Brand Identity Guidelines
Foreword

“Over 100 years old, the FIA name is one that inspires confidence, authority and integrity. As the Federation and its over 230 motoring and Motor Sport clubs worldwide have adapted and grown to meet the challenges of the 21st Century, so has the FIA brand. This document outlines the key rules governing its consistent and proper use, and I hope will allow it to continue its ongoing development as a proud and respected brand for many years to come.”

Jean Todt, FIA President
Contents

#1 Introduction ........................................ 4
   The Vision ........................................... 5
   FIA Attributes ....................................... 6
   Our Mission ......................................... 7

#2 FIA Master Logo ................................... 8
   The FIA Master Logo ................................ 9
   The Logotype ........................................ 10
   Logo Size ............................................ 11
   Isolation Area ....................................... 12
   Logo Paper Sizes ................................... 13
   Special Logos ....................................... 14
   Monochrome Logos ................................ 15
   Misuse ................................................ 16

#3 Colour ................................................. 17
   FIA Colour Palette .................................. 18
   Colour Examples .................................... 19

#4 Typography ......................................... 21
   Futura Std .......................................... 22
   Klavika .............................................. 25
   Calibri ............................................... 27

#5 Photography ........................................ 28
   Corporate Imagery .................................. 29
   Motor Sport Imagery ................................ 30
   Motoring Imagery .................................... 31
   FIA Campaigns Imagery ............................ 32
   FIA Events Imagery .................................. 33

#6 Tone of Voice ....................................... 34
   Tone of Voice ....................................... 35
   Text Rules .......................................... 36

#7 Graphic Language ................................... 37
   The Line of Motion .................................. 38
   Using the Line ....................................... 39
   FIA Signature Plaque ............................... 42
   Using the FIA Signature Plaque .................. 43
   Type and the Line ................................... 44
   Stationery ............................................ 45
   Example Collateral ................................ 47
   Presentation Templates ............................ 49
   FIA Brand Book ..................................... 50
   FIA Flags ............................................ 51
   FIA Brand Pop-Ups .................................. 52

#8 Sub-brand Logos .................................... 53
   FIA Division Logos .................................. 54
   FIA Membership Logos ............................. 55
   FIA Sector Logotype ................................ 58
   FIA Campaigns ...................................... 59
   FIA Events ............................................ 60
   FIA Championships ................................. 61
   FIA Logo in Championships ....................... 62
   FIA Championship Logos ........................... 63
   FIA Formula 2, 3 and 4 .............................. 64
   FIA World ............................................ 65
   Championship Laurels ............................... 66
   International Series ................................. 67
   Sanctioned by the FIA Logo ....................... 67
   FIA Official Partnership Logos .................... 68
   FIA Official Licensing Logos ....................... 68

#9 FIA Asset Submission ............................... 69

#10 Contact .............................................. 71
#1 Welcome

These guidelines outline the elements which make up the FIA brand. They include all rules to create online, print and event communications. This will guide you in designing and producing high quality documents. The strict application of these brand guidelines will ensure brand consistency of the highest standard, all of which will benefit the FIA and its members as a whole. Due to the potential extensive use of the FIA brand guidelines, all applications such as language translations could not be presented. If in doubt, please contact the FIA for clarification.
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.
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
Our Mission

“To be seen as a professional and caring Global Federation driving innovation, passion, sustainability, safety and governance in motoring and Motor Sport. To be the Global Voice for a World in Motion.”
#2 FIA Master Logo

The FIA Logo serves as a graphical representation of the Federation’s leadership, innovation, and excellence. It is crucial that the FIA Logo is displayed in a consistent manner on all FIA materials.
This is the FIA Master Logo. It is the unique and distinctive brand signal of the FIA.

The blue FIA Master Logo is the primary logo that should be used in most instances. It is shown here in positive and negative formats.

The following guidelines outline the rules for how the FIA Logo should be best used to ensure brand consistency.
In some situations the FIA Logo is used alongside the name ‘FEDERATION INTERNATIONALE DE L’AUTOMOBILE’. It can be used in either the stacked or horizontal format arrangement. However, the horizontal format is preferred and should be followed as best practice where it is possible.
For print, the FIA Logo has been designed to reproduce at a minimum height of 10 mm.

