



FIMP

FÉDÉRATION INTERNATIONALE DE MARCO POLO

BRAND GUIDELINES

VERSION 1.0 · OCTOBER 2026

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These guidelines describe how the Fédération Internationale de Marco Polo presents itself: the crest and wordmark, colour, type, layout, photography, data and language. They apply to everything that carries the FIMP name, from the website and the Code of Competition to lane-end boards, accreditation, broadcast graphics and medal ribbons.

When in doubt, use the logo files supplied, keep to the palette, and ask the Secretariat before publishing.

A blue swimming pool with a blue lane line and a metal ladder.

01

BRAND FOUNDATIONS

What FIMP stands for, and how that shows up in everything we make.

EYES CLOSED. EARS OPEN.

FIMP is the world governing body for Marco Polo. It sets the rules, runs the World Championships, keeps the records and ratifies every result. Its brand has one job: to make a childhood game look exactly as serious as any other world sport.

The motto, *Oculis clausis, auribus apertis*, describes the sport and the Federation at once: the Marco competes without sight, so everything depends on listening carefully and judging fairly. Our identity follows the same idea. It is calm, exact and quietly confident. It never winks at the reader.

THE BRAND IN ONE LINE

THE WORLD GOVERNING BODY FOR MARCO POLO SINCE 1931.

WE ARE

Authoritative · Precise · Calm · Proud of our history

WE ARE NOT

Jokey · Loud · Trendy · Decorative

FOUR PRINCIPLES

01

SERIOUS ABOUT A SILLY GAME

Everything is presented with the gravity of an Olympic federation. The humour comes from the seriousness, never from jokes.

02

PRECISION OVER DECORATION

Real numbers, exact units and thin rules carry the design. No gradients, textures, glows or decorative shapes.

03

ONE ACCENT AT A TIME

Navy and white do the work. Gold marks champions and achievement. Teal marks function. Never both loudly at once.

04

REAL WATER, REAL PLACES

Photography shows real pools and open water. Never identifiable people, never generated imagery.



02

LOGO

The crest, the wordmark and the rules that keep them consistent.

THE CREST

**THE CALL**

Two arcs: the Marco's call travelling outwards.

THE MARCO

A gold point: the caller at the centre of the chukka.

THE WATER

Two lines: the pool surface and the sound beneath it.

THE RIM

Gold edge: the Federation's guarantee of fair play.

THE SHIELD

Navy field: the governing body.

The crest is a shield containing the whole sport: a call going out, a Marco at its centre, and the water below.

It is drawn on a 64 × 72 unit grid and always used from the master artwork. Never redraw, trace or approximate it.

The crest may be used on its own where space is tight or the FIMP name already appears nearby: favicons, app icons, social avatars, medals, pins and lane-rope floats.

THE LOGO FAMILY



PRIMARY LOCKUP The default for almost everything: website header, documents, letterhead, signage, broadcast.

Files: fimp-horizontal-[version].svg / .png



FIMP

FÉDÉRATION INTERNATIONALE DE MARCO POLO

STACKED LOCKUP Square and portrait spaces: covers, social avatars with text, medals, podium backdrops, merchandise.

Files: fimp-stacked-[version].svg / .png

FIMP

FÉDÉRATION INTERNATIONALE DE MARCO POLO

WORDMARK When the crest appears elsewhere on the same surface, or at very wide, shallow sizes.

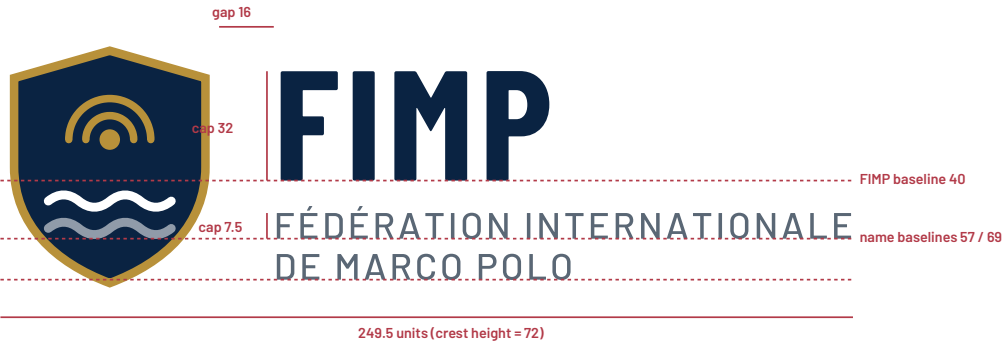
Files: fimp-wordmark-[version].svg / .png



CREST Icons and small spaces: favicon, app icon, profile images, pins, medals, lane-rope floats.

Files: fimp-crest-[version].svg / .png

CONSTRUCTION



All dimensions are in crest units, where the crest is 72 units tall. The lockup keeps these proportions at every size. The wordmark is set in Barlow Condensed Bold with +0.04 em tracking; the full name is Barlow Medium in capitals with +0.08 em tracking, both converted to outlines in the master files.

ELEMENT	SPECIFICATION (UNITS)
Shield	56 × 68, point at (32, 70)
Rim	stroke 2.5, Medal Gold
Call arcs	r 7 and r 12 about (32, 28), stroke 2.2, round caps
The Marco	circle r 3 at (32, 28)
Water lines	y 46 and y 54, stroke 2.6; lower line at 55% opacity

CLEAR SPACE



Keep a clear space of **X** on all sides, where X is one quarter of the crest height.

LOCKUP	X EQUALS
Horizontal	¼ of crest height (18 units)
Stacked	¼ of crest height
Wordmark	The height of the letter F ÷ 2
Crest	¼ of crest height

Nothing may enter the clear space: no text, edges of the page, other logos or busy parts of a photograph. Clear space is a minimum; more is usually better.

