



## Composition of the FIVB brandmark



### **The brandmark**

The FIVB brandmark is a combination of the wordmark and the guard.

### **The FIVB wordmark**

The wordmark represents the Fédération Internationale de Volleyball.

### **The guard**

The guard represents the terrestrial globe, the world of FIVB with the affiliated Federations it governs.

### **The byline**

The byline may be added to support and support the brandmark.

All elements have a fixed position relative to one another. Each element has been specially drawn and must not be altered in any way. They must always be locked together.

# Free space

## The guard brandmark



10mm

Minimum size

## The formal brandmark



25mm

Minimum size

To ensure prominence and legibility, the brandmarks are always surrounded by an area of free space which should remain clean of any graphic elements except the net-form elements.

The construction of the free space is based on the height of the «FIVB» wordmark. The free space is the minimum and should be increased wherever possible.

The minimum area of free space has been added to the master artwork. This area appears as a non-printing keyline in vector files and as plain space around pixel based files.

### Minimum size

The brandmarks may be enlarged or reduced in size.

They do not have a maximum size, although they do have a minimum size. To maintain maximum clarity at all times, the brandmark must not be used smaller than 10mm resp. 25mm. Always ensure that they are scaled in proportion and are not distorted in any way.

### Measuring the brandmarks

The brandmarks are always measured between the outer edges of the «guard» element.

## Versions

plain

glossy

**The guard  
brandmark**



**The formal  
brandmark**



There are two versions of the FIVB brandmark.

The guard brandmark and the formal brandmark.

Both versions are also available with a «glossy» look.

### **The guard brandmark**

This version of the FIVB brandmark should be used to represent the FIVB in association with the third parties brandmarks and in combination with the FIVB property logos. Therefore it is the most frequently used for advertising.

### **The formal brandmark**

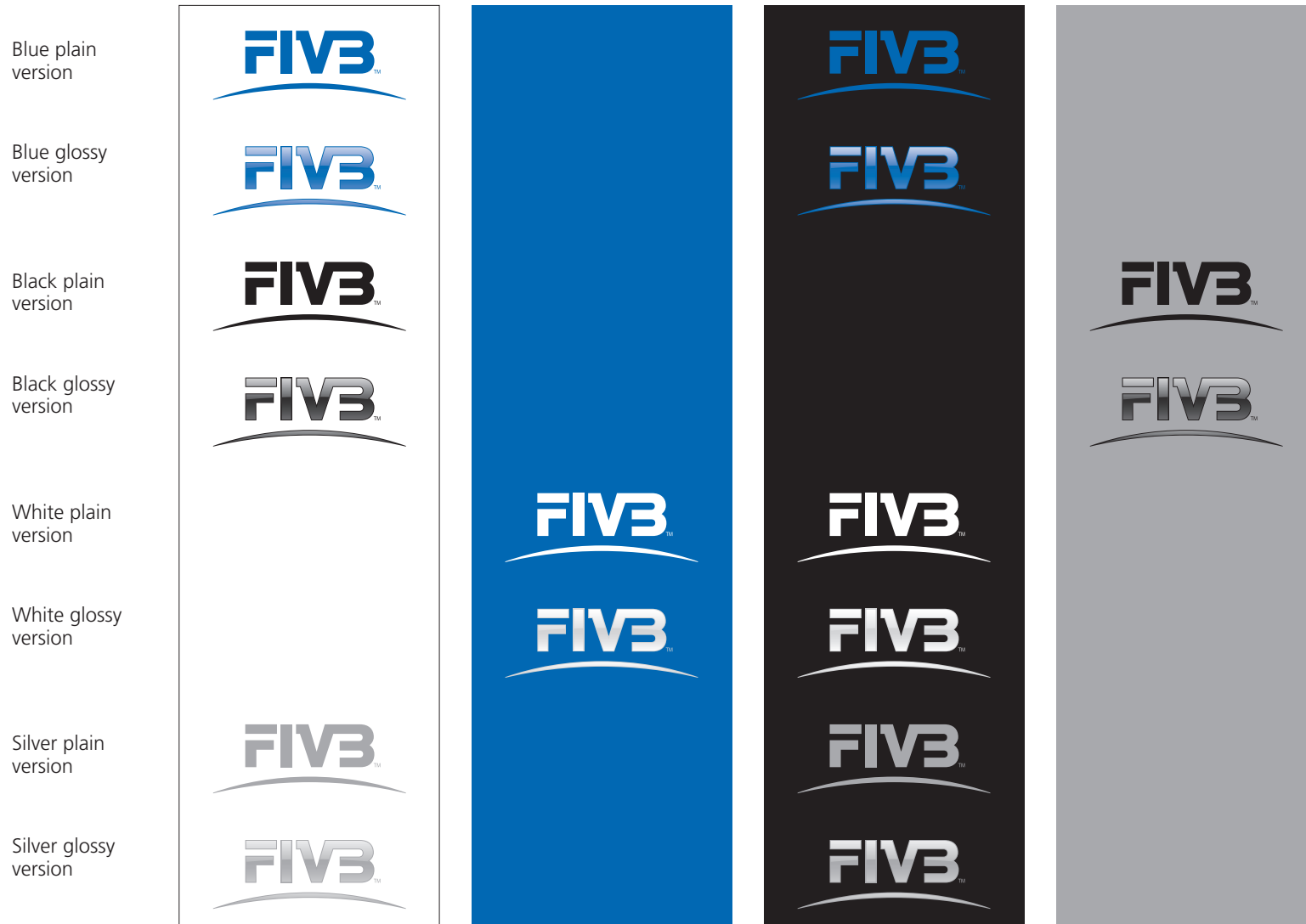
This version of the FIVB brandmark is used for all items to officially represent the FIVB. It appears on all stationery, flags and administrative forms.

