



IFMGA BRAND BOOK

Corporate Design Manual



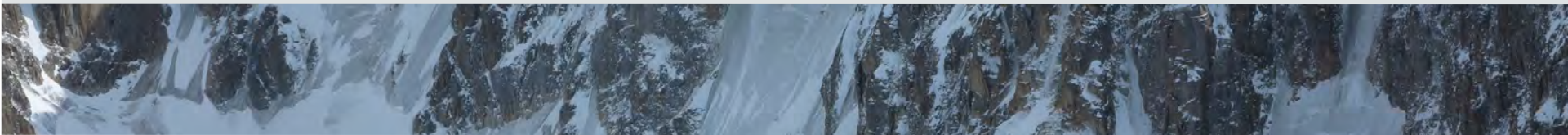


INTRODUCTION

This corporate image manual is a living tool to manage the assets of the brand in a standardized, homogeneous way and thus guarantee the impact of the messages and communication of the IFMGA.

A correct and unified use of the logo is intended to ensure that all mountain guides who are members of an IFMGA member association obtain the recognition to which they are entitled when exercising their profession. The logo is personal and can only be used by the person who has absorbed the training corresponding to the IFMGA platform. The logo must be used in direct and clearly identifiable connection with one or more persons recognized by the IFMGA (paid annual mark).

Here we will find uses and applications for the correct manage of the brand and all its elements.



Logo

If the logo is used in this form by a mountain guide association or an individual mountain guide, the name or symbol of the association must be used as well.

Organisations may use the 'GUIDE' logo in promotion that is directly connected to a named IFMGA member (e.g. alongside a photograph of the named guide).

Guiding companies may use the 'GUIDE' logo to indicate ALL those employed by him/her are fully qualified members of the IFMGA. Where the organisation is providing mountain activities there must be no ambiguity as to the level of responsibility taken on by the Guide - it must be all or nothing. The 'GUIDE' logo can be used by organisations that use some IFMGA members, but it must be explicit that persons other than IFMGA members may be employed.





Legal Terms

The IFMGA reserves the exclusive right to market, license or approve for special uses the IFMGA logo/brand other than for pure mountain guide activities.





Logo

Primary Logo, Black & White
and the Main Color

Color is an integral
part of brand identity.
Our colours are what
give us
our personality.



Pantone 287 U

Pantone	Pantone	#135DA3
C 92	R 19	
M 62	G 93	
Y 0	B 163	
K 0		



Pantone Neutral Black C

Pantone	Pantone	#272727
C 83	R 39	
M 81	G 39	
Y 71	B 39	
K 57		





Identity Versions



COLOR



B & W



COLOR REVERSE



B & W REVERSE

Logo

Size

The minimum size for the use of the IFMGA in the internet or on paper print media is 2.5 cm.

For badges on clothes the size is 6.5 cm.

On clothing, the distance between IFMGA and an member association logo is similar to that of the printed media, although it can also be combined on top of each other or on another side on the piece of clothing.



Logo

Member Association

- The IFMGA logo should be used in combination with an IFMGA member association logo as shown here. The IFMGA logo, together with the corresponding association logo, should be used in that way on Internet, printed matter or on small equipment which the association organizes for its members.





Logo - Watermark

The watermark can be used at 20% for official IFMGA documents.

If it is used by an IFMGA mountain guide or association of mountain guides or a member association of the IFMGA, this must be clearly marked on the document.





Type

The Arial and **Arial bold** type family is our corporate font.


- Raleway type family is the secondary font.

All headlines, sign off and url's are to be made using this type-face.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz &
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz &
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz &
1234567890



OFFICIAL COMMUNICATION

• Corporate papers

Scrolling text:

10,pts, Arial (REGULAR)

