

# **FIA ACTION FOR ROAD SAFETY**

## **LOGO GUIDELINES**





# THE CAMPAIGN

The FIA and its member clubs have led the fight for improved road safety for over 100 years and while vast improvements have been made, the battle goes on.

Today the FIA is renewing its determination to win this fight, with the launch of a new global campaign – FIA Action for Road Safety.

In your hands, as member clubs and stakeholders, this campaign, which supports the UN's Decade of Action, can reach millions around the world and ultimately can help make road safety a reality for all.

**FIA ACTION FOR ROAD SAFETY**  
**IT'S TIME TO TAKE ACTION**

## FIA ACTION FOR ROAD SAFETY LOGO GUIDELINES

# HOW TO TAKE ACTION

The FIA Action for Road Safety logo is available to use by Official Supporters as there is no direct association implied between supporter's own corporate partners and the AFRS logo. Broadly, the organisations free to use the logo fall into two main categories:

### **FIA Member Clubs**

Member Clubs can become Official Supporters of the campaign and are free to use the FIA Action For Road Safety logo and associated materials across all their communication platforms.

### **Sport Stakeholders**

This category includes teams, drivers and organisers throughout affiliated motorsport. The instant media exposure afforded by motorsport is a key ingredient in getting the message of AFRS to as wide an audience as possible. The publicity surrounding your event can be used to endorse the campaign and its goals, with you or your sport acting as a high-profile ambassador for the campaign.

- Corporate companies can also associate themselves to the campaign as Official Partners. Any interested parties should liaise with FIA Marketing Department for further details.
- Full terms of use are available on the FIA Action for Road Safety website.

# FIA ACTION FOR ROAD SAFETY LOGO GUIDELINES

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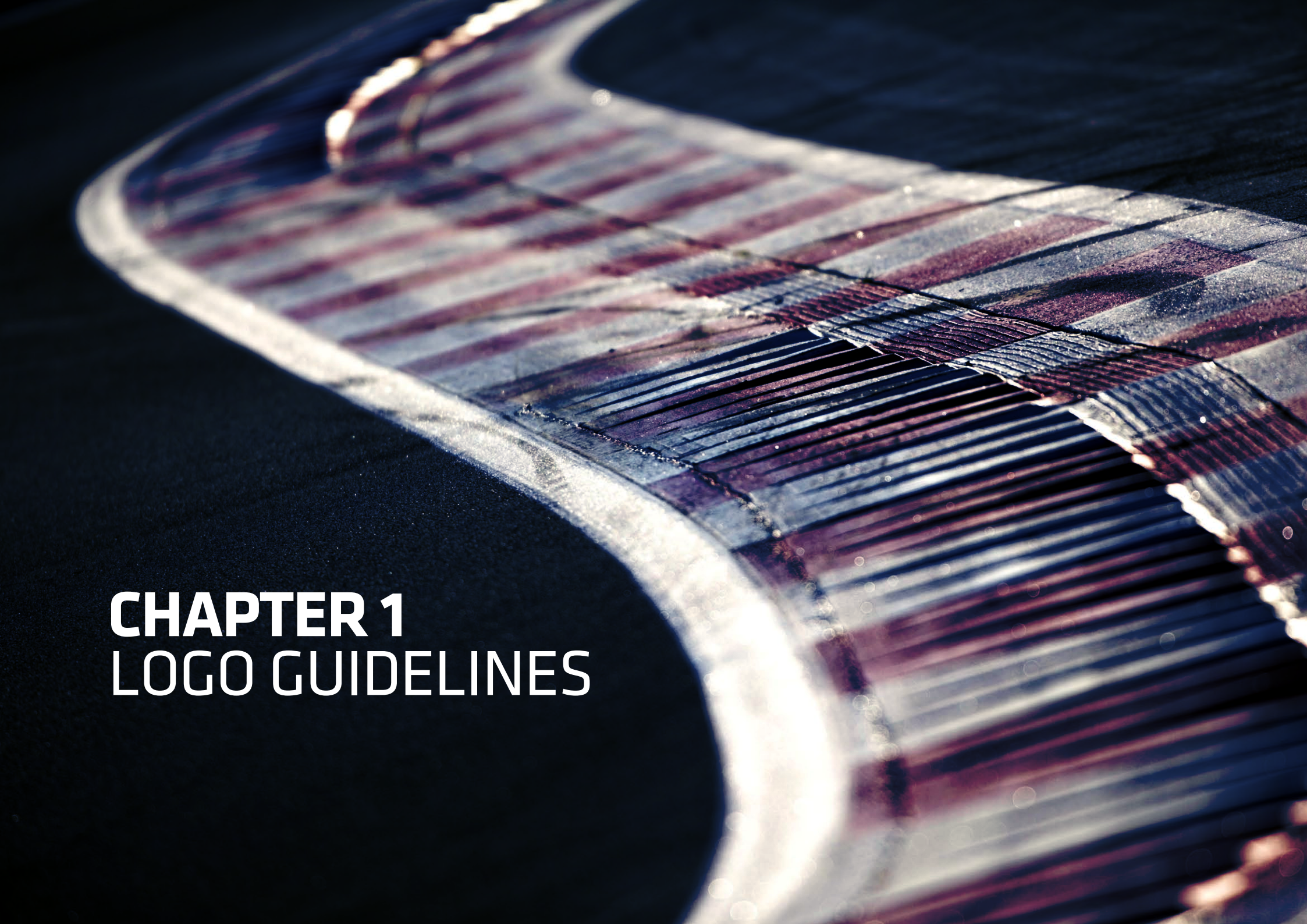
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# **CHAPTER 1**

