



UIAA

EVERYTHING MOUNTAINEERING

UIAA

INTERNATIONAL MOUNTAINEERING AND CLIMBING FEDERATION

BRAND MANUAL

VERSION 1.0 - december 2008

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UIAA - International Mountaineering and Climbing Federation

the UIAA logo

This style guide is designed to help with the correct implementation of the UIAA's new identity. It will also be useful aid when instructing printers, signwriters and others employed to produce branded items.

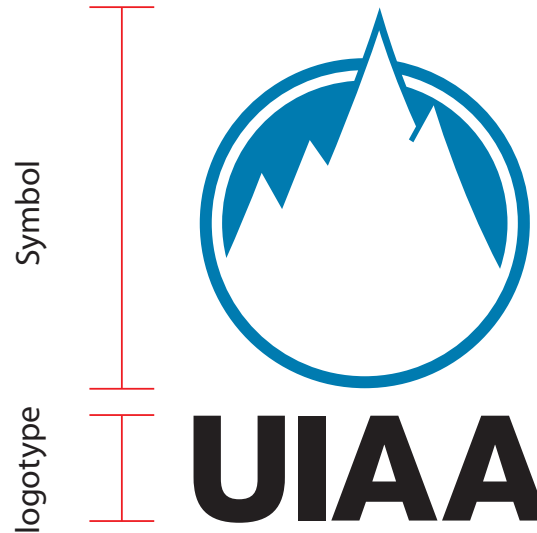
In order to maintain the integrity of our new identity and what it represents, it is important to apply all the elements of the toolkit properly and consistently across all our communications materials.

a.1 The UIAA logo
Logo elements

a

The UIAA logo is composed by the symbol design and the logotype in a portrait configuration (preferred version).

The Word Mark (logotype) may be used alone only for special application and with the written permission of UIAA.



a.2 The UIAA logo
Portrait version

a



a.3 The UIAA logo
Landscape version

a



a.4

The UIAA logo

Logo with tagline

a

A variant of our logo is the combination with the tagline, which consists of the “Everything Mountaineering” claim.

This combination is the core of our graphic identity.

All material used for marketing communication, e.g. brochures, ads, posters, vehicles, slides etc should carry the logo combined with the tagline.



UIAA

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UIAA

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a.5 The UIAA logo
Improper logo use

a

Display the UIAA logo only in the forms specified in this guide.

The UIAA logo may not appear in any colour

Do not rotate, skew, scale, redraw, reproduce, alter or distort any logo in any way.

Do not combine a logo with any other element such as other logos, words, graphics, photos, slogans or symbols, that may seem to create a hybrid mark.



EVERYTHING MOUNTAINEERING



a.6 The UIAA logo
Minimum sizes

a

The minimum size rules apply to print and on screen applications such as the Web and PowerPoint.

Small size signature usage should be considered for special cases only, where space is limited.

Never reproduce the symbol at the minimum size when more space is available.

