



# ISMF

## *Brand Guidelines*



# Inside the Brand

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# 1

## *Introduction*



# “ *Welcome!*”

Welcome to the ISMF brand guidelines.

This document contains all you need to know about how the ISMF brand should be used.

Using the brand correctly is extremely important to us, so we ask that the guide is always referred and adhered to.

We hope you enjoy getting to know the ISMF brand better!



# 2

## *Tone of Voice*



# Our Mission

The mission statement defines what we do and why we exist. It helps to stay focused on the tasks at hand as well encourages to find innovative ways of moving forward.

**Provide high quality international races in co-operation with member federations and local partners.**

**Develop the ski mountaineering sport worldwide: more nations, more athletes, more young people.**

**Connect the global ski mountaineering community to a unique digital services & communication platform.**

“  
*More than just a sport, it's a lifestyle!*”





# Our Values

The ISMF is the global platform to develop and promote recreational and competitive ski mountaineering and its values.

Core values are the fundamental beliefs upon which our activities and our behaviour are based. They are the guiding principles that we use to manage our internal affairs as well as our relationship with all external stakeholders.

They are a cornerstone for shaping a unique profile of the ISMF. If these values shall become authentic, it will be important that leadership stands behind and everyone at the ISMF will be held responsible for them.

- 01. Respect**                      We are respectful at any time.
  
- 02. Responsibility**              We are personally accountable.
  
- 03. Innovation**                 We innovate.
  
- 04. Excellence**                We never compromise.
  
- 05. Well-Being**                We promote quality of living through our sport.



# 3

## *Typography*





# Our Typefaces

We use only two typefaces to create all the ISMF collateral, be sure to use these and only these typefaces.

## TITLE & QUOTES

Sentence case

*Times New Roman*  
*Bold Italic*

*A B C D E F G H I J K L M*  
*N O P Q R S T U V W X Y Z*  
*a b c d e f g h i j k l m*  
*n o p q r s t u v w x y z*

## HEADER

Sentence case

**Open Sans**  
**Bold**

**A B C D E F G H I J K L M**  
**N O P Q R S T U V W X Y Z**  
**a b c d e f g h i j k l m**  
**n o p q r s t u v w x y z**

UPPERCASE

**OPEN SANS**  
**Semi Bold**

**A B C D E F G H I J K L M**  
**N O P Q R S T U V W X Y Z**  
**a b c d e f g h i j k l m**  
**n o p q r s t u v w x y z**

## BODY

Sentence case

Open Sans  
Regular

A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m  
n o p q r s t u v w x y z

# 4

## *Colour Variation*

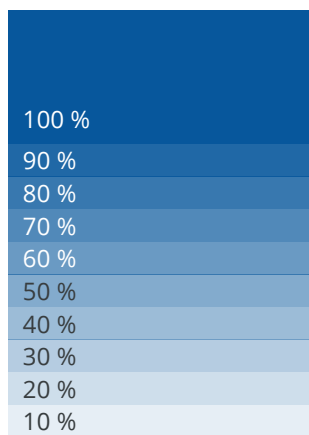


# COLOUR VARIATION Our Colours

There are four main colours and four secondary or accent colours. Tints of colours are permitted as long as the integrity of the colour is maintained - this done by increasing the white value to create lighter shades of each colour. Gradients should be used mainly on backgrounds. Dark grey should be treated as the brand's black.

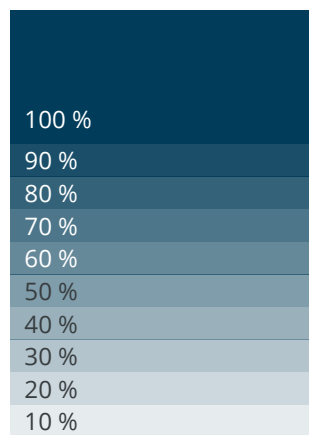
## PRIMARY COLOURS

These are the four main colours.



### ISMF BLUE

C=99 M=73 Y=9 K=0  
R=4 G=76 B=148  
#044c94



### PETROL BLUE

C=100 M=73 Y=40 K=34  
R=8 G=58 B=89  
#083a59



### DARK GREY

C=64 M=55 Y=51 K=51  
R=72 G=71 B=72  
#484748



### WHITE

R=255 G=255 B=255

## SECONDARY OR ACCENT COLOURS

These colours are used to set accents.



### PURPLE

C=76 M=71 Y=37 K=27  
R=75 G=69 B=99  
#4b4563



### DUSKY PINK

C=34 M=73 Y=33 K=17  
R=158 G=83 B=111  
#9e536f



### SOFT RED

C=22 M=68 Y=53 K=11  
R=186 G=98 B=96  
#ba6260



### APRICOT

C=3 M=64 Y=67 K=0  
R=234 G=119 B=83  
#ea7753

# 5

*Logos*



# LOGOS

## ISMF Logo

### PRIMARY LOGO



International Ski  
Mountaineering  
Federation

The ISMF primary logo is a composite mark. This is the main logo that will be used across primary brand applications. It is essential that the logo always is applied with care and respect in every application according to these guidelines.

