



## 2023 BRAND STYLE GUIDE

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# Fédération Internationale des Patrouilles de Ski

Rescue always – Safety first of all

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# INTRODUCTION



This document provides background information about Fédération Internationale des Patrouilles de Ski (FIPS) Branding for those in partnership with, or as members of the organisation.

# ABOUT US



The Fédération Internationale des Patrouilles de Ski (FIPS) is the international organisation representing ski patrol and associated ski safety organisations with membership from throughout the world. These patrol and safety organisations comprise full time & volunteer ski patrollers, doctors, lawyers, engineers, technicians, ski equipment instructors, ski area managers, etc., who are involved in the multidisciplinary activities of ski patrolling and safety.

# STRUCTURE

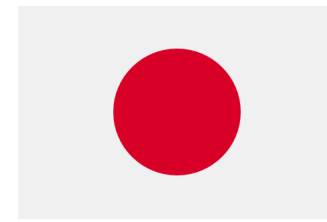
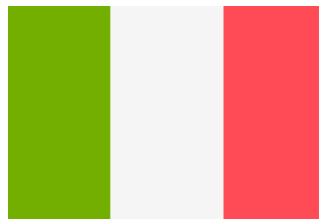
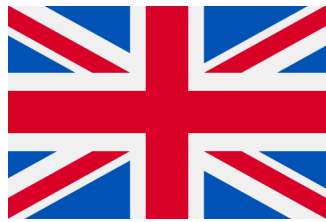
FIPS, incorporated in Canada, has a Board of Directors representing the member countries and a supporting volunteer secretariat of Secretary, Treasurer and Legal Adviser.

FIPS has a number of Special Interest Groups that allow a focus in specific areas of interest to ski patrollers.

FIPS funding is from organisation membership fees and by patroller attendance at the biennial Congresses.

# LANGUAGES

FIPS communicates in English, Italian, Japanese, Spanish & French.



# USE OF LOGO AND BRANDING

The official name is Fédération Internationale des Patrouilles de Ski (FIPS).

The use of the acronym FIPS is acceptable providing the full name is shown as above and is consistent with below.

National Members may use the FIPS logo for patrol activities and other public service activities that support the positive image of patrolling and FIPS.



This FIPS logo shall be used for the following but not limited to:

- All official FIPS correspondence
- All legal FIPS documentation
- FIPS Recognition awards
- FIPS website
- Posters/Banners or publicity concerning FIPS Congresses
- FIPS badges and pins may be worn on ski patrol uniform jackets providing the positioning is appropriate (shoulder, chest...) other sites will need to be approved by FIPS executive.
- National Members and Associates of FIPS may use the FIPS logo in conjunction with their logo showing they are members of FIPS.

Any other intended use of the FIPS logo or name must be sent to the executive for approval.