### **Glossy look**

This versions of the FIVB brandmark should be used for new media applications such as internet, TV, smartphone apps, beamer presentations etc.

They may also be used for print applications where high quality print is guaranteed.

## Colour variety



The brandmarks are available in the colour varieties shown on this page.

### **Blue versions**

These versions should be used in preference to all other versions. Preferred background colours are white and black. Never use the blue brandmarks on colourful backgrounds!

### **Black versions**

Use these versions when colour printing is restricted or background is colourful. Use these versions in combination with other FIVB property logos\*.

### **White versions**

Use these versions when colour printing is restricted or background is colourful and/or dark. Use these versions in combination with other FIVB property logos\*.

### **Silver versions**

These versions are for premium print use only.

\* *Formal brandmark must not be used in combination with other FIVB property logos.*

## Colourful backgrounds

Blue plain  
version

Blue glossy  
version

Black plain  
version

Black glossy  
version

White plain  
version

White glossy  
version


Silver plain  
version

Silver glossy  
version



# FIVB brandmarks vector master artwork

## Euroscale CMYK

 FIVB_Formal_blue_plain_CMYK.eps	 FIVB_Formal_blue_glossy_CMYK.eps	 FIVB_Formal_black_plain_CMYK.eps	 FIVB_Formal_black_glossy_CMYK.eps	 FIVB_Formal_white_plain_CMYK.eps	 FIVB_Formal_white_glossy_CMYK.eps
 FIVB_Guard_blue_plain_CMYK.eps	 FIVB_Guard_blue_glossy_CMYK.eps	 FIVB_Guard_black_plain_CMYK.eps	 FIVB_Guard_black_glossy_CMYK.eps	 FIVB_Guard_white_plain_CMYK.eps	 FIVB_Guard_white_glossy_CMYK.eps

FIVB brandmarks vector master artwork is provided as .eps vector data for both use on Mac and PC.









They are shown with their appearance and file name within the FIVB brandmarks master collection.

Click on the desired brandmark for download.

To download all the FIVB brandmarks master collection follow this link:

[▶ Download collection](#)

## Pantone®

 FIVB_Formal_blue_plain_P293C.eps	 FIVB_Formal_blue_glossy_P293C.eps		 FIVB_Formal_silver_plain_P877C.eps	 FIVB_Formal_silver_glossy_P877C.eps
 FIVB_Guard_blue_plain_CMYK.eps	 FIVB_Guard_blue_glossy_CMYK.eps		 FIVB_Guard_silver_plain_P877C.eps	 FIVB_Guard_silver_glossy_P877C.eps

