

Brand guidelines

Fédération Internationale de Motocyclisme
Visual identity



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01

Introduction

LET THE
JOURNEY
BEGIN

Who is FIM?

The International Federation of Motorcycling (FIM) has decided to update its visual identity in 2024, coinciding with its 120th anniversary. This refreshed visual identity not only signifies FIM's commitment to maintaining its pivotal role in the world of motorcycling but also serves as a means to convey its values and its strategic plans.

As an institution dedicated to the well-being and safety of its members, partners, athletes and enthusiasts, FIM continuously adapts to the evolving landscape of the motorcycling industry.

It firmly looks ahead to the future with a strong sense of professionalism, unwavering dedication, and an enduring passion for all aspects related to motorcycling.



Who is FIM?

SKILLS INCLUSION LEGACY
EXPERTISE GLOBAL
PASSION SAFETY
ETHICS FAIRNESS EXCELLENCE
EDUCATION VOLUNTEERS

Logotype

FIM Logo

The new FIM logo assumes a pivotal role in breathing life into the updated identity, encapsulating the core values and attributes of FIM.

It is

Authoritative

Confident / Bold

Solid / Reliable

Dynamic / Efficient

The simplicity of the design allows it to be present and reproduced on every touchpoint.



Wordmark

The wordmark is the primary element of the new identity.



Wordmark size

The wordmark can be used in all sizes above **12 mm**.
Under 12 mm, the characters' readability is altered.

A reduced size wordmark version exists for very small purposes. Ask your marketing@fim.ch for this specific file.

Wordmark 100%



100 mm

Minimum size : 12 mm

Logo reduction : 6 mm



Logo lock-up

The FIM wordmark is accompanied by a descriptor that reinforces and explains the FIM acronym's significance. Its usage is particularly relevant in non-motorcycling contexts where brand recognition is crucial.

However, during racing events, such as podium presentations, where the brand engages with the general public and partners, the descriptor can be employed if necessary.

The descriptor, "Fédération Internationale de Motocyclisme," is presented in two lines below the FIM logo wordmark.



Logo lock-up composition

The distance between the wordmark and the descriptor is defined **by $\frac{1}{2} X$** .

- The descriptor should be kept in its logo form and not re-written.
- The distance between the logo and the descriptor should not be changed.

Logo lock-up / 2 lines



Logo lock-up size

The logo-lock-up version can be used in all sizes above **17 mm**.
Under 17 mm, the characters' readability is altered.

- 17 mm is based on optimal printing situation (coated paper).
- On uncoated paper, we recommend using the logo at **20 mm**.

For readability purposes in very small sizes, a **three line logo lock-up** has been created.

- Below **10 mm**: the descriptor should be removed

Logo lock-up / 2 lines 100%



100 mm

Minimum size : 17 mm



17 mm

Three line logo lock-up: 16 mm

Minimum size : 10 mm



16 mm



10 mm

Logo colors

The wordmark and logo lock-up are used in the main **FIM colors**:

- FIM Blue : positive and negative
- Black & White : positive and negative



Safety zone

The protective area defines the minimum clearance surrounding the logo or symbol within which no elements, such as typography, graphics, or margins, should encroach.

Wordmark & logo lock-up



Logo reduction



DON'T – logo uses



Vertical



Change the spacing



Move the Speed-Lines



Move characters



Stretch / distort



Extend the Speed-Lines



Change the logo color



FEDERATION INTERNATIONALE
DE MOTOCYCLISME

Vertical logo over descriptor



FEDERATION INTERNATIONALE
DE MOTOCYCLISME

Align descriptor left



FEDERATION INTERNATIONALE
DE MOTOCYCLISME

Separate both elements



FEDERATION INTERNATIONALE
DE MOTOCYCLISME

Reduce descriptor size



FEDERATION
DE MOTOCYCLISME

Modify word sizes



FEDERATION INTERNATIONALE
DE MOTOCYCLISME

Center descriptor



FEDERATION INTERNATIONALE
DE MOTOCYCLISME

Modify leading



FEDERATION INTERNATIONALE
DE MOTOCYCLISME

Create new color combinations



FEDERATION INTERNATIONALE
DE MOTOCYCLISME

Logo placed on a vibrant background



FEDERATION INTERNATIONALE
DE MOTOCYCLISME

Creat outline around the logo



FEDERATION INTERNATIONALE
DE MOTOCYCLISME

Insert a visual into the logo



FEDERATION INTERNATIONALE
DE MOTOCYCLISME

Secondary color



FEDERATION INTERNATIONALE
DE MOTOCYCLISME

Secondary color



FEDERATION INTERNATIONALE
DE MOTOCYCLISME

Secondary color combination

Colors

Colors

The FIM color palette is made of **two primary colors (FIM blue and white) and of 4 secondary colors** allowing for visual consistency, design flexibility and memorability.