MINIMUM SIZES

LOCKUP	DIGITAL MINIMUM	PRINT MINIMUM
Horizontal	120 px wide	30 mm wide
Stacked	80 px wide	20 mm wide
Wordmark	64 px wide	16 mm wide
Crest	16 px tall	6 mm tall

Below these sizes the full name becomes unreadable; switch to the wordmark or crest instead. For embroidery and engraving, double the print minimums. The crest at 16 px is drawn for favicons; supply the 32 px and 180 px files for app icons.

RECOMMENDED SIZES

FORMAT	LOCKUP	SIZE
Website header	Horizontal	43 px crest height
A4 document	Horizontal	45–55 mm wide
Business card	Stacked / crest	30 mm / 9 mm tall
Social post 1080 px	Horizontal	260–320 px wide
Lane-end board	Horizontal	⅓ of board height
Medal	Crest	40% of medal diameter



Horizontal at minimum print size



Stacked at minimum print size



Wordmark at minimum print size



Crest at minimum print size

Shown at actual size when printed at 100%.

COLOUR VERSIONS



FULL COLOUR Default. White or Surface backgrounds.



REVERSE Navy backgrounds and photographs with the Navy wash.



ONE COLOUR NAVY Single-colour print, embossing, stamps, forms.



ONE COLOUR BLACK Newsprint, fax, laser-etched or legal documents only.



ONE COLOUR WHITE Knock-out on Navy or dark photography; embroidery on dark fabric.



GOLD Foil blocking, medals and award certificates. Specify metallic gold foil.

BACKGROUNDS



WHITE



SURFACE



NAVY



PHOTO WITH 74-80% NAVY WASH



TEAL



GOLD



LIGHT COLOURS



PHOTO WITHOUT WASH



DOCUMENTS Top left, aligned to the text margin. Horizontal lockup 45–55 mm wide on A4.



CEREMONIAL Centred, stacked lockup: certificates, podium backdrops, covers.



DIGITAL Top left in headers; crest only in navigation and avatars.

The logo appears once per surface. It is never used as a pattern, a watermark or a background texture.



Don't stretch or squash



Don't rotate



Don't recolour



Don't add shadows



Don't add a gradient or glow



Don't use low opacity



Don't outline the wordmark



Don't crop the crest



Don't place on busy photos without the Navy wash



Don't use the colour logo on Navy



Don't place on teal or gold



Don't rebuild the lockup in another typeface

PARTNERS AND CHAMPIONSHIPS

CO-BRANDING



Partner logos sit to the right, separated by a 1 px Rule Strong divider, at equal optical height. Spacing either side of the divider is X.

OFFICIAL SUPPLIER DESIGNATION



Partners may use this designation only with written approval. They may not use the full lockup on their own materials.

CHAMPIONSHIP MARKS



Event marks combine the crest, the event name as a label, and HOST YEAR in Barlow Condensed Bold. The 1.2 mm bar uses the discipline colour: Pool Teal for Indoor, Outdoor Orange for Outdoor. Host cities never get their own logo inside the FIMP mark.



03 COLOUR

Navy and white do the work. Gold marks achievement. Teal marks function.

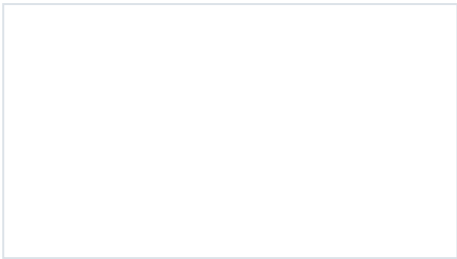
CORE PALETTE



FIMP NAVY

HEX	#0A2342
RGB	10 35 66
CMYK	85 47 0 74
On white	15.8:1
On Navy	1.0:1

Primary brand colour. Headers, footers, hero areas, the crest, primary buttons.



PAPER WHITE

HEX	#FFFFFF
RGB	255 255 255
CMYK	0 0 0 0
On white	1.0:1
On Navy	15.8:1

Primary background. Most pages are white.



MEDAL GOLD

HEX	#B8913A
RGB	184 145 58
CMYK	0 21 68 28
On white	2.9:1
On Navy	5.4:1

Accent only: champions, the crest rim, active-state underlines. Never for body text on white.



POOL TEAL

HEX	#0E7C86
RGB	14 124 134
CMYK	90 7 0 47
On white	4.9:1
On Navy	3.2:1

Functional accent: links on hover, eyebrows, focus rings, Indoor data.

CMYK values are starting points converted from RGB. Always approve a printed proof; for metallic gold, specify foil rather than CMYK.

NEUTRALS AND SUPPORTING COLOURS



INK	
HEX	#0E1621
RGB	14 22 33
CMYK	58 33 0 87
On white	18.2:1
On Navy	1.2:1

Headlines and table headers.



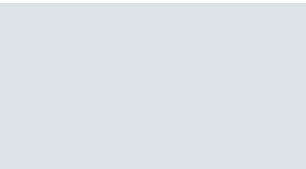
BODY	
HEX	#2B3644
RGB	43 54 68
CMYK	37 21 0 73
On white	12.3:1
On Navy	1.3:1

Running text.



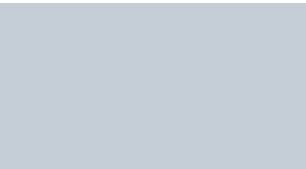
MUTED	
HEX	#5A6775
RGB	90 103 117
CMYK	23 12 0 54
On white	5.8:1
On Navy	2.7:1

Labels, captions, metadata.