For digital media, the minimum size of the logo is 35 pixels high, however it should be used larger than this where possible.

There is no maximum reproduction size of the logo in print and the logo can be used at large sizes in the form of a supergraphic. The use of a supergraphic can increase the impact of the FIA Master Logo but used poorly can also dramatically weaken the brand.

Therefore every single use of a supergraphic must be approved on a case by case basis by the FIA.
The FIA Logo should always be surrounded by a minimum area of space. The area of isolation ensures that headlines, text or other visual elements do not encroach on the logo.

The area is defined by using half the height of the logo, which is referred to as x. A margin of clear space equivalent to x is drawn around the logo to create the invisible boundary of the area of isolation.

This area of separation is a minimum and should be increased where possible.
There are recommended sizes for the FIA Logo on standard paper sizes. There is also a guide to the minimum margin size which ensures the logo is positioned with sufficient space from the edge of a page.

**A3 Portrait**
Logo height: 18 mm
Font size: 12pt

**A4 Portrait**
Logo height: 13 mm
Font size: 9pt

**A5 Portrait**
Logo height: 10 mm
Font size: 7pt

**210 mm Squared**
Logo height: 13 mm
Font size: 9pt

Minimum width of margins when icon used with horizontal name

FEDERATION INTERNATIONALE DE L'AUTOMOBILE
For certain exclusive projects, the FIA Gold Logo can be used. Wherever possible, it should be printed using a gold foil to achieve premium quality. If this is not possible, the gold pantone 872 should be used.

For special projects with a specific historic and heritage connection, the original FIA Gold & Blue Logo can be used.

All versions of the FIA Logo should follow the same isolation area guidelines and margin rules as the FIA Master Logo.

As these logos are reserved solely for special uses, they should only be used with the express agreement of the FIA.
The FIA Logo is presented here in monochrome, in positive and negative formats. However, the FIA Logo should only be used in black and white when colour printing is not available.
Poor use of the FIA Logo detracts from the professional nature of the FIA, weakening the core idea of the FIA as an authority. When using the FIA Logo, the following rules should be adhered to at all times.

### Distorted
The logotype should never be manipulated, stretched, distorted or cropped.

### Amended
The relationship between the elements and FIA should never be changed.

### Colour
Use the appropriate colour version of the logo for the background selected.

### Imagery
Take care when placing the logo over an image. It should never obscure the focus of the picture.

### Logo Colour
The logo brand colours should not be switched in their position. The supplied logos should be used at all times.

### Visual Effects
The logo should never have drop shadows or other graphic effects added.

### Typography
The logo typography should never be altered or replaced. The supplied logos should be used at all times.

### Altered
The logo should not be altered in any way. This includes spacing and icon arrangement.
#3 Colour

The FIA colour palette enhances the FIA’s brand personality and visually distinguishes the FIA from other brands.
There are three master colours which are used for branding and backgrounds. There are also two secondary colours which are used for typography and supporting graphics.

Percentage tints to a minimum of 30% tint can be used in any of these colours where suitable.

The following colour proportion balance should be followed when using colours across FIA platforms.

- **White**: 40%
- **Dark Blue**: 30%
- **Silver**: 20%
- **Bright Blue**: 5%
- **Gold**: 5%

### Primary Colours

<table>
<thead>
<tr>
<th>Colour</th>
<th>Pantone</th>
<th>CMYK</th>
<th>RGB</th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td>Pantone 295</td>
<td>C0 M70 Y0 K50</td>
<td>R0 G45 B95</td>
</tr>
<tr>
<td>Dark Blue</td>
<td>Pantone 877</td>
<td>C0 M0 Y0 K30</td>
<td>R190 G190 B190</td>
</tr>
<tr>
<td>Silver</td>
<td>Pantone 872</td>
<td>C10 M25 Y60 K25</td>
<td>R180 G150 B100</td>
</tr>
</tbody>
</table>