A silver tone, only to be printed as a metallic pantone, is there to bring elegance and sophistication for high-end pieces of communication and special occasions.

FIM Blue

Pantone 286C
C100 M80 Y0 K12
R0 G49 B167
RAL 5002
0031A7

White

20%

40%

60%

80%

Typography

Default font

For internal and special documents (PPT documents, contracts/rules...), where no "Vogie" licence is available, please use **Arial**.

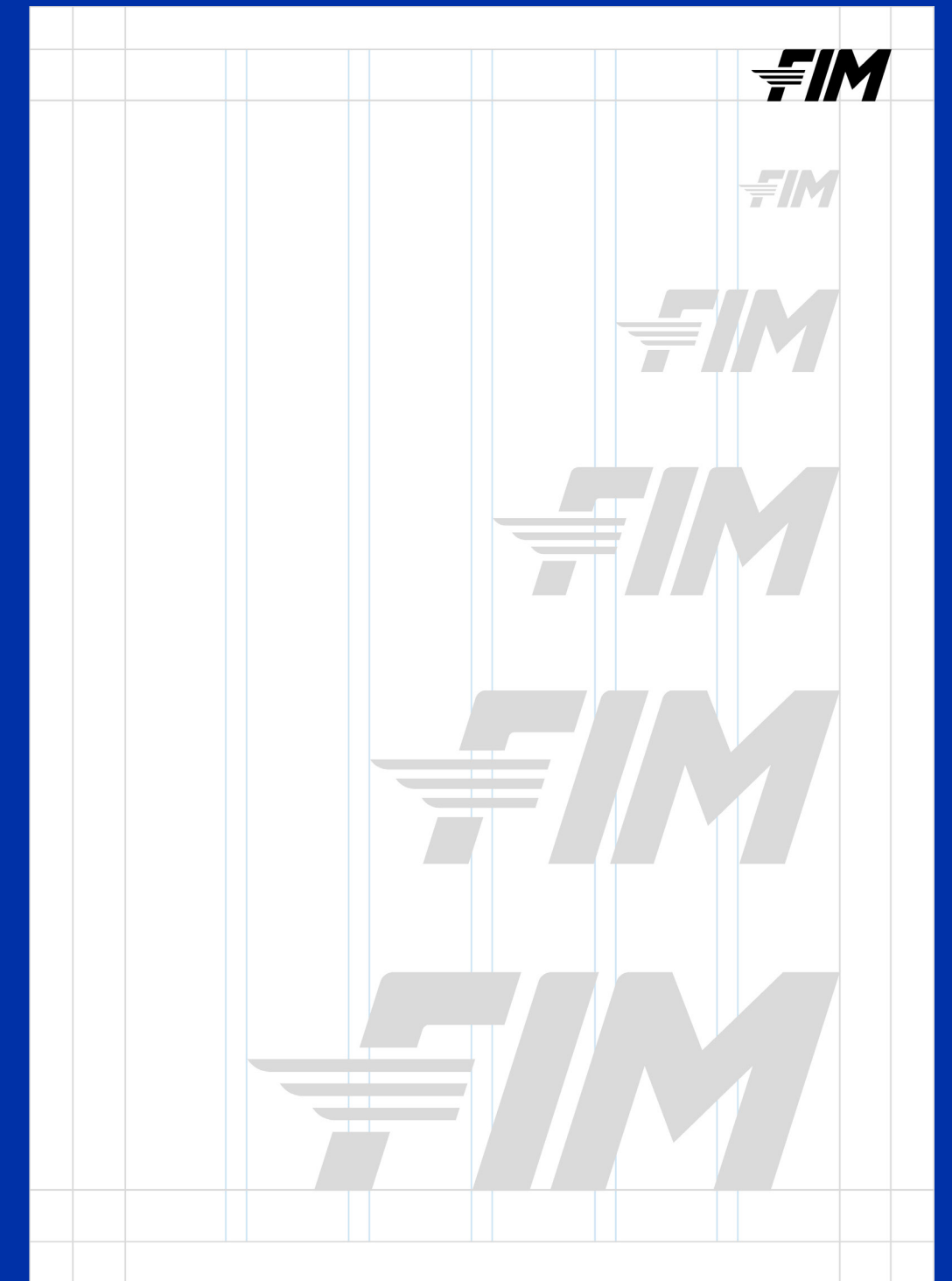
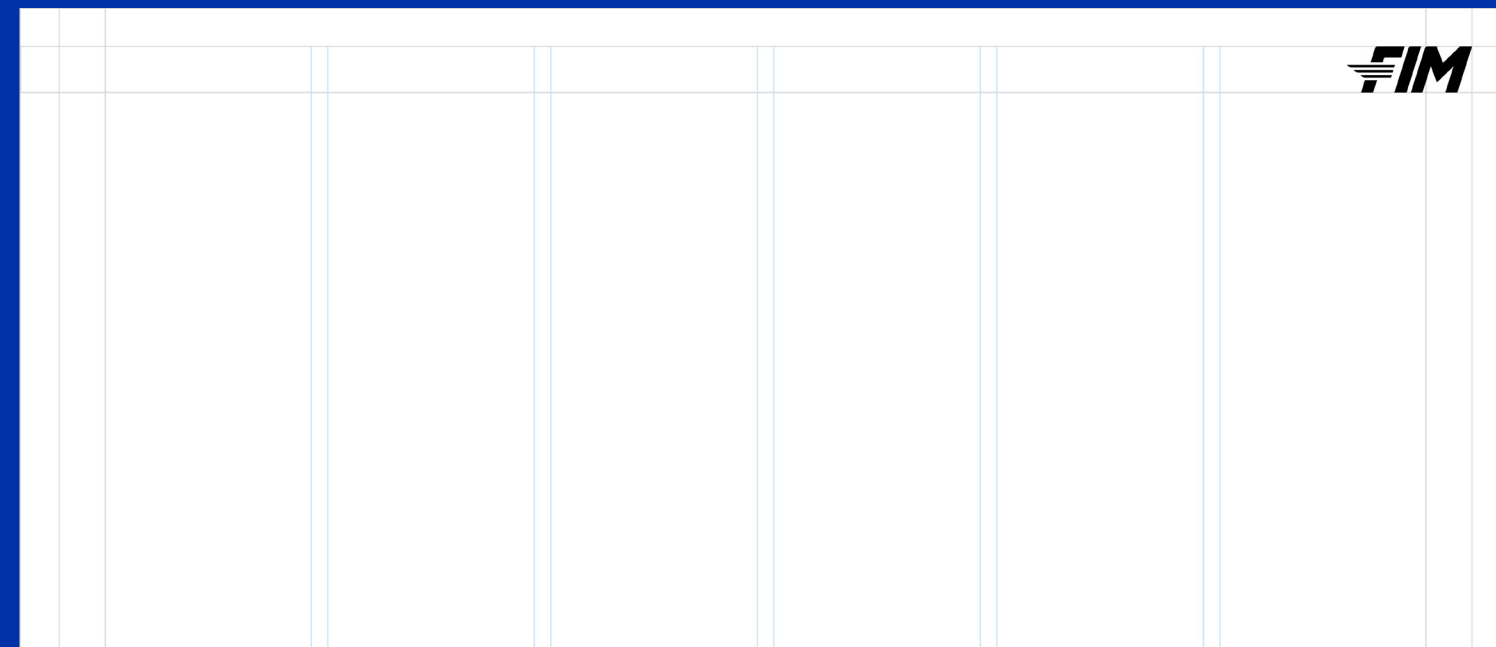
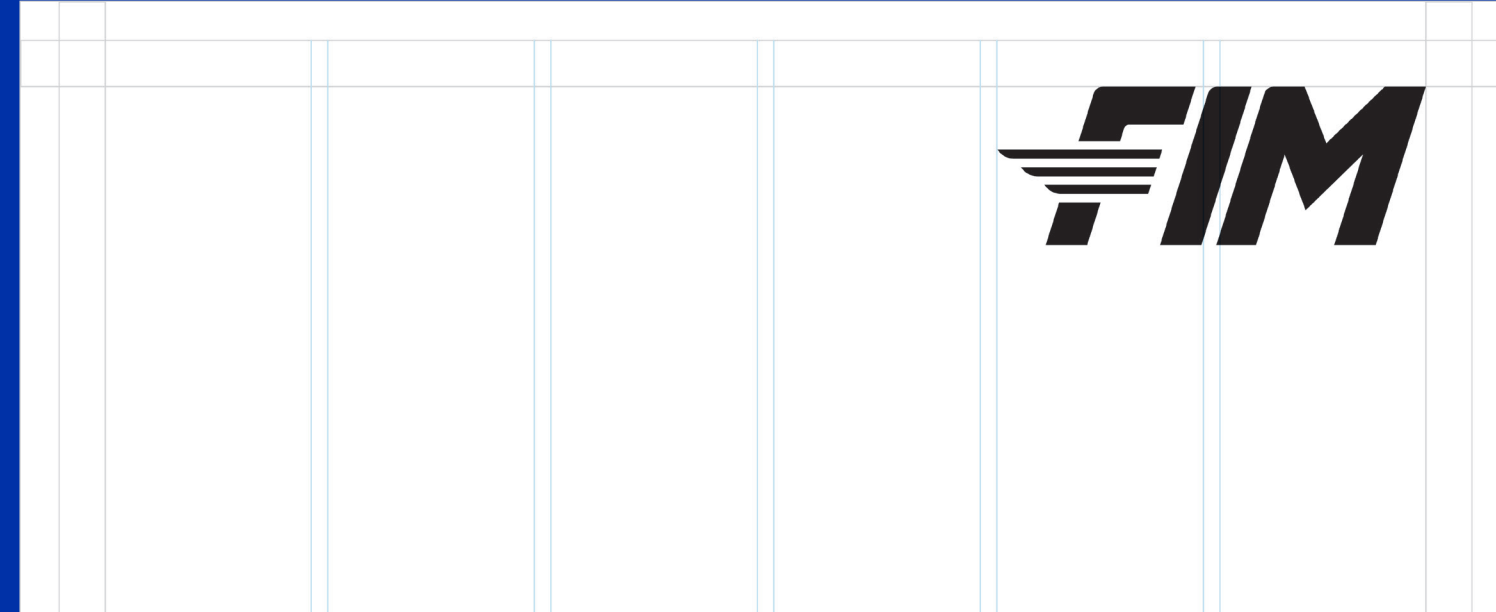
Aa Aa Aa
Bb Bb Bb