*This policy was approved by the FIPS Executive 21Feb23*

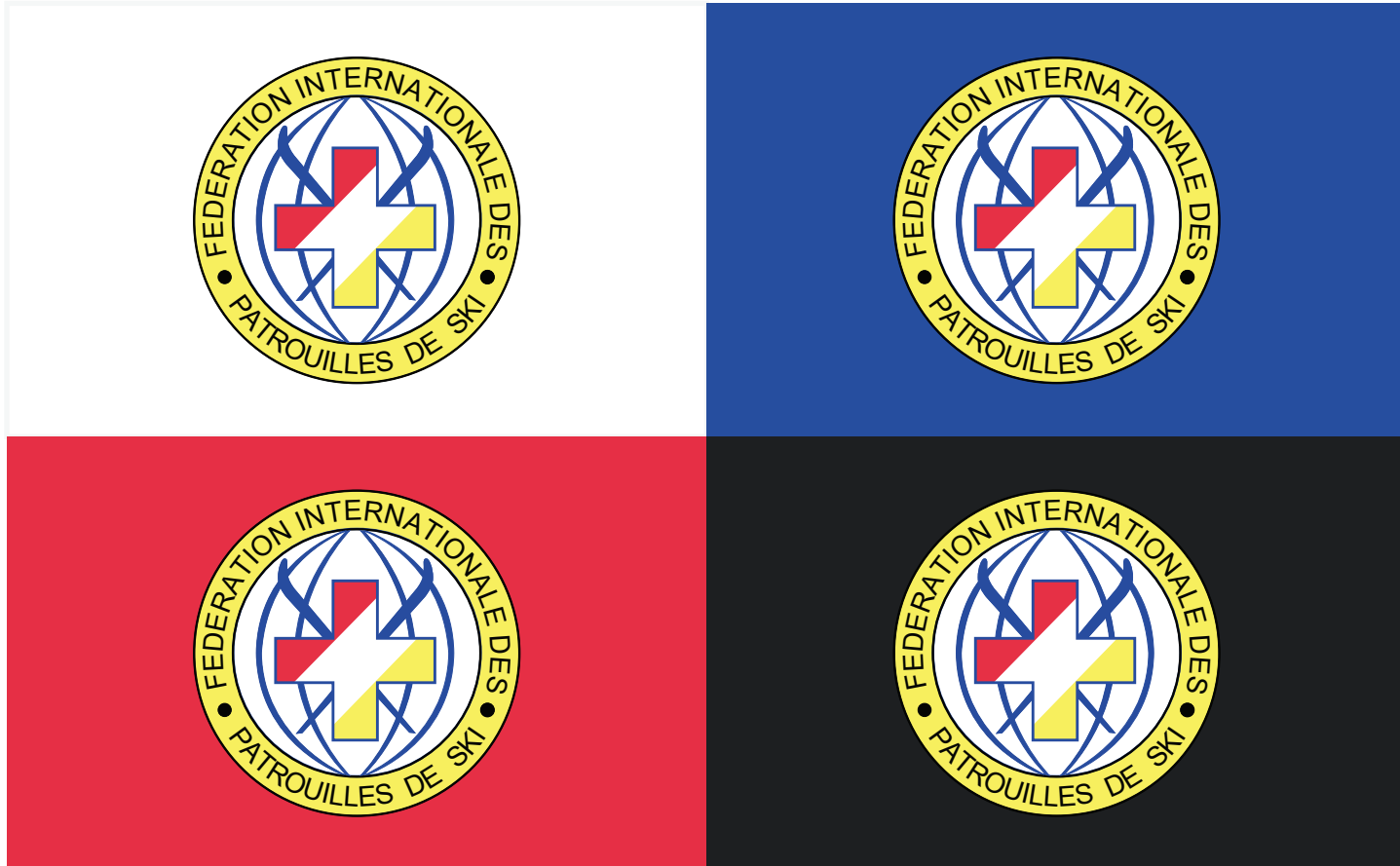
# BRAND VOICE

Communications from FIPS are aligned with that of an international governing body, confident and a leader in our field:

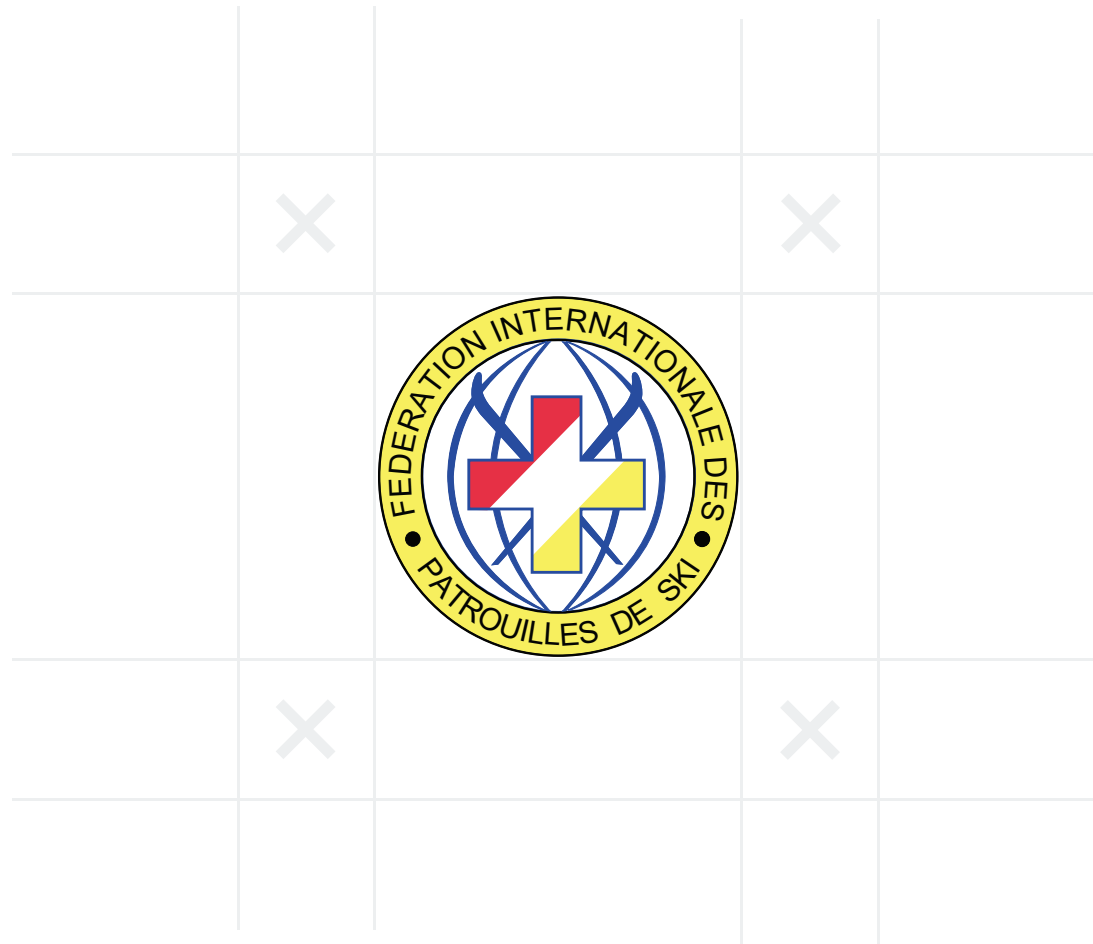
- Formal statements
- Visionary, innovative and caring
- Concise language
- Professional and confident statements
- Accurate language