Print size



Screen size

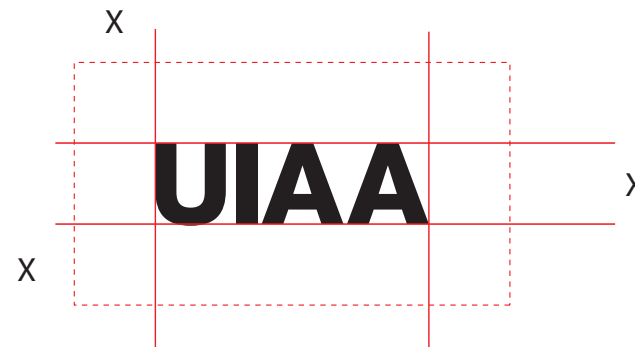
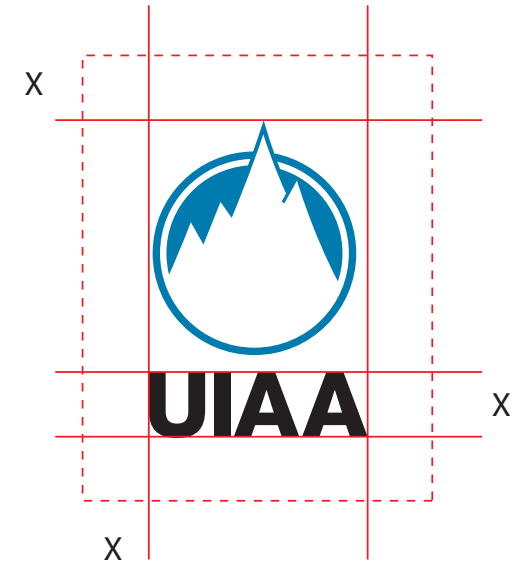
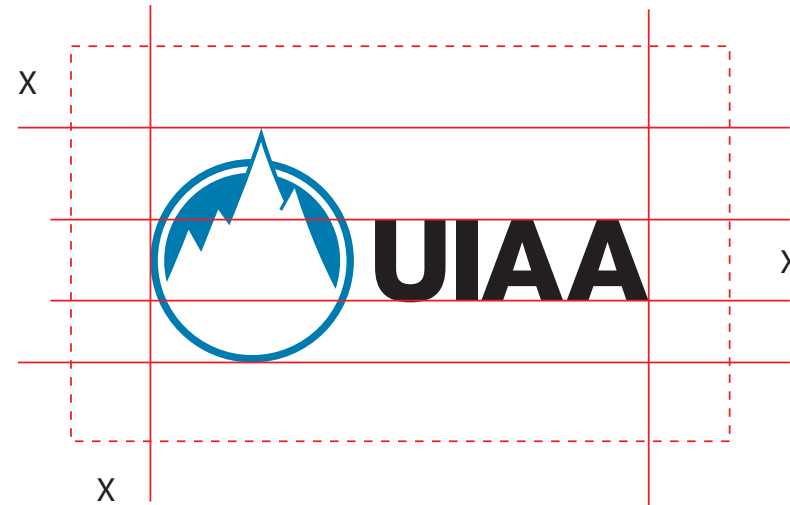


a.7 The UIAA logo
Clear space

a

Maintaining a clean and uncluttered area around the UIAA logo logos maximizes the visual impact of these key brand elements.

The amount of clear space on all sides of the UIAA company logo must be equal to the height of the letter “A” (also known as the x-height).



a.8 The UIAA logo
Colour palette



a



The primary colours of UIAA are Pantone 307 and Pantone Process Black. When reproducing UIAA colours always match to the Pantone® coated equivalent.


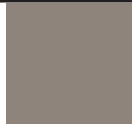
Special colour (gold and silver) are only for special applications and should be used only after the written approval of UIAA.

Institutional colours

PANTONE		307		Process Black
----------------	-------------------------------------------------------------------------------------	-----	-------------------------------------------------------------------------------------	---------------

CMYK		Cyan 100% Magenta 12% Black 27%		Black 100%
-------------	-------------------------------------------------------------------------------------	---------------------------------------	-------------------------------------------------------------------------------------	------------

MONO		Black 100%		Black 50%
-------------	---------------------------------------------------------------------------------------	------------	---------------------------------------------------------------------------------------	-----------

Special colour		Gold 876C		Silver 8002 C
-----------------------	---------------------------------------------------------------------------------------	-----------	---------------------------------------------------------------------------------------	---------------

a.9 The UIAA logo
Primary logo- colours

a

Wherever possible, please use the full colour version of the UIAA Logo as this is the preferred and recommended version. The one colour versions are provided for creative flexibility and for special uses.



Full colour



one colour

a.10

The UIAA logo

Primary logo- reverse versions

a

Whenever possible, the UIAA Logo should appear always in positive form.

If the positive form is not usable, the UIAA logo may appear in white on the UIAA blue.

It may also appear in white on black and grey backgrounds.



a.11

The UIAA logo
Secondary logo- colours

a

Full colour



One colour



a.12 The UIAA logo
Secondary logo- reverse versions

a



a.13

The UIAA logo

Fonts - Arial family

a

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
XYZ
0123456789 !"£\$%&/()=?^ é*°ç§;:™§

Arial is the primary typeface to be used and was chosen for its simplicity and versatility.

Use Arial Bold for headlines and subheads. Arial regular can be used for body text.

Italics are for emphasis. Do not condense, extend or otherwise distort the fonts in any way.