### Secondary Colours

<table>
<thead>
<tr>
<th>Colour</th>
<th>Pantone 298</th>
<th>CMYK</th>
<th>RGB</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bright Blue</td>
<td>Pantone 872</td>
<td>C10 M25 Y60 K25</td>
<td>R180 G150 B100</td>
</tr>
</tbody>
</table>

**White**
Intelligence / Legacy

**Dark Blue**
Authority / Confidence

**Silver**
Future / Innovation

**Bright Blue**
Passion / Action

**Gold**
Excellence / Governance
These example spreads of a booklet produced for an FIA Event show how the main FIA colours of white, dark blue and bright blue can be used together.
These designs for the invitation for the Prize Giving event in 2013 illustrate how the gold FIA colour can be used as a highlight alongside the white and the dark and bright blue colours of the FIA colour palette to create a modern and sophisticated design.

Mr. Jean Todt, President of the FIA, on behalf of the Senate and the World Councils, requests the pleasure of the company of Ernesto Eduardo Dobarganes in honour of the 2013 FIA Champions at la Cité du Cinéma, 20 rue Ampère, 93200 Saint-Denis, France. The event will start at 19:00 hrs.
#4 Typography

The use of a key selection of fonts for the FIA brand helps all FIA branded collateral have a consistent look and feel.
The primary font for the FIA is Futura Std. This page shows instructions of how to set the Futura font for the FIA.

The font Futura should be used at +20pt tracking set to optical for headlines and between 0 and +20pt for body copy. In some circumstances it may be necessary to adjust the spacing between individual characters manually.

Leading should be set to +30% rounded. So leading on 10pt type would be 13pt. Leading on 18pt type would be 23pt. Above 30pt type size, leading can be adjusted manually. The ascenders and descenders in the typeface should never touch.

**I am Futura Std.** I am the FIA primary font. I am stylish, unique and full of professional character. I should be used for headlines, sub-headings or body copy in Light or sometimes Book or Medium, and either in UPPERCASE or lowercase.

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**FUTURA LIGHT HEADLINES IN UPPERCASE**

Futura Light Headlines in Sentence Case

Futura light body copy in sentence case. Arum aut inimus, nist est, ut ute poratec epudae cor suntius aperat odic te que molupta ssumque de in num eos sedi volorestius di soluptaspedi que pro veliqui dolorerore nos volest.
Futura Std should be the primary font used for headlines and feature text on banners, brochures, website, signage, logos and stationery.
SAVING LIVES BY TAKING ACTION

Each year 1.3 million people are killed on the world’s roads – a figure similar to half the population of the urban centre of Paris. Another 50 million are injured, many seriously. Most of these are aged 15-29, the future of our countries. Not only do these accidents bring great suffering but they also place a huge burden on hospitals and health systems worldwide. In a bid to tackle this growing global crisis, the Federation has launched FIA Action for Road Safety. This campaign, in support of the UN’s Decade of Action for Road Safety, aims to save five million lives by 2020 by assisting member clubs across the globe in raising awareness on road safety issues, including pressuring for better vehicles, better roads and improved road behaviour. Since its launch in May 2011, FIA Action for Road Safety has rapidly gained recognition from governments, the motor sport industry and FIA member organisations globally. The FIA believes it can make a difference and save lives.

FUTURA STD is also used for body copy and larger sections of text on brochures and other varied collateral.
The FIA Campaign font is Klavika. This page shows instructions of how to set the Klavika font for the FIA.

In general, the font Klavika should be used at -10pt tracking set to optical for body copy and 0pt tracking for headlines. In some circumstances it may be necessary to adjust the spacing between individual characters manually.

Leading should be set to +20% rounded. So leading on 10pt type would be 12pt. Leading on 18pt type would be 22pt. Above 30pt type size, leading can be adjusted manually. The ascenders and descenders in the typeface should never touch.

I am Klavika. I am the FIA Campaign font and am used to create bold, powerful and characterful designs and typography on FIA Action for Road Safety, FIA Action for Environment, FIA Race True and FIA Women In Motorsport collateral.