## **LOGO GUIDELINES**

# FIA ACTION FOR ROAD SAFETY LOGO GUIDELINES

## THE LOGO

The FIA Action for Road Safety logo mark is the most important visual device for promoting the campaign message. The logo combines a crossroads graphic of a track and road, which represents the FIA's commitment to improve safety on all roads around the world. The logo has a bold message and, if used effectively, will help to build distinctive communications for the campaign.

The primary logo is the colour version, which should be used whenever possible. It uses the recognised and trusted FIA brand colours gold and blue, to tie the campaign visually to the association, and to help give the campaign a professional and respected voice.

The elements of the logo have been specially designed and composed to create a unique mark and none of the elements should be altered or changed in size within the logo.



# FIA ACTION FOR ROAD SAFETY LOGO GUIDELINES

## MONOCHROME LOGOS

If the full colour logo cannot be used, monochrome logos can be used in white or black. The monochrome logos should be used for printing where colour is not possible to produce, or for use with special production techniques. E.g. embossing or engraving.



**Mono Positive Logo**  
1 colour logo with solid road and track swoosh graphic.



**Mono Reverse Logo**  
The reverse version uses a keyline only for race track to improve logo balance.



# FIA ACTION FOR ROAD SAFETY LOGO GUIDELINES

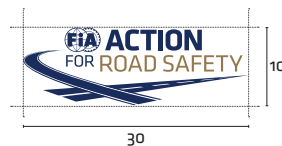
## CLEAR SPACE & SIZING

Ensuring a blank space is kept around all brand marks means that the FIA Action for Road Safety identity is always clear and easy to identify. The guide on the right shows the border exclusion size that must be kept free of graphics, text and photographic details. This rule ensures the logo always has space to breathe.

NB: The blank space is a minimum and should be increased where possible and suitable.

The full AFRS logo should never be narrower than 30mm to ensure clear reproduction of the roads and FIA icon. However, due to the nature of branding various collateral for a campaign or project, a smaller logo might be required. If this is the case, please contact FIA communications who will find a suitable solution and try to simplify the logo.

Always consider print processes before branding an item with a small logo or icon and do test prints whenever possible to check legibility and quality of the brand mark before final production.





# FIA ACTION FOR ROAD SAFETY LOGO GUIDELINES

## COLOUR PALETTE

The AFRS logo uses the distinctive FIA colours of blue and gold. The logo should be reproduced to the preferred colour specification of special PANTONE wherever possible, unless it is a single colour version. If this cannot be achieved then the four colour process (CMYK) version may be used.



