



FIE GP

ONE SERIES, NINE CITIES

GRAND PRIX 2025/26

BRAND GUIDELINES



NOTE: CITY-SPECIFIC BRANDS IN THIS GUIDE ARE NOT THE FINAL VERSIONS, AS THE ICONIC CITY IMAGES AND EVENT DATES ARE PROVIDED AS EXAMPLES.

FIE GP 25/26 BRAND LOGO EVOLUTION

THE UPDATED VERSION REMOVES THE SMALL DESCRIPTIVE TEXT TO CREATE A CLEANER AND STRONGER VISUAL IDENTITY. BY FOCUSING ON THE CORE FIE GP MARK, THE LOGO GAINS GREATER CLARITY, LEGIBILITY, AND IMPACT ACROSS ALL APPLICATIONS. THE RESULT IS A MODERN, CONFIDENT EXPRESSION OF THE BRAND THAT STANDS OUT IN BOTH DIGITAL AND PRINT ENVIRONMENTS.

SOURCES:

FILES ARE AVAILABLE IN BRAND ASSETS



FIE GP 25/26 BRAND LOGO EVOLUTION

**THE FIE GRAND PRIX IDENTITY
INCLUDES TWO MAIN LOGO TYPES:**

- **GENERAL LOGO** – USED FOR OVERALL SERIES COMMUNICATION.
- **HOST CITIES LOGO** – CUSTOMIZED FOR EACH EVENT LOCATION, INCLUDING CITY NAME, FLAG, DATE, AND WEAPON CATEGORY.

SOURCES:

FILES ARE AVAILABLE IN BRAND ASSETS

GENERAL LOGO



GENERAL LOGO

HOST CITY LOGO



GENERAL LOGO

HOST CITY NAME + COUNTRY FLAG

DATES OF THE EVENT + WEAPON CATEGORY

FIE GP 25/26 BRAND LOGO EVOLUTION

EACH VERSION IS AVAILABLE IN DARK BLUE AND WHITE VARIATIONS TO ENSURE OPTIMAL VISIBILITY ACROSS DIFFERENT BACKGROUNDS.

THE "FIE GP" LOGO MUST ALWAYS APPEAR IN A CLEAR AND PROMINENT POSITION — EITHER USED ALONE, OR WHEN DISPLAYED ALONGSIDE OTHER LOGOS (SUCH AS THE HOST FEDERATION LOGO), IT SHOULD BE 20% LARGER IN SIZE.

SOURCES:

FILES ARE AVAILABLE IN BRAND ASSETS

GENERAL LOGO



HOST CITY LOGO



FIE GP 25/26 BRAND LOGO EVOLUTION

EACH HOST CITY LOGO FEATURES ITS OWN DISTINCTIVE COLOR, CREATING A UNIQUE VISUAL IDENTITY FOR EVERY GRAND PRIX LOCATION WHILE MAINTAINING CONSISTENCY WITHIN THE OVERALL FIE GP BRAND SYSTEM.

SOURCES:

FILES ARE AVAILABLE IN BRAND ASSETS

GENERAL LOGO



HOST CITIES LOGOS



KEY VISUAL COLORS

EACH HOST CITY COLOR EXTENDS BEYOND THE LOGO TO DEFINE THE KEY VISUALS AND OVERALL GRAPHIC ATMOSPHERE OF THAT EVENT.

SOURCES:

FILES ARE AVAILABLE IN BRAND ASSETS

EXAMPLES OF USING HOST CITY COLORS



COLORS OF THE HOST CITIES

ORLÉANS



TUNIS



DOHA



TURIN



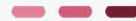
BUDAPEST



LIMA



SEOUL



MEDELLÍN



SHANGAI



COLOUR PALETTE

THIS PALETTE DEFINES THE COMPLETE COLOR SYSTEM FOR THE FIE GRAND PRIX IDENTITY. IT INCLUDES THE CORE BRAND COLORS AND THE DEDICATED HOST CITY TONES, EACH PROVIDED WITH CMYK AND HEX VALUES FOR CONSISTENT REPRODUCTION ACROSS PRINT AND DIGITAL MEDIA.