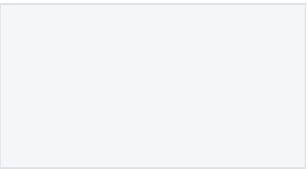
RULE	
HEX	#DCE2E8
RGB	220 226 232
CMYK	5 3 0 9
On white	1.3:1
On Navy	12.1:1

1 px dividers and table rows.



RULE STRONG	
HEX	#C5CED7
RGB	197 206 215
CMYK	8 4 0 16
On white	1.6:1
On Navy	9.9:1

Input borders, nation-code boxes.



SURFACE	
HEX	#F4F6F8
RGB	244 246 248
CMYK	2 1 0 3
On white	1.1:1
On Navy	14.6:1

Title bands, answer boxes, hover rows.



NAVY 2	
HEX	#13335C
RGB	19 51 92
CMYK	79 45 0 64
On white	12.7:1
On Navy	1.2:1

Panels on Navy (champion cards).



NAVY 3	
HEX	#1E4573
RGB	30 69 115
CMYK	74 40 0 55
On white	9.7:1
On Navy	1.6:1

Dividers on Navy.



GOLD INK	
HEX	#7C5F1E
RGB	124 95 30
CMYK	0 23 76 51
On white	6.0:1
On Navy	2.6:1

Gold for text on white (passes AA).



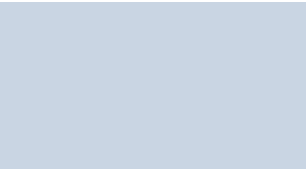
GOLD LIGHT	
HEX	#D9BC7A
RGB	217 188 122
CMYK	0 13 44 15
On white	1.8:1
On Navy	8.6:1

Eyebrows and labels on Navy.



TEAL INK	
HEX	#0A5F67
RGB	10 95 103
CMYK	90 8 0 60
On white	7.4:1
On Navy	2.1:1

Teal for small text on white.

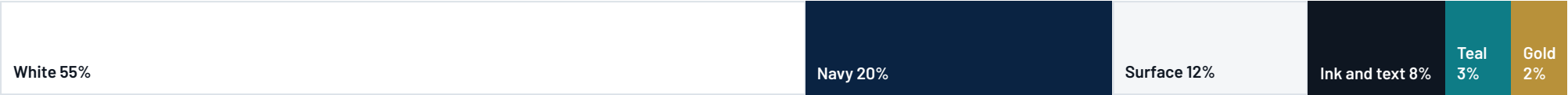


MIST	
HEX	#C9D5E3
RGB	201 213 227
CMYK	11 6 0 11
On white	1.5:1
On Navy	10.6:1

Secondary text on Navy.

PROPORTION

Most surfaces are white. Navy anchors the page. Gold and teal are used in small amounts so they keep their meaning.



GOLD MEANS ACHIEVEMENT

Champions, medals, the crest rim, the active page underline and the single highlighted point in a chart. If everything is gold, nothing is.

TEAL MEANS FUNCTION

Links on hover, focus rings, eyebrows, the Indoor data series. Never decorative.

NO GRADIENTS

Every colour is flat. The only overlay allowed is a flat Navy wash at 74–80% over photography.

ACCESSIBLE PAIRINGS

Contrast ratios calculated to WCAG 2.2. Body text must reach AA (4.5:1). Large text (24 px+, or 19 px+ bold) needs 3:1.

TEXT COLOUR	WHITE	SURFACE	NAVY	NAVY 2
Ink #0E1621	18.2:1 AAA	16.8:1 AAA	1.2:1 Fail	1.4:1 Fail
Body #2B3644	12.3:1 AAA	11.3:1 AAA	1.3:1 Fail	1.0:1 Fail
Muted #5A6775	5.8:1 AA	5.3:1 AA	2.7:1 Fail	2.2:1 Fail
FIMP Navy #0A2342	15.8:1 AAA	14.6:1 AAA	Fail	1.2:1 Fail
Pool Teal #0E7C86	4.9:1 AA	4.6:1 AA	3.2:1 AA large	2.6:1 Fail
Teal Ink #0A5F67	7.4:1 AAA	6.8:1 AA	2.1:1 Fail	1.7:1 Fail
Medal Gold #B8913A	2.9:1 Fail	2.7:1 Fail	5.4:1 AA	4.3:1 AA large
Gold Ink #7C5F1E	6.0:1 AA	5.5:1 AA	2.6:1 Fail	2.1:1 Fail
Gold Light #D9BC7A	1.8:1 Fail	1.7:1 Fail	8.6:1 AAA	6.9:1 AA
Mist #C9D5E3	1.5:1 Fail	1.4:1 Fail	10.6:1 AAA	8.5:1 AAA
White #FFFFFF	Fail	1.1:1 Fail	15.8:1 AAA	12.7:1 AAA

Medal Gold fails as small text on white: use Gold Ink for gold-coloured text on light backgrounds, and Gold Light on Navy.

DATA AND MEDAL COLOURS



INDOOR

HEX	#0E7C86
RGB	14 124 134
CMYK	90 7 0 47
On white	4.9:1
On Navy	3.2:1

Indoor series in every chart.



OUTDOOR

HEX	#C2571B
RGB	194 87 27
CMYK	0 55 86 24
On white	4.5:1
On Navy	3.5:1

Outdoor series in every chart.



UNIFIED ERA

HEX	#6B5B95
RGB	107 91 149
CMYK	28 39 0 42
On white	5.9:1
On Navy	2.7:1

1931–1967 series.



HIGHLIGHT

HEX	#B8913A
RGB	184 145 58
CMYK	0 21 68 28
On white	2.9:1
On Navy	5.4:1

The one series or point the chart is about.