How to set the Klavika font for the FIA

**THIS IS AN FIA CAMPAIGN HEADLINE IN KLAVIKA CAPS AT OPT TRACKING**

This is FIA Campaign body copy in Klavika lowercase at -10pt tracking assit Inume sam eossit faceatio. Iquibus, soluptate doloribusam evelesse pari quam vellesium assit everrum hil.
Klavika should be used for headlines and copy on FIA Campaign collateral to get attention and give a young, modern feel.

**Klavika Bold** & **Klavika Light**

**I WANT TO BE SAFE**
**I PROMISE TO:**

**BELT UP**
all passengers are my responsibility

**RESPECT THE HIGHWAY CODE**ules are there to protect us all

**OBEY THE SPEED LIMIT**
my car is made of metal, pedestrians and children are not

**DRIVE SOBER**
when I am drunk or on drugs, I am a danger on the road

**PROTECT MY CHILDREN**
keep them safe in car seats

**PAY ATTENTION**
calling and texting make me dangerous

**STOP WHEN I’M TIRED**
getting there late is better than not at all

**WEAR A HELMET**
motorbikes and bicycles don’t protect my head
In cases where the previous fonts are not available, such as in shared electronic media, use Calibri as the default typeface.

I am Calibri. I am the FIA Electronic font for shared applications. I should be used for digital files such as emails and powerpoint presentations, as I can be used across all programs and formats.

The FIA's involvement in Motor Sport is almost as old as the automobile itself. With city-to-city racing becoming popular in the early 20th century, but with no rules governing safety or fair competition, the Automobile Club de France allied itself with 12 clubs from around the world to form the Association Internationale des Automobile Clubs Reconnus, the direct antecedent of the FIA.

In 1950, the recently established Federation Internationale de l’Automobile inaugurated the Formula One World Championship and thus began the FIA's evolution into a global Motor Sports force. The process has seen the Federation become the administrator of many of the world's most prestigious Motor Sport series, including F1, the World Rally Championship, the World Endurance Championship and the World Touring Car Championship. The FIA is also at the forefront in the development of the Motor Sport of the future through the Formula E electric racing championship.

As the governing body of Motor Sport worldwide, the FIA is the globe’s foremost force for safe, sustainable and fair Motor Sports competition.

The FIA’s passion for competition is undiminished and its dedication to ensuring fair play and safety for all competitors continues to define its involvement in Motor Sport around the world.
#5 Photography

Photography is a key element of the FIA visual language and imagery falls into 5 types.
The FIA has five main areas where photographs will be used to enhance the brand image. The selection criteria for images must always be carefully considered to ensure the image is appropriate for the use. Images should be bold, dynamic, showing movement and interaction and emotion between people.

The first area is Corporate. Corporate images should be selected according to the following guidelines:

**Corporate Imagery**

The FIA Flag is an iconic and highly visible part of the FIA brand, and images of the flag from a studio photoshoot can be used on collateral to create an interesting visual backdrop to designs that looks ‘exclusively FIA’.

The FIA Logo is the most recognisable visual image of the FIA, and therefore photographs of the logo in situ should be used to strengthen the FIA brand.

The FIA officials are the public face of the FIA and photos of them should reinforce the FIA’s responsibility as the governing body of Motor Sport and motoring.

Photos of the FIA buildings should be used showing FIA branding in location, such as the FIA’s new Logistics and Technical Centre in Valleiry.

N.B. Pictures are for example purposes only. Rights and authorisations will vary from picture to a picture. Rights for editing will have to be requested from the FIA.
The second area is Motor Sport. Motor Sport images should reflect the passion and excitement of the sport and should be selected according to the following guidelines:

**Motor Sport Imagery**

Images of Motor Sport drivers and personalities can be used, on and off the track, to promote the high profile Motor Sport industry.

Images of Motor Sport crowds and fans should be used to reflect the FIA’s passion and emotion.

Images of racing cars in action should be used to convey the speed, drama and excitement of Motor Sport.

Photos of iconic race imagery such as the checkered flag can be used as emotive imagery to visually represent racing as a whole.

N.B. Pictures are for example purposes only. Rights and authorisations will vary from picture to a picture. Rights for editing will have to be requested from the FIA.
The third area is Motoring. Motoring images should show the social side of the automotive industry and reflect the concept of motion.

