

Brand Book

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1.0

**GAISF**

# Guideline Introduction

## The Design Guidelines

This manual contains the basic elements of **GAISF**'s corporate identity and defines its basic rules of application. The proper use of these elements are necessary to achieve a high impact and correct memory of the image.

The correct management of the brand and its different elements of communication are essential to create a corporate image, with great strength and permanence.

The brand is composed typographically with the acronym **GAISF** (Global Association of International Sports Federations). Its fresh character and distinctive design has the function of being recognized and remembered easily.

## 1.1

### GAISF

# Global Association of International Sports Federations

## Mission and Vision

GAISF was founded as General Assembly of the International Sports Federations in 1967.

It is an Association composed of autonomous and independent International Sports Federations and other international sport and event related organizations.

GAISF's vision is to present a united voice of sport in support of the Olympic ideals and of the Olympic movement and promote sport at every level and in every corner of the world, from grassroots to elite, wherever its members have national organizations and events.

The Mission of GAISF has remained the same since its inception, that is to serve and represent the common interests of all International Federations and coordinate the efforts of all those that aspire to become IOC recognized and, eventually, wish to enter the Olympic Program.

In particular, the objectives of GAISF are:

- a) To facilitate and promote knowledge-sharing and exchange of information between its members.
- b) To support the organization of the annual GAISF Convention and IF Forum.
- c) To develop specific services for its Members.
- d) To organize and coordinate multi-sports events and support the organization of multi-sports games by its Members.

The GAISF members are divided into 5 groups: ASOIF and AIOWF for those that are on the Olympic Summer and Winter Program, ARISF for those IFs that are recognized by the IOC, AIMS for those IFs that are not yet in any of the other groupings. Finally, the 5th group brings together all associated members which are sport and sport-related organization that organize events or support sport in various capacities.

GAISF is administered by a Council of 9 persons elected by the General Assembly, coming from each of the five mentioned stakeholders. Its administration is located in the House of Sport in Lausanne.

The GAISF Council is currently, for its mandate 2016-2020, composed as follows:

- Mr. Patrick Baumann – President
- Mr. Raffaele Chiulli – Vice President
- Mr. Stephan Fox – Vice President
- Ms. Marisol Casado – Treasurer
- Mr. Gian Franco Kasper – Member
- Mr. Riccardo Fraccari – Member
- Ms. Kate Caithness – Member
- Mr. Nenad Lalovic – Member
- Mr. Jose Perurena – Member

## 1.2

**GAISF**

# Brand Personality

The logo transmits values of sport; collaboration; dynamism; equality; diversity; elegance; clarity; modernity; unity; exchange, and friendship.

## A Brand with Personality

The Brand has a simple but highly effective design. It makes a powerful impact, and instantly identifies the organization – the prime purpose of any logo.

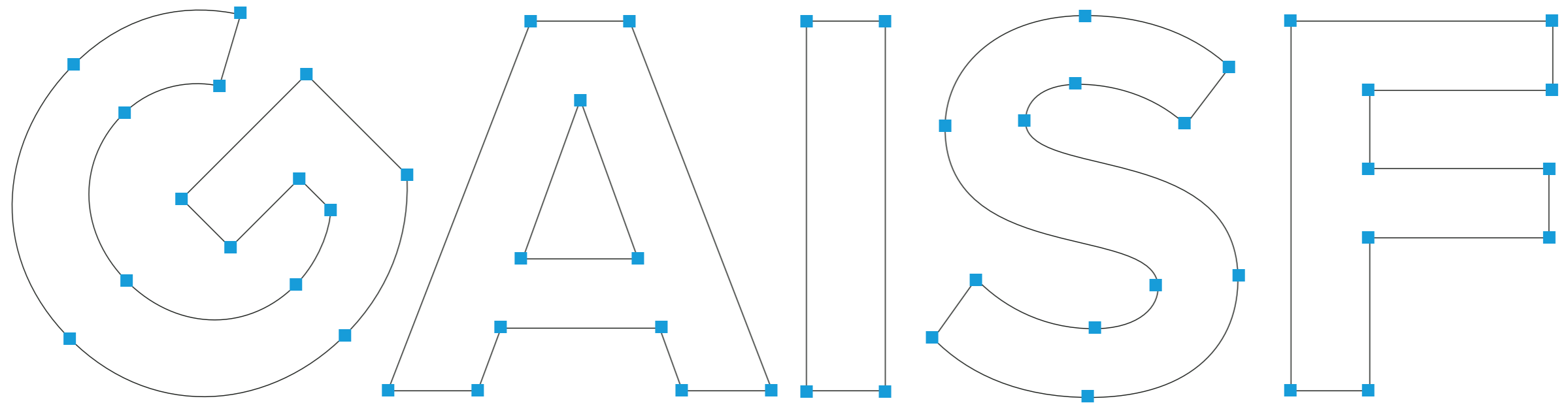
The logo reflects a globality and sense of purpose.

