Fina
WATER IS OUR WORLD

FÉDÉRATION
INTERNATIONALE
DE NATATION

Brand Manual

updated 03/11/2014

Introduction
The Brand

Since the early stages, FINA's mark has been associated to universality. The globe has remained the common element under which FINA worldwide presence was highlighted.

In the very first edition, "founded in 1908" was included and throughout the years FINA logo evolved naturally. In 2008, for its 100-year anniversary, a special logo was created. This celebrated a special milestone for FINA and its affiliated members while at the same time it commemorated the rich history of FINA.

On this occasion and for the first time, a tag line was included (Water is Our World) reinforcing FINA's mission and core activities.

Nowadays, FINA's mark has been kept in a reader-friendly font to make it instantly recognisable and emphasis has been given to *Fédération Internationale de Natation* in order to put the FINA mark into a prominent position.

The six golden stars are a symbol of the six aquatic disciplines governed by FINA (last star mark the introduction of High Diving since 2013) and at the same time, stars celebrate true Stars of Aquatics.
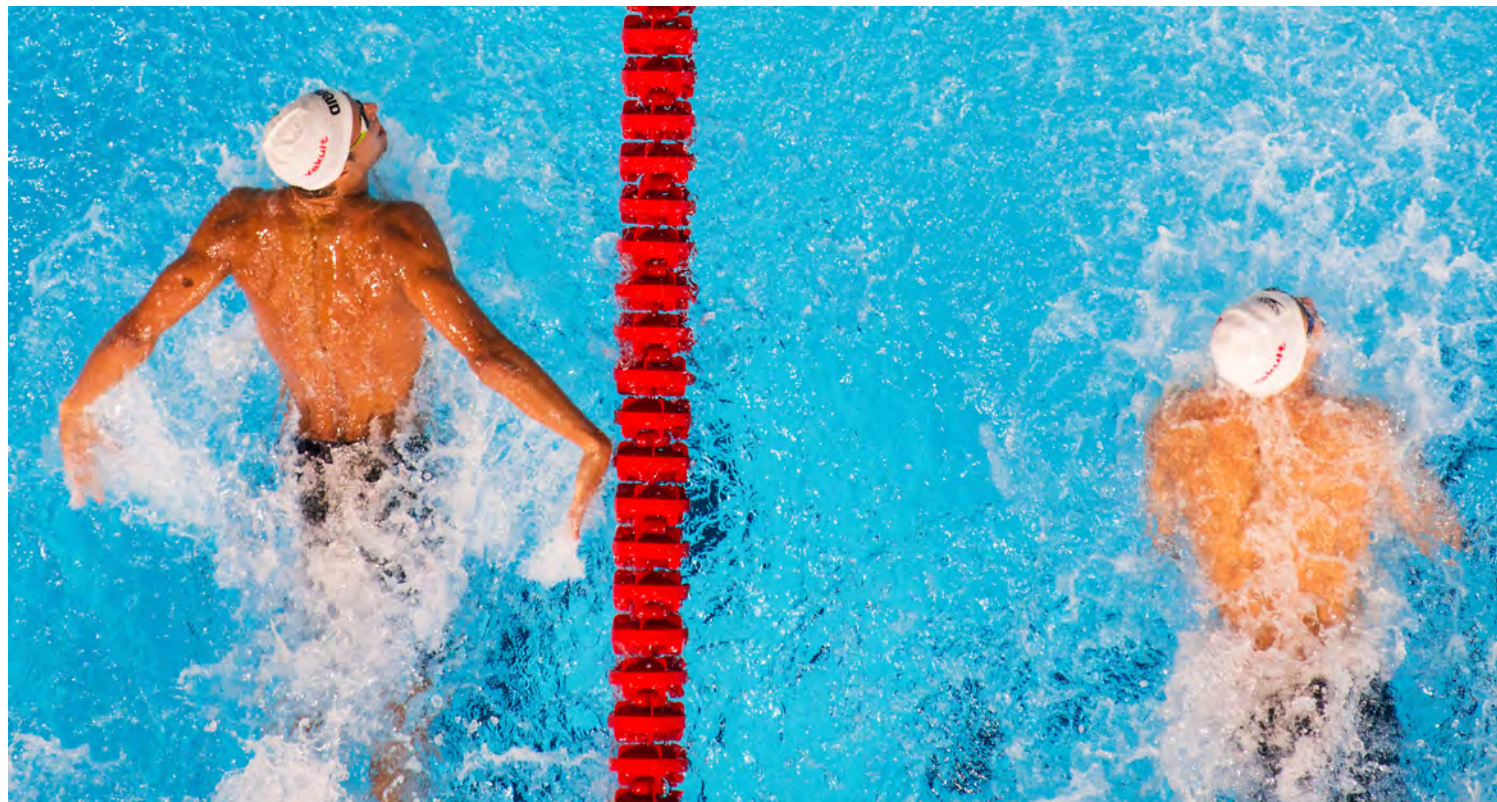
Table of contents

① Brand elements

FINA Logo

Name, corporate logo, colours, typeface - these are the pillars of the identity of the company. Their characteristics ensure an individual and consistent image of the company on the market.

IMPORTANT:
- Always use the name "FINA", the name of the city, with latin alphabet letters.

Chapter 2 of this brandbook shows all the rules for FINA logos

FINA Typefaces
Primary font

FINA's primary font is Lato. The font is available free of charge, and supports most of the languages.
The Lato Font comes with 5 weights (normal+italic), but Hairline weight shouldn't be used.

Lato font is free
for commercial use.

LATO Regular

AaBbCcDdEe123

abcdefghijklmnopqrstuwxyz
ABCDEFGHIJKLMNOPQRSTUWXYZ
£!@#$%^&*()_+-=[]{};'\,./:"|<>?

Font weights

Light	AaBbCcDdEe123
Regular	AaBbCcDdEe123
Bold	**AaBbCcDdEe123**
Black	**AaBbCcDdEe123**

Lato Font supports most languages, and is constantly developed.

àáâãäåæçèéêëìíîïðñòóôõö÷øùúûüýþÿ
ÀÁÂÃÄÅÆÇÈÉÊËÌÍÎÏÐÑÒÓÔÕÖ

FINA Typefaces
Secondary font

The Arial font should be used in all printed materials that are editable and can be sent outside of FINA in an editable form.
For all Official FINA documents (i.e. memo, agreement, forms, etc.) the font size should be 11. Arial is available on most computers, as it is a system font.

Arial Font

Arial

AaBbCcDdEe123

abcdefghijklmnopqrstuwxyz
ABCDEFGHIJKLMNOPQRSTUWXYZ
£!@#$%^&*()_+-=[]{};'\,./:"|<>?

Font weights

Regular   AaBbCcDdEe123
Bold   **AaBbCcDdEe123**

Arial supports most of the languages.

àáâãäåæçèéêëìíîïðñòóôõö÷øùúûüýþÿ
ÀÁÂÃÄÅÆÇÈÉÊËÌÍÎÏÐÑÒÓÔÕÖ

FINA Brand Colours
Corporate colours

FINA main colours are blue and yellow.
Yellow is used for accents.
Black is used mainly for typography.

Pantone 3015C/U
CMYK: 94,63,11,1
RGB: 0,97,158
#00619E

Pantone 1235C/U
CMYK: 2/31/98/0
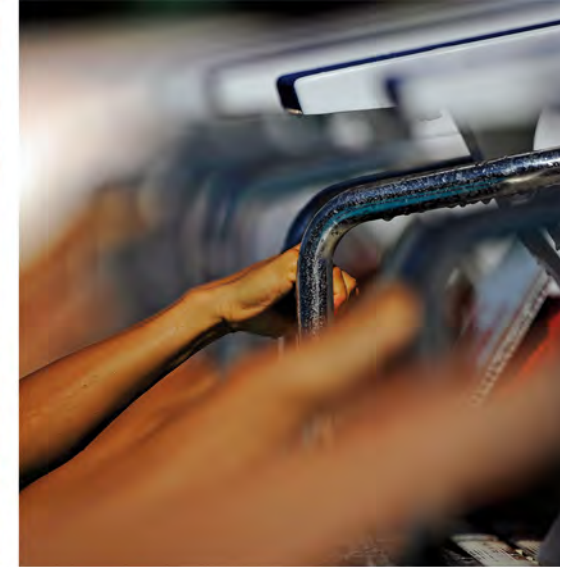**RGB: 249/182/33**
#F9B621

Pantone Black C/U
CMYK: 0/0/0/100
RGB: 0/0/0
#00000

FINA Brand Graphics
Normal photos

Photography is crucial part of the FINA brand identity. Photos should always be professional and of high quality.
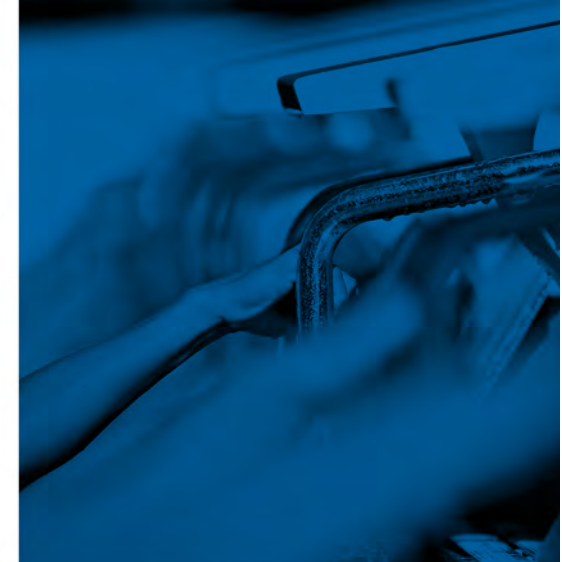Amateur photos can be used for publications, such as news, blogs etc.

FINA Brand Graphics
Blue colour photo treatment

Whenever photos are used as a generic
background where they play secondary role, a
graphical treatment is recommended.
For the purpose of this brand book it's called
"FINA Blue Colour Photo Treatment".

FINA Brand Graphics
Blue colour photo treatment - creation method

The creation method is described as a generic one, that most of the graphical software are supporting (i.e. Photoshop, Illustrator).

- Convert the desired photo to greyscale
- Create new layer above the greyscale photo, and set up a blending mode to Multiply/Darken. Sometimes the greyscale photo will require some retouching - brightness/contrast.

After creating the image, always flatten the layers before sending, as in some cases like viewing a pdf file from a web browser may not show the desired results, or may appear corrupted.

FINA Blue Colour Photo Treatment

Creation method

1st layer:
Greyscale photo

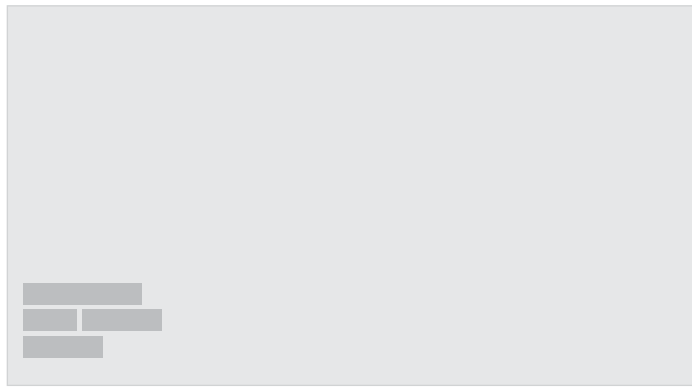2nd layer:
FINA Blue layer,
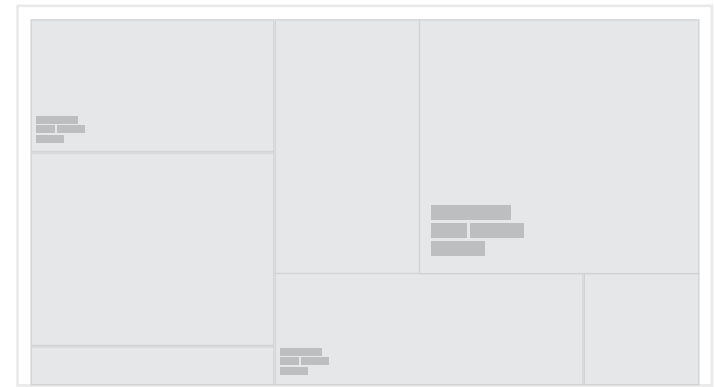Blending mode: Multiply/Darken

Result is a photo with blue look and feel.

