



FIVA brandbook



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- or 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.

The name of the commission may be added below the logo in Arial, sized to match the logo. Only approved commissions or workgroups are permitted to use their name in the same style and 1/3 the size as the full FIVA name, this only directly under the logo and centred to the logo and FIVA wording. The commission name should not extend beyond the width of the logo text and should be printed in black. Individual logos for people commissions and/or workgroups are not permitted to appear in the same area as the official logo and wording.

Commission names can be printed below the FIVA logo but the width of the printed part should not be wider than the FIVA logo.



Protecting, Preserving
and Promoting World
Motoring Heritage

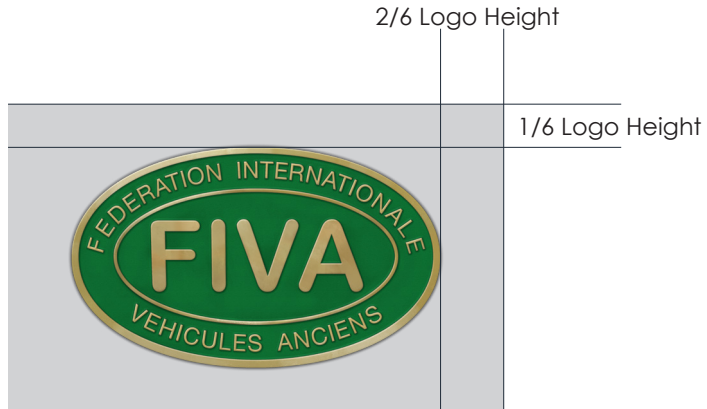


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Sizing

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.



Letterheads

Letterheads are produced by FIVA and are available through the Communication Director and/or FIVA office. The text of the letter should be in 9 or 10 point Arial, aligned left, without paragraph indents.

Acceptable alternative fonts are:

- Times, note that 9 points might be too small for long letters
- Palatino

Arial 9 points text :

“Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation”

Times 9 points text:

“Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation.”

Palatino 9 points text:

“Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation.”

Templates

Letter, Memo and PowerPoint templates

Templates can be installed on your computer as part of the FIVA's standard documents. Contact the FIVA office for the appropriate templates.

Business card

Business Cards are produced by the FIVA and can be adapted to include any information required, provided the typography style is maintained. Business cards are ordered through the FIVA Office.

Press Releases

FIVA press releases, position papers and any form of communication that can be considered strategic, controversial or touching FIVA's core values are issued by the VP-Communication or, on his behalf, by the Secretary only!

This to ensure both the use of standardized nomenclature and style as well as ensuring that the publication of multiple press releases et all by different FIVA bodies do overlap or contradict and hence do not receive the attention or confuse of the media or general public.

Such messages are first issued to the Members so they can anticipate and, if required, translate them for local publication. A few days later the messages will be issued to the general public and/or other relevant media.

The VP-Communication has the lead in any of the above publications, both in timing and text, since this position allows for a broad overview of FIVA's activities in this. However, material to be published should be provided by the commissions or bodies themselves since they are considered to the authorities on their respective topics.

Video's and Pictures

Video's

Any video's produced by or on behalf of FIVA for publication on the FIVA web site should, just as Press Releases, follow a clearly identifiable form-factor, color and layout to be instantly recognized as a FIVA production

Any material provided to FIVA by 3rd parties shall be published as-is with reference to the original maker or body that provided this material. Note that editing such material without approval of the maker is often not allowed under copyright rules.

Pictures

Pictures provided to the VP-Communications for inclusion in any publications should include the name of the maker. Copyright should be cleared by the FIVA body providing the material.

Facebook en other social media

For material published on Facebook and other Social Media, generally the rules are less strict although care should still be taken with regard to copyright of pictures and video's. No press releases, position papers and other official material will be published on these media without approval of the VP-Communications.

Badges & similar materials

Identity cards

These are used by FIVA stewards and other staff that might require the need to be able to identify themselves during events etc.

Format: 85 x 54mm

The identity card is made from laminated material. The cardholder's photo is full colour and should be provided by the steward. Both digital and traditional photos are acceptable for this. The card has to be ordered through the FIVA office, please allow for ample time if ordering these.

Name badges

These are worn by FIVA staff working on service counters at information events and at other venues where they need to be easily identified.

For practical reasons, a standard plastic business card holder that can be pinned to a jacket, lapel or dress is available at most office supply shops. A standard FIVA business card can be used this way.

Promotional, Gifts and Shop Items

Promotional, gift and Shop items should display the standard FIVA logo and can, depending on size and use, contain other text to reflect the use, a special event name or other suitable goal.

When other logos are used on the promotional items, correct distance to these should be maintained to prevent confusion. Logos should under no circumstances overlap each other.

Gift- and shop items should only be presented to people that have no objections receiving them. Care should be used when presenting any of these items to government officials, who in accordance to their rules are often restricted in the acceptance of such items

Purchase of Gift items

Items for the FIVA shop or events are to be purchased via the Secretary, this to ensure bot consistency in color and design and to ensure the best possible offer is used, including considering the impact of VAT.

Commissions and other group requiring special FIVA items are requested to forward their request in a timely manner to the Secretary for such items.

Clothing

T-shirts, polo-shirts, anoraks and other clothing that might be supplied to FIVA staff (Board members, Stewards, etc) should be of uniform colour and display the FIVA logo on the left hand side only, roughly where a breast pocket is located or, should the shirt be equipped with such, immediately above this.



eMail signatures

Email signatures follow the guidelines of all other documents and use Arial as the main font. Below your name you can add your position within the commission or workgroup. Terms as 'Secretary', 'Director', etc. are not allowed since this can confuse recipients of your emails. If you are a secretary or director of a commission, it should read 'Secretary/director of the XXX Commission'

Private addresses and email addresses are allowed providing the full address of the FIVA is included in the email signature as well as shown below. Please include the international code for any telephone numbers used in your signature. No other logos or graphics are allowed in the signature

Name
Function



Private address
Private address

Villa Rey - Strada Val San Martino Superiore 27/B - 10131 Torino - Italy
Phone: +39 – 391 7259962, eMail: secretary@fiva.org

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.

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

FIVA Official Partners:



Revision: June 2020

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