PANTONE  
Pantone 281

CMYK  
C 100  
M 89  
Y 31  
K 30

RGB  
R 0  
G 38  
B 99



PANTONE  
Pantone 873 (Metallic)

CMYK  
C 38  
M 48  
Y 77  
K 14

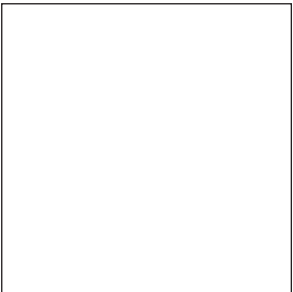
RGB  
R 149  
G 119  
B 76



PANTONE  
Process Black

CMYK  
C 30  
M 10  
Y 0  
K 100

RGB  
R 0  
G 0  
B 0



PANTONE  
-

CMYK  
C 0  
M 0  
Y 0  
K 0

RGB  
R 255  
G 255  
B 255

## FIA ACTION FOR ROAD SAFETY LOGO GUIDELINES

# TYPOGRAPHY

An important element to creating and maintaining a unique and strong visual identity for the AFRS campaign is the use of a bold and characterful typeface. We have chosen the font Klavika for its mix of bold, modern forms yet approachable rounded edges. Only this font should be used on campaign communication materials as it plays an important role in maintaining a consistent 'look and feel'.

**ACTION!**  
This font has  
**ENERGY.**  
*Motivating change  
and fighting for*  
**SAFETY ON OUR ROADS.**



## **CHAPTER 2**

# **OPTIMUM USAGE**



## **OPTIMUM USAGE**

A global impact for FIA Action for Road Safety requires global use of the campaign logo and the FIA hopes that Partners and Supporters will use our campaign identity in a wide variety of applications. Visibility is key to the success of AFRS and as such there are no hard and fast rules governing logo placement. However, the following pages give examples of optimum branding applications across a wide range of objects as a guide to how the logo could best appear.

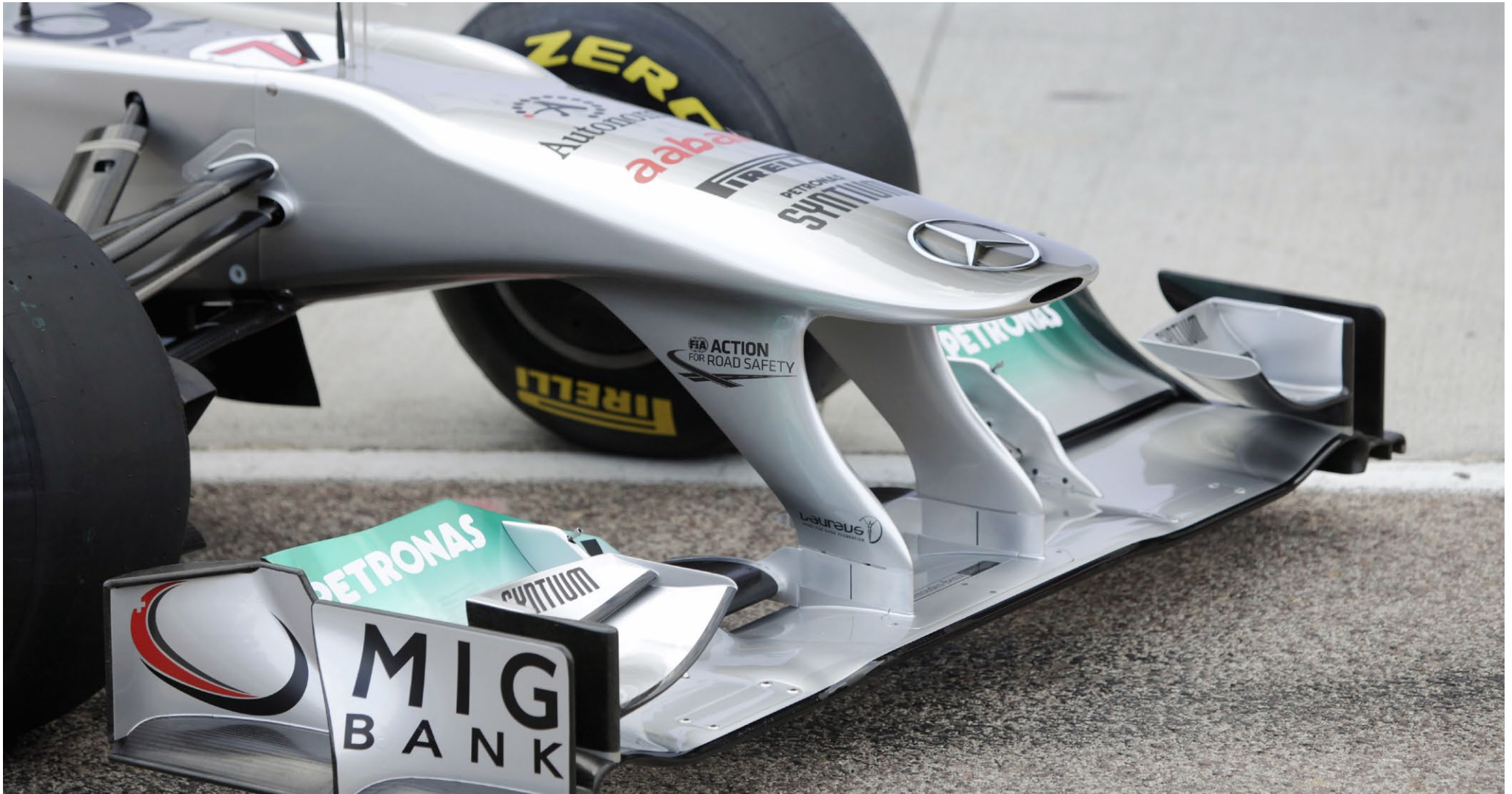
FIA ACTION FOR ROAD SAFETY LOGO GUIDELINES