FINA Brand Graphics
Photo grids

Creating image collages/compositions in a consistent way improves brand perception. These are just a few examples of grids that can be used in FINA materials.

✔ Full screen/page pictures

✔ Irregular grids are highly recommended, spaces between the photos are not required.
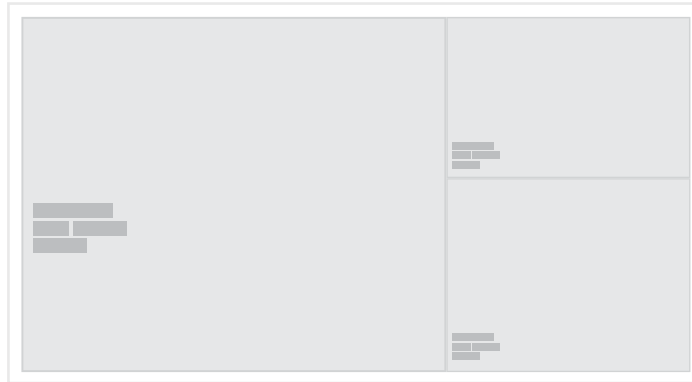
✔ Small Irregular grids

✔ ✘ Regular grid - try to avoid using regular grids in printed materials. If used - use with blank spaces between. For digital usage it's accepted.

✘ Don't use different than rectangle/square shapes for photos.
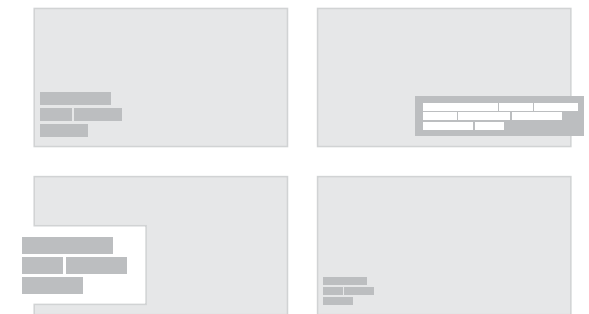
✘ Don't use different photo description style in one document, and try to keep consistency throughout the documents.

FINA Brand Graphics
Placing logos on pictures

If the logos are placed on the pictures as a secondary element (not part of the main graphic theme, such as watermarks), use the right lower corner as a primary logo placement area.

If the image doesn't allow the logo to be legible in the right lower corner, place it in other corners respecting the safe areas.

This applies to all logo types.

Preferable corner

② FINA logos

FINA Logo Chart

FINA has a variety of logos, and logo usages. They are divided into 5 main groups, and each group contains different variations, types or versions.

2.1 Corporate logos
Page 15

2.1 - Primary version
2.2 - Extended version
2.3 - Simple version

Fina
WATER IS OUR WORLD

2.4 Event's logos
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EVENT'S LOGO

Fina
WORLD
CHAMPIONSHIPS

2.5 Selected FINA events
Page 41

Fina SWIMMING WORLD CUP

Fina DIVING WORLD SERIES

Fina SYNCHRO WORLD TROPHY

Fina WATER POLO WORLD LEAGUE

Fina 10 KM MARATHON SWIMMING WORLD CUP

Fina HIGH DIVING WORLD CUP

2.6 Partners /Suppliers logos
Page 50

Fina

PARTNER/SUPPLIER LOGO

2.5 Non sporting events logos
Page 5

Fina
WORLD
AQUATICS
CONVENTION

Fina

NON SPORTING
EVENT LOGO

FINA Logo Do's and Dont's

DO's and DONT's for all FINA logos.

✓ Always use logo files from the Brand Guidelines respective folders.
Never try to recreate them from the guidelines.

✗ Never stray from the color palette

✗ Never switch the colors

✗ Never rearrange elements of the design

✗ Never stretch or distort the Logo

✗ Never change or alter any fonts.

✗ Never change the orientation of the logo with angles different than 0 or 90

FINA Corporate logo
Main logo

The FINA primary corporate logo, is used in most cases.
It's main colours are blue with yellow stars.

○ Pantone 3015C
● Pantone 1235C

FINA Corporate logo
Logo variations

The logo has two variations - horizontal and vertical. Depending on the needs - it can be used with or without the tag line "Water Is Our World". The version without the tag line can be used when the size prevents it from being legible.

1.1 FINA logo with "Water Is Our World"

1.2 FINA logo without "Water Is Our World"

FINA Corporate logo
Construction

The FINA logo consists of 4 main elements:

- **Earth map** in a form of a **Globe**.
It differs from a standard map, it was modified to suit the logo's needs. The two hemispheres are shown in a way that all continents are visible at the same time, without the spherical distortion for Europe and Africa.

- **6 Stars** stands for the 6 FINA disciplines:
* Swimming
* Diving
* Synchronised Swimming
* Water Polo
* Open Water Swimming
* High Diving
and are placed on top of the Globe, in a form of a wave, that represents water.

- **FINA** letters (capital F, lowercase -ina), this is the abbreviation of "Fédération Internationale de Natation"

- Tag line "**Water Is Our World**"

Six stars

Globe

Typography

Tag line

Typography

Tag line

Globe
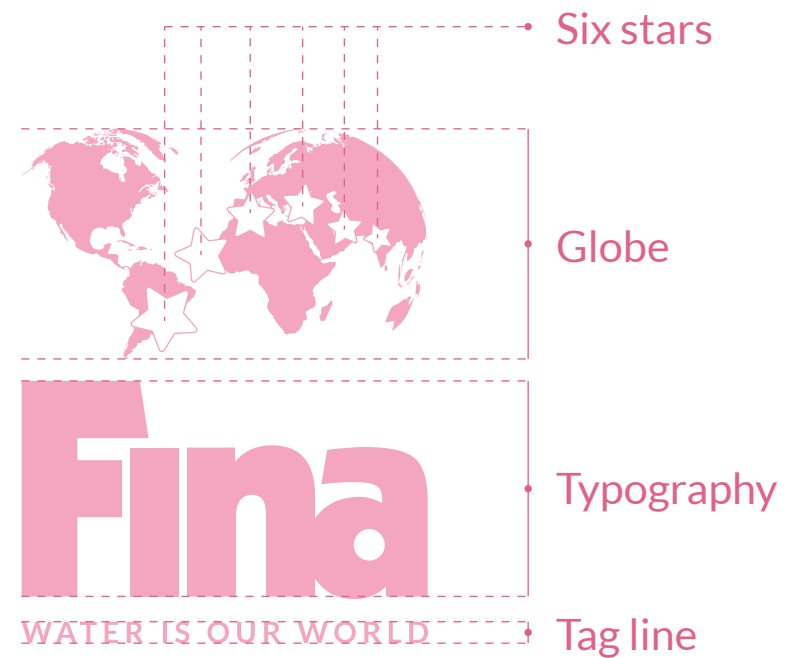
FINA Corporate logo
Safe area

Safe area is used to prevent from placing other elements near the logo that may distort the perception of the sign.
The module used to determine the safe area around logo is the width of the letter "F".

FINA Corporate logo
Achromatic versions

Achromatic versions (black and white), differ slightly from the main logo due to usage of only one colour. Therefore the stars in order to be visible, need to have a border and be empty of colour inside the lines.

They can also exist without the tag line, all the guidelines and rules for safe space etc. are the same as for the normal coloured version.

B/W version can be used only when printing only in B/W.

1.1 FINA logo in black

1.2 FINA logo in white

FINA Corporate logo
Colour permutation

The FINA corporate logo can exist with an "inverted" colour scheme, which means that the main colour is white, and the stars remain yellow.

- ● White
- ● Pantone 1235C

FINA Corporate logo
Minimum size

The minimum size shows the smallest allowed usage of the logo. This is to prevent the logo or part of it from being illegible.
There are two main rules for the minimum size:

- The minimum size for the FINA logo with the tag line
- The minimum size for the fina logo without the tag line

1.1 Minimum size with the tag line

1.2 Minimum size without the tag line

14mm

7mm

The minimum size with "Water Is Our World" included. Below this size, use the version without the tag line

The minimum size for vertical FINA logo

9mm

4mm

The minimum size with "Water Is Our World" included. Below this size, use version without the tag line.

The minimum size with "Water Is Our World" included. Below this size, use version without the tag line.

FINA Corporate logo
1.7 For use on different backgrounds

In general - don't use FINA corporate logos on backgrounds that are different colour schemes than white/light/blue/dark blue.

Proper usage:
1. Acceptable on light - solid, gradient or patterned backgrounds - white/grey.
2. Acceptable on fairly uniform blue/dark backgrounds.
3. Galleries/multiple photos - due to the nature of photos, it's recommended to use the FINA logo on a small square (to keep consistency within a gallery)

Incorrect use of logos:
1. Don't use logos in a way that makes it ilegible - e.g. dark logo on dark background, logo on complicated backgrounds.
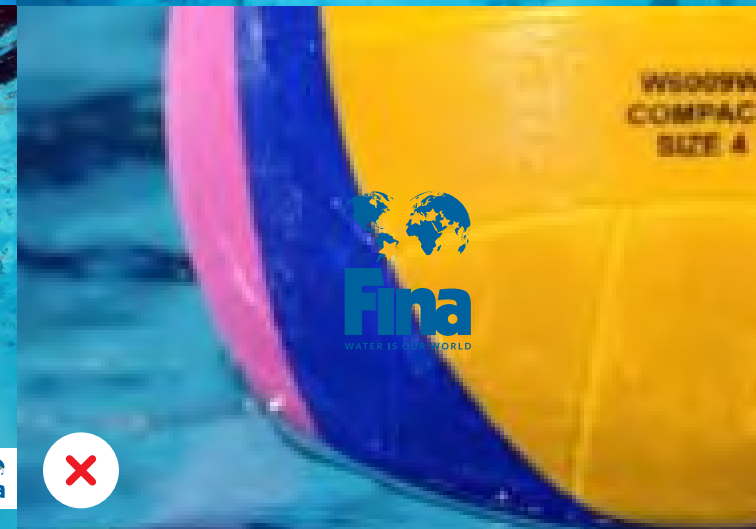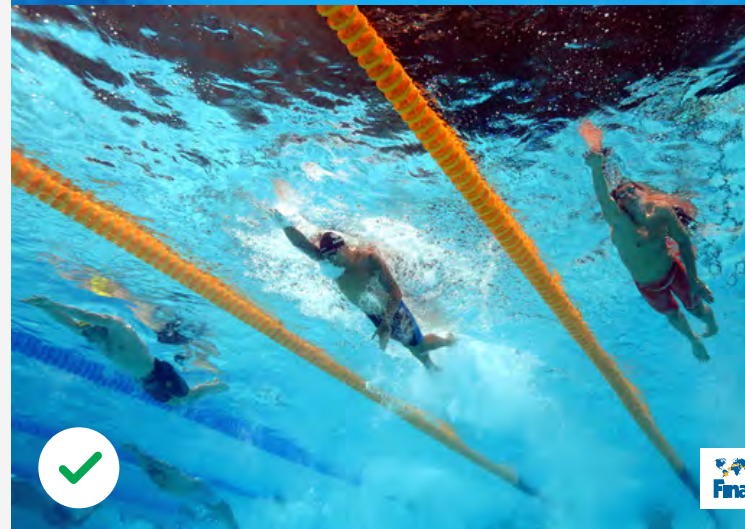
FINA Corporate logo
Extended version

The extended version of the main FINA corporate logo has a long-form of the abbreviation on the right side, and is separated by the vertical line.