Built around the simplicity of the **GAISF** acronym, it is rendered in colours which reflect the wide world of sport. These colours will be familiar to the Olympic Movement, and will recognise the inclusion and importance of the non-Olympic sports whom are **GAISF** members.”

Perhaps the most striking element of the logo is the slanted initial **G**, which too represents **GAISF**'s global nature.

“The **G** is slanted at an angle, just like the earth itself”.

# The Logotype



## 2.1

### THE LOGOTYPE

#### The Logotype Presentation

Our logo is basically a typographic idea. We have created a brand new code with a pronounced character of distinction, and elegance.

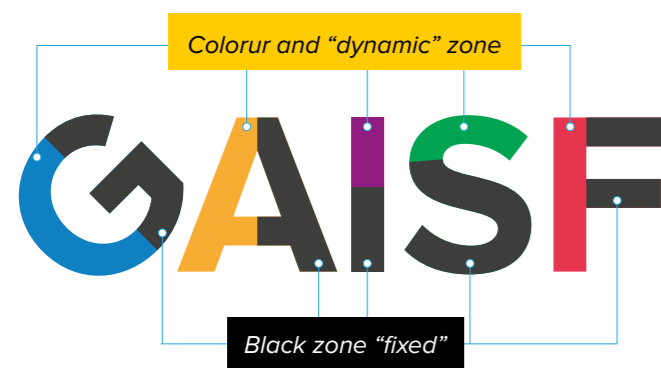
We propose to make use of color in an intelligent manner, with a unique presentation of the letters in the acronym GAISF.

The letters are divided in a “fixed” black zone, contrasting with another in colour, which can be applied also as a dynamic zone.

We have put a special emphasis on the letter “G” as in “GLOBAL”, tipping the “G” slightly to imitate the natural inclination of the earth.

We’d like to take ownership of this idea as our “key visual”.

Our wordmark, or logo is our stamp of quality, value, and service.



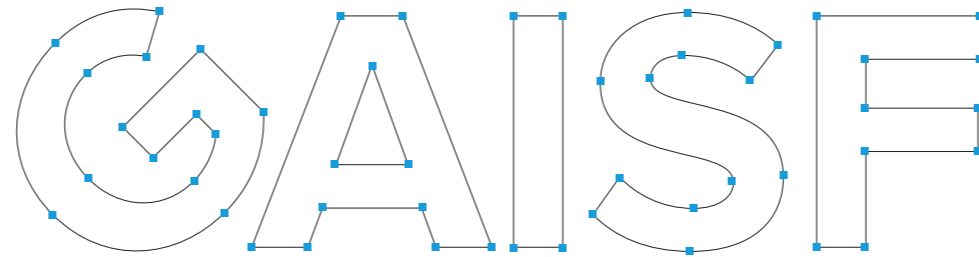
## 2.2

### THE LOGOTYPE

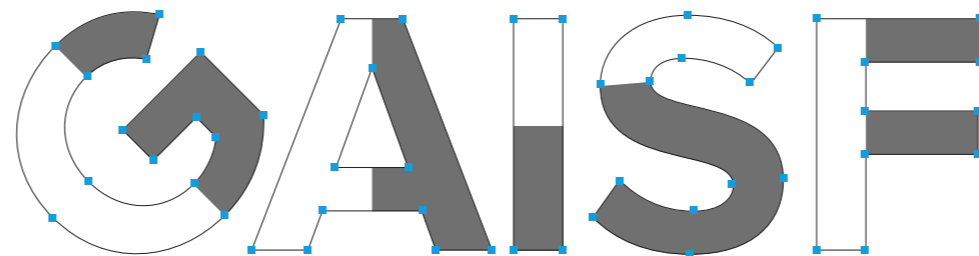
#### The Logotype Construction

GAISF

Use Proxima Nova Bold  
Write GAISF in uppercase  
Body: 130 pt  
Tracking: Auto  
Kerning: 0