Neque porro quisquam
est qui **dolorem ipsum quia**
dolor sit amet.

Logotype

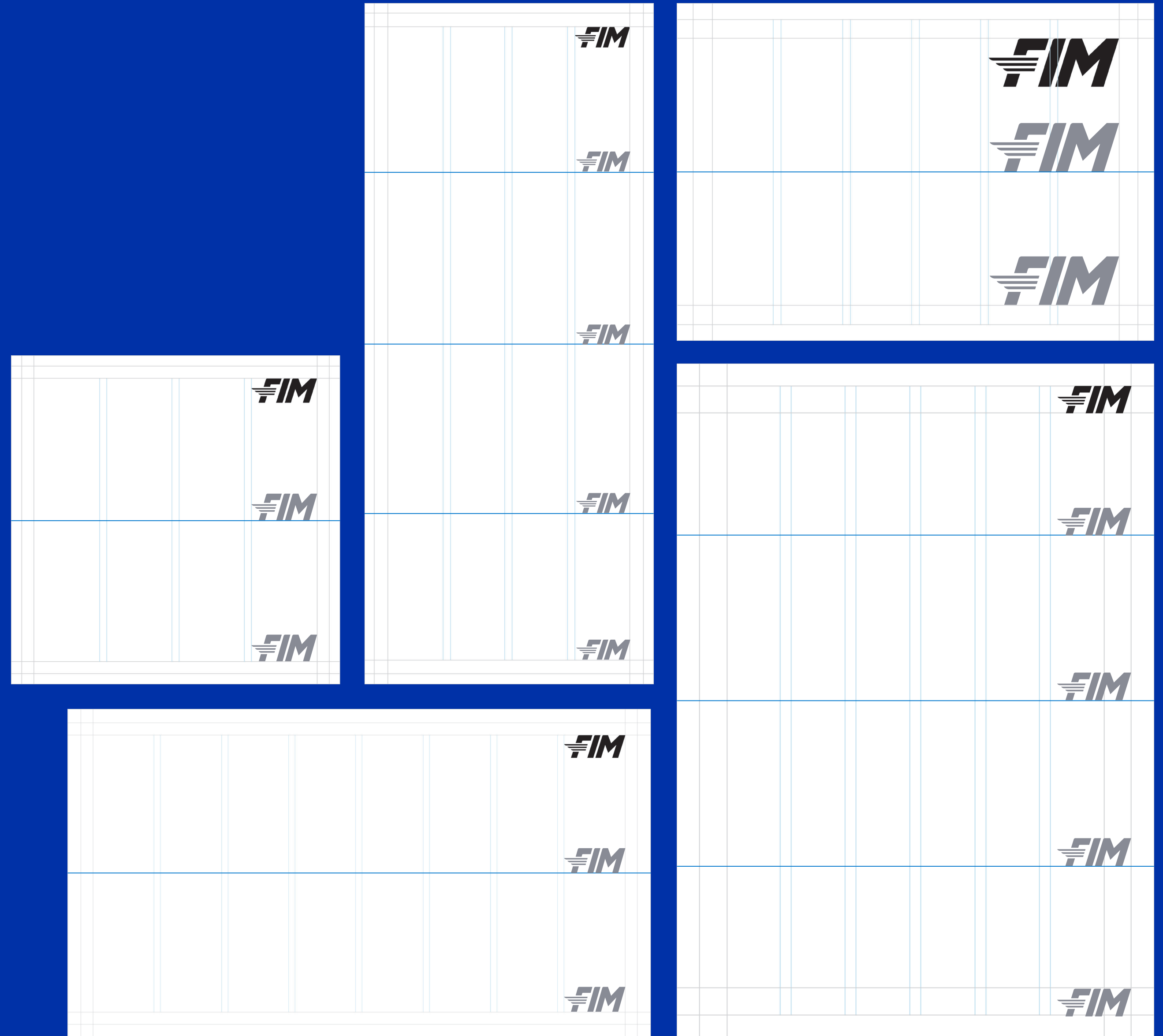
Logo size

- The dynamic nature of the FIM logo naturally positions it in the top right-hand corner, within the defined grid margins.
- The logo's size in a piece of communication can be determined either by a margin width or by a column width.
- The size of the logo can also be determined by the background grid and placed on a half-column to get an intermediate size.