Use on backgrounds is the same as for the main FINA logo (1.7)

This logo can be used for special occasions (i.e backdrops, entry door - everywhere where full name Fédération Internationale de Natation is desired).

FINA Corporate logo
Logo variations

The logo has two variations - horizontal and vertical. Depending on the needs - it can be used with or without the tag line "Water Is Our World". The vertical version exists only withoug the tag line.

FINA Corporate logo
Contstruction

The long-form text is added on the right of the main FINA logo version together with a separator line.
The font used is Lato Regular in uppercase.
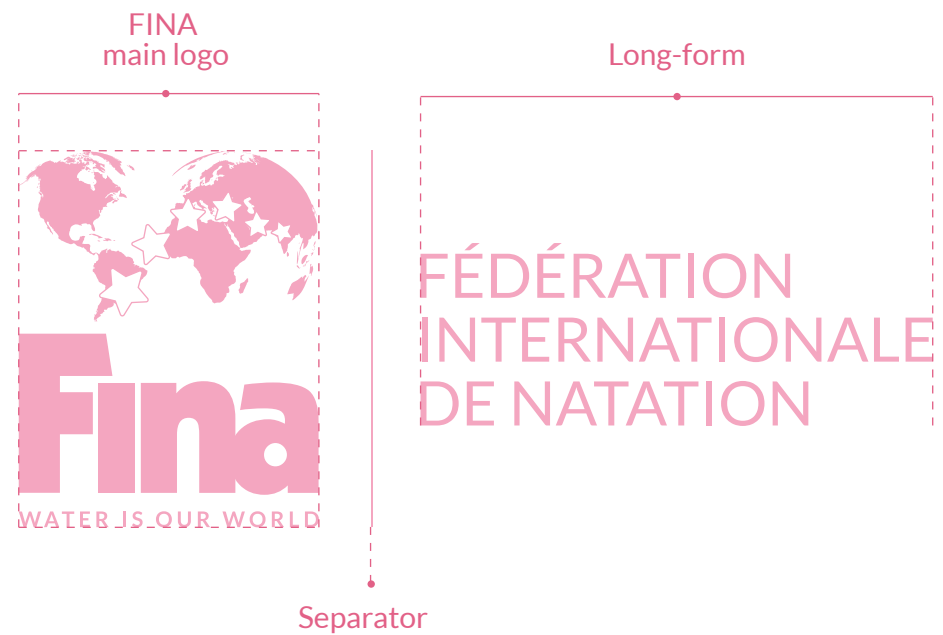
FINA
main logo

Long-form

Fina
WATER IS OUR WORLD

FÉDÉRATION INTERNATIONALE DE NATATION

Separator

FINA Corporate logo
Safe area

The safe area is used to prevent from placing other elements near the logo that may distort the perception of the signage.
The module used to determine the safe area around logo is the letter "F".

FINA Corporate logo
Archromatic versions

Achromatic versions (black and white), differ slighty from the main logo due to usage of only one colour. Therefore the stars in order to be visible, need to have a border and be empty of colour inside the lines.

Horizontal version can also exist without the tag line, all the rules for safe space etc. are the same as for the normal coloured version.

B/W version can be used only when printing only in B/W.

1.1 FINA logo in black

1.2 FINA logo in white

FINA Corporate logo
Minimum sizes

The minimum size shows the smallest allowed usage of the logo. This is to prevent the logo or part of it from being illegible.

There are two main rules for the minimum size:
- The minimum size for the FINA logo with the tag line
(where the tag line is the indicator, as it's smaller than the long-form)
- The minimum size for the fina logo without the tag line (where the long-form is the indicator for legibility).

1.1 FINA logo in black

1.2 FINA logo in white

14mm

Minimum size with "Water Is Our World" included. Below this size, use version without the tag line

4mm

7mm

Minimum size for vertical FINA logo

4mm

Minimum size for the vertical version.
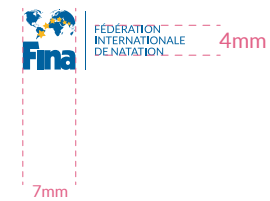
FINA Corporate logo
Simple version

The FINA simple logo version is used mainly on backdrops and other places where the viewing distance is big, and the space doesn't allow to maintain the FINA corporate logo in a legible manner.

FINA Corporate logo
Construction

The construction is a simplified version of the main corporate logo, and consists only of the FINA name and the tag line.

Typography

Tag line

FINA Corporate logo
Safe area

The safe area is used to prevent from placing other elements near the logo that may distort the perception of the signage.

Due to the nature of the usage of this logo version, the module used to determine the safe area around logo is smaller than usual, in order to keep the maximum size ratio in the smallest safe area possible.

FINA Corporate logo
Achromatic versions

The B/W version can be used only when printing only in B/W.

Fina
WATER IS OUR WORLD

Fina
WATER IS OUR WORLD

FINA Corporate logo
Minimum size

The minimum size shows the smallest allowed usage of the logo. This is to prevent from logo or part of it from being illegible.
In the simplified version, the tag line defines its legibility.

Fina
WATER IS OUR WORLD

14mm

FINA Event's Logo
Main logo

The FINA event logo type refers to multiple events that share the same logo design rules.

EVENT'S LOGO

Fina
WORLD
CHAMPIONSHIPS

Also refers to:

FINA World Swimming Championships (25m)
FINA Diving World Cup
FINA Men's Water Polo World Cup
FINA Women's Water Polo World Cup
FINA Men's Water Polo Development Trophy
FINA Synchronised Swimming World Cup
FINA Men's Water Polo *Olympic Games Qualification Tournament*
FINA Women's Water Polo *Olympic Games Qualification Tournament*
FINA Synchronised Swimming *Olympic Games Qualification Tournament*
FINA Marathon Swimming *Olympic Games Qualification Tournament*
FINA Diving Youth *Olympic Games Qualification Tournament*
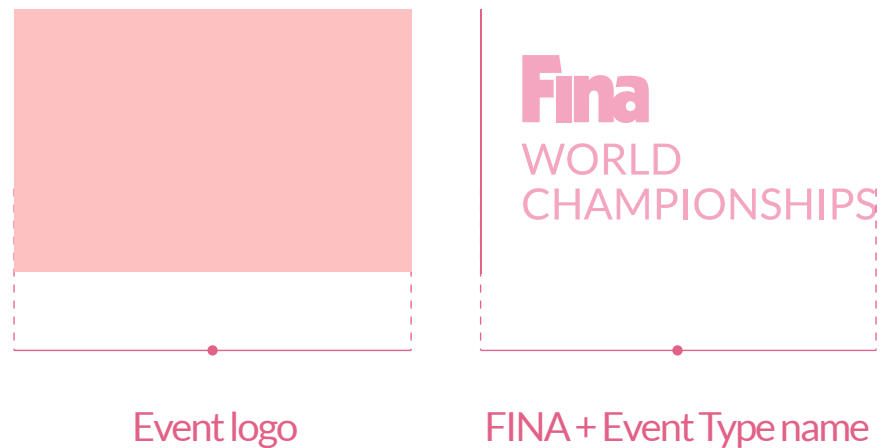
FINA Event's Logo
Construction

This logo consists of 2 main parts:

- On the left - the actual event sign/symbol is placed (called **"Event Logo"**). It should have the key graphical elements, and event name which in most cases should be name of the City where the event is taking place, and the year of the event

- On the right - the FINA letters with the type of the event. This part is defined by FINA and can't be altered.

1.1 Horizontal version (World Championships example)

Event logo

FINA + Event Type name

1.2 Vertical version (World Swimming Championships 25m example)

EVENT LOGO AREA

Event Logo

Fina
WORLD SWIMMING CHAMPIONSHIPS (25M)

FINA + Event Type name
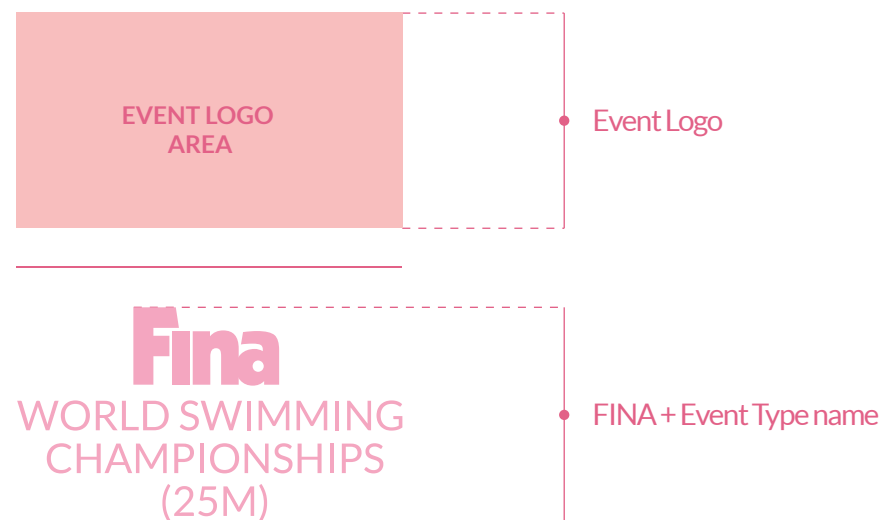
FINA Event's Logo

General construction rules, Safe Area

In order to give flexibility to the local organisers in the creation of the event sign , only a few general rules are defined:
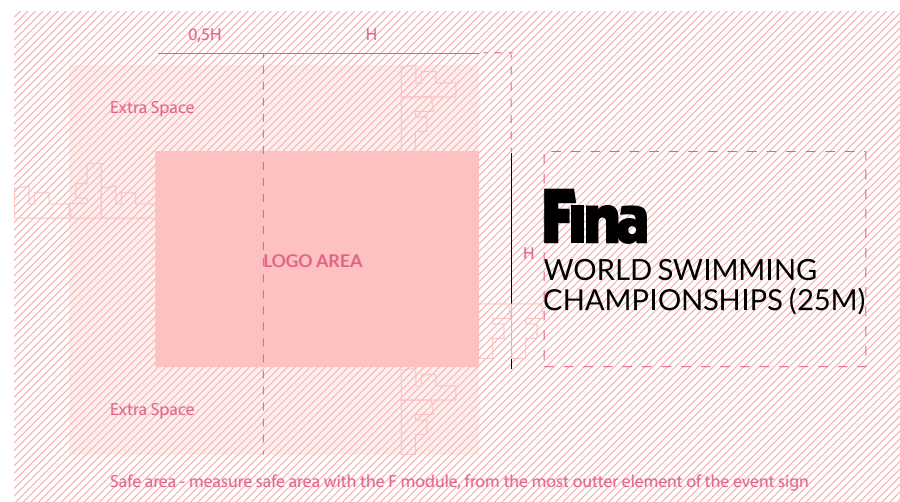
- The **logo area** is the main space provided for the event logo, extended by the **extra Space** where some small elements of the main symbol can be extended to - not more than ~20% of the event logo area.
- The size (height) of the event signs' **text** can't be bigger than FINA on the right

0,5H   H

Extra Space

LOGO AREA

Extra Space

Fina
WORLD
CHAMPIONSHIPS

Safe area - measure area space with the F module, from the most outter element of the event sign