**Motoring Imagery**

Images that show people using and interacting with transport can be used to show how the public interact with motoring.

It is important to reflect the social and public aspect of motoring, so images from the viewpoint of drivers or pedestrians can be used.

Images of moving traffic should be used to give a positive idea of motoring taking people towards where they need to go.

Photos of electric vehicles, and greener ways of using transport can be used to highlight the sustainable future of motoring.

N.B. Pictures are for example purposes only. Rights and authorisations will vary from picture to a picture. Rights for editing will have to be requested from the FIA.
The fourth area is FIA Campaigns. FIA Campaigns need to utilise photos of supporters to help raise the profile of the campaign. Such photos should be of high quality in terms of composition and lighting to reflect the FIA’s professional level.

FIA Campaigns: FIA Action for Road Safety, FIA Action for Environment, FIA Race True & FIA Women In Motorsport

Photos of campaign branding in situ are a good way of showing FIA Campaigns in action.

N.B. Pictures are for example purposes only. Rights and authorisations will vary from picture to a picture. Rights for editing will have to be requested from the FIA.

Images of The FIA President and other celebrities promoting FIA Campaigns should be used and should show the AFRS branding.

Photographs of supporter groups should be composed with consideration and show emotion and passion.

Photographs of drivers and celebrities should be utilised for the FIA Campaigns.
The fifth area is FIA Events. FIA Events need strong photography to promote and publicise the FIA Events and related partners. Images from FIA Events should utilise the presence of celebrities and well-known attendees, and also carefully consider the visibility of FIA branding in the background of the shots to ensure all images have the correct context.

FIA Events Imagery

Photographs of celebrities and award winners at FIA Events should always be photographed with FIA branding in the background.

Attendees should be shot with branding behind to give context to the photograph.

Large groups of people (e.g., Prize Giving attendees or FIA representatives) can be photographed from interesting angles to ensure that a large number of subjects are visible and also to give a more interesting background.

Photographs of event branding alone can also be used to reinforce the brand.

N.B. Pictures are for example purposes only. Rights and authorisations will vary from picture to a picture. Rights for editing will have to be requested from the FIA.
#6 Tone of Voice

It is not only the visual identity of the FIA brand which impacts the way the brand is perceived; how the FIA says things is also important.
The way the FIA communicates with words changes the brand just as much as its visual appearance. Therefore this set of guidelines should be followed to ensure the FIA tone of voice remains unique and consistent.

**FIA Tone of Voice:**

**Authoritative**
Text should reflect the FIA’s position as the voice of clubs and their 60 million motorists around the world, as well as the arbiter of Motor Sport globally.

**Confident**
Text should show confidence in FIA services across Motor Sport and motoring.

**Direct**
Be clear and concise – keep text straightforward and matter-of-fact. Keep headlines short and to the point. Text should be simple and easy to understand.

**Dynamic**
Text should reflect the FIA’s passion for Motor Sport, global involvement and history.

**Modest**
The FIA is the voice of motoring but is never arrogant. The Federation has been granted its status by its member clubs and copy should reflect the FIA’s openness and accessibility.

**Positive**
Text should reflect the benefits of motoring, focus on positive outcomes for campaigns, and show the energy and dynamism of Motor Sport.

**Professional**
Text should reflect the professionalism with which the FIA undertakes its missions in Motor Sport and motoring and its competency across each pillar of the Federation.

**Respectful**
The FIA is respectful and treats every endeavour, culture, creed and gender equally.

**Trustworthy**
Text should demonstrate the FIA’s honesty and dependability.
As well of our tone of voice, any written communication should always follow these FIA text rules to ensure consistency throughout all collateral from brochures, to emails, to press releases.

FIA Text Rules:

FIA Brand
The FIA shortened brand name must always be written with ‘FIA’ in capitals, and should never be split by a line break. The letters FIA should also be used in front of FIA Championships, and FIA Events etc. Federation Internationale de l’Automobile should be written without accents on the ‘e’.

UK Spelling
UK spelling should always be the default rather than US spelling. Thus centre is good, center is not; colour is good, color is not. Also, where you think a word might end in ‘ize’, it should end in ‘ise’.