RULES

Indoor is always teal and Outdoor always orange, in every chart, table key and broadcast graphic, so readers learn them once.

Gold is reserved for one highlight per chart: the current champion, the record, the year the chart is about.

Gold, silver and bronze appear only as podium colours: 3 px top bars, medal ribbons and medal tables.



GOLD MEDAL

HEX	#B8913A
RGB	184 145 58
CMYK	0 21 68 28
On white	2.9:1
On Navy	5.4:1

1st place.



SILVER MEDAL

HEX	#8C969F
RGB	140 150 159
CMYK	12 6 0 38
On white	3.0:1
On Navy	5.2:1

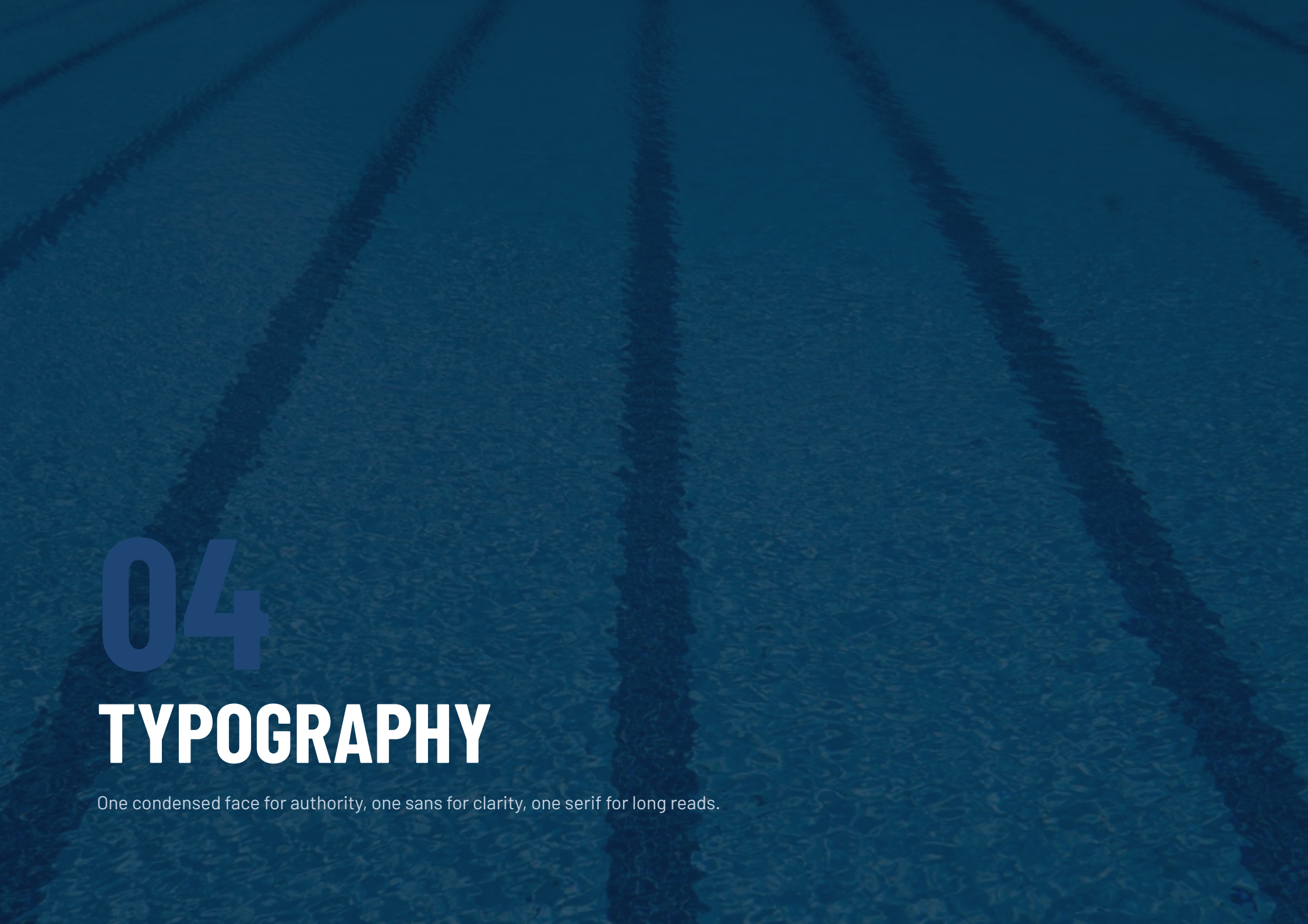
2nd place.



BRONZE MEDAL

HEX	#A0673A
RGB	160 103 58
CMYK	0 36 64 37
On white	4.7:1
On Navy	3.4:1

3rd place.

The background of the slide is a dark blue, textured image of a swimming pool. Several white lane lines are visible, running diagonally from the top left towards the bottom right, creating a sense of depth and perspective.

04

TYPOGRAPHY

One condensed face for authority, one sans for clarity, one serif for long reads.

TYPEFACES

BARLOW CONDENSED

DISPLAY

700 Bold · 600 SemiBold
Headlines, numbers, the wordmark, labels on signage. Always UPPERCASE for headlines.

2026 WORLD CHAMPIONS

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789 °C ± - →

BARLOW

INTERFACE AND TEXT

400 · 500 · 600 · 700
Navigation, body copy, tables, labels and captions.

Aaron Warburton won the final with 210 points.

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789 °C ± - →

SOURCE SERIF 4

LONG-FORM READING

400 · 600 · 400 Italic
Athlete stories, history features and quotations only.

“Silver is a colour too. But I wanted the other one.”