Text / Convert to paths.  
Turn the G to the left - 45°



Use the anchor points to select  
the black zones.



And apply corporate colors.



## 2.3

### THE LOGOTYPE

#### Clear Space and Minimum Size

The clear space around the logo separates it from other elements, such as headlines, text, imagery, and the outside edge of the printed materials. The x has equal proportions both in height and width.

#### Minimum size

It is fundamental to respect a size minimum for the correct readability of the logo.



Under the Patronage of:

**GAISF**

Logotype 36pt body  
Tag line 9pt body

**GAISF**

One Voice for all Sport

Logotype 36pt body  
Tag line 9pt body

**GAISF**

Logo in color without  
tag line 21pt body  
or 20mm width

## 2.4

### THE LOGOTYPE

#### Tag Line and Definition

Logo With  
Tagline

---



One Voice for all Sport

Logo With  
English Definition

---



Global Association  
of International  
Sports Federations

Logo With  
French Definition

---



Association Globale  
des Fédérations  
Internationales Sportives

Logo With  
English and French  
Definition Below

---



Global Association  
of International  
Sports Federations



Association Globale  
des Fédérations  
Internationales Sportives

## 2.5

### THE LOGOTYPE

#### Proportion of sizes of the logo and legend



## 2.5

### THE LOGOTYPE

#### Proportions of sizes of the logo and legend



# The Colours

**G A I S F**

The logo consists of the letters G, A, I, S, and F in a bold, sans-serif font. Each letter is primarily black but features a distinct colored segment: the 'G' has a blue segment on its left curve; the 'A' has an orange segment on its left vertical stroke; the 'I' has a magenta segment on its top horizontal bar; the 'S' has a green segment on its top curve; and the 'F' has a red segment on its left vertical bar.

### 3.1

## THE COLOURS

### Brand Colours

Colour is one of the most important elements in communication for any brand identity, it not only helps us identify the brand, it allows us to remember it too.

The election of the colour used in different graphic applications will be chosen by the designer. The designer will make the best possible use of colour by following the indications that this manual has provided.

The main colours of the new GAISF logo are drawn from those featured on the Olympic flag which incorporates the five predominant colours of the flags of the world in 1914 when it was created. Hereby we transmit all the values of the Olympic spirit.

But things move on. The world of sport is changing along with the world itself. There are new countries on the map of the world, new colours in their flags, and new sports which have become part of the Olympic Movement.

The GAISF logo contains a sixth colour to reflect our world today. The stylish purple was chosen to symbolise continuing evolution in global sport and GAISF's central role in it.

They are intertwined and symbolize the sporting friendship between the peoples of the world. In this form, we bring together the values of the Olympic spirit.

The colours chosen will provide great flexibility and will bring vibrance to all communication material.

Equally important, is the use of white space as a dominant visual element, apparent throughout almost all of our communications.

### Eight Official Colours

To maintain the integrity of the Gaisf colours, do not change or, in any way alter these official colours.

