

FÉDÉRATION INTERNATIONALE DES CONSEILS
EN PROPRIÉTÉ INTELLECTUELLE

INTERNATIONAL FEDERATION OF
INTELLECTUAL PROPERTY ATTORNEYS

INTERNATIONALE FÖDERATION
VON PATENTANWÄLTEN



Visual Standards (revision 2)

March 2012

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1.0 BRAND ELEMENTS

The Logo

The logo is FICPI's corporate signature. Its visual identity and elements are the graphic face of FICPI. The globe is featured prominently and conveys FICPI's worldwide membership.

The logo is composed of two distinct parts. The symbol and the FICPI name. These components and their relationship to each other should never be altered.

Symbol

The FICPI symbol may be used on its own, or in conjunction with the FICPI name.



The FICPI Name

The FICPI name should always be used in conjunction with the symbol. The typography and its relationship with the symbol should not be altered in any way shape, form or size.



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1.0 BRAND ELEMENTS

Logo Orientation

In order to accommodate a wide variety of layouts and collateral, 2 orientations have been created for the FICPI logo.

Left Aligned

This orientation can be used when the logo needs to be placed on the left side of the page.



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Left Aligned

Right Aligned

This orientation is to be used in instances where the logo needs to be placed on the right side of the page.

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Right Aligned

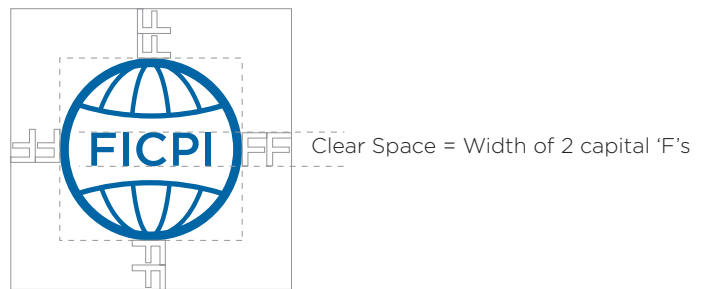
1.0 BRAND ELEMENTS

The Logo: Usage/Size

Clear Space

In order for the FICPI logo to stand out, it must be surrounded by a generous amount of clear space within which no other visual element or text should infringe.

The minimum clear space should be equal to the width of 2 capital 'F's in FICPI.



Minimum Print Size

This is the minimum size that the logo can appear on any printed materials.



Minimum Digital Size

This is the minimum size that the logo can appear in digital form.



1.0 BRAND ELEMENTS

Logo Colour

Colour
PMS 301



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Black and white



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Don't reverse on
tints less than 60%[^]

1.0 BRAND ELEMENTS

The Logo: Application

Incorrect Usage

In order to maintain consistency of the logo and it's application, as a general rule, you should never change the orientation of the logo, stretch, distort or skew the logo in any way. The following are a few examples of what not to do with the logo.

Please:

Do not alter the logo in anyway.

Do not hand draw it.

Do not fill it in with textures or patterns.

Do not change the colours.

Do not add anything to it.

Do not take anything from it.



don't stretch



don't rotate



don't distort



don't alter or add embellishments



don't change fonts



don't change colours

1.0 BRAND ELEMENTS

The Logo: Co-Branding

Horizontal Format

When grouped horizontally, the logo should always appear in the order of importance.

i.e. primary sponsor, secondary sponsor etc.

It should never outsize or be outsized by other brand marks, and should always appear centered on a common horizontal axis with them.



Stacked Format

When grouped, the logo should always appear in order of its importance.

It should never outsize or be outsized by other brand marks, and should always appear centered on a common axis within a grid.



1.0 BRAND ELEMENTS

Naming Convention

In an effort to organize and identify logo artwork, a naming convention has been implemented.