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789 °C ± -
→

All three families are free under the SIL Open Font License from Google Fonts. Fallbacks: Arial Narrow, system-ui, Georgia.

TYPE SCALE

STYLE	TYPEFACE	WEB	PRINT	LINE HEIGHT	CASE AND TRACKING	USE
Display	Barlow Condensed Bold	104 px	80 pt	0.92	UPPERCASE, +0.005 em	Home hero only
H1	Barlow Condensed Bold	68 px	48 pt	1.05	UPPERCASE	One per page
H2	Barlow Condensed Bold	34 px	24 pt	1.05	UPPERCASE	Section titles, with 2 px Ink rule
H3	Barlow Condensed SemiBold	22 px	14 pt	1.1	Sentence or UPPERCASE	Sub-sections, card titles
Big number	Barlow Condensed Bold	34–48 px	28–36 pt	1.0	Tabular figures	Stats, scores, counters
Lede	Barlow Regular	21 px	13 pt	1.55	Sentence case	Opening paragraph
Body	Barlow Regular	17 px	10 pt	1.6	Sentence case	UI and short text
Long read	Source Serif 4 Regular	19 px	11 pt	1.7	Sentence case	Stories, history, articles
Label	Barlow SemiBold	12–13 px	7.5 pt	1.3	UPPERCASE, +0.10–0.14 em	Eyebrows, table heads, stat labels
Caption	Barlow Medium	14–15 px	8 pt	1.4	Sentence case	Notes, credits, metadata

EYEBROW LABEL

H1 PAGE TITLE

H2 SECTION TITLE

Lede paragraph introduces the page in plain, confident language.

Body text carries the detail. Short paragraphs, one idea each.

9,209,580 27.4 °C
MARCO CALLS LOGGED INDOOR WATER

Long reads use the serif at a comfortable measure of 60–75 characters per line.

TYPESETTING RULES

DO

- Set headlines in Barlow Condensed Bold, UPPERCASE, tight leading.
- Use tabular figures for every number in a table, score or counter.
- Right-align numeric table columns.
- Track labels open (+0.10 to +0.14 em) and keep them short.
- Keep body text left-aligned, ragged right, 60–75 characters per line.
- Use real typographic quotes (“ ”), en dashes for ranges and the degree sign.

DON'T

- Don't set body text in capitals or in the condensed face.
- Don't letter-space body text or lower-case text.
- Don't centre long text.
- Don't use italics in headlines; the serif italic is for quotations only.
- Don't add other typefaces. Three is the maximum.
- Don't use emoji in any official communication.

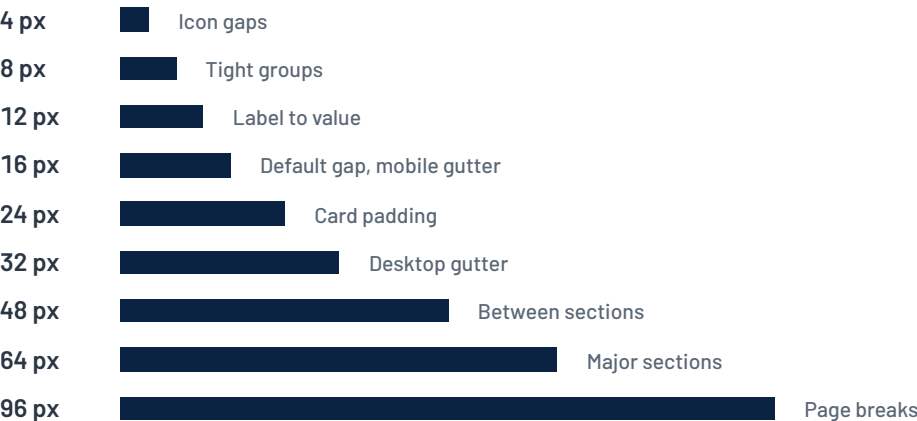


05

LAYOUT AND COMPONENTS

Space, thin rules and a strict grid carry the hierarchy, not decoration.

SPACING SCALE (4-POINT)



GRID

FORMAT	GRID	MARGINS / GUTTERS
Web desktop	12 columns, max 1,200 px	32 px gutters
Web mobile	4 columns	16 px gutters
A4 portrait	6 columns	20 mm top/bottom, 17 mm sides
A4 landscape	12 columns	14 mm / 16 mm
Social 1080 px	6 columns	64 px safe margin

BREAKPOINTS

375 · 560 · 768 · 900 · 1,080 · 1,200 px. Navigation collapses to the menu button below 1,080 px.

GRAPHIC DEVICES

1 px Rule for dividers · 2 px Ink under section titles · 3 px Gold on top of champion panels and the active nav item · 3 px Gold, Silver and Bronze above podium places. No other shapes, icons or ornaments.

CORE COMPONENTS

DOWNLOAD THE CODE

RANKINGS

BUTTONS Navy primary, 48 px tall, 2 px radius, uppercase condensed. One primary per screen. Secondary: 1 px Rule Strong outline.

#	ATHLETE	ELO
1	Aaron Warburton GBR	1767
2	Mathis Delacroix-Brun	1713

DATA TABLE 2 px Ink header rule, 1 px row rules, uppercase header labels, numbers right-aligned in tabular figures.

LATEST NEWS

ALL NEWS →

SECTION HEADER Title left, "View all →" link right, 2 px Ink rule beneath.

Who is the Marco Polo world champion?

Aaron Warburton (Indoor) and Jonathon Couriard (Outdoor), both of Great Britain.

ANSWER BOX Surface background, 3 px Teal left rule. Opens key pages with a one-sentence answer.

1767

INDOOR ELO
World #1

210

FINAL POINTS

STAT BLOCK Big number, uppercase label, optional teal note. Separated by 1 px rules, never boxed in colour.

