



FIA – Brand Identity Guidelines

Presentation FIA SPORT CONFERENCE– Munich
June 2014

A WORLD IN MOTION

FEDERATION
INTERNATIONALE
DE L'AUTOMOBILE

FIA.COM

FIA Public





The Story



The FIA Logo is created out of two sphere elements: a world globe representing motoring and the FIA Automobile Member Clubs, and a motor engine cog, which represents Motor Sport and the National Sporting Associations (ASNs).

Both spheres overlap, with the letters FIA, acronym of Federation Internationale Automobile, written across, symbolising the unity of the FIA across the world of motoring and Motor Sport.

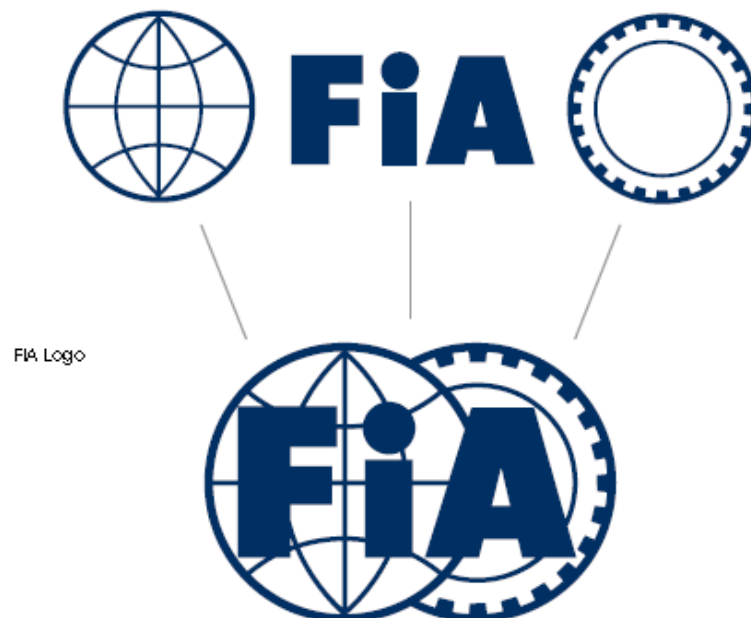
The upper case letters 'F' and 'A' show the authority of the FIA, whilst the characteristic lower case 'i' gives the logo an element of personality.

The FIA tagline 'A World in Motion' brings together both the globe and the movement of a gear into one line that sums up the mission of our brand.

The Motoring Globe

Letters FIA

The Motor Sport Gear



FIA Logo

FIA Tagline

A WORLD IN MOTION



The Attributes

FIA Public





Throughout FIA collateral and campaigns, the FIA brand is strengthened by the use of several derivatives expressing the attributes of the FIA.

A WORLD IN MOTION

EXCELLENCE IN MOTION

IDEAS IN MOTION

ACTION IN MOTION

PASSION IN MOTION

SAFETY IN MOTION

HISTORY IN MOTION



The Execution



The FIA has two primary brand key visuals which can be used alongside the tagline 'A World in Motion'.

The key visual is a studio photo of the FIA Flag blowing in the air. It reflects the professionalism, positivity and motion of the FIA. As well as the flag pictured here, there is also a blue logo on white flag image that can be used.

These images can be used on all primary collateral where a close connection to the FIA brand should be shown, such as an FIA brand report cover.

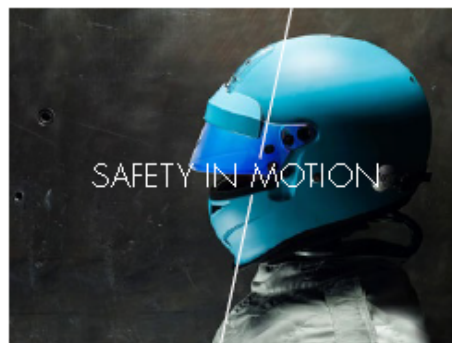
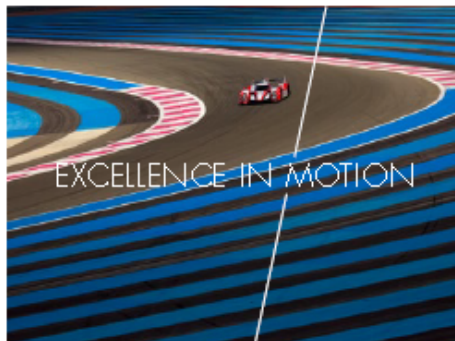


In addition to the main FIA key visual image there are 6 other selected images which illustrate each of the 6 FIA attributes.