## FIVB brandmarks pixel master artwork

### RGB



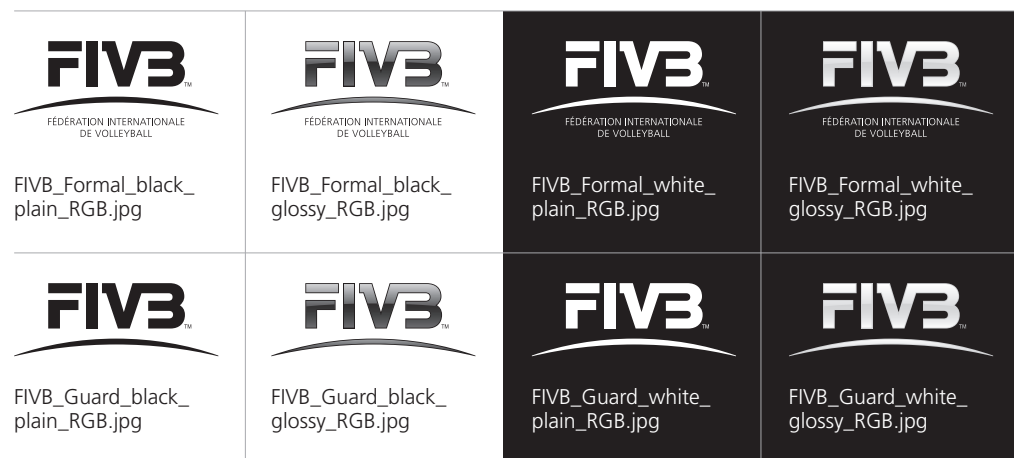
FIVB brandmarks pixel master artwork is provided as .jpg image data for both use on Mac and PC.

They are shown with their appearance and file name within the FIVB brandmarks master collection.

Click on the desired brandmark for download.

To download all the FIVB brandmarks master collection follow this link:

▶ [Download collection](#)