The logo will be used with or without the text (see explanation on the next few pages).



### SECONDARY LOGOS

The ISMF symbol can be used when the full primary logo is not necessary or in case where the name ISMF is already displayed in plain text.





## SECONDARY LOGOS - BRAND VERSATILITY

A minimal approach that can be applied on every product for an enhanced and wider versatility.

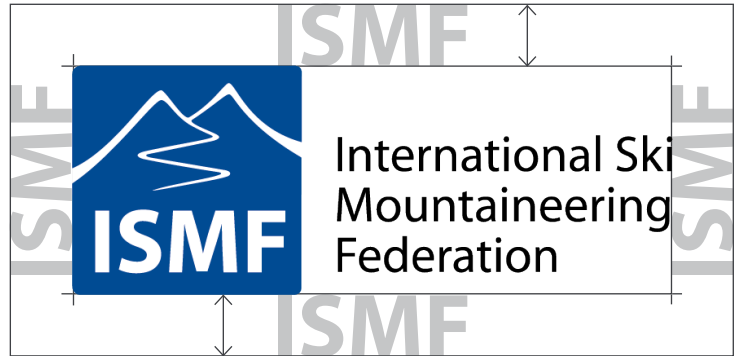




## PROPER LOGO USAGE

### CLEAR SPACE

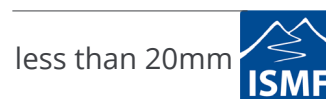
To ensure legibility, always keep a minimum clear space around the logo. This space isolates the mark from any competing graphic elements like other logos or body copy that might conflict with, overcrowd, and lessen the impact of the mark.



The minimum clear space is defined as the height of the text „ISMF“. This minimum space should be maintained as the logo is proportionally resized.

### LOGO POSITIONING & SIZE

When using the ISMF logo, it may not be reduced in size to less than than indicated below as the text legibility will deteriorate. The minimum height of the logo with text may be no less than 20mm.



“  
*Use me like this.*”



## PROPER LOGO USAGE



✓ Original logo on white



✓ Dark grey on white / one colour



✓ Original white logo on black



✓ White on black / one colour



✓ Original logo / full colour



✓ Original white logo / full colour

“  
*Use me like this.*”





# Do's & Dont's

## IMPROPER LOGO USAGE



✗ Don't rotate the logo.



✗ Don't squash or stretch.



✗ Don't lean to the left or right.



✗ Don't place elements in the logo clear space.



✗ Don't adjust the colour of the logo.



✗ Don't add dropshadows or other text styles.

“  
*Please do not use  
me like this.*”



## ISMF WORLD CUP

The official Logo for ISMF World Cup events.

### Official Wording:

*„Title Sponsor“* ISMF World Cup  
Ski Mountaineering *„Venue“* *„Year“*



## ISMF WORLD CHAMPIONSHIPS

The official Logo for the ISMF World Championships.

### Official Wording:

*„Title Sponsor“* ISMF World Championships  
Ski Mountaineering *„Venue“* *„Year“*



## ISMF EUROPEAN CHAMPIONSHIPS

The official Logo for the ISMF European Championships.

### Official Wording:

*„Title Sponsor“* ISMF European Championships  
Ski Mountaineering *„Venue“* *„Year“*



# 6

## *Printing Materials*



# Poster



INSERT YOUR DESIRED PICTURE

## ISMF WORLD CUP

### SKI MOUNTAINEERING

**VENUE**

**DATE**

<b>DAY</b>	Date	Race	Time
<b>DAY</b>	Date	Race	Time

Location Information

ISMF Title Sponsor	ISMF Partner 1	ISMF Partner 2	ISMF Partner 3	EUROVISION SPORT	
LOC Partner 1	LOC Partner 2	LOC Partner 3	Timing Partner		



## WORLD CUP POSTER

To ensure individuality, the poster can always be provided with a desired picture. Below you can see an example how it can look like.




## ISMF WORLD CUP

### SKI MOUNTAINEERING

**MADONNA DI CAMPIGLIO**

**17. & 19.03.2022**

<b>THU</b>	17.03.2022	Vertical Race	10:30h
<b>SAT</b>	19.01.2022	Individual Race	17:00h

Location Information

ISMF Title Sponsor	ISMF Partner 1	ISMF Partner 2	ISMF Partner 3	EUROVISION SPORT		Institutional Partner
LOC Partner 1	LOC Partner 2	LOC Partner 3	Timing Partner			



# PRINTING MATERIALS Others





# *Contact*

For any queries please contact:

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