Uppercase / Lowercase
Names of FIA Championships, government agencies, commissions, and FIA Events should always start with capital letters. When referring specifically to FIA departments Motor Sport and Mobility, or when written as part of titles, these also start with capitals. However in general copy these should always be lowercase, with Motor Sport as two words. Other words often used that should be in capitals include the Federation, Automobile Clubs, FIA Member Clubs and FIA Campaigns. Job titles are in lowercase, eg prime minister and drivers, with the exception of The FIA President.

Abbreviations
Do not use full stops or spaces between initials when abbreviating: US, mph, etc, No 10. Spell out less well known abbreviations on first mention, but abbreviate on second mention if desired eg ‘He made his Formula One debut in 2009 and took his first F1 victory in 2012.’ An exception is Formula E, which is never abbreviated to FE. FIA Campaigns have specific abbreviations as follows: Action for Road Safety (AfRS), Action for Environment (AfE), Women In Motorsport (WIM) and Race True (RT).

Phone Numbers / URL Addresses
In general body copy, URL addresses and phone numbers should be highlighted by using a medium or bold font. Also when a sentence ends with a phone number or URL address, do not finish the sentence with a full stop.

Headlines
Keep headlines simple and direct eg Vettel claims US Grand Prix victory.

Dates
Dates should be written out as follows: 1 January, 2014.

Bullet Points
Bullet points in copy should always be round.
#7 Graphic Language

A number of elements, devices and layouts have been developed to create a consistent visual style across all FIA touchpoints.
The FIA's Line of Motion is inspired by the concept of dynamic motion from the brand's tagline.

It is an angled line which cuts through the tagline “A World in Motion”. This line becomes the key device that can be employed across many graphic situations.

The Line of Motion should always revolve around the Futura Std ‘M’ of ‘A World In Motion’ and should be set at a 78° angle.
A WORLD IN MOTION
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.

<table>
<thead>
<tr>
<th>Main Plaque Logo</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1" alt="Main Plaque Logo" /></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Plaque Logo Application</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image2" alt="Plaque Logo Application" /></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Plaque Minimum Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>35mm</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Plaque Isolation Area</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image3" alt="Plaque Isolation Area" /></td>
</tr>
</tbody>
</table>

The Plaque should be right aligned to the crop of the page or image in most instances.
IDEAS IN MOTION
The Line of Motion can be used for various elements, including modern speech marks.

The positioning details of the tagline ‘A World in Motion’ with the line is also outlined here. The Line of Motion must always start along the angled edge of the ‘M’ letter.

Align bottom of line with Baseline
Align top of line with Cap Height

Point to reflect shape of top of M
Point to reflect shape of base of M

A WORLD IN MOTION

230 members
One voice

Cap Height
Baseline
Report Covers

The Line of Motion should be used as base inspiration for any touchpoints. Here are example designs for two report covers.

The first uses the simple Line of Motion and the tagline with the two FIA brand colours, dark and bright blue.

The second design employs the FIA brand key visual of the FIA Flag.

Generic Folder Cover

Key Visual Folder Cover
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.
A range of new FIA branded stationery features the Line of Motion and brand tagline “A World In Motion”. The full range of FIA stationery can be requested from the FIA.
On the front of the FIA branded letterhead and compliment slips, the FIA Logo should always be positioned in the top left hand corner.

The minimum margin guides should be adhered to, in which the FIA Logo is positioned at least the width of ‘x’ away from the edge. In the letterhead, the logo is placed slightly further down from the top edge.

The addresses at the bottom left are always separated by the FIA brand angle of 78°, and positioned with equal margins of ‘x’ both sides.

On the back of all stationery collateral, the FIA tagline ‘A World in Motion’ is to be used, which in the compliments slip can be right aligned with a margin of ‘x’, and on all other stationery, can be centred.
The FIA on-screen presentation template is built in PowerPoint and should be followed in order to ensure a consistent visual style across all of the FIA presentations and meetings.

The template uses the FIA primary font Futura. If the font Futura is not available, Calibri should replace it.

The FIA Presentation Template can be requested from the FIA.

