

UIAA CORPORATE MANUAL



UIAA

International Climbing and Mountaineering Federation
UNION INTERNATIONALE DES ASSOCIATIONS D'ALPINISME

FOR THE CLIMBERS. FOR THE WORLD.

UIAA SAFETY LABEL



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AVENIR BLACK

**ABCDEFGHIJKLM-
NOPQRSTUVWXYZ
1234567890 %&**

Crimson Text Italic

*abcdefghijklmnopq
rstuvwxyz
ABCDEFGHIJKLMNO
PQRSTUVWXYZ
1234567890 %&*

AVENIR BOOK

abcdefghijklmnopq
rstuvwxyz
ABCDEFGHIJKLMNO
PQRSTUVWXYZ
1234567890 %&

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis, ultricies nec, pellentesque eu, pretium quis, sem. Nulla consequat massa quis enim. Donec pede justo, fringilla vel, aliquet nec, vulputate eget, arcu. In enim justo, rhoncus ut, imperdiet a, venenatis vitae, justo. Nullam dictum felis eu pede mollis pretium. Integer tincidunt. Cras dapibus. Vivamus elementum semper nisi. Aenean vulputate eleifend tellus.

UIAA CORPORATE COLORS

The UIAA core colour palette is derive from the organisation’s logo and provides and immediate sense of the mountain environment.



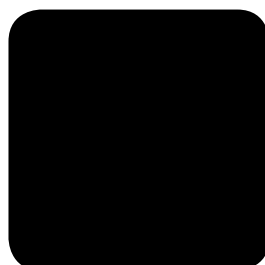
CMYK
80/20/0/0

Web
#009ad9



CMYK
86/48/11/0

Web
#1472ad



CMYK
100% black

Web
#000000



CMYK
50% black

Web
#9d9c9c

UIAA ADDITIONAL COLORS

to be used with caution, combined with the UIAA corporate colours.

The UIAA secondary colours are to be used sparingly and for effect. Of which, green is applied to projects in the sphere of sustainability; blue for competition sports; orange and yellow for mountain safety, purple for mountaineering.



CMYK
60/19/100/3

Web
#77a01a



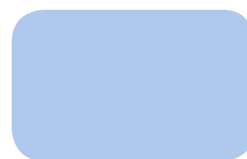
CMYK
37/7/74/0

Web
#aac56c



CMYK
49/25/4/0

Web
#83a8d1



CMYK
36/14/0/0

Web
#9ec2e9



CMYK
4/47/98/0

Web
#ef9725



CMYK
4/20/95/0

Web
#f5c726



CMYK
71/81/18/4

Web
#594472



CMYK
23/28/3/0

Web
#cbbdd9

UIAA SAFETY LABEL LOGO

Standard application on white background.

Important: The UIAA Safety Label logo trademark is registered internationally and may only be used for products that have been certified by the UIAA and registered as such. The UIAA Safety Label on a piece of equipment means that samples of the equipment have been tested by an accredited, independent third party and shown to satisfy the requirements set forth in the UIAA standard.



COMPOSITE LOGO



SAFETY LABEL HOLDER

UIAA RESPECT THE MOUNTAINS LOGO



PICTOGRAMS



BOOK SMART



TRAVEL WISE



SUPPORT



BE RESPECTFUL



LEAVE NO TRACE



RRR&U



SPREAD THE WORD

ORINAL SIZE 13x18,5 CM