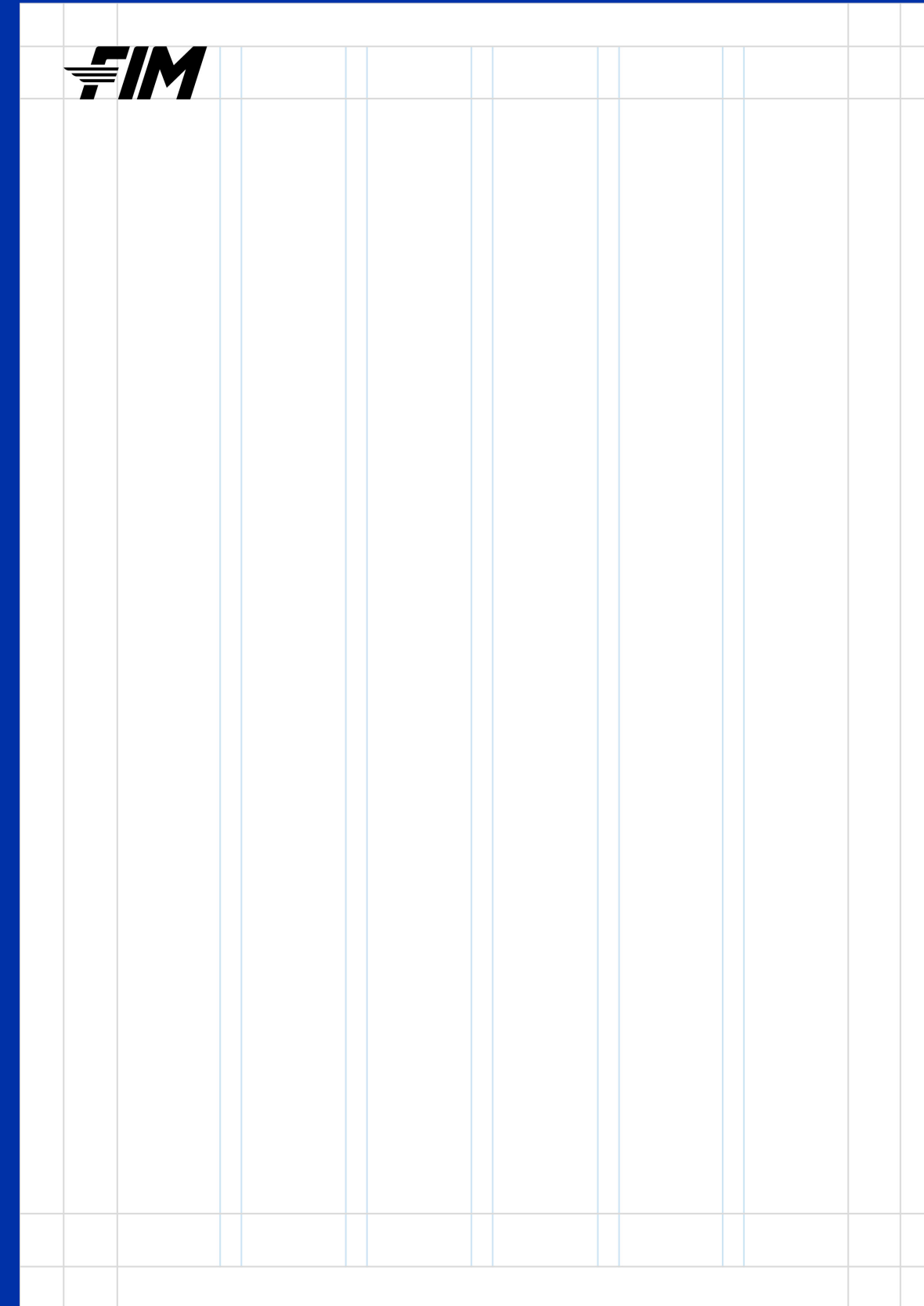
Logo placement

On most formats the logo is placed on the top right hand-side, within the grid margins. When needed, the logo can be placed at different predefined grid heights, always on the right hand-side.



Logo placement

The FIM logo can be placed in the top left corner (letterhead, moleskin cover for example), however, to enhance the dynamic nature of the logo, the preferred position is in the top right or bottom right.