0,5H   H

Extra Space

LOGO AREA

Extra Space

Fina
WORLD SWIMMING
CHAMPIONSHIPS (25M)

Safe area - measure safe area with the F module, from the most outter element of the event sign
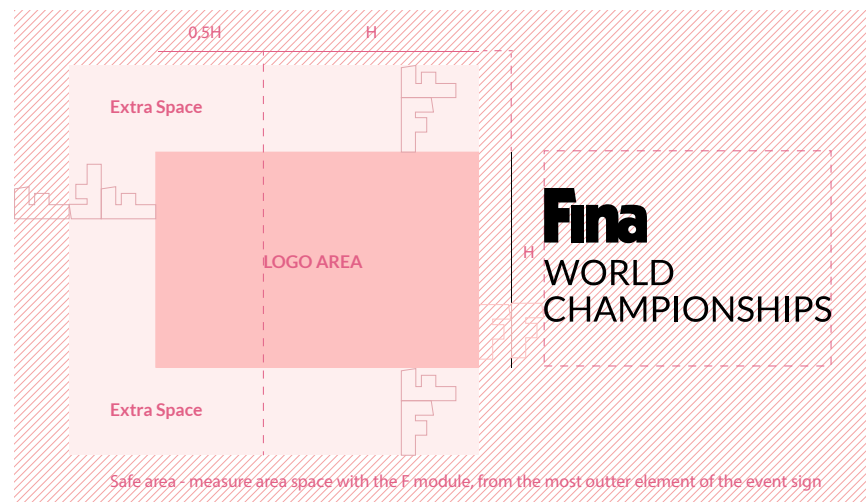
FINA Event's Logo

Vertical version.
General construction rules, Safe Area

To integrate the event logo, use the shown
example following it's rules.
The most general description of the limitations is
that the logo of the event logo can't exeed the
horizontal lines (shown in blue).
The logo area can have different proportions as
indicated by ✳ but the area (X*Y) has to be equal
or smaller than FINA logo area.

$$W_1 \cdot H_1 \geqslant W_2 \cdot H_2$$
$$W_3 \cdot H_3$$
$$W_4 \cdot H_4$$
$$...$$

EVENT LOGO AREA

W₂

H₂

A
A

Fina
WORLD SWIMMING
CHAMPIONSHIPS
(25M)

H₁

W₁

SAFE AREA

The logo can have different proportions,
but the surface of the partner logo has
to be equal or smaller than FINA logo.

✳ W₂ LOGO AREA H₂

✳ W₃ LOGO AREA H₃

✳ etc.
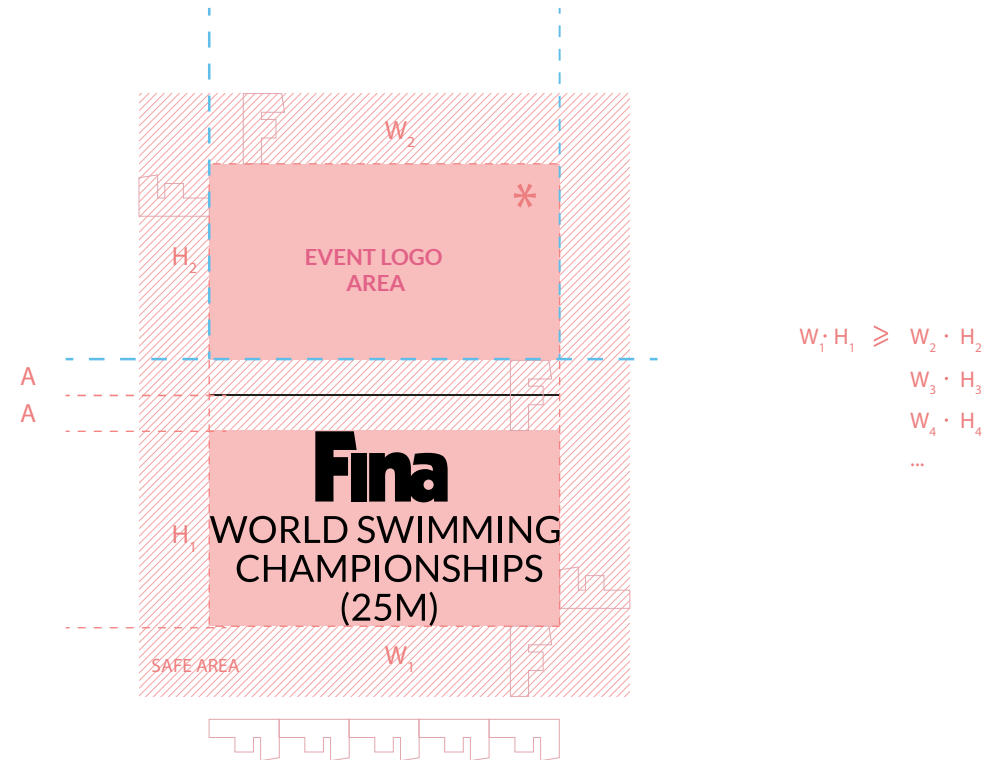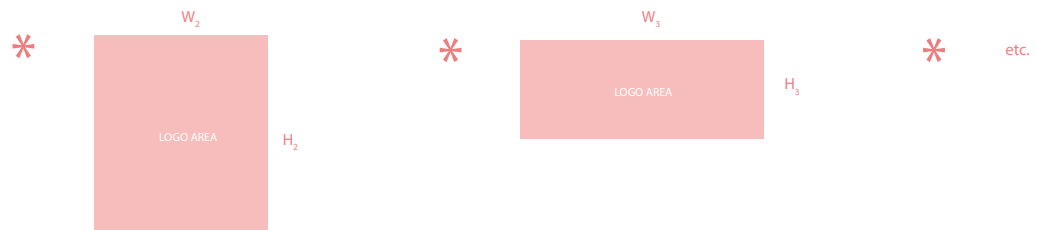
FINA Event's Logo
Colour versions

The colours are defined by the event logo creators.
The FINA logo can exist only in black or white.

EVENT'S LOGO

Fina
WORLD
CHAMPIONSHIPS

Colours to be
defined by the logo
creator

EVENT'S LOGO

Fina
WORLD
CHAMPIONSHIPS

Colours to be
defined by the logo
creator

FINA Event's Logo
Minimum size

The minimum size shows the smallest allowed usage of the logo. This is to prevent the logo or part of it from not being legible.
In the event logo the minimum size is defined by the Event Type font.

EVENT'S LOGO

Fina
WORLD
CHAMPIONSHIPS ⟷ 1,3 mm

The minimum size is defined by the size of the "World Championships" or "World Swimming Championships (25m)" font as it must be legible.

FINA Junior/Youth Event's Logo

FINA Junior/Youth Event's logos have the same rules as the "Event's Logos", therefore, please refer to them.

Junior Event logos have their own font which is **Museo** (Weight: 500).

1.1 FINA Junior Logo
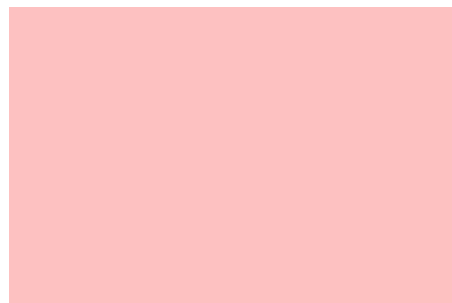
Fina
WORLD JUNIOR
SYNCHRONISED SWIMMING
CHAMPIONSHIPS

Also refers to:

FINA World Junior Swimming Championships
FINA World Junior Diving Championships
FINA World Junior Synchronised Swimming Championships
FINA World Junior Open Water Swimming Championships
FINA World Men's Junior Water Polo Championships
FINA World Women's Junior Water Polo Championships
FINA World Women's Youth Water Polo Championships
FINA World Men's Youth Water Polo Championships

Selected FINA Events

Main logo

Selected FINA Even'ts logos represent the 6 disciplines of FINA:
- Swimming
- Diving
- Synchronised Swimming
- Water Polo
- Open Water Swimming
- High Diving

Each logo has it's own unique icon and colour.

Fina SWIMMING WORLD CUP

Fina WATER POLO WORLD LEAGUE

Fina DIVING WORLD SERIES

Fina 10 KM MARATHON SWIMMING WORLD CUP

Fina SYNCHRO WORLD TROPHY

Fina HIGH DIVING WORLD CUP

Also refers to:

FINA Water Polo World League
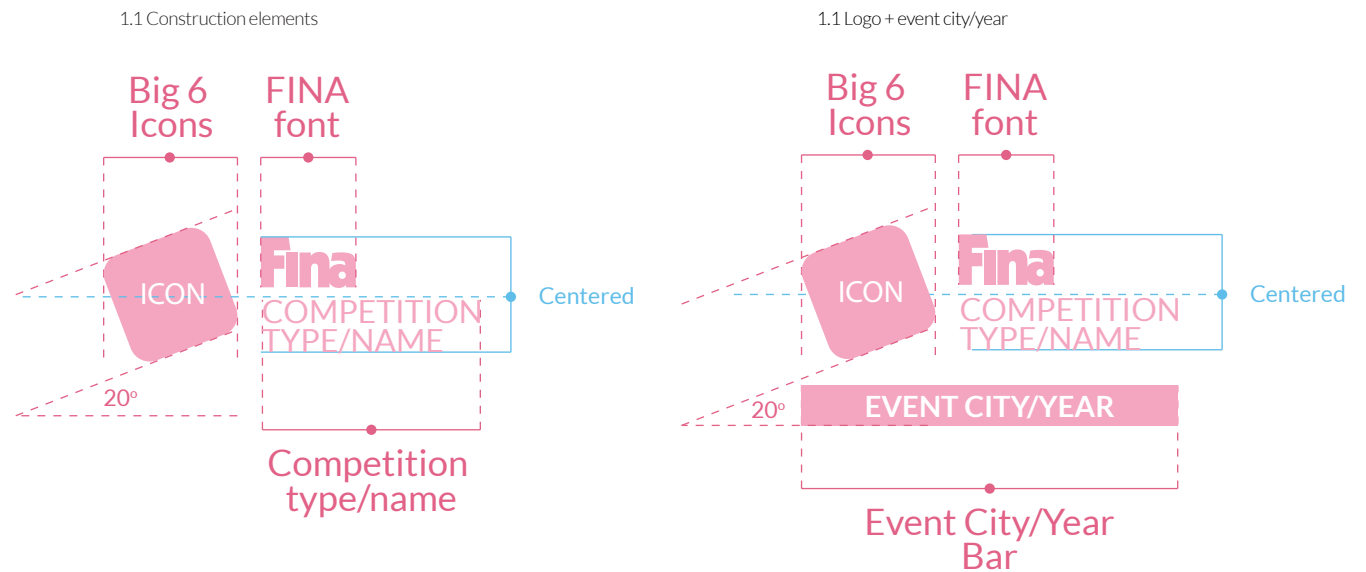FINA Water Polo World League Super Final Men
FINA Water Polo World League Super Final Women

Selected FINA Event's

General construction rules

These logos generally consist of their Icon - one unique for every discipline (6 in total), FINA logotype and the competition type/name.

Space is forseen for the inclusion of "Event City/Year", which is placed as a horizontal bar below the main signage. It's also possible to include a logo of the city within this area. These logos exist only in a horizontal version.

1.1 Construction elements

Big 6
Icons

FINA
font

ICON

Fina

COMPETITION
TYPE/NAME

Centered

20°

Competition
type/name

1.1 Logo + event city/year

Big 6
Icons

FINA
font

ICON

Fina

COMPETITION
TYPE/NAME

Centered

20°

EVENT CITY/YEAR

Event City/Year
Bar

Selected FINA Event's
Safe area

Safe area is used to prevent from placing other elements near the logo that may distort the perception of the signage.
The module used to determine the safe area around logo is the letter "F".

