



# FIVA brandbook

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FIVA  
brand book

# Introduction

The way in which FIVA presents itself to the public through signs, publications, advertising, computer-based promotional material and stationery, influences the image that people form of the FIVA. This influence is strongest if we always show the FIVA in a consistent way.

Published standards are essential for providing consistency in our large, diverse organisation. This manual provides those standards in a manner which will make sure that a strong identity is maintained.

The aims of the corporate identity are:

- to create a single, consistent, and clear visual identity for the FIVA
- to project the FIVA as a professional, reliable, and contemporary organisation and to standardise the FIVA's visual presentation in a number of applications, thereby increasing efficiency and consistency of the image projected.

It is important that the manual be strictly followed, especially in regard to the use of the FIVA logo, which is a registered Trade Mark. Any questions, special requirements, or requests by outside organisations to use the logo must be referred to the Communication Director.

The corporate identity program will help FIVA build a strong, readily recognizable, well-respected image in the community, and the program's continued implementation and maintenance should have the support of FIVA committees and members.

Printing material can be expensive and time consuming, therefore, contact the Communication Director and/or FIVA office in case of any questions or doubts on the use of these guidelines, logos or other FIVA material.

# Logo identity & Usage

Publications for external distribution should maintain a clear visual identity as being representative of the FIVA and should follow design guidelines determined in advance through a brief agreed with the Communications Director. Design, editorial and printing standards should be appropriate to the target market and the FIVA position as a leading institution.

All publications should feature the FIVA logo prominently on the front page or front cover. If this is not possible, the FIVA name should appear prominently in the title or the opening paragraph of the publication in a manner that makes it immediately clear what "FIVA" in the logo stands for.

Publications should be produced only after an analysis of marketing and other requirements in accordance with the policies agreed within the board of the FIVA.

The FIVA has a central secretarial office to ensure editorial, design and print quality. Publications should be produced through this unit or outsourced to FIVA approved supplier(s). If produced in conjunction with another organisation, by their designers, a proof must be approved for Corporate Identity considerations by the Communications Director or his/her delegate prior to printing.

## Logo

For all publications using the FIVA logo, only the logo to the right is approved.

When using the logo it must be in one dimension, it must not be projected onto the face of a cube, a sphere or any other three-dimensional object.

This logo replaces the old logo as per the General Assembly meeting of 2015 and all old logos should be replaced on digital media, especially web sites, and printed material as soon as possible.

Only for digital media such as video's, where replacing the logo would introduce high cost, the old logo can remain until the next update.

The FIVA logo should be used on all printed material, website(s), newsletters, etc., that have a general nature and is primarily intended to inform the public, enthusiasts, clubs en legislators.

**Please note that ANF- and other member publications, either digital or on paper, that refer to individual vehicles, such as national and club Vehicle ID-Cards, should not and cannot carry the FIVA logo. Only the official FIVA ID Card can carry the FIVA logo.**



## Logo variations

When used with the logo, the text "Fédération Internationale des Véhicules Anciens" must be used in one line only to the right of the logo and as a composite graphic with the logo, maintaining its proportion to any spacing around the logo, as shown to the next page.

Digital versions of the logo with and without words are downloadable from the web site, Care should be taken not to distort the logo when sizing digital versions. If creating your own version, use Arial as the font for the word FIVA, do not use italics.



Fédération Internationale des Véhicules Anciens



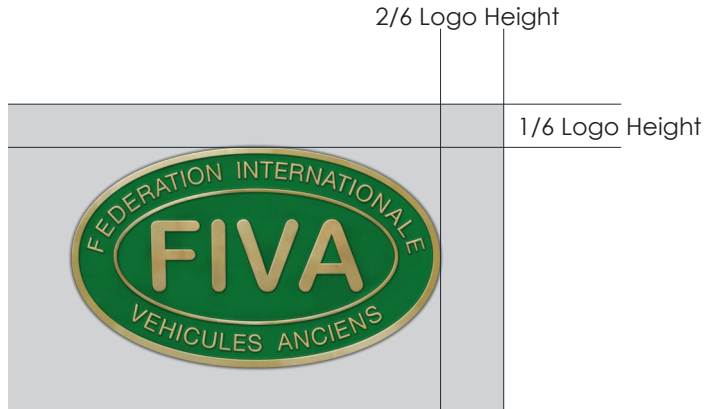
Protecting, Preserving  
and Promoting World  
Motoring Heritage



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## Sizing

The Minimum Background Area is to be left free of any matter. This area is defined here by the grey box. The area to be left and right free extends to  $\frac{2}{6}$ th of the logo height. It extends to  $\frac{1}{6}$ th of the logo height on the top and bottom.



# Primary brand colors

The FIVA logo should be used prominently in all digital media being distributed. It should be used in green (PMS 4515) or the closest on-screen representation obtainable.

The closest representation can be referenced using the CMYK colour systems:

- Green = 87, 27, 100, 14
- Gold = 27, 23, 69, 0

*Note that the colors are not solid colors in the new design, hence a 'flat' reproduction is not 100% similar to the approved versions*



# Logo and globe

The logo combined with the globe is not the official logo but is used to display and enhance the world-wide scope of the FIVA. Please note that the logo and globe are not connected. Rather, the logo has a thin transparent border to separate the two elements.

Use of this logo should be limited to report covers, first and/or last pages of PowerPoint presentations etc.

Due to the minimum allowed width of 50mm, this logo should not be used in-line with text or at pictures and other medium that might be re sized such that the globe and text become fuzzy and unable to read.



# Special logos event awards

FIVA might, from time to time, issue special logos for dedicated events, as awards and for other purposes. The FIVA will issue a special information bulletin for use of these logos. Note that on some of these can only be used during a dedicated time window and these logos should be removed from digital media after the event or time window is over.



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



Award for best preserved vehicle.

Can not be reproduced as letterhead logo or used in digital media without reference to the objectives of this award.

Note that the UNESCO logo as used during 2017 cannot be used until further notice. This was applicable only for 2017, during the 50-years of FIVA.

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