# MOTORSPORT OPTIMUM BRANDING - F1 LIVERY



FIA ACTION FOR ROAD SAFETY LOGO GUIDELINES

# MOTORSPORT OPTIMUM BRANDING - F1 LIVERY





FIA ACTION FOR ROAD SAFETY LOGO GUIDELINES

# MOTORSPORT OPTIMUM BRANDING - WRC LIVERY





# MOTORSPORT OPTIMUM BRANDING - TRUCK LIVERY



# MOTORSPORT OPTIMUM BRANDING - TRUCK LIVERY





# EVENT OPTIMUM BRANDING - BANNERS





# EVENT OPTIMUM BRANDING - ARCH





# ENVIRONMENT OPTIMUM BRANDING - MEDIA WALL





# ENVIRONMENT OPTIMUM BRANDING - DISPLAY STANDS







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## COMMISSION

...in southern  
the organiser of  
still holds today  
formula 3 over  
of the first task  
institute a new  
which will be  
existing events  
the appeal of  
international  
died.

...take part in a  
...nal series are  
...ed drivers in  
...qualify for a

Devising a new championship to attract the best kart racers is a work in progress, with current discussions centering on the best technical regulations, taking into account the right levels of safety and cost. Although it is yet to be decided what this would be called and how it will be structured, it is possible that this will become Formula 4.

"The commission is going to consider everything from the sporting and technical regulations to safety matters and the question of how to ensure a future for single-seater racing," Bland says. "The first thing we want to do is to create a series that will cost about the same as top level karting to help young drivers take the leap into cars."



An entry level single seater formulae car popular with young drivers looking for experience of open-wheel racing



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A close-up, high-contrast photograph of a plaid fabric, likely a tartan, featuring a pattern of dark blue, red, and white. A prominent white curved border runs along the left side of the frame. The lighting is dramatic, with strong highlights and deep shadows, creating a textured, almost abstract appearance.

# **CHAPTER 3** **SUPPORTER LOGOS**

# MEMBER CLUB 'SUPPORTS' LOGOS

FIA Member Clubs who want to show their support the FIA Action for Road Safety Campaign can use one of two logos which unite the Club Member logo with the AFRS campaign mark. The FIA strongly encourages the use of either of the two Support logos by any Member Club that wants to build a close visual association with our global campaign and show their support for promoting road safety around the world.

The logos are shown opposite and both give clubs the opportunity to combine their logo with the AFRS Supports logo. With the two arrangements, any style and shape of Club Member logo should be able to be combined effectively with the AFRS mark. The FIA must be contacted for prior approval if you would like to use the Supports logo elements in different arrangements for a specific application. Please see the back page of these guidelines for FIA contact details.



