

FIA Visual Identity and Logos : A Style Guide

An updated logo

FIA is working on strengthening its communications and online presence. In this context, optimising FIA's visual identity through an update of its logos was a necessary first step. While keeping all the existing elements such as the acronym and the exclusive drawing by Jean Cocteau, we aimed at modernising the logo and make it more suitable for digital use. Working on colours and typography enabled us to improve consistency and clarity throughout our designs (the acronym is highlighted and the full name of the federation in English and French becomes part of the logo as a baseline). The concept developed for the updated FIA logo has been applied to each FIA regional group, building a strong set with a harmonious colour palette. This document outlines the graphical guidelines and rules for the use of the renewed FIA logos.



All logos are available upon request in various definitions, colours and language versions.
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1 - Logos and colours

2 - Proper use

3 - Exceptions

4 - Improper use

5 - Typography

1 - Logos and colours

• FIA

CMYK:



C:100 M:91 Y:34 K:22



C:87 M:0 Y:0 K:0

RGB:



R:25 G:36 B:80



R:0 G:167 B:239



INTERNATIONAL FEDERATION OF ACTORS
FEDERATION INTERNATIONALE DES ACTEURS

• Euro FIA

CMYK:



C:76 M:100 Y:0 K:40



C:49 M:66 Y:0 K:0

RGB:



R:49 G:7 B:81




R:120 G:85 B:160



EUROPEAN GROUP OF THE
INTERNATIONAL FEDERATION OF ACTORS

• Afro FIA

CMYK:

 C:3 M:5 Y:47 K:76

 C:7 M:9 Y:93 K:51

RGB:


 R:75 G:71 B:42


 R:117 G:107 B:3



• FIA-NA

CMYK:

 C:32 M:75 Y:66 K:38

 C:3 M:85 Y:72 K:0

RGB:


 R:101 G:46 B:45

 R:219 G:53 B:57



• **FIA-LA**

CMYK :

 C : 3 M : 5 Y : 47 K : 76

 C : 7 M : 9 Y : 93 K : 51

RGB :

 R : 75 G : 71 B : 42

 R : 117 G : 107 B : 3



• **Black and white** (applies to all)

 K : 100

 K : 70

On black and dark bottom :

 K : 40

 K : 0

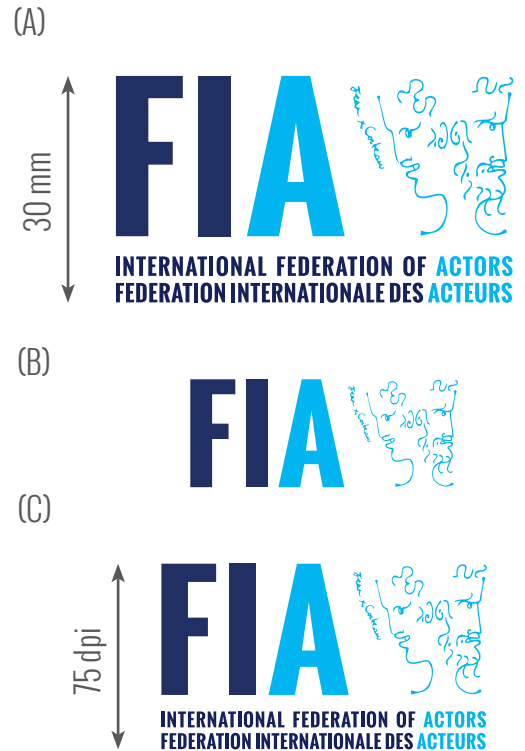


2 - Proper use (applies to all)

- The logo version including the baseline («INTERNATIONAL FEDERATION OF ACTORS, FÉDÉRATION INTERNATIONALE DES ACTEURS») should always be preferred. In order to respect its legibility, this logo version's minimum size can not be inferior to 30 mm in height (A). When it has to be used below this size, please choose the logo version without baseline (B).

- For digital use, the size of the logo can not be inferior to 75 dpi (C).

- In order to optimise the logo's visual impact, please respect the exclusion zone around the logo. When surrounded by other elements, the radius of clear space around the logo is defined by the height of the letter F (D).



3 - Exceptions (applies to all)

- If the background colour does not allow full legibility of the logo (e.g. too close to the logo colour itself), please use the black and white logo version.

- If the background is black or too dark, please use the black and white logo version



4 - Improper use (applies to all)

- Do not alter the colours of the logo (A).
- Do not alter proportions and layout of the logo (B).
- Do not add a frame or any other element to the logo (C).



5 - Typography (applies to all)

- Oswald Bold

FIA