Highlight:10 pt, Arial

(Bold) line spacing 12 pt

	 <p>INTERNATIONALE VEREINIGUNG DER BERFÜHRERVERBÄNDE INTERNATIONAL FEDERATION OF MOUNTAIN GUIDES ASSOCIATIONS UNION INTERNATIONALE DES ASSOCIATIONS DE GUIDES DE MONTAGNE</p>	
	<p>Herr Max Mustermann Musterstrasse 11 12345 Musterhausen</p> <p>5 Leerzeilen</p> <p>Gstaad, 4. Mai 2011</p> <p>5 Leerzeilen</p> <p>Neues Briefpapier</p> <p>2 Leerzeilen</p> <p>Sehr geehrter Herr Mustermann</p> <p>Als Blindtext wird Text bezeichnet, den man bei der Gestaltung von Publikationen verwendet, wenn der eigentliche Text noch nicht vorliegt. Mit Hilfe des Blindtextes kann die Verteilung des Textes auf der Seite (Layout) oder Satzzeile sowie Lesbarkeit und Platzbedarf der verwendeten Schriftarten geprüft werden. Er besteht aus einer mehr oder minder sinnlosen Folge von Wörtern, oft auch nur aus wortähnlichen Silbenfolgen. Komponisten von Liedern benutzen Blindtexte beim Komponieren von Melodien und singen diese, bevor der Liedtext gedichtet wird.</p> <p>1 Leerzeile</p> <p>Andere Texte dienen dazu, die Eigenheiten der Schriftarten miteinander vergleichen zu können. Deshalb müssen in ihnen möglichst alle (viele) Buchstaben und Sonderzeichen verwendet werden, die für die jeweilige Sprache typisch sind. Das bekannteste deutsche Beispiel ist der Satz «Franz jagt im komplett verwahrlosten Taxi quer durch Bayern.», das englische Pendant lautet «The quick brown fox jumps over the lazy dog» (der schnelle braune Fuchs springt über den faulen Hund), das «lateinische» Lorem ipsum.</p> <p>2 Leerzeilen</p> <p>Freundliche Grüsse</p> <p>3 Leerzeilen</p> <p> Peter Muster Bergführer</p> <p>2 Leerzeilen</p> <p>Tourenbeschrieb Akortorechnung</p> <p>% #\$\$</p>	



Logo

Prohibitions

It is expressly forbidden to change the given colors of writing, the backgrounds and those of the mountains of the world in the middle as desired or to combine them differently than intended.



The logo cannot be distorted, should always be used in proportion.



The logo cannot be with shadow



The logo cannot be other color, should always be used in pantone 287 U.



The logo cannot be rotated



The logo cannot be use with a background too busy with insufficient contrast



The logo cannot be use with a no-contrast background

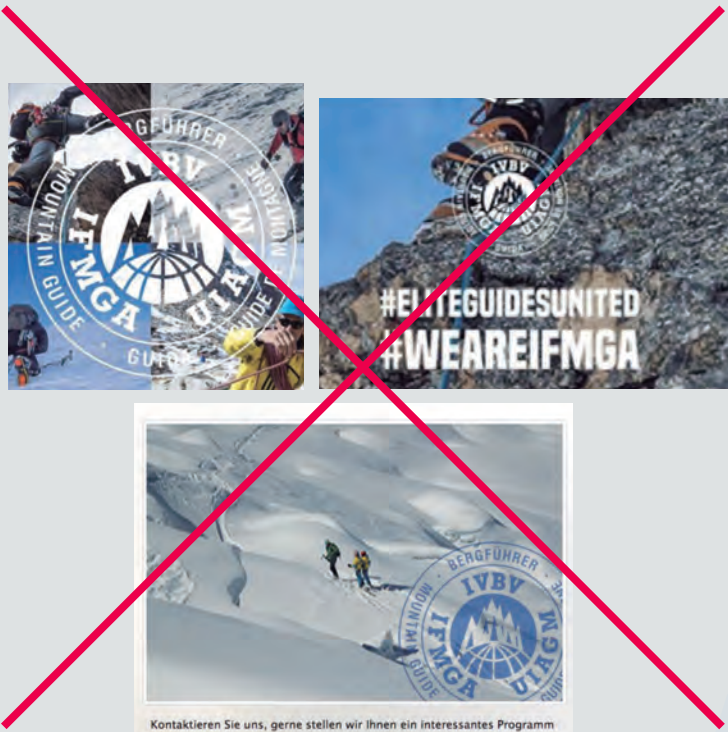


Logo

Prohibitions

The badge may not be distorted, deformed, reduced or enlarged in any way, nor may it be fused with other badges, logos, graphics or fonts, or combined to the detriment of the ifmga badge.

TRANSPARENCY EXAMPLES



Logo

Prohibitions

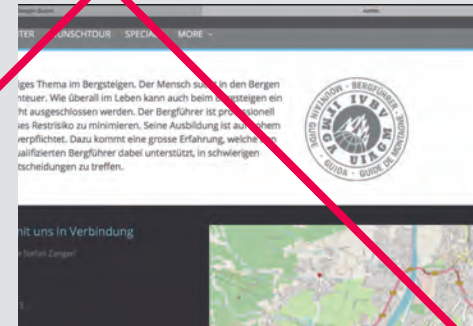
COLOR EXAMPLES



Logo

Prohibitions

DISPOSITION EXAMPLES





Logo

Prohibitions

FONT EXAMPLES



GUIDES APPLICATIONS



- Pins

The badge exists as a metal pin in 2.9 cm and is exclusively distributed by IFMGA.



