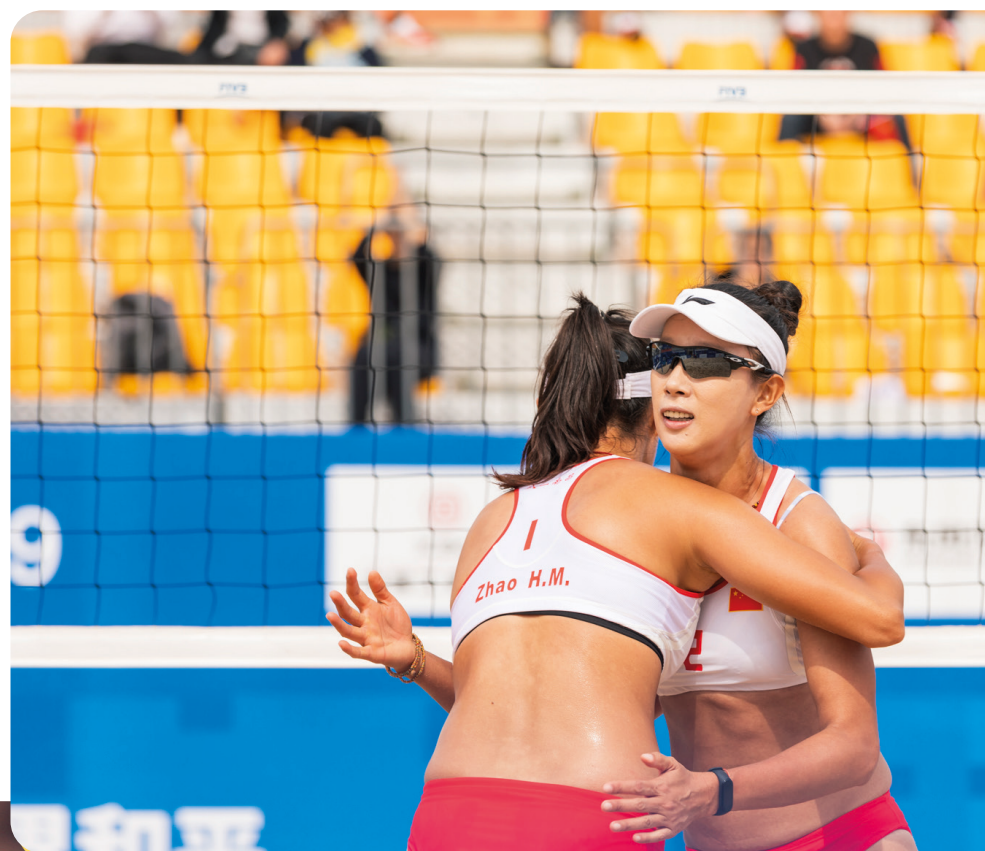
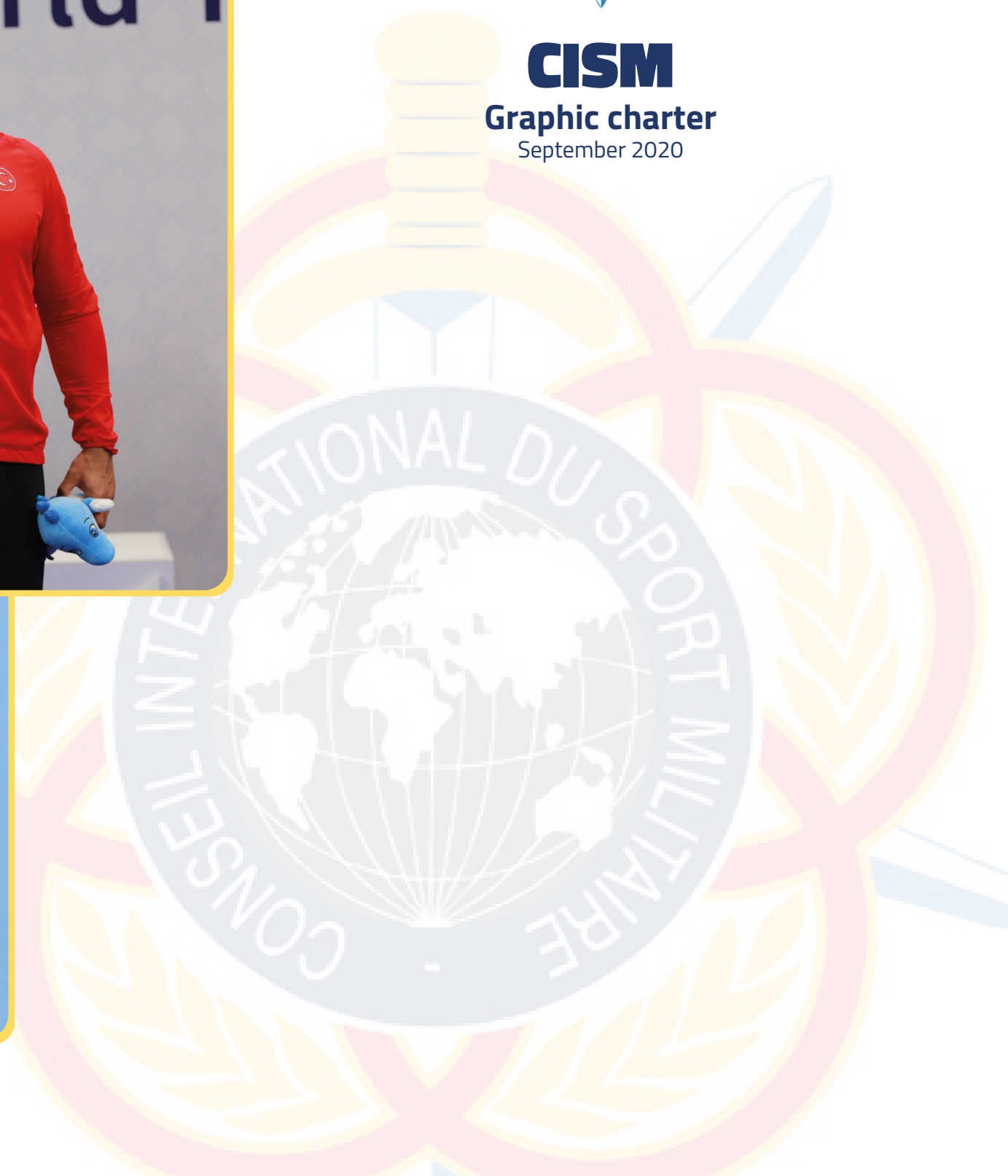