SOURCES:

FILES ARE AVAILABLE IN BRAND ASSETS

WHITE
C00 M00 Y00 K00
#FFFFFF

GREY
C00 M00 Y00 K20
#D9D9D9

DARKBLUE
C100 M85 Y00 K40
#80C7DF

BUDAPEST - KV
C48 M00 Y58 K00
#95CF86

BUDAPEST - HOSTCITY
C66 M17 Y81 K00
#669D51

ORLEANS - KV
C71 M46 Y00 K00
#5480BF

ORLEANS - HOSTCITY
C71 M46 Y00 K00
#5480BF

LIMA - KV
C15 M45 Y48 K00
#09E80

LIMA - HOSTCITY
C30 M58 Y62 K08
#B17459

TUNIS - KV
C44 M43 Y00 K00
#9C95C7

TUNIS - HOSTCITY
C60 M58 Y00 K00
#5480BF

SEOUL - KV
C09 M62 Y20 K00
#DE7F97

SEOUL - HOSTCITY
C16 M76 Y32 K00
#CF5B77

DOHA - KV
C78 M25 Y42 K00
#319090

DOHA - HOSTCITY
C78 M25 Y42 K00
#319090

MEDELLIN - KV
C10 M25 Y73 K00
#EAC058

MEDELLIN - HOSTCITY
C31 M38 Y100 K04
#B9950D

TURIN - KV
C53 M05 Y09 K00
#7EC5DD

TURIN - HOSTCITY
C76 M25 Y16 K00
#2B96BA

SHANGHAI - KV
C12 M70 Y51 K00
#D76866

SHANGHAI - HOSTCITY
C04 M80 Y62 K00
#E1514F

TYPEFACE

THE TYPEFACE

THE FIE FONT IS **FUTURA PT**, WHICH SHOULD BE USED IN UPPER CASE FOR ALL EXECUTIONS – AN EXPRESSION OF THE POWER, PRESENCE AND STATUS OF FENCING.

FONT SIZE VARIATIONS SHOULD BE USED ONLY TO INDICATE A CLEAR HIERARCHY OF CONTENT, BUT WHEREVER POSSIBLE SHOULD BE KEPT TO A MINIMUM. FUTURA BOOK AND FUTURA BOLD SHOULD BE USED.

FUTURA PT CAN BE FOUND IN THE ADOBE CC FONT LIBRARY.

SOURCES:

FILES ARE AVAILABLE IN BRAND ASSETS

A B C D E F G
H I J K L M N
O P Q R S T
U V W X Y Z

FUTURA PT
BOOK

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

FUTURA PT
BOLD

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

GENERAL KEY VISUAL COMPOSITION

SOURCES:

FILES ARE AVAILABLE IN BRAND ASSETS



HOST CITY KEY VISUAL COMPOSITION



SOURCES:

FILES ARE AVAILABLE IN BRAND ASSETS

BRAND ELEMENTS

NOTE:

- THESE ARE ELEMENTS NEEDED FOR FIE GRAND PRIX 25/26'S DESIGN COMPOSITION
- COLORS ARE ASSIGNED TO EACH CITY

SOURCES:

FILES ARE AVAILABLE IN BRAND ASSETS

HOST CITY KEY VISUAL



WEAPON CATEGORY IMAGE



KEY ELEMENT OF THE HOST CITY LANDSCAPE

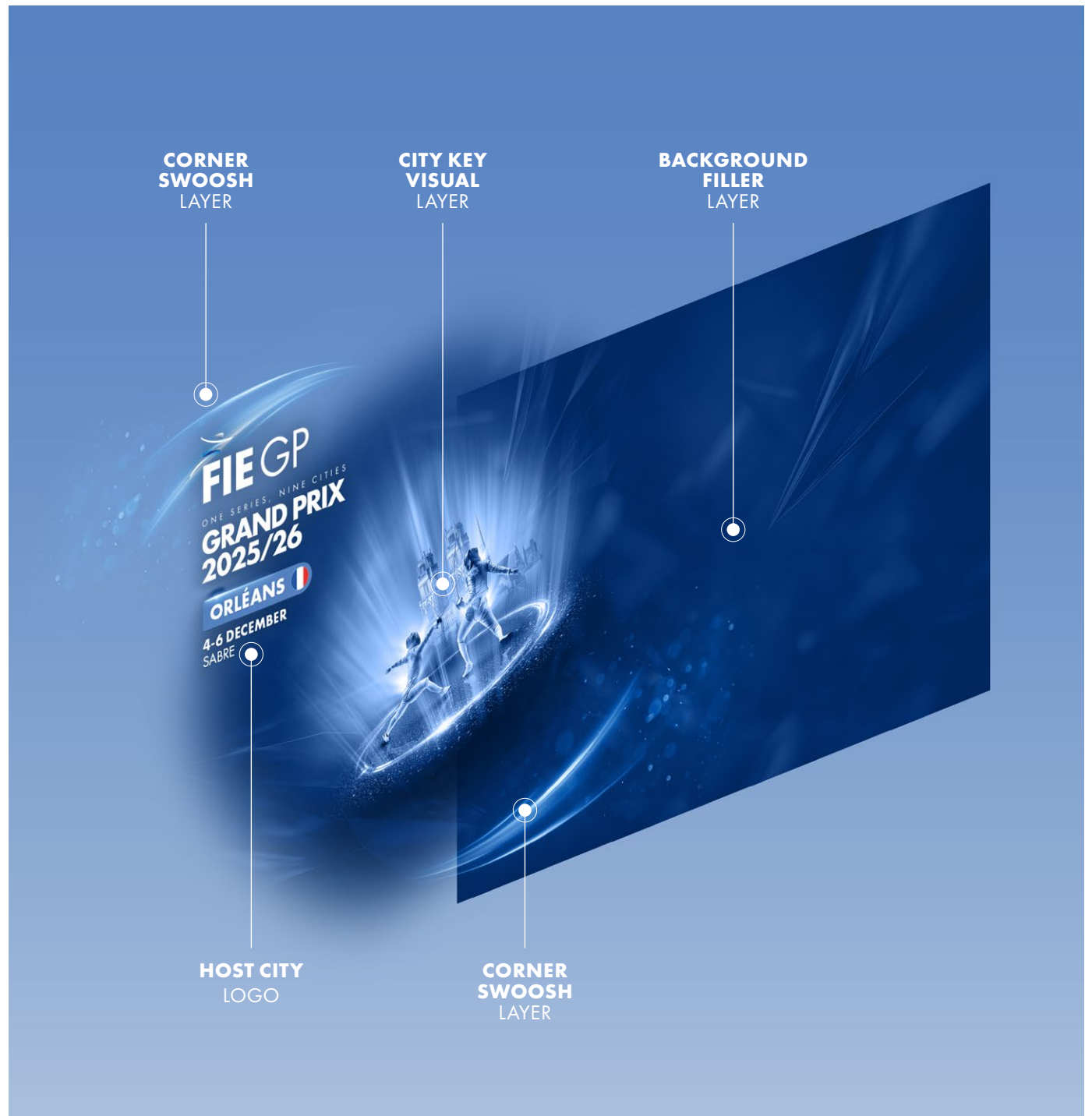
BRAND ELEMENTS

ELEMENTS THAT ARE REQUIRED FOR COMPOSING DIFFERENT GRAPHIC FORMATS (SIZES) INCLUDE:

- **TWO SWOOSH ELEMENTS** – TO BE POSITIONED IN THE CORNERS OR AROUND THE PERIPHERY OF THE MAIN VISUAL CONTEXT.
- **CITY HOST KV** – WHICH SHOULD ALWAYS REMAIN CENTERED WITHIN THE COMPOSITION.
- **HOST CITY LOGO** – IDEALLY PLACED AS A FULL CLUSTER (FIE GP + CITY, DATE, WEAPON). HOWEVER, IN SOME CASES IT MAY NEED TO BE SPLIT INTO TWO PARTS AND POSITIONED ON OPPOSITE SIDES OF THE **KV**, AS SHOWN IN THE FURTHER EXAMPLES.
- **BACKGROUND FILLER** – A BACKGROUND TEXTURE FILLING THE ENTIRE SURFACE OF THE FORMAT.