Supports Logo 1



Supports Logo 2



# 'SUPPORTS' LOGO EXAMPLES

SUPPORT LOGO 1 - CLUB MEMBER EXAMPLE



SUPPORT LOGO 2 - CLUB MEMBER EXAMPLE



# 'SUPPORTS' LOGO ARRANGEMENT

SUPPORT LOGO 1 - ARRANGEMENT & MAXIMUM SIZING



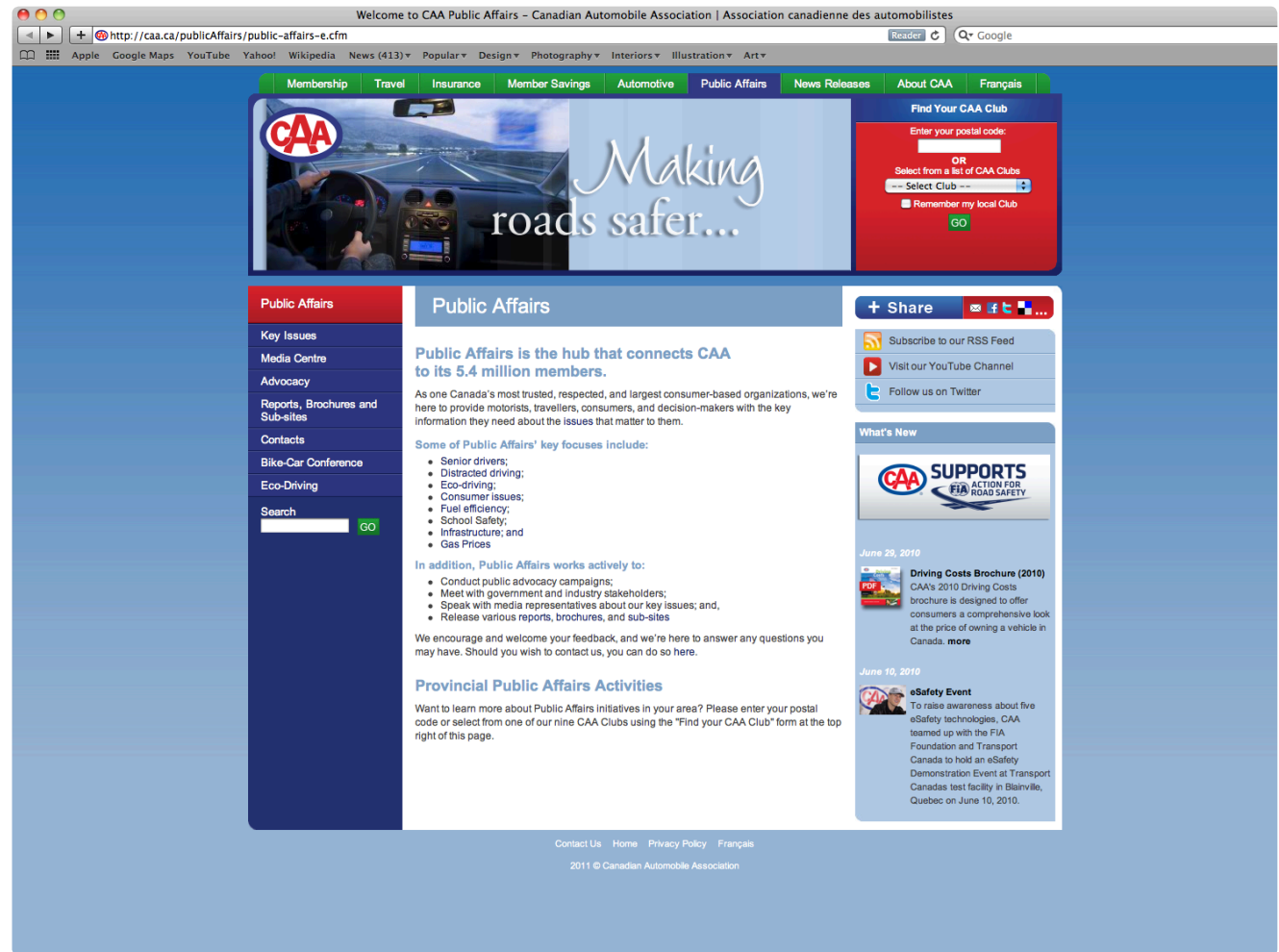
SUPPORT LOGO 2 - ARRANGEMENT & MAXIMUM SIZING





# 'SUPPORTS' LOGO EXAMPLE USAGE - WEBSITE

This example visual illustrates how the FIA Action for Road Safety Supports logo can be used on a Club Member website to show their commitment to the campaign and act as a link to AFRS articles, news and own webpage.



# 'SUPPORTS' LOGO EXAMPLE USAGE - BROCHURE

The FIA Action for Road Safety Supports logos should be treated as a flexible tool that can be used across a range of Member Club collateral to get broad exposure for the AFRS global campaign.







If you have any further questions about these guidelines, or about any marketing material for the FIA Action for Road Safety, please use the contact details below:

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