## Incorrect brandmark usage



**✘** Do not alter the size of the byline.



**✘** Do not alter the typeface of FIVB wordmark and/or byline.



**✘** Do not squeeze or expand the brandmark.



**✘** Do not alter the guard in any way.



**✘** Do not alter the scale of the wordmark and the guard.



**✘** Do not alter the order of the brandmark.



**✘** Do not alter the colour of the brandmark.



**✘** Do not alter the tint of the brandmark.

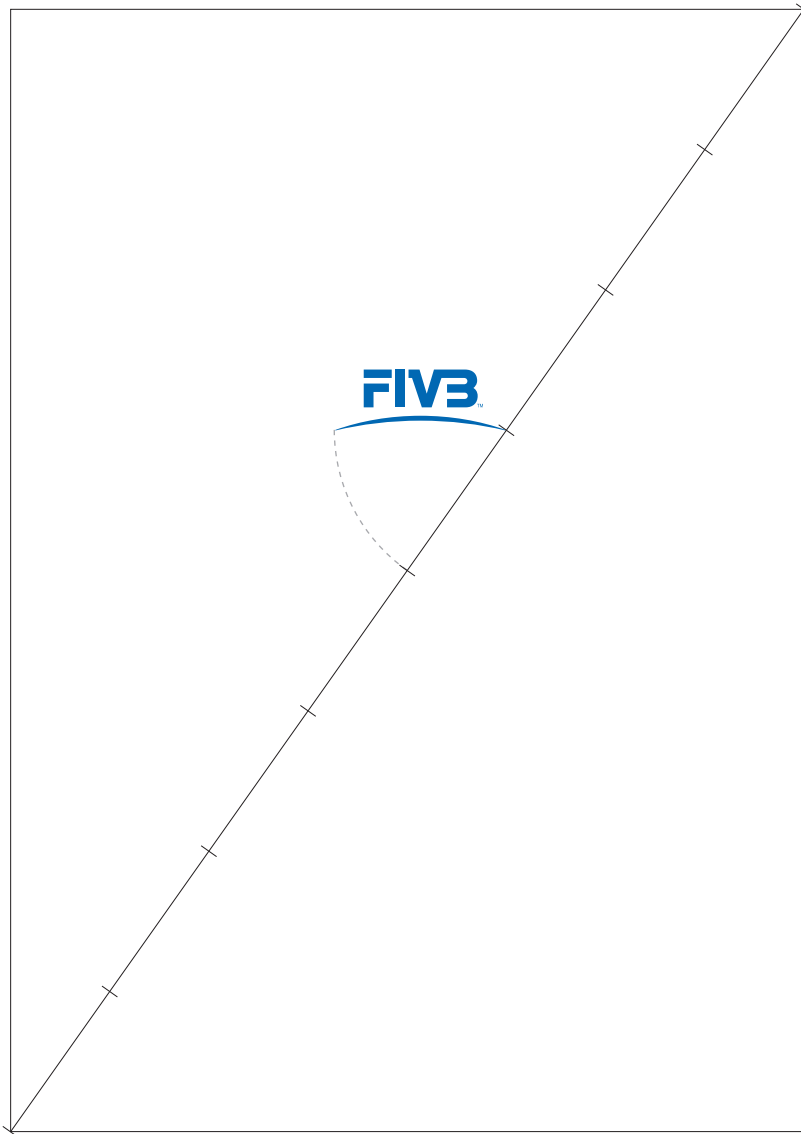


**✘** Do not rotate the brandmark.

This page shows some examples of misuse of the FIVB brandmarks. All these examples apply to all versions of the brandmarks. The FIVB brandmarks should always be reproduced from the master artworks. They should never be altered, redrawn, or manipulated in any way.

Never use the brandmark without the trademark TM.

## Sizing of the brandmarks



### Sizing principles

If the format matches one of the standard sizes, use the table below to select the correct size of brandmark to use.

### Sizing the brandmarks

Master artwork has been created at 100mm wide measured across the guard. To resize the brandmark measure or scale by the equivalent percentage.

### Standard sizes

A1	127mm wide	(127%)
A2	90mm wide	(90%)
A3	64mm wide	(64%)
A4	45mm wide	(45%)
A5	32mm wide	(32%)
1/3 A4	29mm wide	(29%)
A6	22mm wide	(22%)
A7	16mm wide	(16%)*

\* *Formal brandmark falls short of the minimum size.*

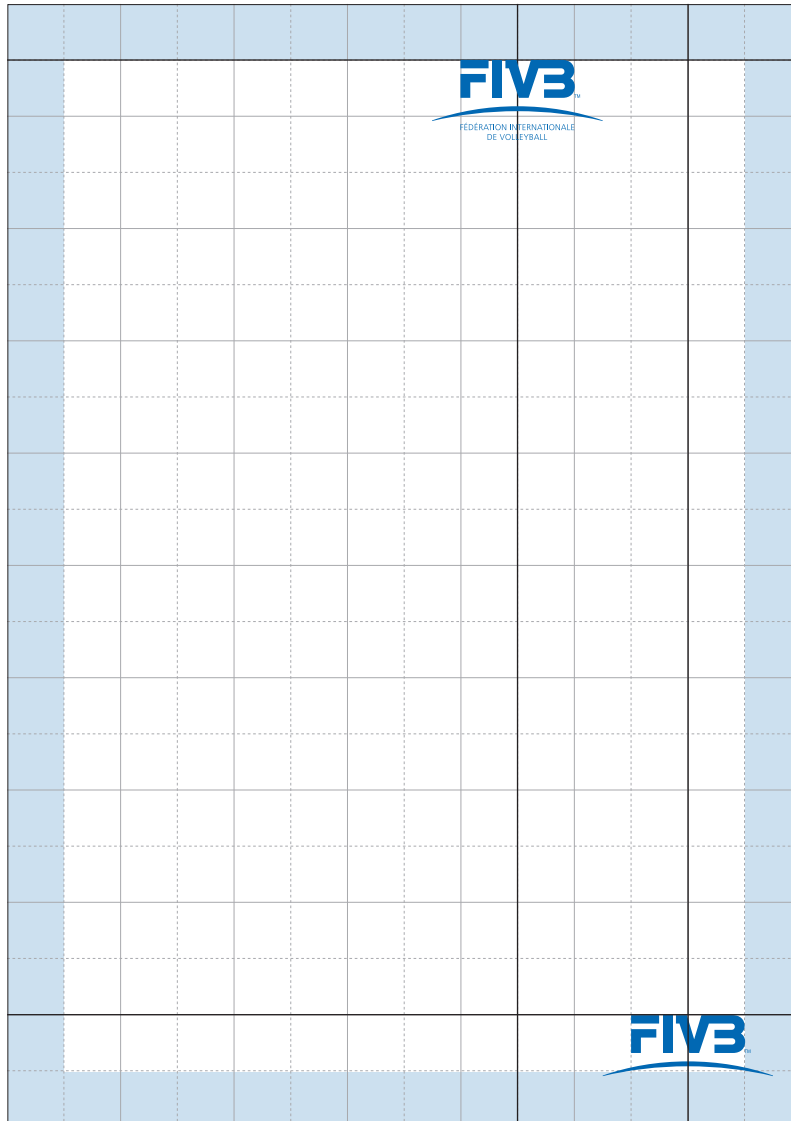
### No match to standard sizes

Follow the steps below when creating scalable format items such as posters, advertisements and banners. This will bring consistency in terms of brandmark size.