1.1 Safe area

1.2 Safe area

Selected FINA Event's
Archromatic versions

If needed, black/white versions can be used, but unique competition colour should be used most of the times, the B/W can be used only when neccessary (e.g. when printing only in B/W).

1.1 Black version

ICON Fina COMPETITION TYPE/NAME

1.2 White version

ICON Fina COMPETITION TYPE/NAME

Selected FINA Event's

Background colour variations

For all Selected FINA Events logos general background colour usage rules are:

- Respect the universal knowledge about colour theory and rules (e.g. colour matching)
- Place logos on backgrounds in a way that doesn't affect the legibility,
- Try keeping the FINA logotype and event name in white on coloured backgrounds,
- Use black font version on white/very light backgrounds

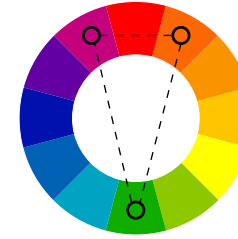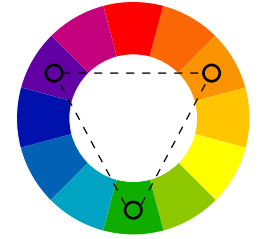1.1 Basic colour harmony rules
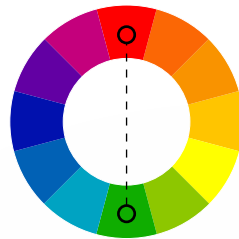
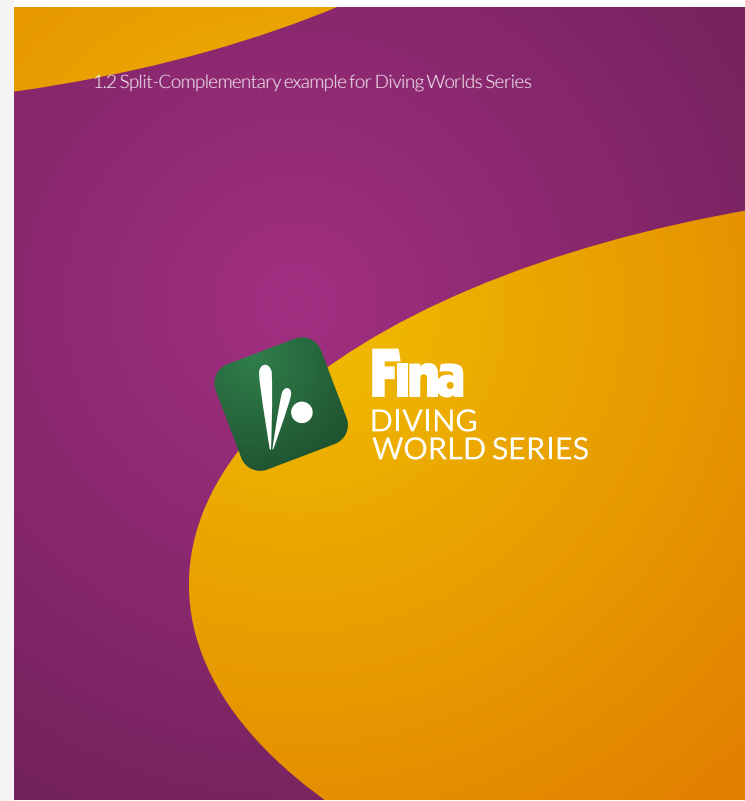

Complementary
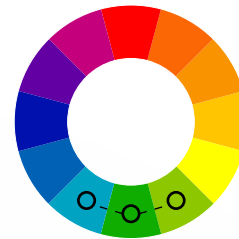
Complementary

Split-Complementary

Triadic

1.2 Split-Complementary example for Diving Worlds Series

Fina
DIVING
WORLD SERIES

1.3 Light grey background

Fina
DIVING
WORLD SERIES

Selected FINA Event's

Colours

The icons have their unique colours.

Fina
SWIMMING
WORLD CUP

Pantone 1235C
CMYK: 2/30/97/0
RGB: 249/182/33
#: F9B621

Fina
WATER POLO
WORLD LEAGUE

Pantone 2935C
CMYK: 92/72/0/0
RGB: 0/85/184
#: 0055B8

Fina
DIVING
WORLD SERIES

Pantone 357C
CMYK: 85/40/91/39
RGB: 29/86/50
#: 1D5632

Fina
10 KM MARATHON
SWIMMING
WORLD CUP

Pantone 3265C
CMYK: 82/0/41/0
RGB: 0/196/179
#: 00C4B3

Fina
SYNCHRO
WORLD TROPHY

Pantone 2587C
CMYK: 58/83/0/0
RGB: 133/71/173
#: 8547AD

Fina
HIGH DIVING
WORLD CUP

Pantone 165C
CMYK: 0/74/98/0
RGB: 255/103/27
#: FF671B

Selected FINA Event's

Minimum sizes

The minimum size shows the smallest allowed usage of the logo. This is to prevent the logo or part of it from being illegible.

1. In the generic version minimum size is defined by the Competition Type/Name.

2. In the version with the city name and year, the minimum size is defined by the smaller font which is event city/year.

Fina
ICON COMPETITION ⌐ ⌐ 1.3 mm
TYPE/NAME

The minimum size is defined by the size of the Competition Type/Name font as it must be legible.

Fina
ICON COMPETITION
TYPE/NAME
EVENT_CITY/YEAR ⌐ ⌐• 1.2 mm

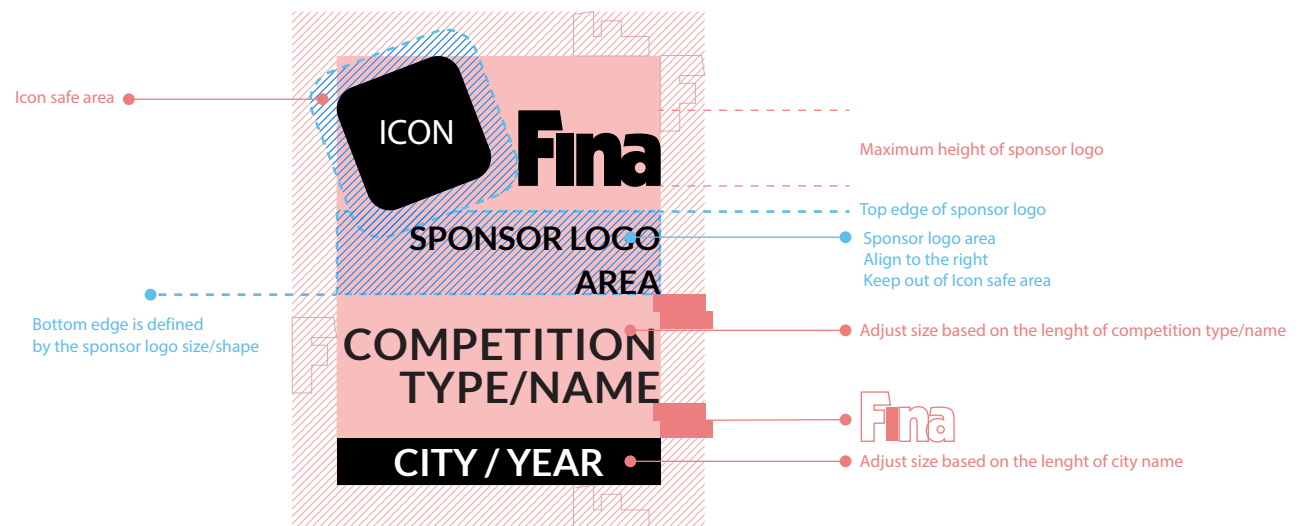The minimum size is defined by the size of the Event City/Year font as it must be legible.

Selected FINA Event's

Sponsor/Partner logo integration

For sponsor integration with the "Selected FINA Event's" logo type; use the presented construction.

This logo can exist only in vertical version.

Icon safe area

Maximum height of sponsor logo

Top edge of sponsor logo

ICON

Fina

SPONSOR LOGO AREA

Sponsor logo area
Align to the right
Keep out of Icon safe area

Bottom edge is defined
by the sponsor logo size/shape

COMPETITION TYPE/NAME

Adjust size based on the lenght of competition type/name

Fina

CITY / YEAR

Adjust size based on the lenght of city name

Selected FINA Event's

Event option

For other FINA events the icons change to mark a distinction amongst all FINA events.

The icon is never transparent inside.
Most of the time it's white, except for the Black version where outline is white and the inside is black.

All other rules are the same as for the normal versions of the Selected FINA Event's logos.
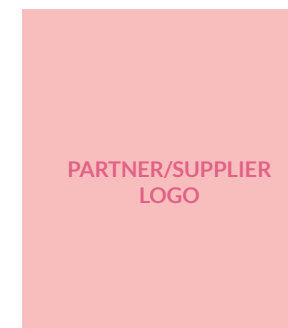

Also refers to:

FINA Diving Grand Prix
FINA Open Water Swimming Grand Prix

Partner/Supplier logo integration

Main logo

The version of the corporate logo with the integration of the partner logo.

PARTNER/SUPPLIER LOGO

Partner/Supplier logo integration

Construction rules

This logo is constructed by placing the FINA corporate logo on the left, and the partner logo on the right with a separator line between. Separator is slighty bigger in height than the FINA logo.
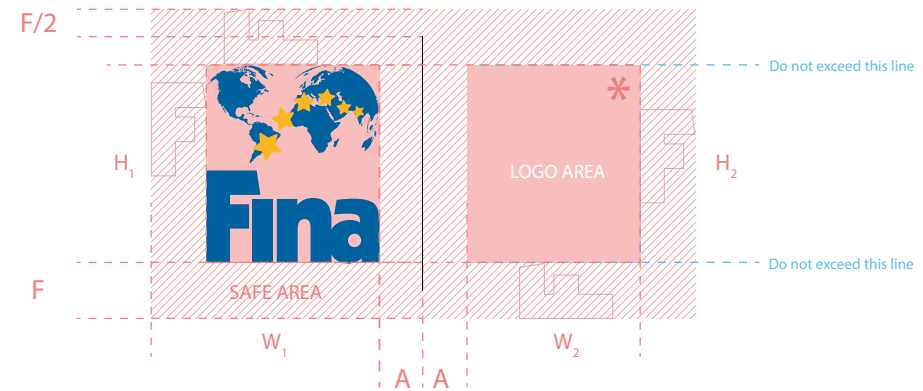
The area for the partner logo is only partly defined, as partner logos can have different proportions. Partner logo can't be higher than FINA logo, and the area (x*y) can't be larger than FINA logo.

The safe area is defined as shown in the example, but for Partner/Supplier logo respect the rules for safe area, colours, and placement on a background.

For the FINA logo, please respect the following rules:
- colour rules
- b/w versions
- background placement
- minimum sizes
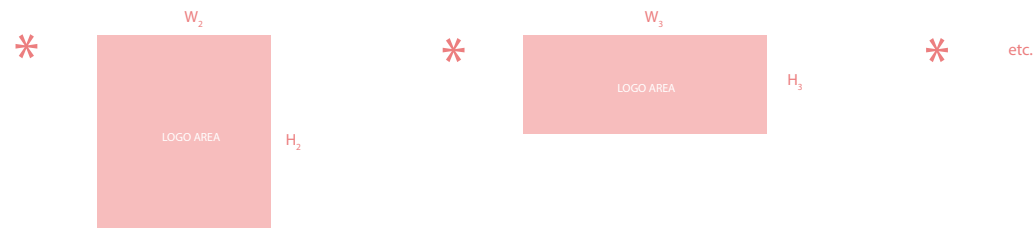You may refer to FINA corporate logo rules and the rules of the Partner logo.

$$W_1 \cdot Y_1 \; \geqslant \; W_2 \cdot H_2$$
$$W_3 \cdot H_3$$
$$...$$

Logo can have different proportions, but the surface of the partner logo has to be equal or smaller than FINA logo.