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 !"£\$%&/()=?^ é*°ç§;:™§

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ABCDEFGHIJKLMNOPQRSTUVWXYZ
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Lorem Ipsum

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Nam liber tempor cum soluta nobis eleifend option congue nihil imperdiet doming id quod mazim placerat facer possim assum. Typi non habent claritatem insitam; est usus legentis in iis qui facit eorum claritatem. Investigationes demonstraverunt lectores legere me lius quod ii legunt saepius.

Claritas est etiam processus dynamicus, qui sequitur mutationem consuetudium lectorum. Mirum est notare quam littera gothica, quam nunc putamus parum claram, anteposuerit litterarum formas humanitatis per seacula quarta decima et quinta decima. Eodem modo typi, qui nunc nobis videntur parum clari, fiant sollemnes in futurum.



UIAA - International Mountaineering and Climbing Federation

The Composite logo

This style guide is designed to help with the correct implementation of the UIAA's new identity. It will also be useful aid when instructing printers, signwriters and others employed to produce branded items.

In order to maintain the integrity of our new identity and what it represents, it is important to apply all the elements of the toolkit properly and consistently across all our communications materials.

Introduction

b.1 The composite Logo
Logo elements

b

Official Sponsors of UIAA may combine their name or Corporate Logo with the Official Logo to form a Composite Logo. The graphic standards and colour references defined in this Manual also apply to the UIAA Logo used within the Composite Logo.

The Composite Logo must be reproduced in its exact configuration; none of the elements may be altered or repositioned.



