INTRODUCTION

A SINGLE IDENTITY FOR WORLD CLASS EVENTS

Whatever the discipline, the FEI World Cup® events now have a single identity, designed to build the profile of the competition through direct ownership by the FEI.

The distinctive typography and freeform ‘horseshoe’ clearly position the competition in the world of equestrian sport, ensuring clarity of communication. The only and unique brand name to be used is FEI World Cup®.

CONSISTENCY IN IMPLEMENTATION

These guidelines are your tool for using the FEI World Cup® brand mark in a broad range of applications. They contain the design controls and examples of their application which will both inspire and help you to achieve the required level of consistency.

They are to be used in conjunction with the core guidelines of the FEI corporate brand identity. Controls and standards are essential if consistency and professionalism are to be achieved, and as such are mandatory. No deviation from these guidelines by way of adaptation or alteration is acceptable. If in doubt, please contact branding@horsesport.org for clarification.

By following these guidelines, you will be helping to build a strong and recognisable brand mark for the FEI World Cup®.