



UIAA

EVERYTHING MOUNTAINEERING

UIAA

INTERNATIONAL MOUNTAINEERING AND CLIMBING FEDERATION

BRAND MANUAL

VERSION 1.0 - december 2008



UIAA - International Mountaineering and Climbing Federation

The Safety label logo

This style guide is designed to help with the correct implementation of the UIAA's new identity. It will also be useful aid when instructing printers, signwriters and others employed to produce branded items.

In order to maintain the integrity of our new identity and what it represents, it is important to apply all the elements of the toolkit properly and consistently across all our communications materials.

c.1 The safety label logo

Logo elements

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The UIAA Safety Label logo trademark is registered internationally and may only be used for products that have been certified by the UIAA and registered as such.

The Safety Label logo preferred version is white on a blue background but, under special circumstances, the black and white version can be used.



Primary logo

UIAA

Word mark

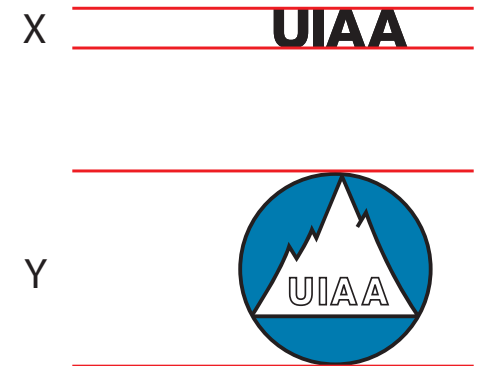
c.2 The safety label logo

Use on equipment

C

The UIAA Safety label logo should always be used on print applications, websites, etc. UIAA word mark should only be used on equipment if the primary logo is less than 8 mm (Y) or if the equipment material doesn't allow a full colour logo .

Whenever is not possible to print on the equipment material surface, the embossed version is allowed.



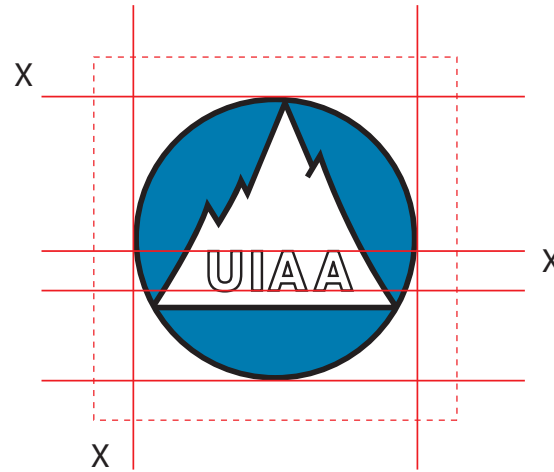
c.3 The safety label logo

Clear space

C

Maintaining a clean and uncluttered area around the UIAA Safety Label logo maximizes the visual impact of these key brand elements.

The amount of clear space on all sides of the UIAA company logo must be equal to the height of the letter “A” (also known as the x-height).



c.4 The safety label logo

Improper logo use

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Display the UIAA logo only in the forms specified in this guide.

The UIAA logo may not appear in any colour

Do not rotate, skew, scale, redraw, reproduce, alter or distort any logo in any way.

Do not combine a logo with any other element such as other logos, words, graphics, photos, slogans or symbols, that may seem to create a hybrid mark.



UIAA



c.5 The safety label logo



Colour palette



The primary colours of UIAA are Pantone 307 and Pantone Process Black. When reproducing UIAA colours always match to the Pantone® coated equivalent.

Institutional colours

PANTONE  307  Process Black

CMYK  Cyan 100%
Magenta 12%
Black 27%  Black 100%

MONO  Black 100%  Black 50%

c.6 The safety label logo
Reverse version

c



c.7 The safety label logo
Composite logo

c

The UIAA Safety label logo should always be used on print applications, websites, etc. UIAA word mark should only be used on equipment if the Symbol is less than 8 mm (Y)



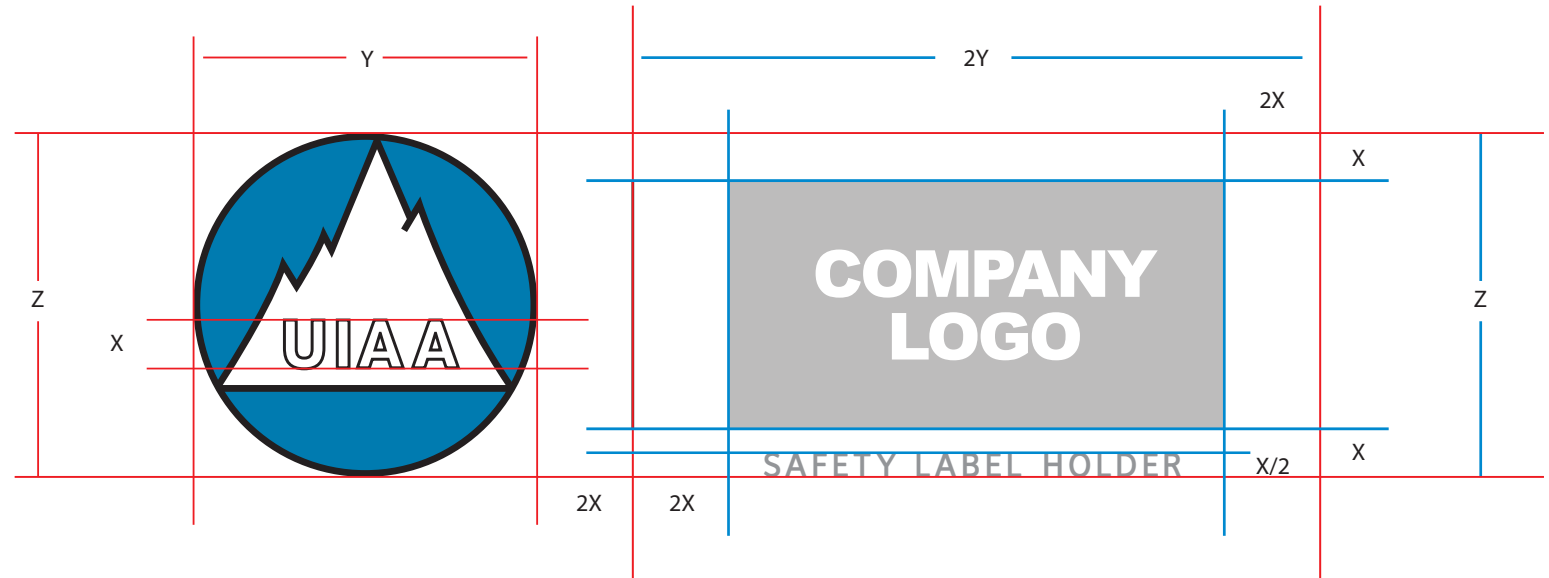
SAFETY LABEL HOLDER

c.8 The safety label logo
Composite logo - clear space



The Composite Logo can be reproduced only in a portrait format.

The UIAA Safety Label holder is reproduced on the right hand side. The area designated for the Corporate Logo should be no larger than that indicated.



c.9 The safety label logo
Example safety label holder

C



COMPANY
LOGO

SAFETY LABEL HOLDER



SAFETY LABEL HOLDER



COMPANY LOGO

SAFETY LABEL HOLDER



SAFETY LABEL HOLDER



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