These images can be used (accompanied by their relevant tagline) on various collateral to drive key messages through the organisation.

The 6 key visual images depict the following FIA attributes:

EXCELLENCE
IDEAS
ACTION
PASSION
SAFETY
HISTORY



N.B. Pictures are currently for example purposes only, while image selection is finalised. Rights and authorisations will vary from picture to a picture. Rights for editing will have to be requested from the FIA.

The FIA Signature Plaque is a special device which controls the appearance and visibility of the FIA Logo, tagline and url in any situation. It offers a simple and recognisable graphic system that helps identify FIA collateral from other brands. The plaque also shares the dynamic angle of the Line of Motion.

The use of the FIA Signature Plaque is optional but highly recommended in order to promote the tagline and the FIA website.

It should be placed on the bottom right edge of campaigns and imagery to give a consistent visual style.

Main Plaque Logo



Plaque Logo Application

Plaque Minimum Size



Plaque Isolation Area



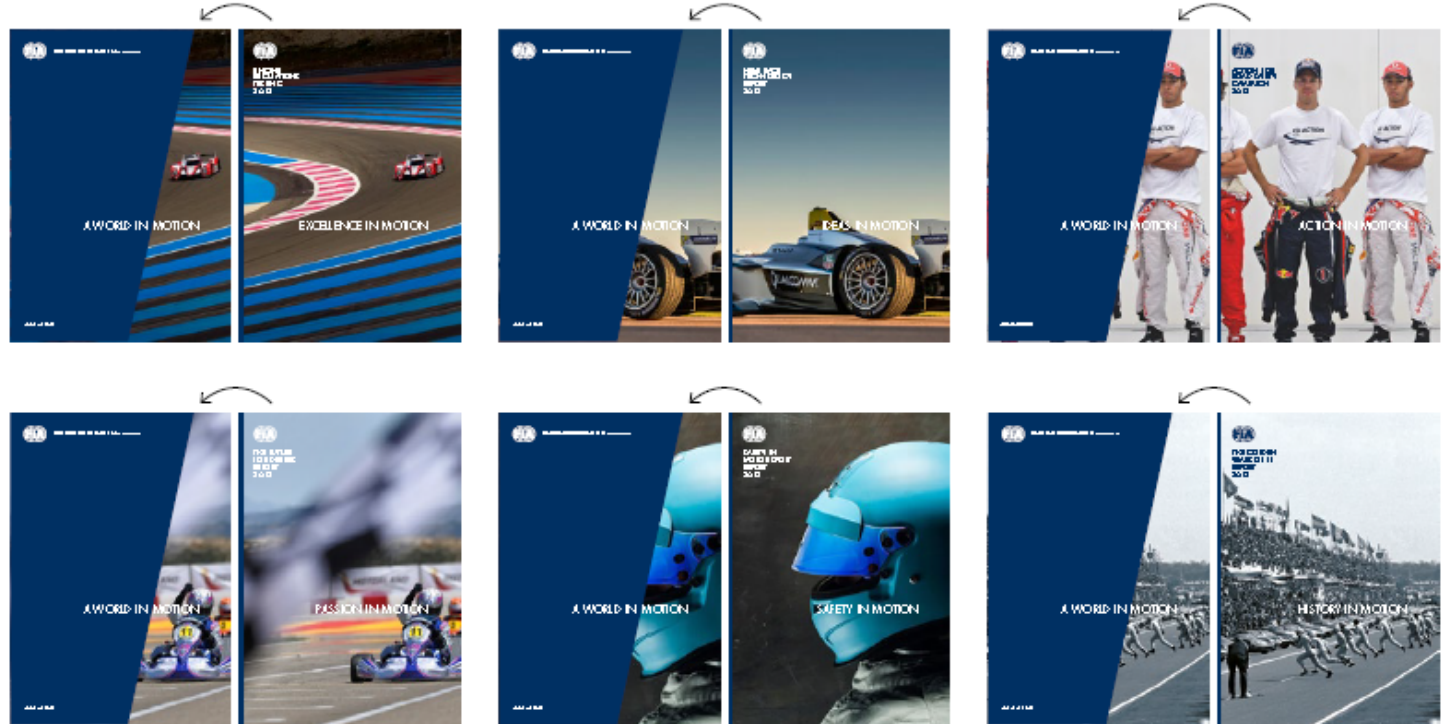
The Plaque should be right aligned to the crop of the page or image in most instances



Folder Covers

This is the two-layer image folder cover. The Line of Motion is used as a blue paper cover which, when lifted, reveals the change of the tagline from 'A World In Motion' to 'History In Motion' or 'Excellence In Motion'.