Partner logo integration

Construction rules with "Official Partner" tag line

This logo is constructed by placing the FINA corporate logo on the left, and the partner logo on the right with a separator line between. Separator is slighty bigger in height than the FINA logo.
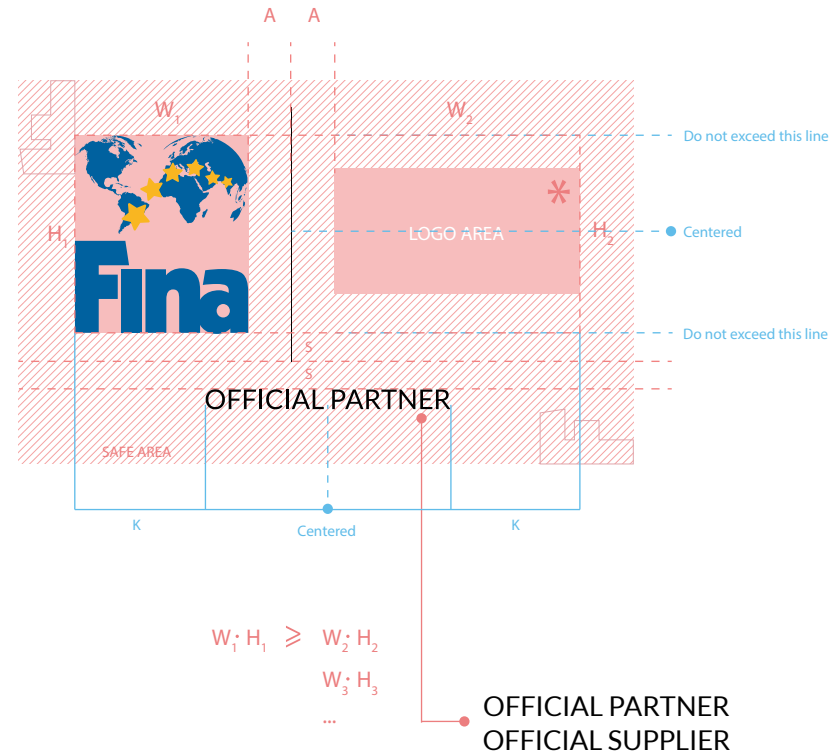
The area for the partner logo is only partly defined, as partner logos can have different proportions. Partner logo can't be higher than FINA logo, and the area (x*y) can't be larger than FINA logo.

The safe area is defined as shown in the example, but for Partner/Supplier logo respect the rules for safe area, colours, and placement on a background.
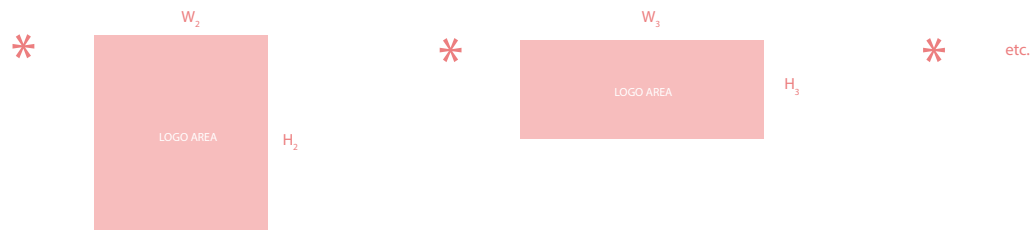
For the FINA logo, please respect the following rules:
- colour rules
- b/w versions
- background placement
- minimum sizes
You may refer to FINA corporate logo rules and the rules of the Partner logo.

A   A

W_1 W_2

Do not exceed this line

LOGO AREA

H_1 H_2 Centered

Do not exceed this line

S
S

OFFICIAL PARTNER

SAFE AREA

K   Centered   K

$W_1 \cdot H_1 \geqslant W_2 \cdot H_2$

$W_3 \cdot H_3$

...

OFFICIAL PARTNER
OFFICIAL SUPPLIER

Logo can have different proportions, but the surface of the partner logo has to be equal or smaller than FINA logo.

W_2

$*$ LOGO AREA H_2

W_3

$*$ LOGO AREA H_3 $*$ etc.

Partner logo integration

Construction rules with "Official Partner" tag line

This logo is constructed by placing the FINA corporate logo on the left, and the partner logo on the right with a separator line between. Separator is slightly bigger in height than the FINA logo.
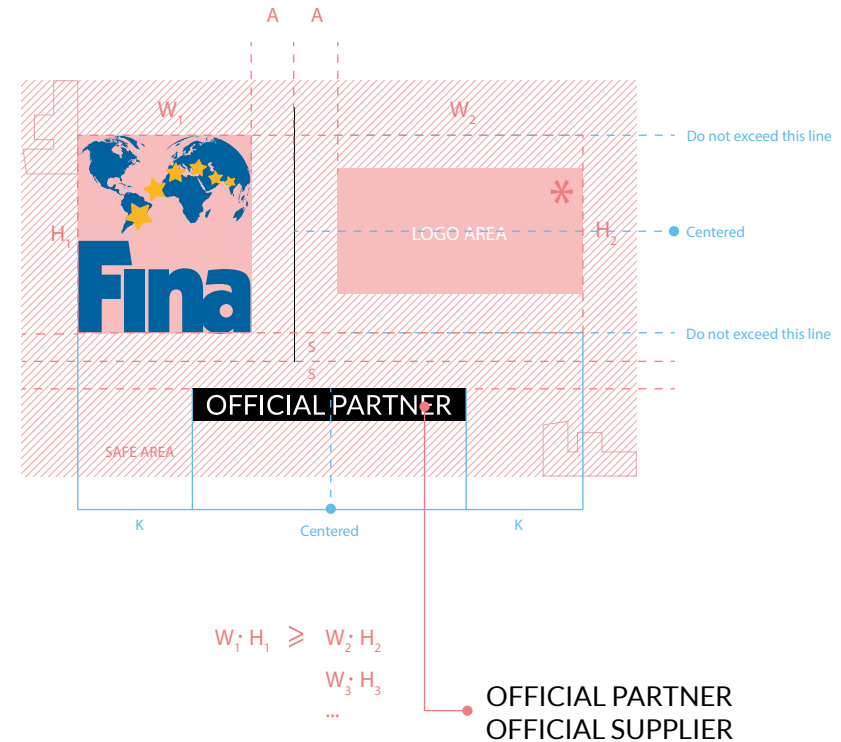
The area for the partner logo is only partly defined, as partner logos can have different proportions. Partner logo can't be higher than FINA logo, and the area (x*y) can't be larger than FINA logo.

The safe area is defined as shown in the example, but for Partner/Supplier logo respect the rules for safe area, colours, and placement on a background.

For the FINA logo, please respect the following rules:
- colour rules
- b/w versions
- background placement
- minimum sizes
You may refer to FINA corporate logo rules and the rules of the Partner logo.
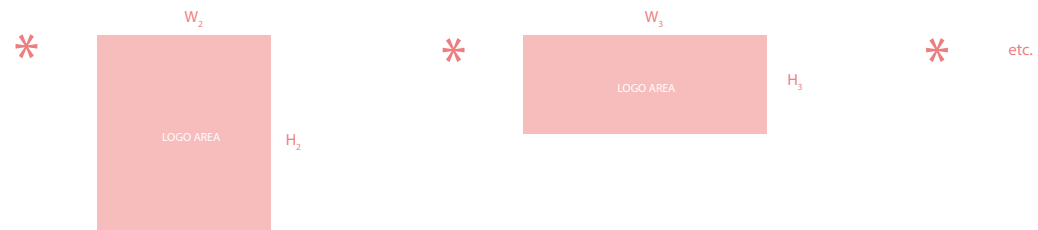

$$W_1 \cdot H_1 \geqslant W_2 \cdot H_2$$
$$W_3 \cdot H_3$$
$$...$$

OFFICIAL PARTNER
OFFICIAL SUPPLIER

Logo can have different proportions, but the surface of the partner logo has to be equal or smaller than FINA logo.

Partner logo integration

Construction rules with "Official Partner" tag line

This logo is constructed by placing the FINA corporate logo on the left, and the partner logo on the right with a separator line between. Separator is slighty bigger in height than the FINA logo.
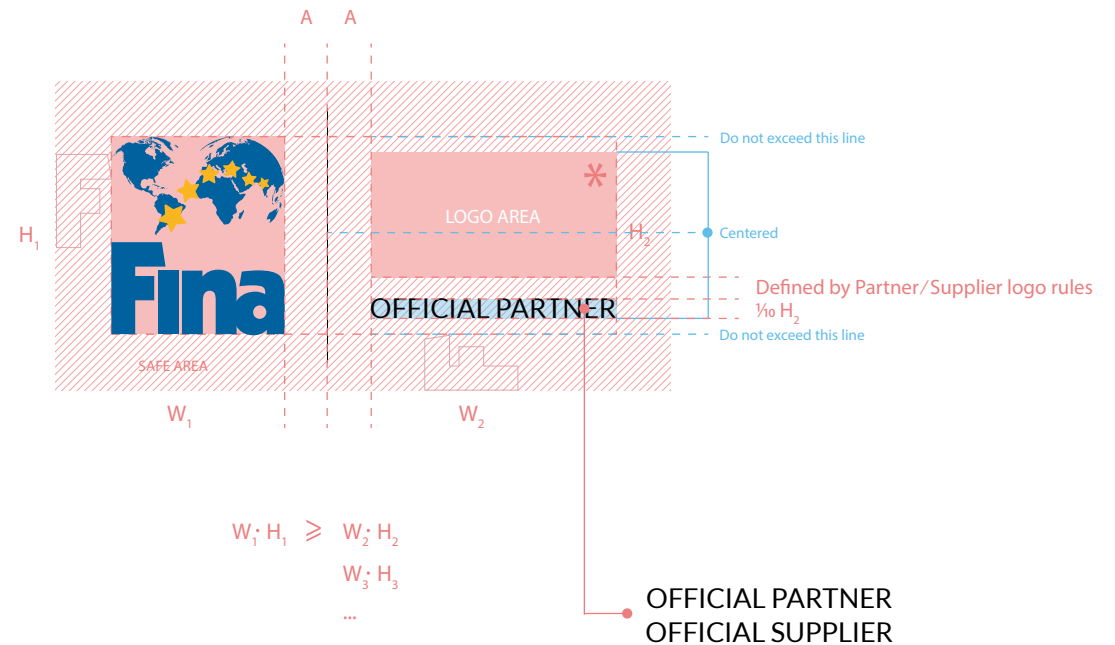
The area for the partner logo is only partly defined, as partner logos can have different proportions. Partner logo can't be higher than FINA logo, and the area (x*y) can't be larger than FINA logo.

The safe area is defined as shown in the example, but for Partner/Supplier logo respect the rules for safe area, colours, and placement on a background.
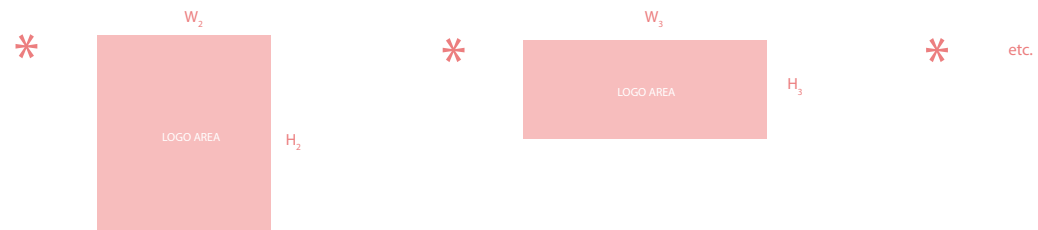
For the FINA logo, please respect the following rules:
- colour rules
- b/w versions
- background placement
- minimum sizes
You may refer to FINA corporate logo rules and the rules of the Partner logo.