CISM
Graphic charter
September 2020



The power of sport

CISM, and sport in general all transport strong values and principles that are crucial to all athletes and disciplines.

The goal of this graphic charter is to provide the essential guidelines and rules to establish and maintain a strong CISM identity and to better communicate its values through strong images, colours and visual elements that make up CISM unique identity.



As of 2020

CISM currently doesn't have any defined graphic charter.

The goal here is to show what is & what isn't allowed and most importantly, how to use what is allowed.

Old typography

Before this graphic charter, the font used on CISM medias was «Source Sans». This font is too generic and didn't transport any specific values.

Source Sans

Black

Black Italic

Bold

Bold Italic

Semibold

Semibold Italic

Regular

Regular Italic

Light

Light Italic

Extra light

Extra light Italic

Title

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New typography

This new font, has a more «sporty» and «military» feel to it.
This versatile and modern font can be used in the long term.

Titillium

Black

Bold

Bold Italic

Semibold

Semibold Italic

Regular

Regular Italic

Light

Light Italic

Extra light

Extra light Italic

Title

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Colours

CISM's Colour scheme is a mix of the official logo Colours.
The colours sampled in the logo elements have been adjusted to be more playful and easily adaptable to other medias.



C 100
M 83
Y 30
K 20
HEX : #1f3766



DOMINANT COLOUR

Navy blue

Has to be used on main titles. It can also be used as a background-Colour to highlight a text or a photo.

C 59
M 17
Y 0
K 0
HEX : #6bb1e2



SECONDARY COLOUR

Light blue

Has to be used for sub-heading. It can also be used as a soft highlight for a photo, text or background-Colour.

C 0
M 14
Y 71
K 0
HEX : #feda60



HIGHLIGHT COLOUR

Bright yellow

Has to be used ONLY for background or text highlight purposes (refer to style tiles).