- Guides

Business Card

Format: 9X5,6 CM

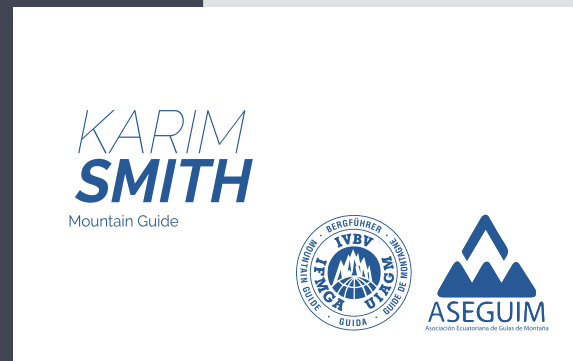
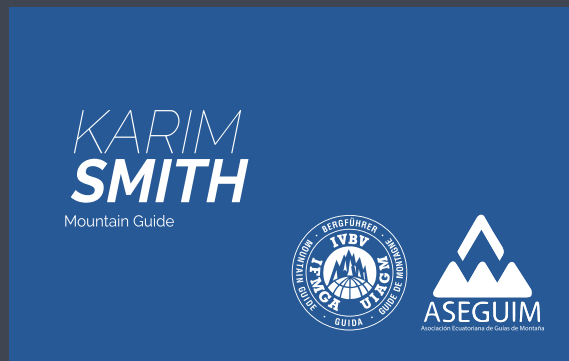
Text: 7 pt

Name: 27 pt

Font: Raleway:

Thin Italic, Bold italic

Regular, Semibold,



- Stickers and patches

4 Official Materials

ORIGINAL PATCHES, SOFT MATERIAL

ORIGINAL RUBBER PATCHES, CANYONING

ORIGINAL STICKERS

SPECIAL STICKERS FOR CLOTHES, GORE - TEX



- Patch

The size are 6.7 and 8 cm and adopt the colors as specified.

This PATCH are exclusively distributed by the IFMGA.



- Logo uses in backpack

ORIGINAL PATCHES,
SOFT MATERIAL



- T shirts



- Logo uses in vehicles

ORIGINAL STICKERS



- Logo uses in cloths

If you have the badge sewn on, ironed or embroidered on clothes, backpacks, hats, they should be clearly visible and dignified in their application.

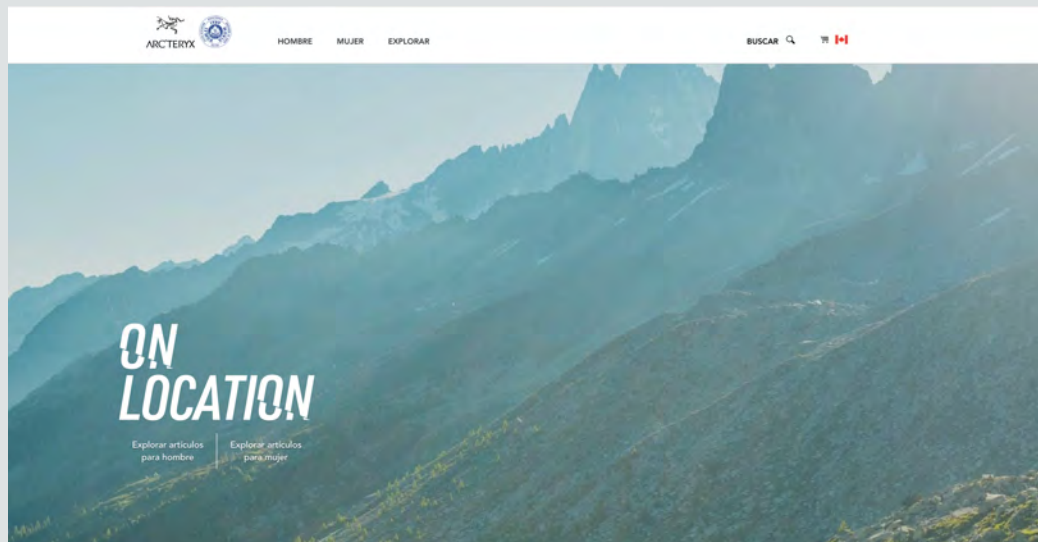


Co-Branding USES

- Logo uses in Web pages

The logo must always be linked to the IFMGA website.

In the case of advertising appearances, projects or other publications by agencies, school, guide, organizations, associations, companies or anyone else with different offers, but IFMGA mountain guides only carry out a small part of them, the IFMGA logo may not be used as a collective term, title, figurehead or similar.



• Billboards



- Thermos



- Buffs