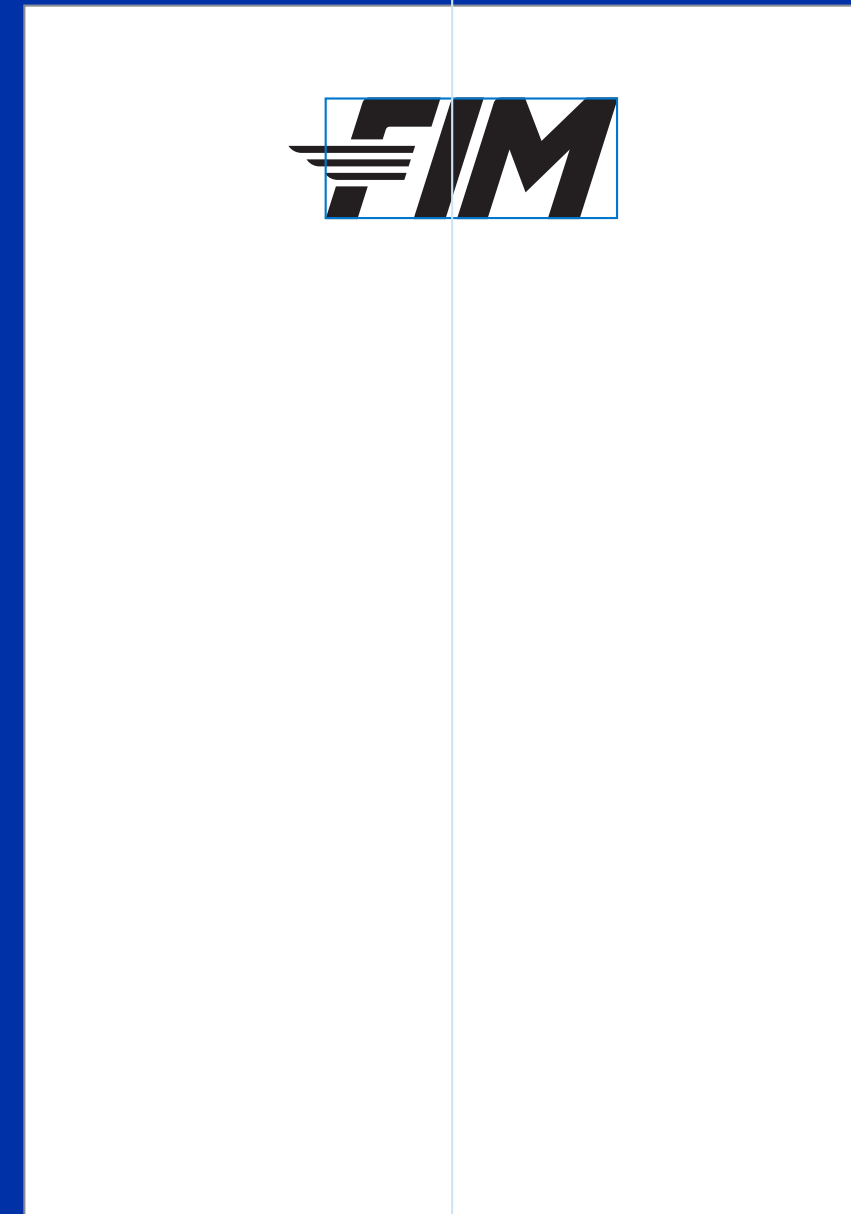


Centred logo

In certain instances, placing the logo in the top right corner or the left-hand side may not be feasible. In such cases, centering the logo within the format width is an option, but it requires meticulous consideration and alignment. By using the width given by the FIM letters to centre the logo it will seem accurate optically.