Measure the diagonal of the format and divide it by 8. This determines the brandmark width (if necessary, round-up to the nearest 1mm).

This is a guide only, use judgement and respect the minimum size and free space zone.

## Positioning of the brandmarks



To maintain a consistent look and feel a grid has been created to use on all types of applications.

The brandmarks are guided by horizontal and vertical axis. The brandmark should be positioned to align these axis lines with the 7x10 grid.

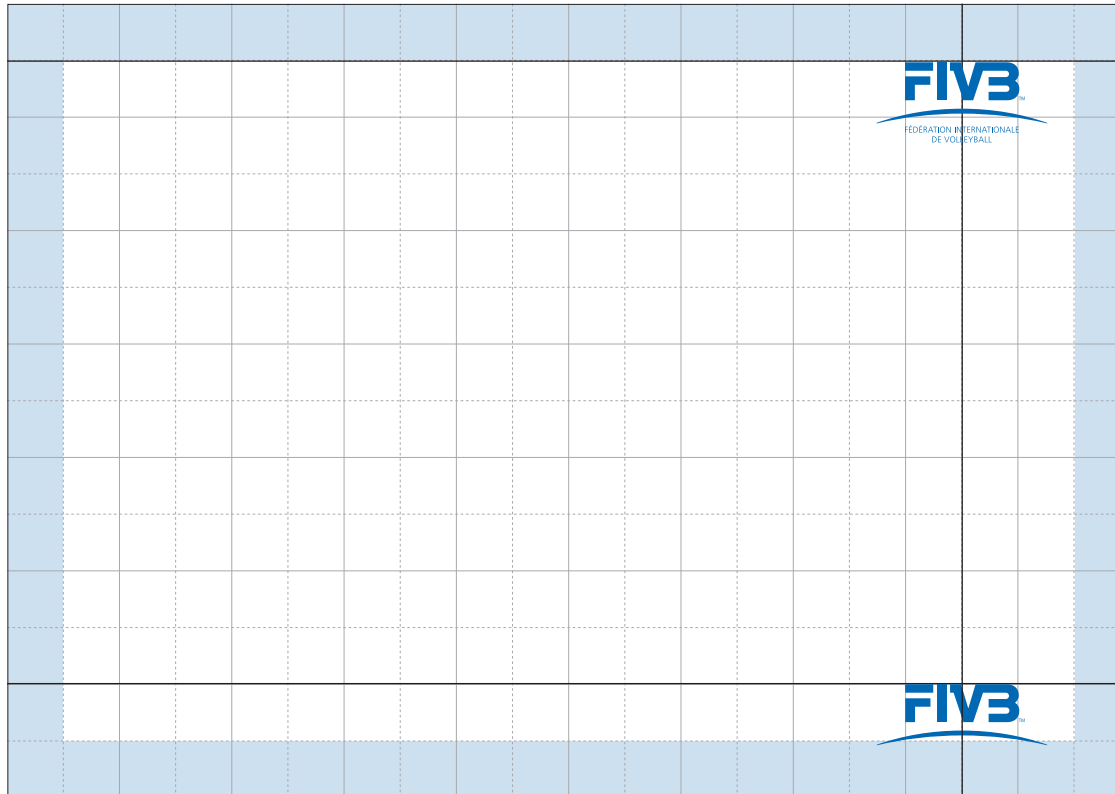
This example shows the axis of the brandmark aligning to a vertical and horizontal grid line no matter where it is positioned. This ensures consistency across all applications.

For letterheads and web applications the brandmark is always positioned on top whereas on advertisements it is used more as a sign off and positioned in the bottom right-hand corner.

### **7x10 default grid**

The application is split into 7x10 sections, allowing half a section width for margins (blue tint).

