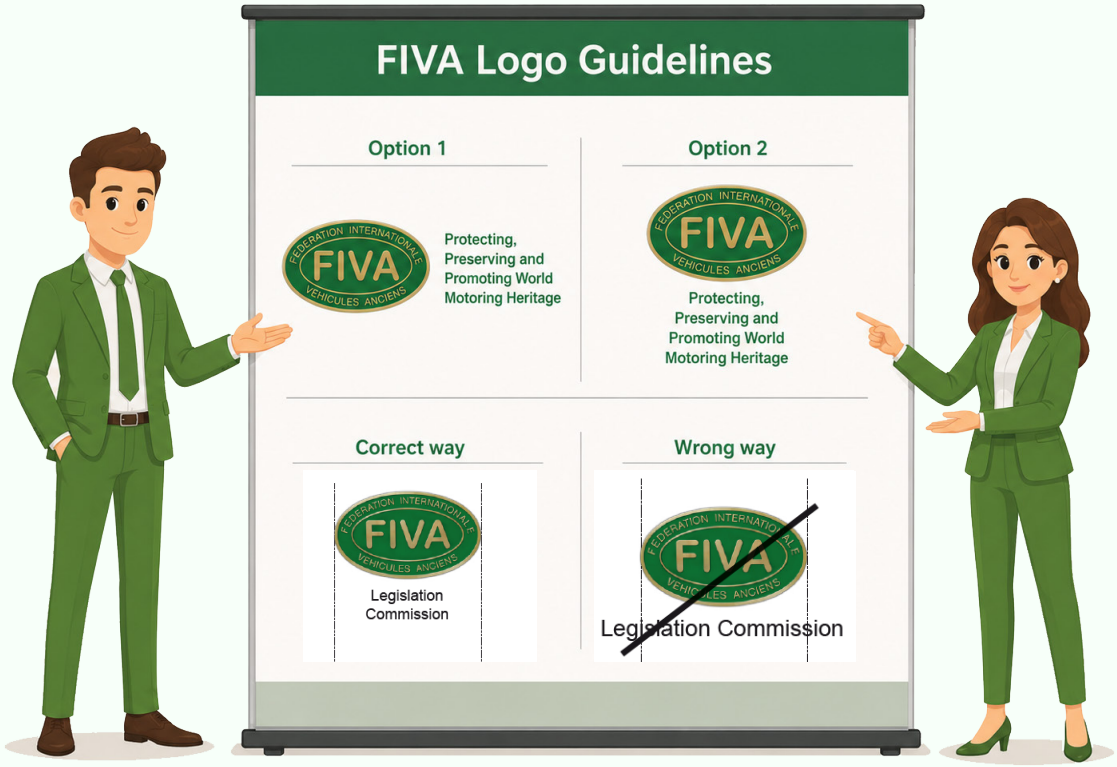
Only the official FIVA Identity Card may be presented as a document issued directly by FIVA.



Logo Variations

When used with the full name “Fédération Internationale des Véhicules Anciens”, the text must appear in one line to the right of the logo as a composite graphic, maintaining proportional spacing.

Commission names may be added directly beneath the logo in Arial, proportionally scaled and centred. The commission name must not exceed the width of the logo text. No separate or individual commission logos may appear adjacent to the official FIVA logo.



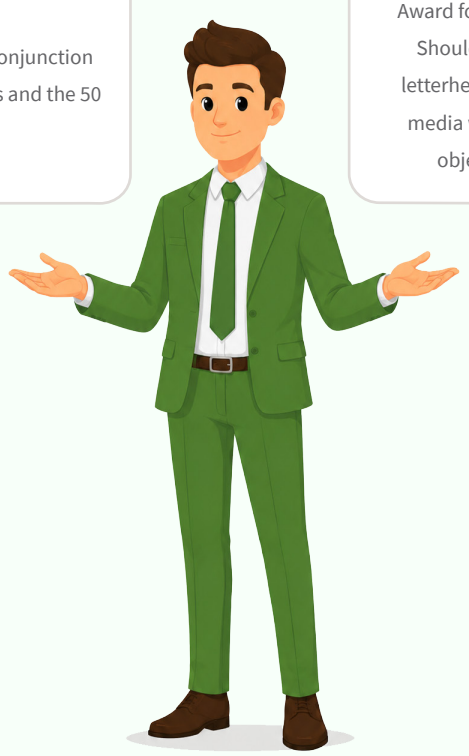
Special Logos and Awards

FIVA may issue special logos for dedicated events or awards. Use is time-limited and subject to specific guidance.