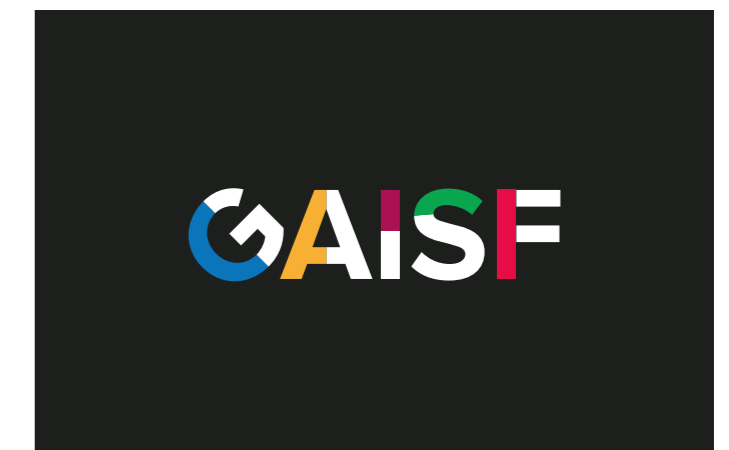


<b>Pantone 3005</b> cmyk c100 m37 y0 k0 rgb r0 g129 b200 Web safe hex #0081C8	<b>Pantone 426</b> cmyk c0 m34 y91 k0 rgb r252 g177 b49 Web safe hex #FCB131	<b>Pantone 7547</b> cmyk c0 m0 y0 k100 rgb r0 g0 b0 Web safe hex #000000	<b>Pantone 355</b> cmyk c100 m0 y100 k0 rgb r238 g51 b78 Web safe hex #00A651	<b>Pantone 192</b> cmyk c0 m94 y65 k0 rgb r238 g51 b78 Web safe hex #EE334E	<b>Pantone 220</b> cmyk c0 m100 y12 k27 rgb r170 g0 b80 Web safe hex #aa0050	<b>Pantone 442</b> cmyk c68 m52 y43 k16 rgb r91 g103 b112 Web safe hex #5b6770	<b>White</b> cmyk c0 m0 y0 k0 rgb r255 g255 b255 Web safe hex #FFFFFF



### Usage

The flat vector version of the logo is used for print (CMYK) and online (RGB) on a white or black background.



## 3.2

### THE COLOURS

#### Corporate Colours

The Brand will be applied preferably in its corporate colours; in plain, or four-colour inks, and on a white background.

#### Don't's

When the brand is to be reproduced on a coloured background, or a background which makes its readability difficult, (for example; photographs), the negative version must be applied.



#### Our Colours

Here we also present the different alternatives in positive negative with the corporate colours of the logo.

GAISF

GAISF

GAISF

GAISF

GAISF

GAISF

GAISF

GAISF

GAISF

GAISF

GAISF

GAISF

### 3.3

#### THE COLOURS

Different applications of the logotype and its colours.



Current logos of Events/related entities:

---



If Forum



World Sport & Business Summit

Logos of Multi-Sport Games:

---



Combat Games



World Mind Games



# The Typography

**G A I S F**

One Voice for all Sport

## 4.1

### THE TYPOGRAPHY

#### Corporate Typeface

Proxima Nova bridges the gap between typefaces like Futura and Akzidenz Grotesk. The result is a hybrid that combines modern proportions with a geometric appearance.

It offers many weights and styles which provide a large amount of design flexibility for all graphic communications.

We have chosen “ Bold “ in our typography, as it has the appropriate weight for the logo.

The typography reads well; it’s strong, has impact, and yet remains elegant.

#### PROXIMA NOVA FONT FAMILY

**Aa**

Extrabold

**Aa**

Bold

**Aa**

Semibold

Aa

Light

Aa

Thin

#### PROXIMA NOVA BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789**

#### PROXIMA NOVA LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

#### BODYCOPY

#### PROXIMA NOVA THIN

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit.

## 4.2

### THE TYPOGRAPHY

#### Typography

Using Proxima Nova, auto or metric kerning is recommended.

Please follow these guidelines for tracking at various sizes.

**6 point: tracked +12**

When using Proxima Nova, please follow these guidelines for tracking.

**7 point: tracked +8**

When using Proxima Nova, please follow these guidelines for tracking.

**8 point: tracked +4**

When using Proxima Nova, please follow these guidelines for tracking.

**9 point to 12 point: tracked 0**

When using Proxima Nova, please follow these guidelines for tracking.

**10 point: tracked 0**

When using Proxima Nova, please follow these guidelines for tracking.

**14 point: tracked -3**

When using Proxima Nova, please follow these guidelines for tracking.

**16 point: tracked -4**

When using Proxima Nova, please follow these guidelines for tracking.