## Positioning of the brandmarks



To maintain a consistent look and feel a grid has been created to use on all types of applications.

The brandmarks are guided by horizontal and vertical axis. The brandmark should be positioned to align these axis lines with the 7x10 grid.

This example shows the axis of the brandmark aligning to a vertical and horizontal grid line no matter where it is positioned. This ensures consistency across all applications.

For letterheads and web applications the brandmark is always positioned on top whereas on advertisements it is used more as a sign off and positioned in the bottom right-hand corner.

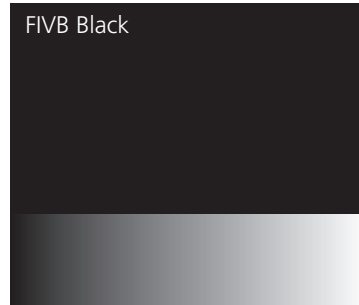
### **7x10 default grid**

The application is split into 7x10 sections, allowing half a section width for margins (blue tint).

## FIVB colours



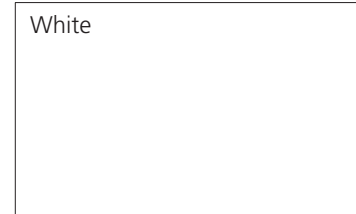
CMYK	100 / 57 / 0 / 2
Pantone®	293 C / U
RGB	0 / 74 / 157
Hex	# 003399
RAL	to be defined
Scotchcal	to be defined



CMYK	0 / 0 / 0 / 100
Pantone®	Black C / U
RGB	0 / 0 / 0
Hex	# 000000
RAL	to be defined
Scotchcal	to be defined



CMYK	0 / 0 / 0 / 40
Pantone®	Cool Gray 6 C / U
RGB	153 / 153 / 153
Hex	# 999999
RAL	to be defined
Scotchcal	to be defined



CMYK	0 / 0 / 0 / 0
Pantone®	–
RGB	255 / 255 / 255
Hex	# FFFFFFFF
RAL	to be defined
Scotchcal	to be defined

The FIVB colour palette consists of four primary colours. FIVB Blue should be used in preference to any other colours, however White should also be considered as a major colour.

### Tints

The FIVB colours can also be used as tints in a 100% to 0% spectrum.



CMYK	–
Pantone®	877 C / U
RGB	–
Hex	–
RAL	to be defined
Scotchcal	to be defined

# FIVB principal typeface

Frutiger 45 Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@%&\*?äöüßÄÖ

---

*Frutiger 46 Light Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@%&\*?äöüßÄÖ*

---

Frutiger 55 Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@%&\*?äöüßÄÖ

---

*Frutiger 56 Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@%&\*?äöüßÄÖ*

---

**Frutiger 65 Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@%&\*?äöüßÄÖ**

---

***Frutiger 66 Bold Italic***

***ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@%&\*?äöüßÄÖ***

---

**Frutiger 75 Black**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@%&\*?äöüßÄÖ**

---

***Frutiger 76 Black Italic***

***ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@%&\*?äöüßÄÖ***

---

**Frutiger 95 Ultra Black**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@%&\*?äöüßÄÖ**

---

The FIVB principal typeface is «Frutiger». This typeface has been chosen for its classic appearance and high legibility at all sizes.

Frutiger is available in a family of weights, Light, Roman, Bold, Black, Ultra Black and italics of each (except Ultra Black).

When writing FIVB in text use capital letters. Never use the FIVB brandmark within text.

## FIVB system typeface

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@%&\*?äöüßÄÖ

---

*Arial Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890!@%&\*?äöüßÄÖ*

---

**Arial Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890!@%&\*?äöüßÄÖ**

---

***Arial Bold Italic***

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz***  
***1234567890!@%&\*?äöüßÄÖ***

---

**Arial Black**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890!@%&\*?äöüßÄÖ**

For office applications such as Word, PowerPoint, Excel etc. system font «Arial» should be used instead of Frutiger. Arial is a system typeface installed on most PCs and Macs.

Arial is highly legible on-screen and retains good legibility at small sizes. It is available in Regular, Bold and Black weights along with italics (except Arial Black).

When writing FIVB in text use capital letters. Never use the FIVB trademark within text.

**FIVB**<sup>TM</sup>



FÉDÉRATION INTERNATIONALE  
DE VOLLEYBALL