GOLD

WARBURTON

SILVER

DELACROIX-BRUN

BRONZE

CAPUTI

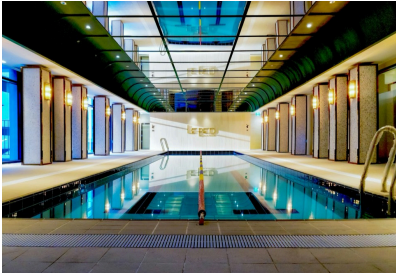
PODIUM Medal colours as 3 px top bars only.



06

PHOTOGRAPHY

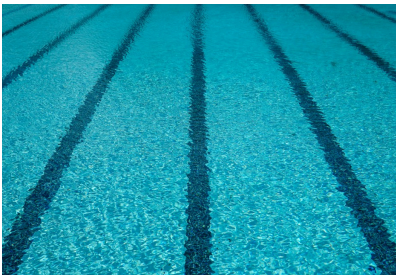
Real water, real pools, no identifiable people.



A competition pool in a large indoor hall



An empty outdoor competition pool with lane markers



Lane lines on the floor of a pool



Swimming goggles at the edge of a pool

WHAT WE SHOW

Real competition pools, open water, lane lines, lane ropes, starting equipment and the details of the sport. Natural colour, sharp focus, level horizons, and symmetry where the architecture offers it.

NO IDENTIFIABLE PEOPLE. EVER.

FIMP's athletes and officials are never shown in stock photography. A real person in a photo would appear to be one of them. People may appear only if they are distant, from behind, or otherwise unidentifiable.

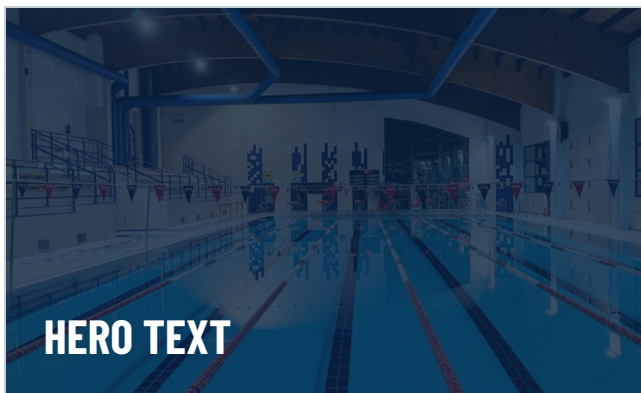
NO GENERATED OR DECORATIVE IMAGERY

No AI-generated images, abstract water textures, gradients, lens flares, duotones or filters. If a photograph needs an effect to work, choose a different photograph.

SOURCES

Commissioned photography, or licensed stock that permits commercial use (e.g. the Unsplash License). Record the source and photographer for every image used.

THE NAVY WASH



80% NAVY Home and campaign heroes with large text and panels on top.



74% NAVY Section title bands with an H1 and short dek.



0% NAVY Photographs without text overlay stay untreated.

When text sits on a photograph, apply a flat Navy layer at 74–80% opacity across the whole image. Never use a gradient, a vignette or a coloured tint other than Navy. Text on the wash is white; labels are Gold Light. Place text in the lower-left third and keep the clear space of any logo free of busy detail.

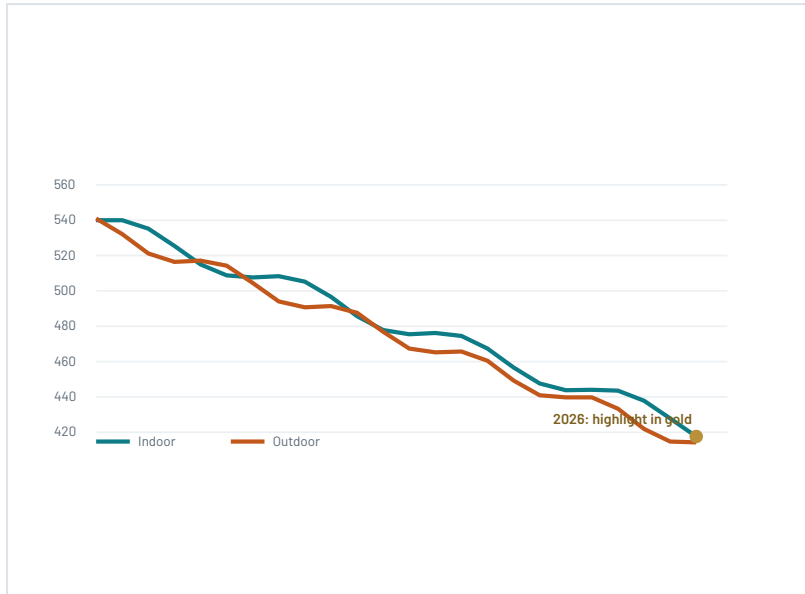
The background of the slide is a dark blue image of a swimming pool with lane lines. The lines are lighter blue and run diagonally from the top left towards the bottom right, creating a sense of depth and perspective.

07

DATA VISUALISATION

Every number we publish is a promise. Charts must be as precise as the data behind them.

CHART STYLE



- **Lines** 2–2.5 px, no area fills except one series at 25% tint.
- **Gridlines** horizontal only, #EDF0F3, 1 px. No chart borders, no background colour.
- **Axes** Barlow 12 px Muted with units in the tick labels (ms, °C, dB).
- **Series colours** Indoor teal, Outdoor orange, Unified purple; gold for the single highlight.
- **Legends** short line swatches beneath the chart, never inside it.
- **Tooltips** Ink background, white Barlow 13 px, exact values with units.
- **Titles** say what the chart shows; the caption says what it means.
- **Never** 3D, pie charts with more than five slices, dual axes without labels, or decorative gradients.