How to use the CISM logo



CISM



- White background
- Enough padding around logo
- «CISM» under monogram



- White background
- Enough padding around logo
- Monogram only



CISM



- White background
- Enough padding around logo
- «CISM» besides monogram



- «Blue Navy» background
- Enough padding around logo
- Monogram only

CISM logo: what is not allowed



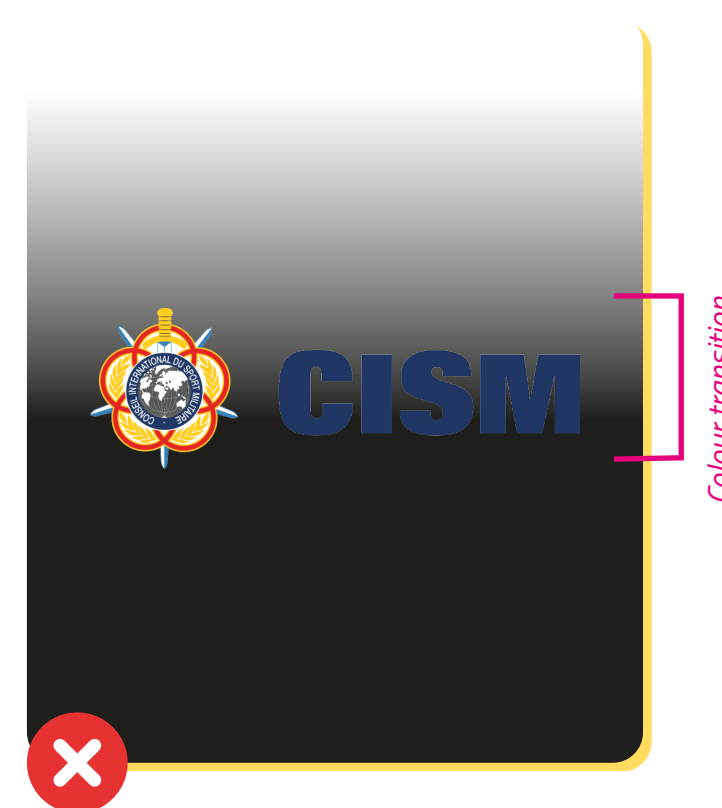
- Not enough padding around logo's container
- Logo is not transparent
- Background Colour doesn't fit CISM's Colour scheme



- «CISM» is wrongfully placed
- «CISM» shouldn't be rotated at all
- Monogram shouldn't be rotated
- Both elements can't overlap



- The logo is unreadable
- If one of the 2 element is readable, the other must be readable too, with enough contrast



- Avoid using the logo with a gradient background
- If a gradient background can't be avoided, do not place the logo in the *Colour transition* part of the gradient

Baseline : Friendship through sports

In some cases you will have to use the CISM baseline. For example, on the website's top banner next to the logo. Always using the baseline might seem like a good idea, but there are rules



CISM

Friendship through sport!

fig 1

Vertical layout

Monogram + «CISM»

- If «CISM» is already present, the baseline only will be enough
- EXCEPT if you're using the logo in a context in which a minority of people know about CISM (Refer to *fig 4*)



**INTERNATIONAL
MILITARY SPORTS
COUNCIL**

Friendship through sport!

fig 2

Vertical layout

Monogram only

- Even though you can use the monogram alone, if you absolutely have to use the baseline & full CISM international name, align-them in the center.



CISM

Friendship through sport!

fig 3

Horizontal layout

Monogram + «CISM»

- If «CISM» is already present, the baseline only will be enough
- EXCEPT if you're using the logo in a context in which a minority of people know about CISM (Refer to *fig 4*)



CISM

INTERNATIONAL MILITARY SPORTS COUNCIL

Friendship through sport!

fig 4

Horizontal layout

Monogram + «CISM»



INTERNATIONAL MILITARY SPORTS COUNCIL

Friendship through sport!

fig 5

Horizontal layout

Monogram only

Iconography

To illustrate arguments or sections (within a document, web page,...) you can use a variety of icons. Below are the rules to follow to create iconography fitting in the CISM visual identity.