Such logos must not replace the official FIVA logo and must be removed from digital media after the authorized period.

Special logo for use in conjunction with the WMHY festivities and the 50 years of FIVA

Award for best preserved vehicle. Should not be reproduced as letterhead logo or used in digital media without reference to the objectives of this award.

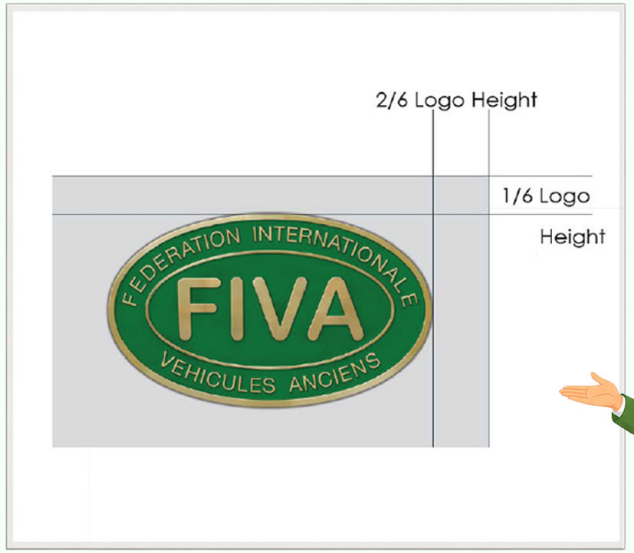


SIZING and Clear Space

A minimum background area must remain free of any other graphic elements:

- **Left and right: 2/6 of the logo height.**
- **Top and bottom: 1/6 of the logo height.**

The logo must remain legible at all sizes and must not be placed in visually cluttered environments.





Primary Brand Colours

The FIVA logo should be used prominently in digital and printed media.

Primary colour references:

Green: (reference PMS equivalent): CMYK 87 / 27 / 100 / 14
Gold: CMYK 27 / 23 / 69 / 0

Colour reproduction must remain as accurate as technically possible.



Logo and Globe Variant

The logo combined with the globe is not the primary logo. It may be used to emphasise FIVA's worldwide scope on report covers and major presentations only.

Minimum width: 50mm. It must not be used inline with text or reduced to a size that compromises legibility.





UNESCO Logo

FIVA is an accredited Non-Governmental Organisation with UNESCO, and this relationship may be referenced only with a clear explanatory statement; the UNESCO logo may not be used unless this context is provided and must never imply endorsement of FIVA Members, clubs, or events.

If a specific project or event organised by a FIVA Member receives official UNESCO Patronage, the use of the UNESCO name and emblem is governed exclusively by UNESCO's own Patronage Guidelines and applies only to that project.

In all cases, any use of the UNESCO identity must remain accurate, clearly explained, and compliant with UNESCO rules, as FIVA membership does not grant automatic rights to use the UNESCO logo.



Governance and Compliance

Improper use of the FIVA logo may result in withdrawal of authorisation and, where necessary, legal enforcement. The FIVA brand represents global historic vehicle heritage and must be used responsibly and consistently.

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Part II

PUBLICATIONS, COMMUNICATIONS & CORPORATE MATERIALS

FIVA BRAND BOOK

2026

Publications

Publications for external distribution must maintain a clear visual identity representative of FIVA and follow design guidelines agreed with the Communications Director.

All publications should feature the FIVA logo prominently on the front cover. If not possible, the FIVA name must appear clearly in the title or opening section.

Publications must be produced in accordance with Board policy and approved editorial standards. Co-branded publications require prior approval.

All publications should feature the FIVA logo prominently on the front cover.



Letterheads and Templates

Official letterheads are produced centrally. Correspondence text should use Arial 9–10pt, left aligned.

Acceptable alternatives: Times or Palatino.

Business cards and official templates are managed by the FIVA Office.

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Press Releases

Press releases, position papers and strategic communications are issued by the Vice President Communications or the Secretary on delegation.

This ensures consistent terminology, timing and coordination across the organisation.

Members are informed prior to public release where appropriate.

Publication and Dissemination of Official Communications

Official press releases and policy statements are issued under the authority of the Vice President Communications (or delegated authority) and are, by definition, approved for publication.

However, any redistribution, adaptation, or publication of such materials on social media channels—particularly by individual members, commissions, or third parties—must receive prior coordination and approval from the Vice President Communications to ensure consistency, timing, and message integrity.

Official press releases and policy statements are issued under the authority of the Vice President Communications.



Videos, Pictures and Social Media

Videos produced by or on behalf of FIVA must follow a consistent visual format and be clearly recognisable as official FIVA productions.