# THE LOGO



# GENERAL LOGO USE

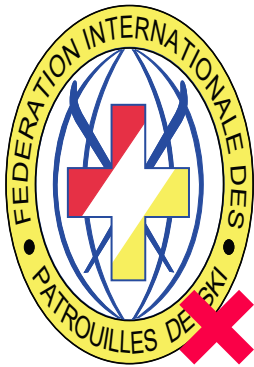


# GENERAL LOGO USE

When the logo is used as a lock up, the position and proportion with the Fédération Internationale des Patrouilles de Ski logo should be maintained as shown below. It should be equal size and not distorted.



# GENERAL LOGO USE



**DON'T** skew or distort the logo



**DON'T** crop the logo



**DON'T** rotate the logo



**DON'T** change any of the colors on the logo



**DON'T** put the logo on a yellow background



**DON'T** add a gradation, drop shadow, highlight, blur or other graphic effect to our logo.

# BRAND APPLICATION



# COLOR PALETTE

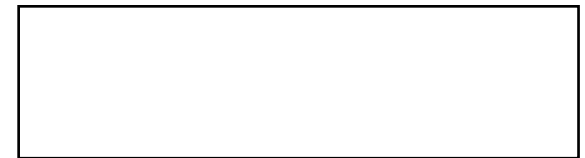
## Primary Color



CMYK 93, 81, 1, 0  
RGB 47, 77, 159  
HEX #2f4d9f



CMYK 4, 94, 72, 0  
RGB 229, 52, 70  
HEX #e53446



CMYK 0, 0, 0, 0  
RGB 255, 255, 255  
HEX #ffffff

## Secondary Color



CMYK 6, 0, 76, 0  
RGB 247, 237, 94  
HEX #f7ed5e



CMYK 0, 0, 0, 100  
RGB 0, 0, 0  
HEX #000000



CMYK 43, 35, 35, 1  
RGB 151, 152, 154  
HEX #989899

# FONTS

## Primary Font

ROBOTO BLACK

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq  
Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789**

## Secondary

Roboto Medium

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq  
Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789

## Body Text

Noto Sans Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq  
Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789

# HIERARCHY

**H1 - 43pt**      **LOREM IPSUM DOLOR SIT AMET**

**H2 - 32 pt**      **LOREM IPSUM DOLOR SIT AMET**

**H3 - 28 pt**      **LOREM IPSUM DOLOR SIT AMET**

**H4 - 20 pt**      **LOREM IPSUM DOLOR SIT AMET**

Body Text - 14 pt

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed ex massa, suscipit vel accumsan at, placerat a sapien. Duis convallis laoreet turpis vitae ullamcorper. Etiam porttitor ante eu lectus fermentum feugiat. Nam sit amet nunc justo. Fusce at ex condimentum, volutpat lectus eu, sollicitudin neque.

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