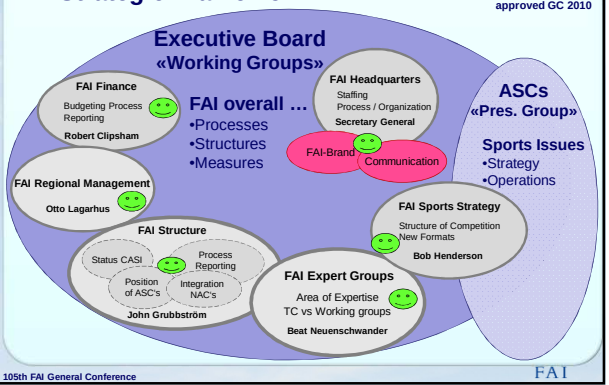
Agenda Item # 8.5 :

Branding Guidelines
(incl. Website)

FAI Strategic Framework

As per Strategic Plan approved GC 2010



FAI Branding

Reminder - Objectives
- Raise the Value and Awareness of the FAI Brand
- Unite all constituents under the same "Flag"
- Improve the branding of our Cat. 1 Events

Reminder – FAI Rules – Use of FAI Logos and Flags
- FAI Style Guide Policy
- FAI Statutes & By-Laws
- FAI Sporting Code General Section 3.9.3

Content
- Consistent Lay-out of all FAI Documents
- Harmonization of Names and Titles
- Guidelines for Event Organisers
- FAI Website + IT

FAI Branding

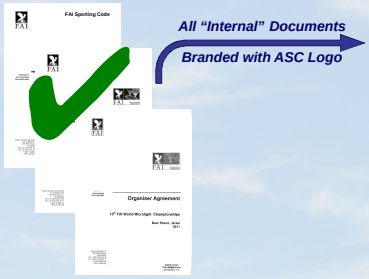
Consistent Lay-out of all FAI Documents → *Templates*

FAI Branding

Consistent Lay-out of all FAI Documents → *Templates*

FAI Branding

Consistent Lay-out of all FAI Documents



Templates for :
- Sporting Codes
- Agendas
- Minutes of Meetings
- Organizer Agreements
- Competition Rules
- …

FAI Branding

Harmonization of Names and Titles

	Today	Tomorrow
Signature	GAC President	President, FAI General Aviation Commission
Email	john.smith@gmail.com	jsmith@fai.org
Address	Own home address	FAI Office address

FAI 7

FAI Branding

Guidelines for Event Organizers

Cat. 1 Events : Combined FAI/LOC Competition Logos

Cat. 2 Events : Labelling of Events

FAI 8

FAI Branding

Guidelines for Event Organizers

Templates for Competition Websites

FAI 9

FAI Branding

Guidelines for Event Organizers

Templates for Competition Documents
(Bulletins, Rules, etc.)

FAI 10

FAI Branding

Guidelines for Event Organizers

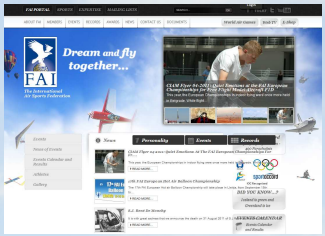
Templates for Competition Results

FAI 11

FAI Branding

Introduction to the new FAI Website

By Mr. Agust GUDMUNDSSON



FAI 12

FAI Branding

FAI Website + IT

Today

- Launch of the new FAI Website (18 October)
  (incl. Results, Records, Password-protected area, Documents, etc.)
- Presence on Social Networks and YouTube

Next Steps

- "Fine-tuning" of the new FAI Website
- Collaborative Tools (Project Management, Document Sharing, etc. – 37Signals)
- New E-mail List System

Future Developments

- Merging of all FAI Databases (Future IT Expert Group)
- Web-based Services (Athletes' on-line registration, on-line results, etc.)
- Sport Presentation, Tracking (Future Technology Expert Group)
- Etc., etc.

FAI 13