Copyright must be respected. Third-party material may only be edited with permission.

Official press releases and policy statements may not be published on social media without approval from the Vice President Communications.

Copyright and Third-Party Material

Copyright must be strictly respected at all times. Third-party material may only be used or modified with the explicit permission of the rights holder.

Those supplying FIVA with material for press releases or other forms of publication shall indemnify and hold harmless FIVA against any and all copyright claims arising from the use, reproduction, or modification of such material.



Identity Cards and Badges

FIVA Identity Cards are used by stewards and authorised staff.

Format: 85 x 54mm, laminated, full colour photograph.

Name badges must clearly identify authorised FIVA personnel.

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Promotional and Shop Items

Promotional and shop items should display the standard FIVA logo and may include event-specific text where appropriate.

Other logos must maintain clear separation and may not overlap.

Purchasing must be coordinated centrally to ensure consistency and compliance.



Clothing

Official FIVA clothing should be of uniform colour and display the FIVA logo on the left chest position only.

Stewards: white coloured shirt or T – shirt with FIVA Logo

Dress Code for Official Representation – Board members

Standard attire shall consist of business dress, preferably a dark blue or dark-coloured suit, accompanied by a tie. (female officers: an equivalent formal dress combined with a blazer or jacket). Accessories, footwear, and overall presentation should remain discreet and aligned with the formal nature of the organization. Footwear – no open sandals.

Stewards: white coloured shirt or T – shirt with FIVA Logo



Official FIVA clothing should be of uniform colour and display the FIVA logo on the left chest position only.



This dress code applies to official events, public appearances, formal meetings, press engagements, and any occasion where the individual represents FIVA externally.

The objective is to ensure a coherent, recognisable, and professional image of FIVA as an international organisation.

In specific circumstances (e.g. technical events, field activities, or climate considerations), appropriate variations may be permitted, provided they remain consistent with the principles of professionalism and institutional representation.

Email Signatures

Email signatures must use Arial as the main font and include the full FIVA office address.

Commission roles may be stated clearly (e.g. ‘Secretary of the Legislation Commission’).

No additional logos or graphics are permitted in email signatures.

Use of Private Email Addresses

Under no circumstances may private email addresses be used for official FIVA communication.

All institutional communication must be conducted exclusively via authorised @fiva.org accounts.

This ensures continuity, traceability, and institutional control of correspondence, particularly in cases where mandates end or responsibilities are transferred.
Use of private email accounts for FIVA matters may result in loss of information, lack of accountability, and non-compliance with governance standards.



Official Email Accounts and Domain Governance

The use of a @fiva.org address signifies official institutional authority and representation.



Use of the fiva.org Domain

Email addresses under the @fiva.org domain are reserved exclusively for officially appointed FIVA office holders and designated institutional roles.

Eligible users include:

- President
- General Committee members
- Secretary General / Secretary
- Vice Presidents
- Official Representatives (e.g., USA Representative)
- Board-approved Envoys or Emissaries
- Other roles formally authorised by the Board

The use of a **@fiva.org** address signifies official institutional authority and representation.

Ownership and Control

All @fiva.org email accounts remain the property of FIVA and are issued strictly for official duties. They must not be used for private, commercial, or unrelated activities. All accounts must comply with applicable data protection legislation.

Access credentials remain under institutional control.

Termination of Role

When an official mandate, appointment, or elected role ends:

- The corresponding @fiva.org email account must be deactivated without delay.
- Access rights must be revoked immediately.
- Where appropriate, a temporary forwarding or automated notification may be implemented for a limited transitional period.
- Institutional correspondence must be archived according to FIVA data retention policies.

Former officials may not continue using @fiva.org addresses after the end of their mandate.

Compliance and Security

All official email accounts must:

- Use secure passwords and appropriate authentication measures.
- Comply with applicable data protection regulations (including GDPR where applicable).
- Avoid forwarding confidential information to private accounts.
- Respect institutional confidentiality obligations.

Improper use may result in revocation of access and further action in accordance with FIVA governance rules.

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Global parters

The list of Global Partners must be kept up to date in all FIVA publications, with additions or removals reflecting the current official status.

Global Partners should be acknowledged in any publication relating to FIVA-led events or projects. Official partner logos are available from the FIVA Office and must be used in accordance with brand guidelines.

In all official letters, the FIVA logo and Global Partner logos must be displayed on a single horizontal line, aligned visually and reproduced at the same height, with a clear spacing of 1 cm between each logo to ensure balance and legibility.