OFFICIAL SPONSOR

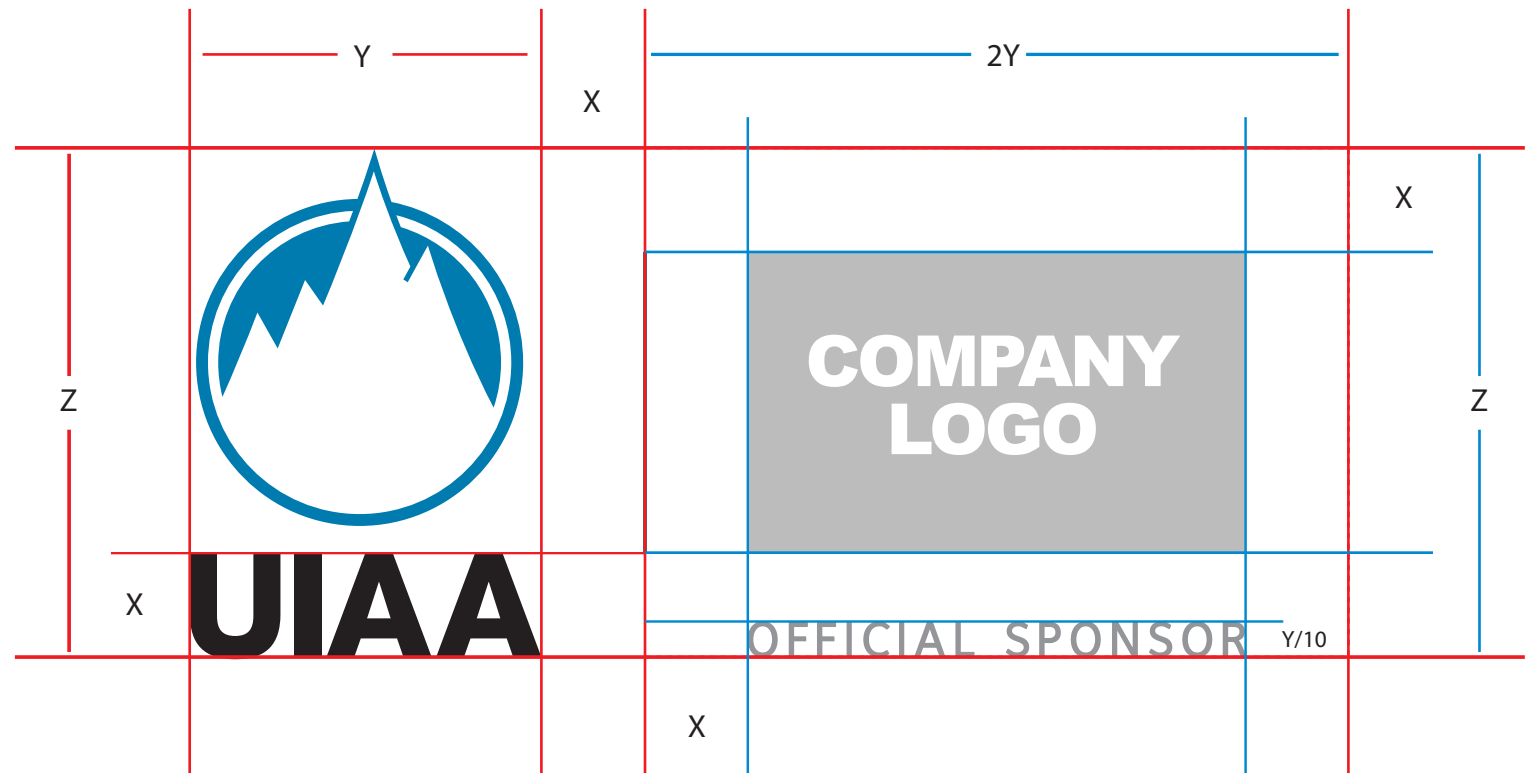
b.2 The composite Logo

Clear space

b

The Composite Logo can be reproduced only in a portrait format.

The Official Sponsors Logo is reproduced on the right hand side. The area designated for the Corporate Logo should be no larger than that indicated.



b.3 The composite Logo
Example official sponsor

b



OFFICIAL SPONSOR



OFFICIAL SPONSOR



OFFICIAL SPONSOR



OFFICIAL SPONSOR



UIAA - International Mountaineering and Climbing Federation

The Safety label logo

This style guide is designed to help with the correct implementation of the UIAA's new identity. It will also be useful aid when instructing printers, signwriters and others employed to produce branded items.

In order to maintain the integrity of our new identity and what it represents, it is important to apply all the elements of the toolkit properly and consistently across all our communications materials.

c.1 The safety label logo

Logo elements

C

The UIAA Safety Label logo trademark is registered internationally and may only be used for products that have been certified by the UIAA and registered as such.

The Safety Label logo preferred version is white on a blue background but, under special circumstances, the black and white version can be used.



Primary logo

UIAA

Word mark

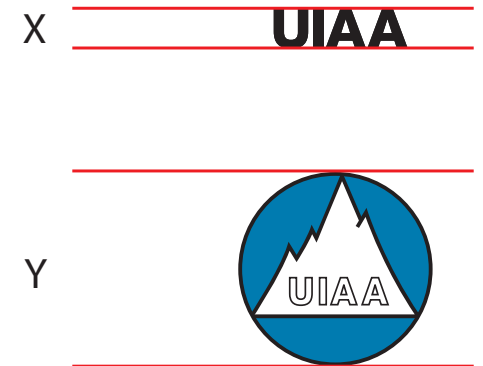
c.2 The safety label logo

Use on equipment

C

The UIAA Safety label logo should always be used on print applications, websites, etc. UIAA word mark should only be used on equipment if the primary logo is less than 8 mm (Y) or if the equipment material doesn't allow a full colour logo .

Whenever is not possible to print on the equipment material surface, the embossed version is allowed.



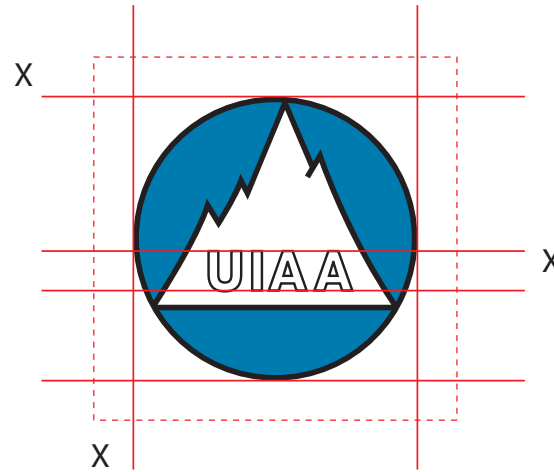
c.3 The safety label logo

Clear space

C

Maintaining a clean and uncluttered area around the UIAA Safety Label logo maximizes the visual impact of these key brand elements.

The amount of clear space on all sides of the UIAA company logo must be equal to the height of the letter “A” (also known as the x-height).



c.4 The safety label logo

Improper logo use

C

Display the UIAA logo only in the forms specified in this guide.