Front Page

Text Page

Image Page

Text & Image Page

Chapter Heading Page

Back Page
A redesign of the FIA Brand Book is currently being explored to reflect the new ‘A World In Motion’ design. Included here are some sample pages as a work in progress.

The FIA believes that technology transfer is vital to the future of motor sport and a key function of motor sport development. In recent years, the Federation has been a key player in the push for safer motor sport across the globe. The FIA’s World Motor Sport Congress, held in March 2013, provided a platform for discussions on how to make motor sport safer and more sustainable.

In recent years, the FIA has taken steps to ensure that technology transfer is a key function of motor sport development. This includes the introduction of new technologies, such as hybrid engines, that will make motor sport more efficient and sustainable. The FIA believes that by working closely with motor sport teams and manufacturers, it can help to drive innovation in the sport and ensure that motor sport remains relevant and exciting for both fans and participants.

The FIA is committed to ensuring that motor sport remains a safe and enjoyable experience for all participants. This includes ongoing efforts to improve the safety of motor sport events and to promote best practices across the globe. The FIA is working closely with its member federations to promote safe and sustainable motor sport development, and to ensure that the sport remains a valuable part of society.

Each year, the FIA Action for Road Safety campaign aims to save five million lives by 2020. The campaign is supported by governments, the motor sport industry and FIA Member Organisations globally. The FIA believes that by working closely with these stakeholders, it can help to make motor sport a safer and more enjoyable experience for all participants.

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The FIA Flags are used to display the brand at FIA Championships, FIA Events and locations to achieve strong visual stand-out. There are two types of FIA Flag you can use:

**Blue Flag:**
The blue flag should be used at official FIA Championship events only.

**White Flag:**
The white flag can be used at any kind of FIA Event.
The FIA brand pop-ups enable a more focused brand message to be communicated at various events and locations than the FIA Flag alone offers.

The primary pop-up uses the FIA key visual of the FIA Flag, which should be used as the main solution at FIA Events. Secondary to the main flag key visual, other FIA images can also be used with this layout to offer a variety of visual themes.

The design is consistent, using the Line of Motion to tie together the headline and image.
#8 Sub-brand Logos

The FIA has a number of projects, applications and affiliated groups, which use the FIA brand identity. The following section outlines these areas of use, highlighting how the FIA brand should be applied professionally and confidently, reinforcing the core values of the FIA.
The FIA Division Logo consists of the FIA Master Logo with the full name of the FIA and the name of the division written in Futura Medium weight.

The logo can be in the stacked or horizontal version.
The FIA has developed two logos; the Simple 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.
This is logo one, the Simple Logo. It can be used in conjunction with the club's own logo, and can be used on items like membership cards and on the FIA Member Club websites.
This is logo two, 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.
The FIA Sector Logotypes are secondary logos and could be used for things such as a commission, a programme, a grant, or an official document. It consists of the FIA Master Logo, the Line of Motion, and the name of the programme or commission written to the right of the logo.

The distance between the FIA Master Logo, the Line of Motion and the title is equal in width to the width of the ‘i’ from the FIA Logo (z). The text is equal in height to the top half of the globe from the logo (x).

The font used for the text is the FIA primary font ‘Futura’ and is ranged left. When the title has more than one word, the most important describing word/s should be highlighted using Futura Book font. The second word should be in Futura Light. If a title only has one word (eg FIA University), that word should be written in Futura Book.

The FIA Logo and text must appear exactly as per the examples shown within this document.
The FIA is a leading campaigner on a wide range of motoring related issues including global road safety and environmental sustainability.

The logos for the FIA Campaigns are bold and modern to get attention. Each features a ‘cross-roads’ element to represent the FIA at the heart of both Motor Sport and motoring.

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.
The FIA has a family of annual high-profile events. The logo identities for these events share a similar circular format, inspired by the coming together of people from around the world.

FIA Events 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.
As a governing body of the world of Motor Sport, the FIA uses a number of championship logos destined for application in a sport-specific context.

These FIA Championship Logos are all designed independently but must include the letters FIA in capitals in any font. They should not feature the FIA Logo.