On the blue cover is the FIA Logo and name and the FIA url. The image layer features the FIA Logo and title of the document. This means the image part of the cover is printed individually each time a document is needed, with the most appropriate image for the theme.





FIA Club Member Logo Guidelines

CLUBS IN MOTION

FEDERATION
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INTRODUCING THE FIA CLUB MEMBER 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 FIA. The FIA logo cannot be integrated in the Member Club's own logo.

MEMBER OF



Member Icon Logo

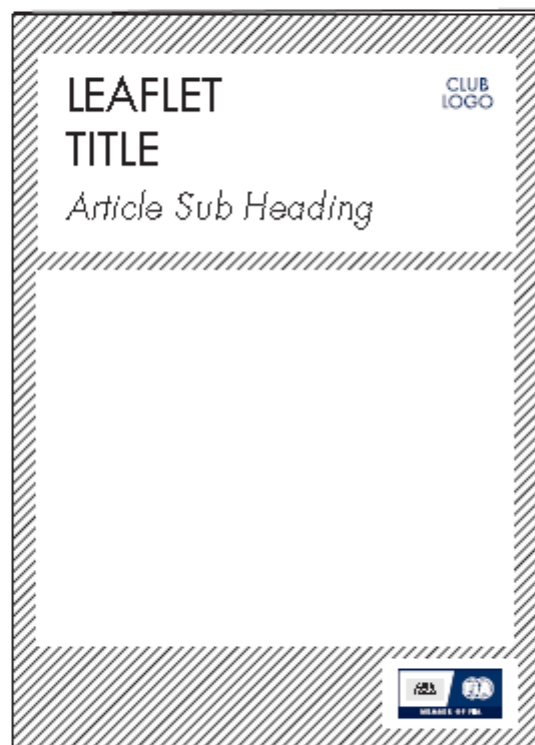


Member Plaque Logo

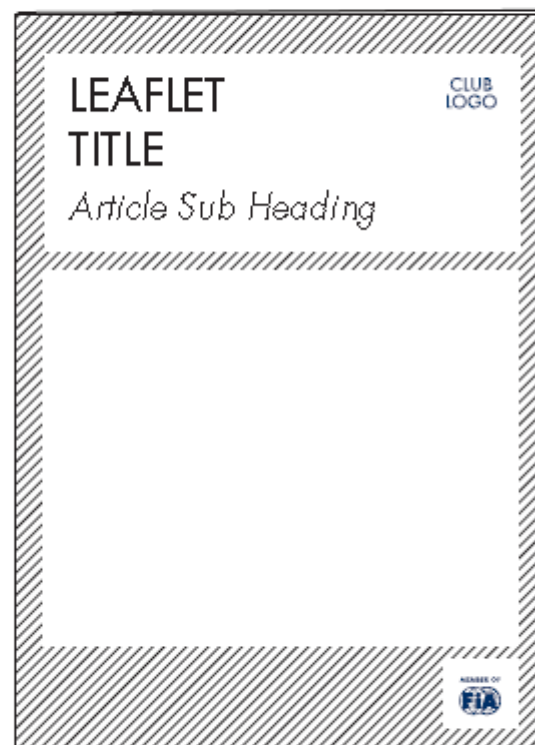


EXAMPLE USE ON A LEAFLET

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



Member Plaque Logo



Member Icon Logo



USING THE FIA SUPPORTER LOGO WITH A MEMBER CLUB LOGO

FIA Member Clubs can also use the Supporter logo alongside their Member Club logo to unite the Club Member 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 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: Smaller Race True logo means club logo should not align to the baseline of text but end of road swoosh



Submission Tool

A WORLD IN MOTION

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FEDERATION INTERNATIONALE DE L'AUTOMOBILE

Submission Tool

Order No. SUB 2014.1372

Status Draft

Login : Bertrand Test

Mandatory fields *

Submission information

Type *

Plaque Logo

Usage *

Print / Business card

Short description *

New licence card

Initial submission date

Last submission date

Name

BERTRAND TEST

Company

NOVATEAM

Country

SWITZERLAND

Email *

pquintin@fia.com

Correspondance

Author: Bertrand Test Date: 20.06.2014, 12:17 Status: Draft

Save draft

Cancel

Submit

Please review the attached document describing the new format of our licence card for drivers and competitors.

Attachments

Uploaded files / max : 1 / 3

Files size max : 5 MB

Your submission cannot be submitted if total files size exceeded maximum authorized (15 MB)

Parcourir... Aucun fichier sélectionné.

File Type	Size	File Name	Created On
image/jpeg	94 KB	New Licence Card.jpg	20.06.14 12:22

FIA Files examples



Thank You