SOURCES:

FILES ARE AVAILABLE IN BRAND ASSETS



FIE GP 25/26 BRAND ASSETS PREVIEW



SOURCES:

FILES ARE AVAILABLE IN BRAND ASSETS

A-SIZE PORTRAIT POSTER

GUIDELINES:

- USE RULES OF CREATING GP24/25 BRAND
- USE FIE SOCIAL MEDIA
- USE SPONSORS' LOGOS

NOTE:

A-SIZE ARTWORK CAN BE SCALED UP TO:
A3, A2, A1, A0
A-SIZE ARTWORK CAN BE SCALED TO B-SIZE
FORMAT: B3, B2, B1, B0
FILE TYPE: ADOBE CC

SOURCES:

FILES ARE AVAILABLE IN BRAND ASSETS

GENERAL VERSION



HOST CITY VERSION



A-SIZE LANDSCAPE POSTER

GUIDELINES:

- USE RULES OF CREATING GP24/25 BRAND
- USE FIE SOCIAL MEDIA
- USE SPONSOR LOGOS

NOTE:

A-SIZE ARTWORK CAN BE SCALED UP TO:
A3, A2, A1, A0
A-SIZE ARTWORK CAN BE SCALED TO B-SIZE
FORMAT: B3, B2, B1, B0
FILE TYPE: ADOBE CC

SOURCES:

FILES ARE AVAILABLE IN BRAND ASSETS

GENERAL VERSION



HOST CITY VERSION



THE HIERARCHY OF LOGOS

USE THIS HIERARCHY ACROSS ALL BRAND ASSETS FOR CONSISTENCY.

SOURCES:

FILES ARE AVAILABLE IN BRAND ASSETS



GENERAL LOGO
LEVEL I



FIE FENCING LOGO
+ NATIONAL FENCING FEDERATION LOGO
LEVEL II



SPONSOR LOGO
LEVEL III



SPONSOR LOGO
LEVEL VI

THE HIERARCHY OF LOGOS

THE EXAMPLES SHOW HOW TO ORGANIZE LOGOS ACROSS HORIZONTAL AND VERTICAL FORMATS, ENSURING CONSISTENT ALIGNMENT, SPACING, AND VISIBILITY ACROSS ALL BRAND ASSETS.

SOURCES:

FILES ARE AVAILABLE IN BRAND ASSETS

FOR HORIZONTAL ASSETS

GET INVOLVED

- FACEBOOK.COM/FIE.ORG
- @FIE_FENCING
- @FENCING_FIE
- YOUTUBE.COM/FIEVIDEO

LEVEL II

LEVEL III

LEVEL VI

GET INVOLVED

- FACEBOOK.COM/FIE.ORG
- @FIE_FENCING
- @FENCING_FIE
- YOUTUBE.COM/FIEVIDEO

LOGO OF THE LOCAL SPONSOR (1x 1x)

LOGO OF THE LOCAL SPONSOR (1x 1x)

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LOGO OF THE LOCAL SPONSOR (1x 1x)

LOGO OF THE LOCAL SPONSOR (1x 1x)

FOR VERTICAL ASSETS

GET INVOLVED

- FACEBOOK.COM/FIE.ORG
- @FIE_FENCING
- @FENCING_FIE
- YOUTUBE.COM/FIEVIDEO

LEVEL II

LEVEL III

LEVEL VI

GET INVOLVED

- FACEBOOK.COM/FIE.ORG
- @FIE_FENCING
- @FENCING_FIE
- YOUTUBE.COM/FIEVIDEO

LOGO OF THE LOCAL SPONSOR (1x 1x)