**18 point: tracked -5**

When using Proxima Nova, please follow these guidelines for tracking.

**24 point: tracked -6**

When using Proxima Nova, please follow these guidelines for tracking.

**30 point: tracked -8**

When using Proxima Nova, please follow these guidelines for tracking.

**36 point: tracked -8**

When using Proxima Nova, please follow these guidelines for tracking.

When using numbers, it is preferable to use Old Style numbers vs lining numbers.

1984 year 1984 year

## 4.3

### THE TYPOGRAPHY

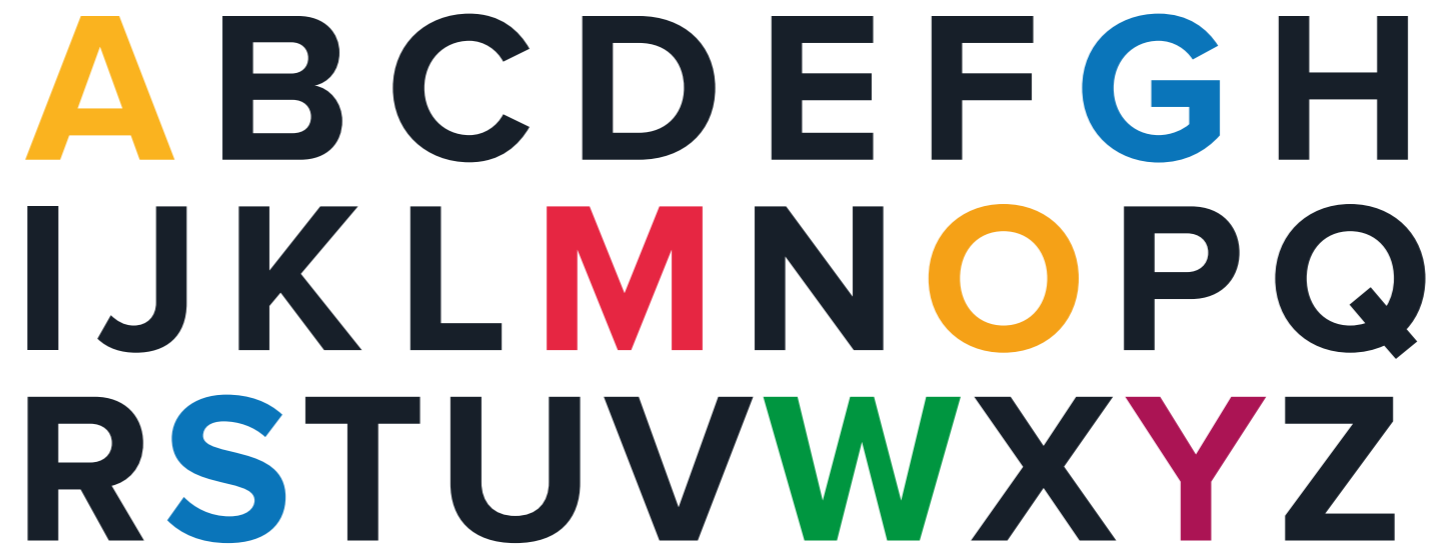
#### Special alphabet typography

We can use the alphabet in colour, imitating our logo, applying it in short phrases; in posters; or large adverts. However, it is not to be used for large headlines.

GAISF special Typography. For use in headlines, our colors can be used randomly in the letters



For use in headlines, our colors can be used randomly in the letters



## 4.4

### TYPOGRAPHY COLOUR

#### Example of coloured headline in use

For the headlines in our communications, or text in adverts, press, web etc, we can use the typography Proxima Nova Bold, adding color to just a few letters within the phrase, procuring to avoid overloading with color.

We will use the colour purple and play it against another colour.

Here we can see some examples of the headlines in colour.

**FUTURE OF  
KITEBOARDING**

**FUTURE OF  
KITEBOARDING**

**FUTURE OF  
KITEBOARDING**

**FUTURE OF  
KITEBOARDING**

**FUTURE OF  
KITEBOARDING**

**FUTURE OF  
KITEBOARDING**

**FUTURE OF  
KITEBOARDING**

**FUTURE OF  
KITEBOARDING**