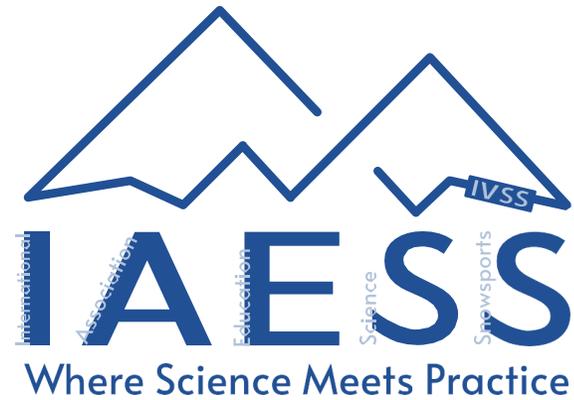


BRAND IDENTITY



Ana Pišot // sportarta.sp

about

The logo represents the initials of an International Association of Education and Science in Snowsports.

With the shaped line above the letters our „natural habitat“ is represented and shows a winter landscape with the mountains. The old logo of IVSS is embedded in the linear silhouette.

The colors used for the logo and all the details are taken from nature, representing snow sports, snow, winter. The blue stands for education, loyalty, sincerity, wisdom, confidence, stability, faith, and intelligence.





about

The logo displays the acronym of IAESS in the English language and the longer title **International Association of Education and Science in Snowsports**. In the tertiary use, however, it appears in combination with a longer title in English.

The logo's size is 160px X 98.89px – ration 1,6x X 1x (x = 1 unit). The minimum distance for positioning or inviolability of the logo from all four edges of the printed matter is 1 x.

The basic color scale is derived from four Pantones: marine blue, turquoise blue, white and black. Pantones are selected from SOLID UNCOATED color scales.

The main font is **Alata**. It is not serifed. In printed matter and in general usage it appears in Alata Regular and Alata Bold.

The logo may only be used in this color sequence. Only the lettering may appear as an additional graphic element; the logo (lettering + abbreviation) is always used for primary use.

It is the smallest logo and sign that is allowed for primary use with a height of 45 px. In the secondary version of the logo the minimum allowed use is 52 px in length.

Any stretching of the logo in a horizontal, vertical, or diagonal direction is forbidden. It is not allowed to use a color other than the one specified in the color scale and a sequence other than the one prescribed. Changing the order of colors against a different background is also prohibited.



A new name brings up a new look, so the logo transformation came from the long shape with all the details such as a long name and slogan to simply look like a name connected to a mountaineous shape.

The letter font looks professional but still sporty, which combines science and sports along with an educational touch.

primary logo
recommendation



secondary logo
recommendation



tertiary logo
recommendation



symbol