LOGO OF THE LOCAL SPONSOR (1x 1x)

LOGO OF THE LOCAL SPONSOR (1x 1x)

LOGO OF THE LOCAL SPONSOR (1x 1x)

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LOGO OF THE LOCAL SPONSOR (1x 1x)

LOGO OF THE LOCAL SPONSOR (1x 1x)

BILBOARDS AND BANNERS



SOURCES:

FILES ARE AVAILABLE IN BRAND ASSETS

FLYERS, BACKDROPS AND ADVERTISEMENTS



SOURCES:

FILES ARE AVAILABLE IN BRAND ASSETS

FLAGS



SOURCES:

FILES ARE AVAILABLE IN BRAND ASSETS

PISTE BACKDROP



DIMENSIONS:

24500MM(W) X 4000MM(H)

PERIMETER BOARDS



PRODUCTION

3000MM(W) X 2000MM(H)

FEDERATION LOGOS SHOULD BE PRINT QUALITY

FILE TYPE: ADOBE CC INDESIGN

MEDAL CEREMONY BACKDROP

DIMENSIONS

12000MM(W) X 4000MM(H)

NOTE:

FILE TYPE: ADOBE CC

SOURCES:

FILES ARE AVAILABLE IN BRAND ASSETS



PRESS BACKDROP

DIMENSIONS

9000MM(W) X 4000MM(H)

NOTE:

FILE TYPE: ADOBE CC

SOURCES:

FILES ARE AVAILABLE IN BRAND ASSETS



MIXED ZONE BACKDROP

DIMENSIONS

3000MM(W) X 2500MM(H)

NOTE:

FILE TYPE: ADOBE CC

SOURCES:

FILES ARE AVAILABLE IN BRAND ASSETS



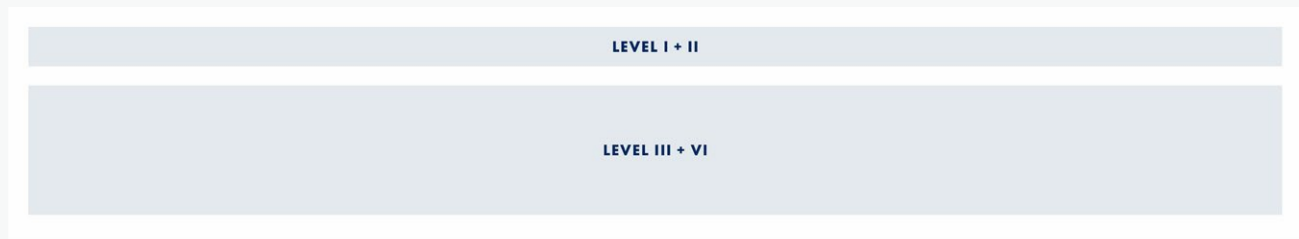
THE HIERARCHY OF LOGOS ON BACKDROPS

THE EXAMPLES SHOW HOW TO ORGANIZE LOGOS ACROSS HORIZONTAL AND VERTICAL FORMATS, ENSURING CONSISTENT ALIGNMENT, SPACING, AND VISIBILITY ACROSS ALL BRAND ASSETS.

SOURCES:

FILES ARE AVAILABLE IN BRAND ASSETS

FOR BACKDROP ASSETS



DIGITAL AND SOCIAL MEDIA FOR GENERAL VERSION

NOTE:

FILE TYPE: ADOBE CC

SOURCES:

FILES ARE AVAILABLE IN BRAND ASSETS



GENERAL VERSION



DIGITAL AND SOCIAL MEDIA FOR HOST CITY VERSION

NOTE:

FILE TYPE: ADOBE CC

SOURCES:

FILES ARE AVAILABLE IN BRAND ASSETS

HOST CITY VERSION