08

VOICE AND WRITING

Write like the world governing body of a serious sport, because that is what we are.

HOW WE SOUND

Plain, exact and calm. We state facts, give numbers with units, and let the seriousness do the work. We never use slang, hype, exclamation marks or emoji.

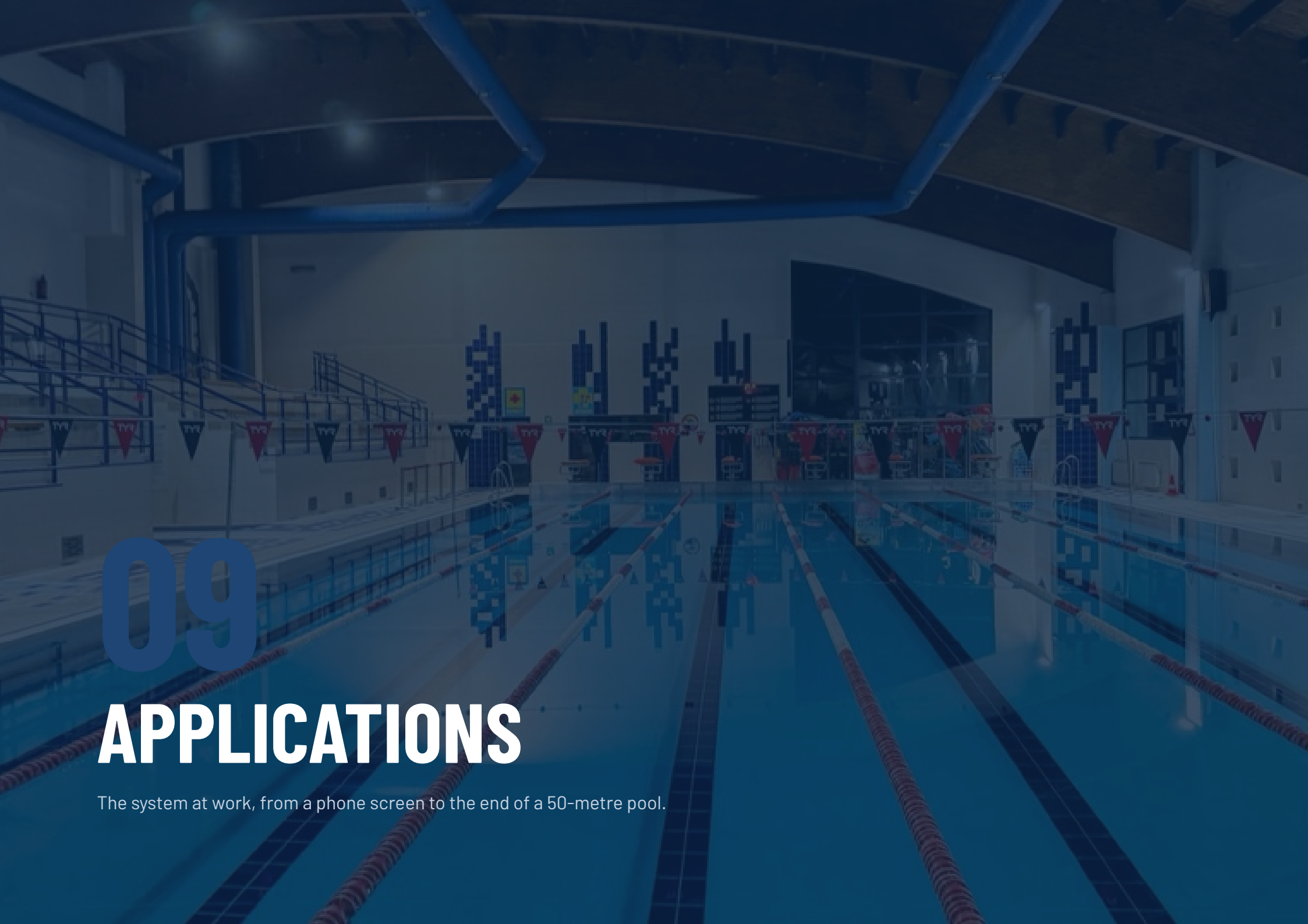
WE WRITE	WE DON'T WRITE
The 2026 Indoor World Championship was won by Aaron Warburton (GBR) with 210 points.	OMG what a final!!! Aaron absolutely smashed it 🔥
Each infraction costs five points.	Infractions may potentially result in a points deduction of up to five.
Water temperature: 27.4 °C ± 0.2 °C.	The water is kept nice and warm, around 27 degrees.
Kaori Ishizuchi is widely regarded as the greatest of all time.	Kaori Ishizuchi is the GOAT, no debate.

CHECKLIST

- Lead with the answer: who won, what changed, what the rule is.
- One idea per sentence; short paragraphs.
- Active voice: “Congress approved”, not “it was approved by Congress”.
- Numbers as numerals with units.
- Every claim is checkable against the FIMP Archive.
- No gambling language: odds, bets, favourites, tips.