Icons surrounded with a ring

- Same Colour ring for icons used on the same row or column
- Icons inside have cut-off paths and graphically correspond to each other
- Paths have the same thickness



Regular icons

- Same Colour for icons used on the same row or column
- Paths have the same look, they aren't cut-off like the example on the left
- Paths have the same thickness

Visual universe

Photos convey emotions and can help communicate values better than words.

CISM identity is built around competition, military organisation and participants, and the culture of friendship through sports. The regular events are the perfect way to gather strong imagery to feed the visual universe and communicate around its core values.

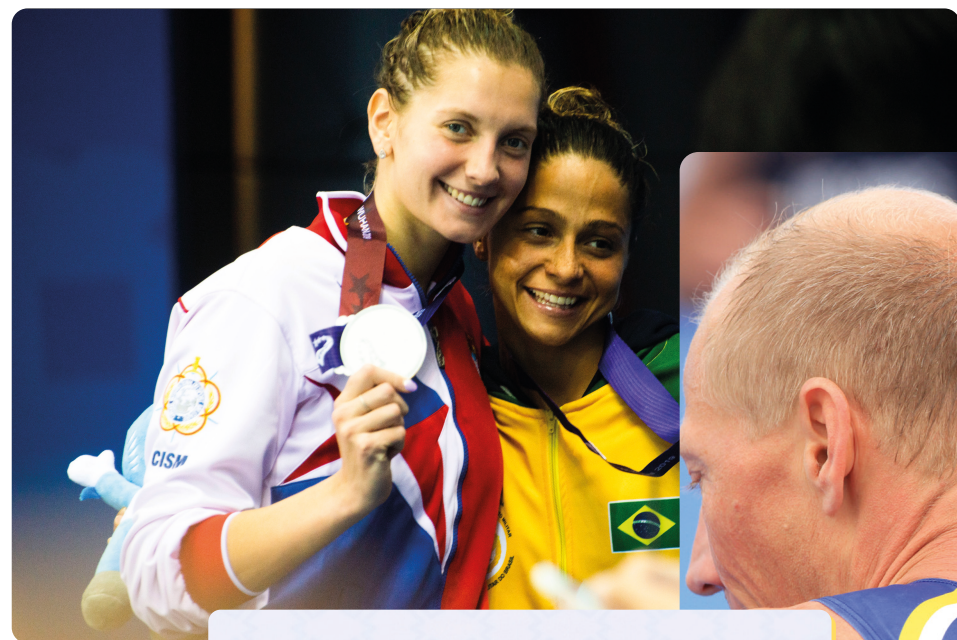
Visual universe

Theme : Military



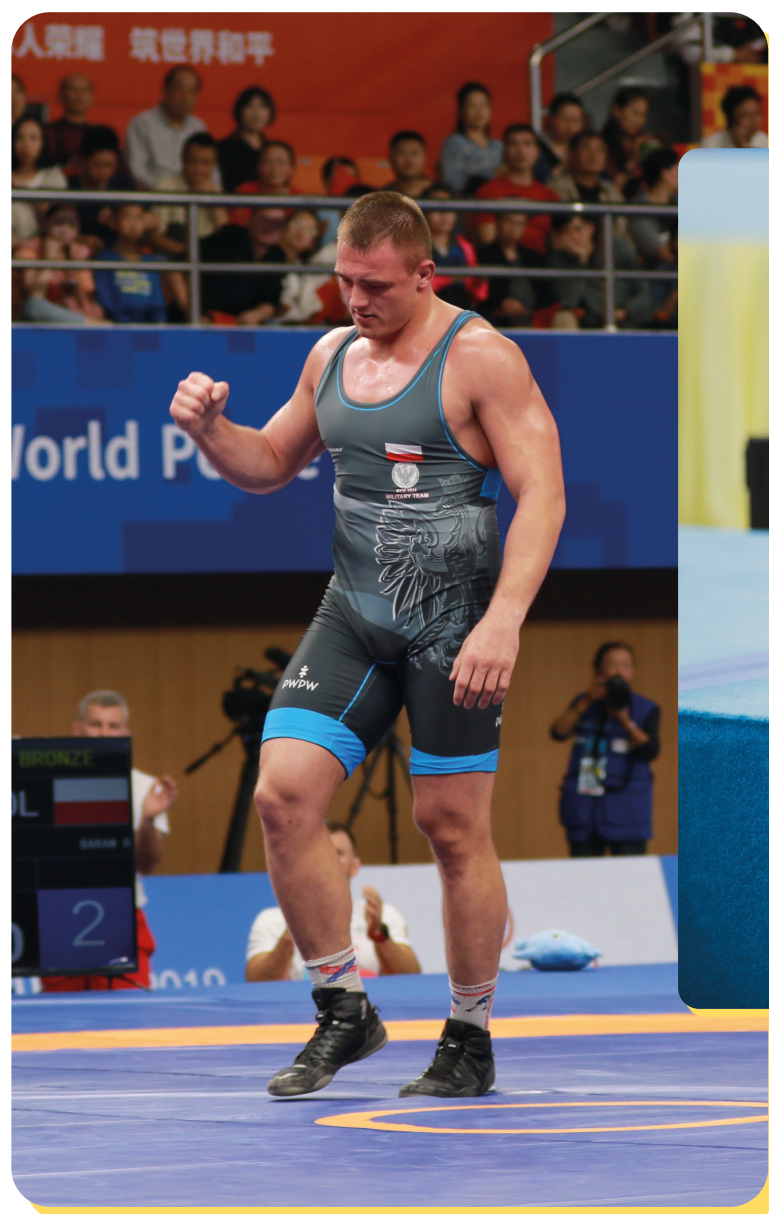
Visual universe

Theme : Friendship through sports



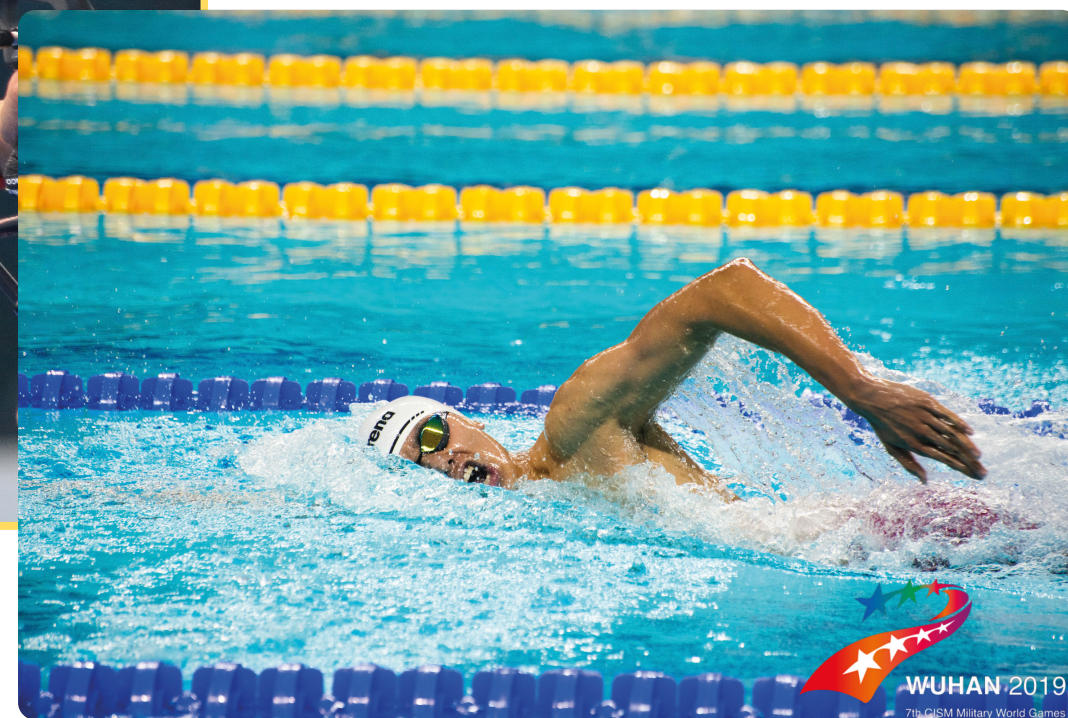
Visual universe

Theme : Competitive spirit



Visual universe

Theme : Performance



Visual universe

Theme : Official military assemblies



CISM Graphical Charter

By Zexvia