A   A

Do not exceed this line

LOGO AREA

H_1

H_2

Centered

OFFICIAL PARTNER

Defined by Partner/Supplier logo rules
$\frac{1}{10} H_2$

Do not exceed this line

SAFE AREA

W_1

W_2

$W_1 \cdot H_1 \geqslant W_2 \cdot H_2$

$W_3 \cdot H_3$

...

OFFICIAL PARTNER
OFFICIAL SUPPLIER

Logo can have different proportions, but the surface of the partner logo has to be equal or smaller than FINA logo.

W_2

LOGO AREA

H_2

W_3

LOGO AREA

H_3

etc.

Partner logo integration

Construction rules with "Official Partner" tag line

This logo is constructed by placing the FINA corporate logo on the left, and the partner logo on the right with a separator line between. Separator is slighty bigger in height than the FINA logo.
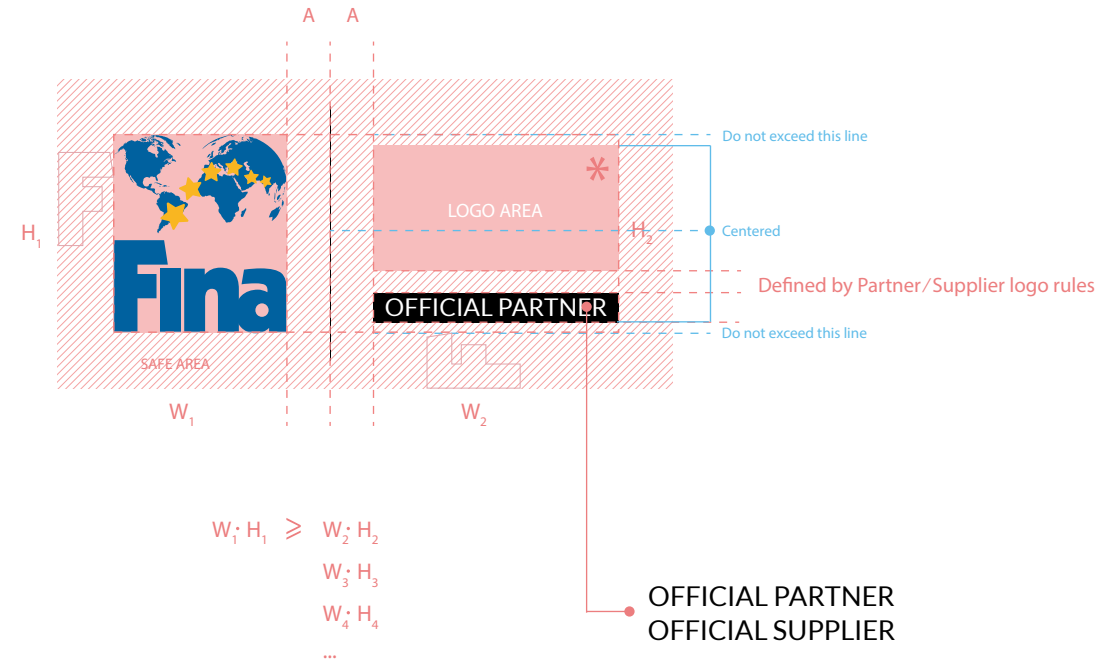
The area for the partner logo is only partly defined, as partner logos can have different proportions. Partner logo can't be higher than FINA logo, and the area (x*y) can't be larger than FINA logo.

The safe area is defined as shown in the example, but for Partner/Supplier logo respect the rules for safe area, colours, and placement on a background.
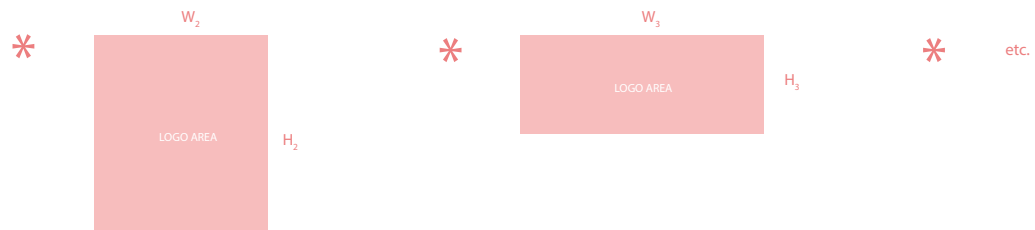
For the FINA logo, please respect the following rules:
- colour rules
- b/w versions
- background placement
- minimum sizes
You may refer to FINA corporate logo rules and the rules of the Partner logo.

Do not exceed this line

LOGO AREA

H_2

Centered

Defined by Partner/Supplier logo rules

Do not exceed this line

OFFICIAL PARTNER

H_1

SAFE AREA

W_1

W_2

$W_1 \cdot H_1 \geqslant W_2 \cdot H_2$

$W_3 \cdot H_3$

$W_4 \cdot H_4$

...

OFFICIAL PARTNER
OFFICIAL SUPPLIER

Logo can have different proportions, but the surface of the partner logo has to be equal or smaller than FINA logo.

W_2

LOGO AREA
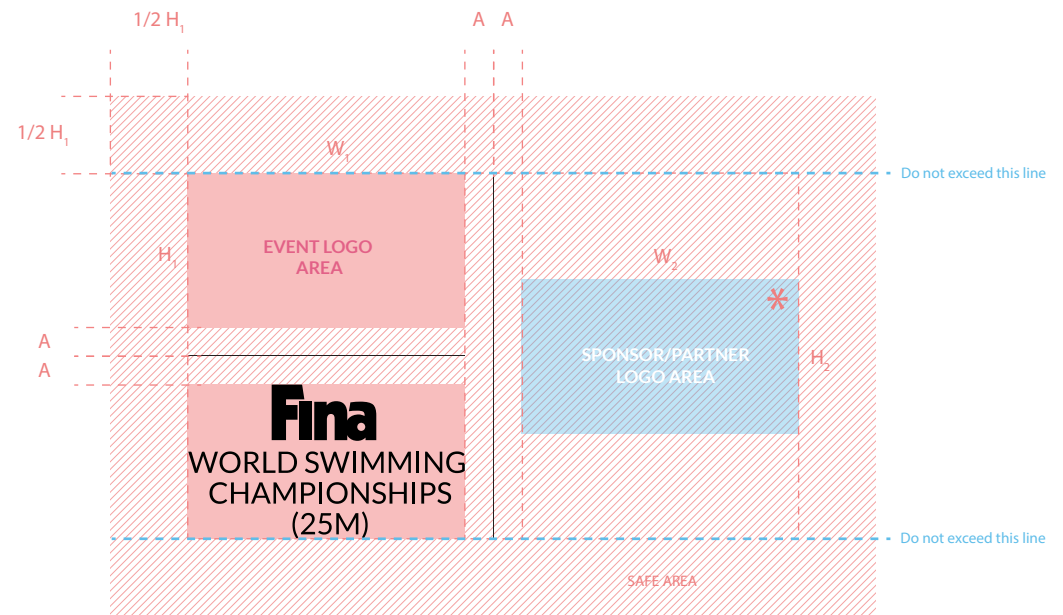
H_2

W_3

LOGO AREA

H_3

etc.

FINA Event's Logo

Sponsor integration

To integrate the partner or sponsor logo, use the shown example following it's rules.

The most general description of the limitations is that the logo of the partner/sponsor can't exeed the horizontal lines (shown in blue).

The logo area can have different proportions as indicated by ✳ but the area (X*Y) has to be equal or smaller than FINA logo area.

3rd party logo integration

EVENT LOGO AREA

Fina
WORLD SWIMMING CHAMPIONSHIPS (25M)

SPONSOR/PARTNER LOGO AREA

1/2 H₁

1/2 H₁

W₁

H₁

A
A

A A

W₂

✳

H₂

Do not exceed this line

Do not exceed this line

SAFE AREA

$$W_1 \cdot H_1 \geqslant W_2 \cdot H_2$$
$$W_3 \cdot H_3$$
$$W_4 \cdot H_4$$
$$...$$

The logo can have different proportions, but the surface of the partner logo has to be equal or smaller than FINA logo surface.

✳ W₂ LOGO AREA H₂

✳ W₃ LOGO AREA H₃

✳ W₄ LOGO AREA H₄

✳ etc.
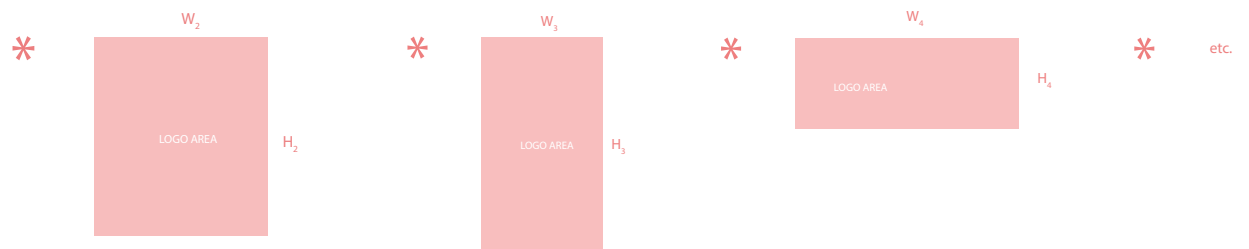
FINA Event's Logo

Partner integration with "Official Partner" tag line
Version 1

To integrate the partner or sponsor logo, use the shown example following it's rules.

The most general description of the limitations, is that the logo of the partner can't exeed the horizontal lines (shown in blue).

The logo area can have different proportions as indicated by ✳ but the area (X*Y) has to be equal or smaller than FINA logo area.

3rd party logo integration

½ H$_1$

A A

½ H$_1$

W$_1$

Do not exceed this line

H$_1$

EVENT LOGO AREA

W$_2$

PARTNER LOGO AREA

A

A

H$_2$

Centered

Fina
WORLD SWIMMING CHAMPIONSHIPS (25M)

OFFICIAL PARTNER

A

1⁄16 H$_2$

Do not exceed this line

SAFE AREA

$$W_1 \cdot H_1 \;\geqslant\; W_2 \cdot H_2$$
$$W_3 \cdot H_3$$
$$W_4 \cdot H_4$$

The logo can have different proportions, but the surface of the partner logo has to be equal or smaller than FINA logo surface.