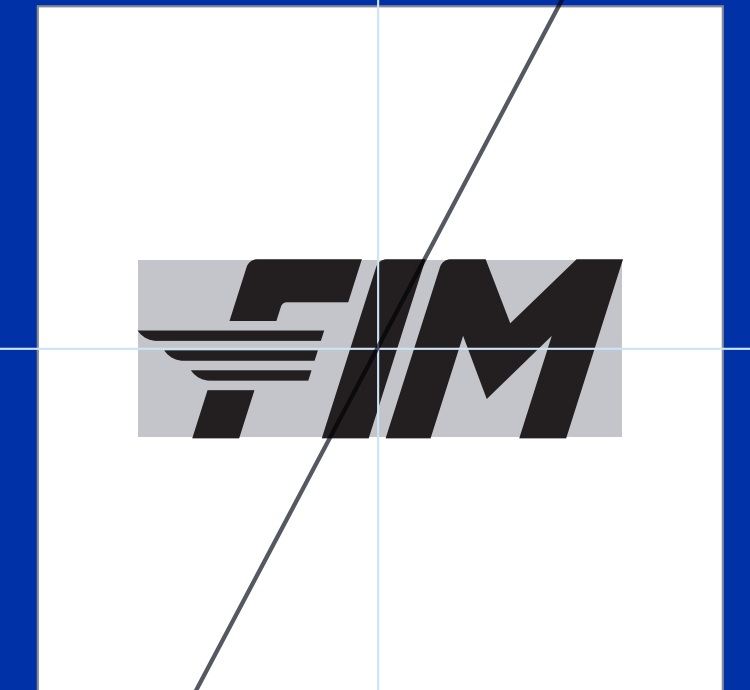
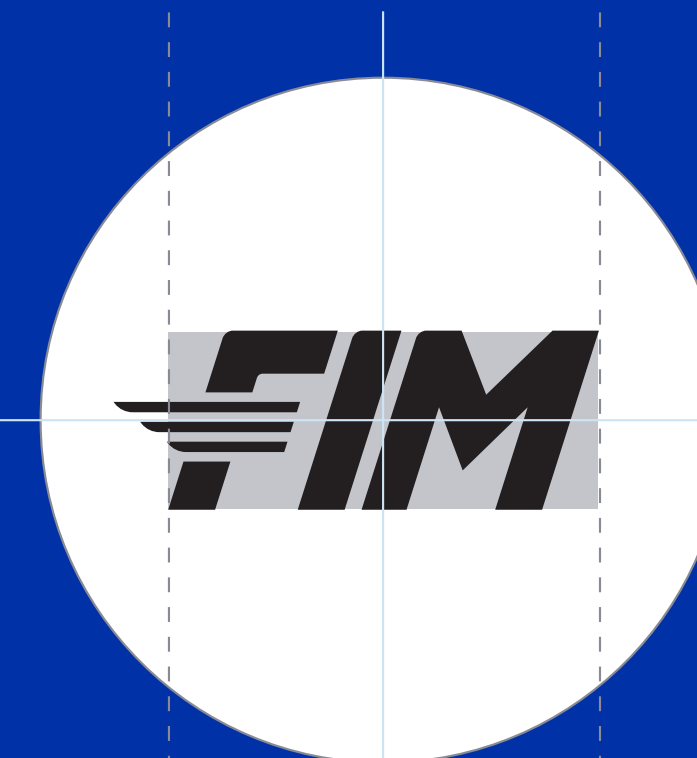
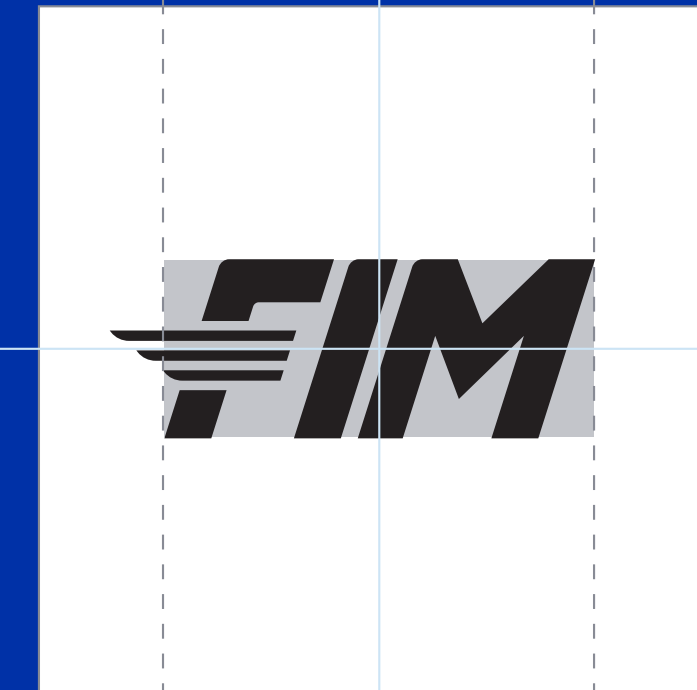
See examples on the right for guidance.