The right to use the FIA Championship Logos has generally been licensed to the FIA designated commercial rights holder at issue.
At FIA Championships, the FIA Master Logo should be used alongside the FIA Championship Logo in the Composite Logo form. Presented here are the optimum arrangements for specific FIA Championships.

The FIA must approve all FIA Composite Logo final designs. Complete guidelines for the use of the FIA Logo in Championships are available.

<table>
<thead>
<tr>
<th>Sub-brand Logos</th>
<th>FIA Logo in Championships</th>
</tr>
</thead>
<tbody>
<tr>
<td>FIA F1</td>
<td>FIA WRC</td>
</tr>
<tr>
<td>FIA WTCC</td>
<td>FIA CIK</td>
</tr>
<tr>
<td>FIA ERC</td>
<td>FIA Formula E</td>
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<tr>
<td>FIA Hill Climb Masters</td>
<td>FIA F3</td>
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</table>
The FIA is also the administrator of many other championships around the world. These championships are all given a unified look with a stylised version of the FIA logo, and set with Futura text bound in a rectangular form.
FIA Formula 2, 3 and 4 are young driver series which aim to develop the winning drivers of the future.

The FIA F2, F3 and F4 Logos create a series that reflect the stages drivers travel through on their way to the top. The logos have a dynamic 3D-effect logotype that reflects the young, modern feel of these championships.

For FIA Formula 3 and 4, there are also a number of logos available that relate to specific championships, as shown by some of the examples here.

The FIA Formula 2, 3 and 4 Championships 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.
The FIA World Championship Laurels are intended for the sole and exclusive use of winners of the FIA World Championships. The logo may be used in advertising of the constructor or manufacturer, on team clothing and liveries and on the drivers’ overalls for the duration of his/their reign.

The FIA World Championship Laurels must only be used in applications directly related to those parties and remain the property of the FIA at all times.

The elements of the logo: the international laurel leaves, the title and the name of the winning constructor, manufacturer or driver must remain constant in size and position.

The FIA World Championship Laurels have their own logo guidelines that will be released soon from the FIA. It will outline how the laurels should be used.
The International Series Sanctioned by the FIA Logo is intended for organisers who wish to communicate their association with the FIA. It may be used for an International Series listed on the International Sporting Calendar in accordance with Article 17 of the International Sporting Code. It must not be used in a manner which could create the impression that the event is placed under the sporting supervision of the FIA or which could imply a commercial association with the FIA.

The International Series Sanctioned by the FIA Logo must always be used together with the event title, and should not be given greater emphasis than the event title. It must never appear alone.

The logo includes the current year of issue as well as a flash of colour that changes each year to clearly differentiate each season.

The International Series Sanctioned by the FIA Logo has its own logo guidelines that can be requested from the FIA, outlining how the logo and brand should be used.
The FIA Official Partnership Logos enable partner brands to be presented alongside the FIA brand in a consistent and easy-to-use plaque element.

There are three main tiers of partnership level: 1 Gold, 2 Silver and 3 Blue. The different colours distinguish the level of support the partner provides.

The FIA Official Partnership Logos will be supplied by the FIA as a bespoke logo package for each partner as they begin their partnership with the FIA.

**Level 1 Partnership**
Gold
Presenting Partner
Global Partner

**Level 2 Partnership**
Silver
Official Supporter

**Level 3 Partnership**
Blue
Official Supplier
Media Partner
Institutional Partner
The FIA Official Licensing Logos distinguish FIA Approved, FIA Recommended, FIA Compatible and FIA Official Licensed products or services. Only products of a high quality will be allowed to use the FIA Official Licensing Logos.

The use of such logos shall ONLY be permitted on authorised products with the full agreement of the FIA.
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.
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).
For enquiries or questions about using the FIA brand elements and these guidelines, please contact the FIA Team.

FIA COMMUNICATION DEPARTMENT

**Aude Mironneau-Raynaut**

FEDERATION INTERNATIONALE DE L' AUTOMOBILE
8 Place de la Concorde - 75008 - Paris - France

Tel +33 (0)1 43 12 61 71  
Fax +33 (0)1 43 12 58 19  
Email araynaut@fia.com

FIA MARKETING & EVENTS 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