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Do not rotate, skew, scale, redraw, reproduce, alter or distort any logo in any way.

Do not combine a logo with any other element such as other logos, words, graphics, photos, slogans or symbols, that may seem to create a hybrid mark.



UIAA

c.5 The safety label logo



Colour palette



The primary colours of UIAA are Pantone 307 and Pantone Process Black. When reproducing UIAA colours always match to the Pantone® coated equivalent.

Institutional colours

PANTONE  307  Process Black

CMYK  Cyan 100%
Magenta 12%
Black 27%  Black 100%

MONO  Black 100%  Black 50%

c.6 The safety label logo
Reverse version

c



c.7 The safety label logo

Composite logo

c

The UIAA Safety label logo should always be used on print applications, websites, etc. UIAA word mark should only be used on equipment if the Symbol is less than 8 mm (Y)

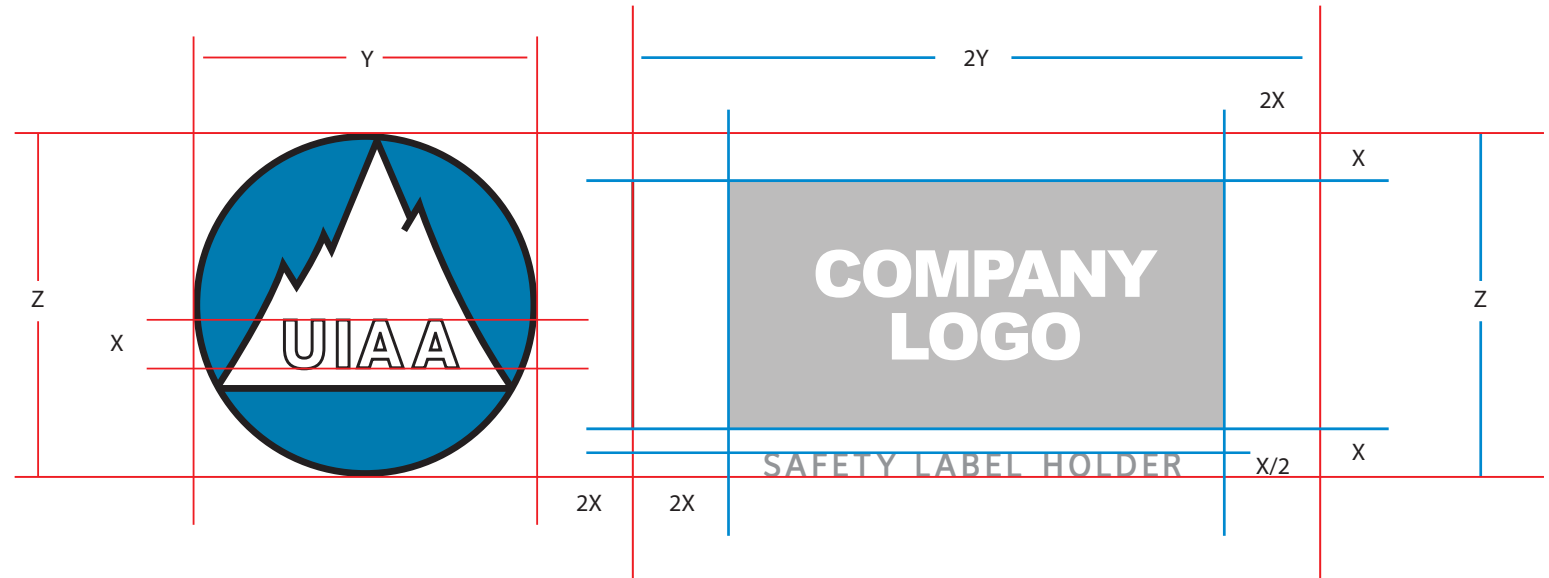


c.8 The safety label logo
Composite logo - clear space



The Composite Logo can be reproduced only in a portrait format.

The UIAA Safety Label holder is reproduced on the right hand side. The area designated for the Corporate Logo should be no larger than that indicated.



c.9 The safety label logo
Example safety label holder

C



COMPANY
LOGO

SAFETY LABEL HOLDER



SAFETY LABEL HOLDER



COMPANY LOGO

SAFETY LABEL HOLDER



SAFETY LABEL HOLDER



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