DO



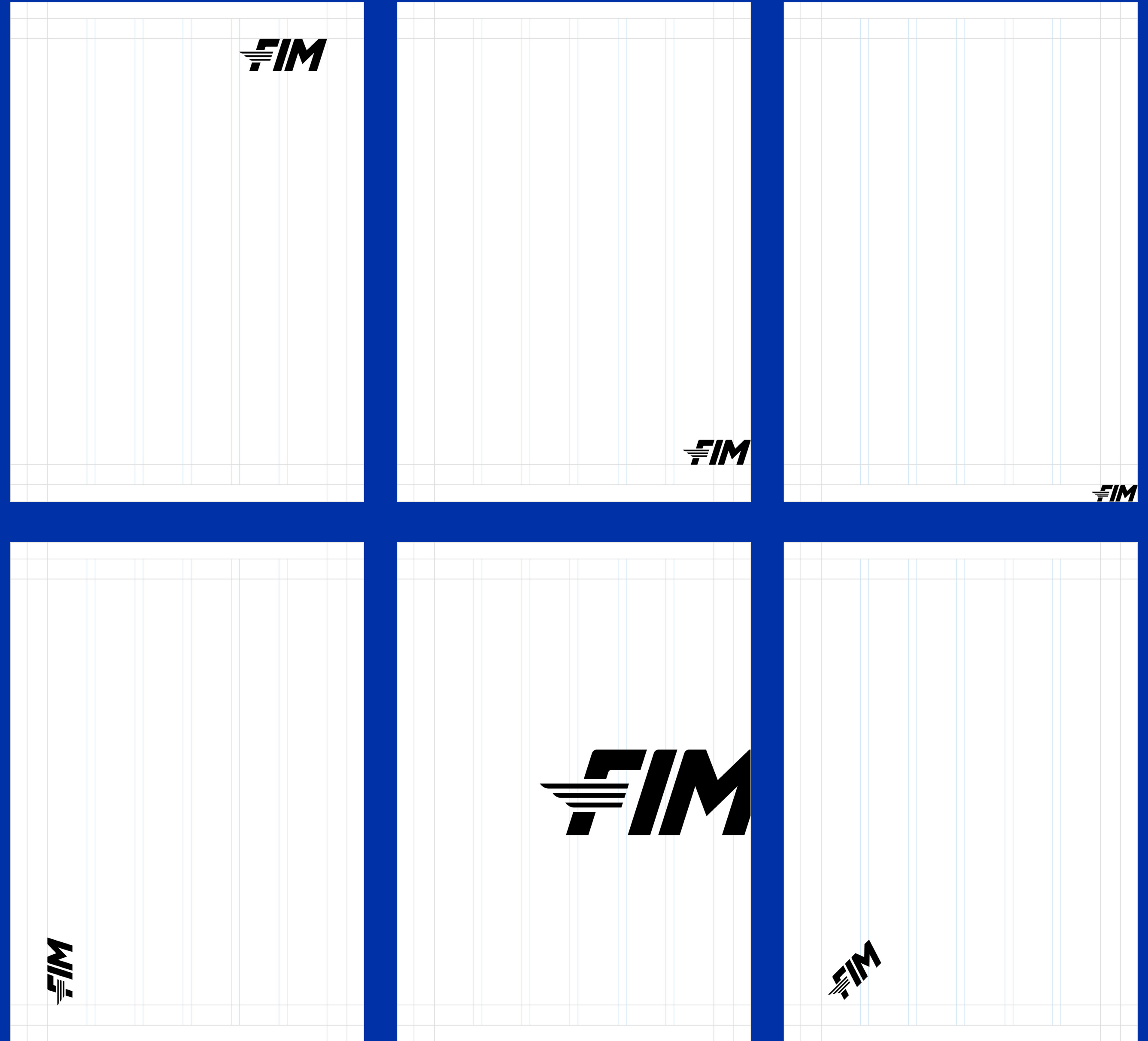
Centered on FIM letters (without Speed-Lines).

DON'T



Centered on FIM logo (with Speed-Lines).

DON'T - Logo placement



If you have any questions or need specific files,
please contact: marketing@fim.ch



Ride with us!