✳ W$_2$

LOGO AREA

H$_2$

✳ W$_3$

LOGO AREA

H$_3$

✳ W$_4$

LOGO AREA

H$_4$

✳ etc.
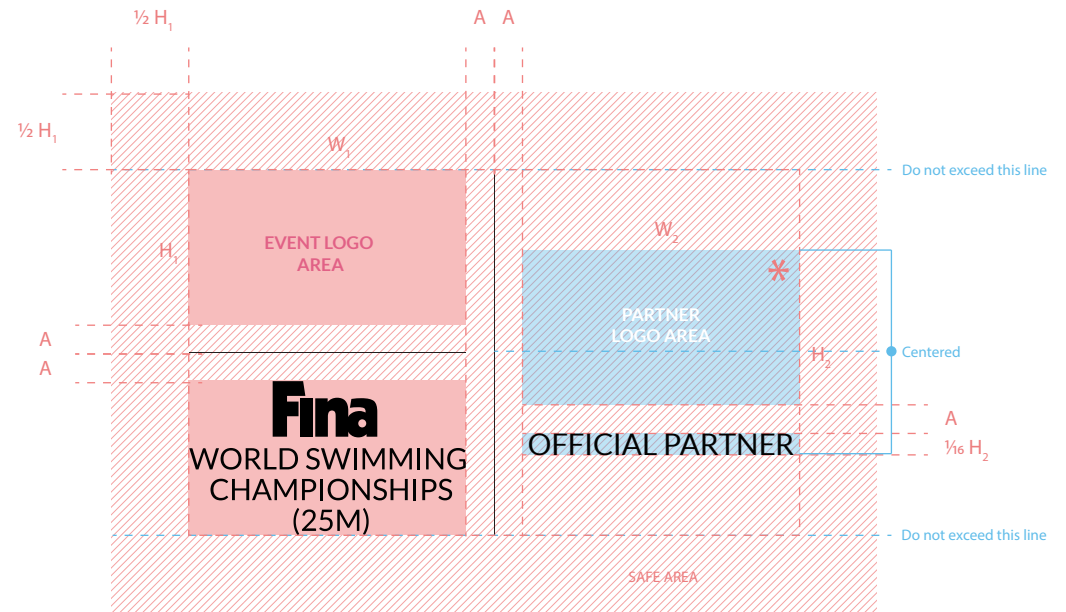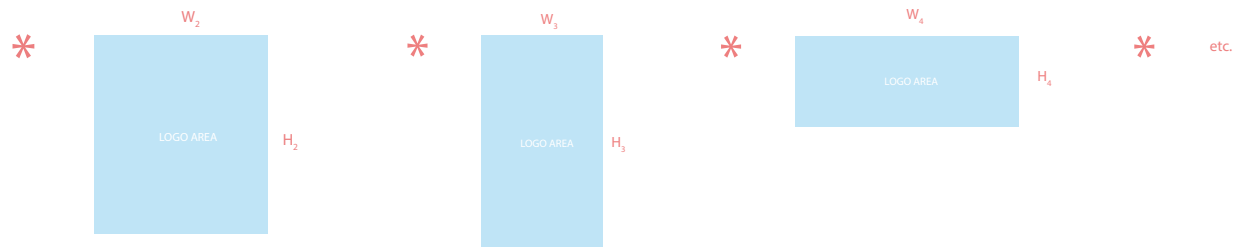
FINA Event's Logo

Partner integration with "Official Partner" tag line
Version2

To integrate the partner or sponsor logo, use the shown example following it's rules.
The most general description of the limitations, is that the logo of the partner can't exeed the horizontal lines (shown in blue).
The logo area can have different proportions as indicated by ✳ but the area (X*Y) has to be equal or smaller than FINA logo area.

3rd party logo integration

½ H₁ A A

½ H₁

W₁

EVENT LOGO AREA

Do not exceed this line

S

W₂

✳

H₁

PARTNER LOGO AREA

Fina

A
A

OFFICIAL PARTNER

H₂

Centered

A

1½ A

S

Do not exceed this line

WORLD SWIMMING CHAMPIONSHIPS (25M)

SAFE AREA

$$W_1 \cdot H_1 \geqslant W_2 \cdot H_2$$
$$W_3 \cdot H_3$$
$$W_4 \cdot H_4$$

The logo can have different proportions, but the surface of the partner logo has to be equal or smaller than FINA logo surface.

✳ W₂ | LOGO AREA | H₂

✳ W₃ | LOGO AREA | H₃

✳ W₄ | LOGO AREA | H₄

✳ etc.
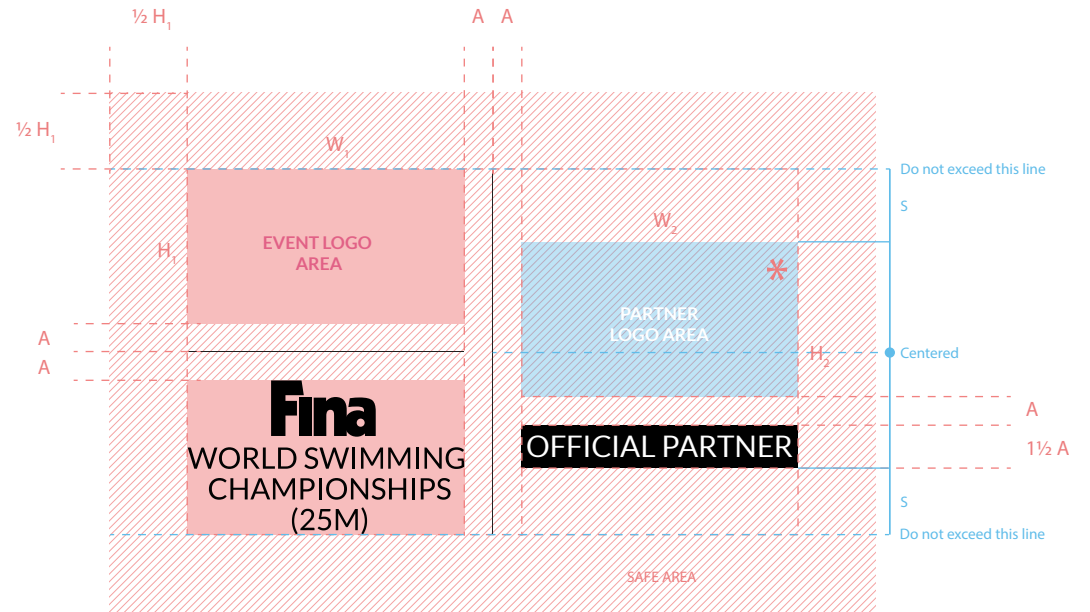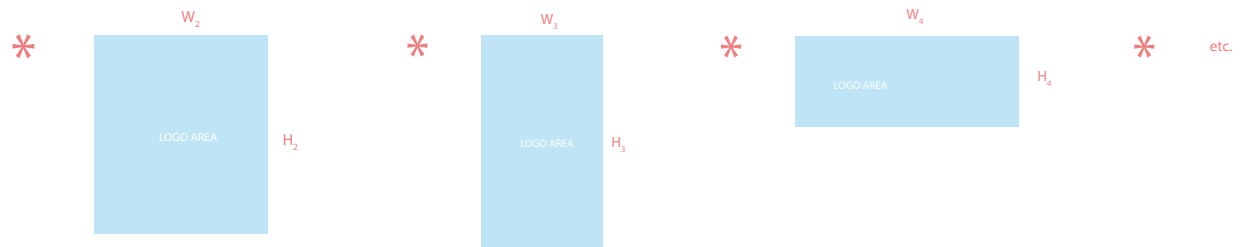
Non Sporting Events
TYPE 1

Non Sporting Events

Safe area

The safe area is used to prevent from placing other elements near the logo that may distort the perception of the sign.
The module used to determine the safe area around logo is the width of the letter "F".

Non Sporting Events

Achromatic versions

Non Sporting Events

Minimum size

The minimum size shows the smallest allowed usage of the logo. This is to prevent from logo or part of it from not being legible.
In the event logo the minimum size is defined by the Event Type font.

1,3 mm

FINA
WORLD
AQUATICS
CONVENTION

Non Sport Events
TYPE 2

The separator and FINA + event type can exist only in black or white, therefore it's applicable on any colour background as long as it will remain readable.
Further rules to respect such as:
- event symbol colouristics
- background colour rules
amongst others, are to be defined by the local organiser.

For the following:
- colour rules
- b/w versions
- background placement
- minimum sizes
please refer to FINA corporate logo rules and the rules of the Partner logo.

NON SPORT EVENTS

Also refers to:

FINA Schools for Officials
FINA Clinics for Coaches and Officials
FINA Olympic Solidarity
FINA Swimming Coaches Golden Clinic
FINA Coaches Certification
FINA Scholarships Programme
FINA Training Centre
FINA Swimming Seminar
FINA Synchronised Swimming Seminar
FINA Diving Conference
FINA World Water Polo conference

FINA Bureau meeting
FINA Congress

FINA World Sport Medicine Congress
FINA/Yakult Nutrition Consensus Meeting
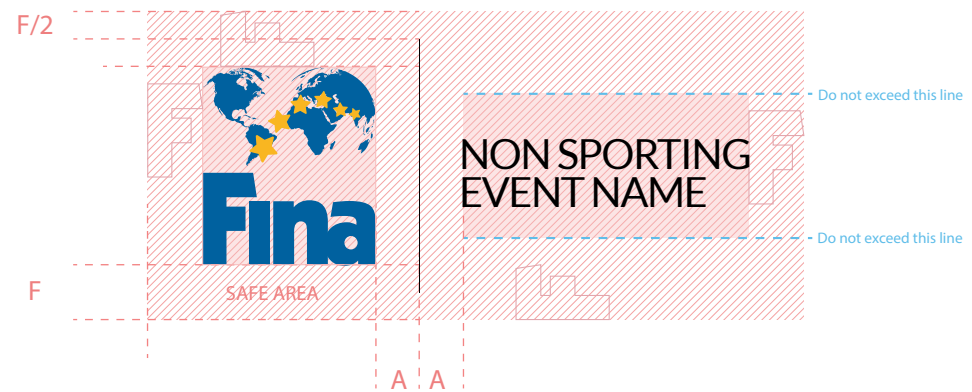
Non Sport Events

TYPE 2

This logo consists of the FINA corporate logo in the left, separator line in the middle and the non sport event name on the right.

For the following:
- colour rules
- b/w versions
- background placement
- minimum sizes
please refer to the FINA corporate logo rules and the rules of the Partner logo.

F/2

F

SAFE AREA

NON SPORTING
EVENT NAME

Do not exceed this line

Do not exceed this line

A A

Y

F

Y/3

TEXT
TEXT
TEXT

Size of the font (of the single line) for the event name text, can be maximum 1/3 of the F letter size.
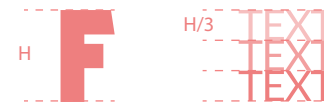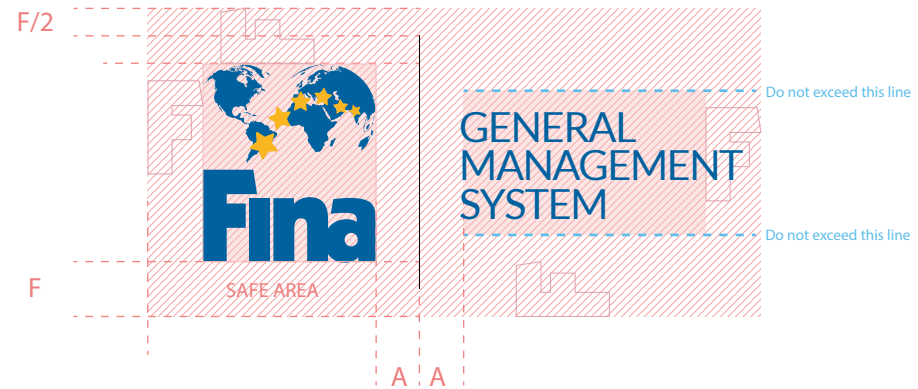
Non Sport Events
OTHER

The logo consists of FINA corporate logo in the left, separator line in the middle and the non sport event name on the right.

For the following:
- colour rules
- b/w versions
- background placement
- minimum sizes
please refer to the FINA corporate logo rules and the rules of the Partner logo.

F/2

F

SAFE AREA

GENERAL MANAGEMENT SYSTEM

Do not exceed this line

Do not exceed this line

A A

H

F

H/3

TEXT
TEXT
TEXT

Size of the font (of the single line) for the event name text, can be maximum 1/3 of the F letter size.