NAMES, NUMBERS AND DATES

NAMING		NUMBERS AND UNITS	
The Federation	Fédération Internationale de Marco Polo on first use; FIMP after. Never "F.I.M.P." or "Fimp". "the Federation" (capital F) is acceptable in running text.	Dates	22 March 2026 · short form 22 Mar 2026 · ranges 14–22 March 2026 (en dash)
Disciplines	Indoor and Outdoor always take capitals: "the Outdoor World Championship", "an Indoor final". 1931–1967 is "the unified era".	Temperature	27.4 °C with a non-breaking space; tolerances 27.4 °C ± 0.2 °C
Events	[Year] FIMP [Indoor/Outdoor] World Championship, e.g. "2027 FIMP Indoor World Championship". On second use: "the 2027 Indoor World Championship".	Time	0.6 s, 180 s, 600 ms; clock times 20:48 (24-hour)
Titles	World Champion with capitals when it is a title ("Indoor World Champion Aaron Warburton"); lower case when generic ("three world champions").	Sound	65 dB, 58 dBA; frequencies 112 Hz, 3,150 Hz
The game	Marco, Polo, chukka, Fish Out of Water (FOW), Hawk-Ear, Polo Response Latency (PRL). Define abbreviations on first use.	Large numbers	Comma thousands: 9,209,580. In tables, tabular figures, right-aligned
Nations	Three-letter codes in Barlow SemiBold inside a 1 px Rule Strong box: GBR, FRA, JPN. Full country name in running text.	Scores	Points as whole numbers (210); Elo to whole numbers in display (1767)
Athletes	Full name on first mention, surname after. Nicknames in typographic quotes: "The Echo".	Ranges	En dash without spaces: 1991–1996, 65–95 dB



09

APPLICATIONS

The system at work, from a phone screen to the end of a 50-metre pool.



FORMAT	SIZE	SAFE MARGIN
Square post	1080 × 1080 px	64 px
Portrait post	1080 × 1350 px	64 px
Story / reel cover	1080 × 1920 px	250 px top and bottom
Share card	1200 × 630 px	60 px
Avatar	Crest on Navy, 400 × 400 px	Crest at 60%

Results posts lead with the athlete in Barlow Condensed, a single gold rule and one number. Countdown and event posts may use photography with the Navy wash. One message per post.



FIMP
FÉDÉRATION INTERNATIONALE
DE MARCO POLO

Maison du Polo
Quai des Nageurs 12
1006 Lausanne, Switzerland

22 October 2026

Subject: Certification of the competition basin

marcopolofederation.org

Oculis clausis, auribus apertis



FIMP
FÉDÉRATION INTERNATIONALE DE MARCO POLO



MATTHIEU VAUCHER
SECRETARY GENERAL

secretariat@marcopolofederation.org
Quai des Nageurs 12, 1006 Lausanne

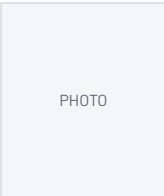
ITEM	SPECIFICATION
Letterhead	A4 portrait, horizontal lockup 50 mm wide top-left, 0.4 mm Ink rule, Barlow 10/15 pt
Business card	85 × 55 mm. Front: Navy, stacked reverse lockup 30 mm tall. Back: white, 1.2 mm Gold base rule
Paper	Uncoated bright white, 120 gsm letterhead, 400 gsm cards
Email signature	Name, role, FIMP and website as text. No logo images.

CHAMPIONSHIPS

**FIMP**
FÉDÉRATION INTERNATIONALE
DE MARCO POLO

2027

INDOOR WORLD CHAMPIONSHIP ·
SAPPORO


PHOTO

OFFICIAL NAME
Ocular Integrity Judge

POOL

FOP

ALL

**FIMP**
FÉDÉRATION INTERNATIONALE
DE MARCO POLO

INDOOR WORLD CHAMPIONSHIP
SAPPORO 2027

LANE-END BOARD Navy, reverse lockup at 1/3 board height, event name in Barlow Condensed.


GOLD


SILVER


BRONZE

MEDAL RIBBONS Navy edges, medal-colour centre stripe; crest in one-colour Navy on the medal face.

ACCREDITATION A6 portrait. Zone bars across the base: Teal = pool deck, Gold = field of play, Navy = all areas. Role in Barlow, name in Barlow Condensed.

BROADCAST



LOWER THIRD

Navy crest block, white name panel with a 3 px Gold top rule, name in Barlow Condensed with nation code, role as a Teal label.

SCORE BUG

Top right. Chukka in a Gold cell, clock and tags in Navy. Tabular figures so numbers never jump.

MOTION

Panels slide in from the left over 250 ms with ease-out and leave in 180 ms. No bounces, spins or glows.

LOGO FILES

Always use the master files. Every lockup is supplied in six colour versions as outlined SVG (vector, for print and web) and transparent PNG at two sizes.

NAMING

fimp-[lockup]-[version].svg
fimp-[lockup]-[version]-[width].png

Lockups: horizontal, stacked, wordmark, crest. Versions: colour, reverse, navy, black, white, gold.

DOWNLOAD

marcopolofederation.org/federation/brand/ — logo pack (ZIP) and these guidelines (PDF).

APPROVALS

Any use of the FIMP name or logo by partners, hosts or media outside editorial reporting requires written approval from the Secretariat: secretariat@marcopolofederation.org. Allow five working days.

MASTER FILES (24 SVG + 48 PNG)

fimp-crest-black.svg
fimp-crest-colour.svg
fimp-crest-gold.svg
fimp-crest-navy.svg
fimp-crest-reverse.svg
fimp-crest-white.svg
fimp-horizontal-black.svg
fimp-horizontal-colour.svg
fimp-horizontal-gold.svg
fimp-horizontal-navy.svg
fimp-horizontal-reverse.svg
fimp-horizontal-white.svg
fimp-stacked-black.svg
fimp-stacked-colour.svg
fimp-stacked-gold.svg
fimp-stacked-navy.svg
fimp-stacked-reverse.svg
fimp-stacked-white.svg
fimp-wordmark-black.svg
fimp-wordmark-colour.svg
fimp-wordmark-gold.svg
fimp-wordmark-navy.svg
fimp-wordmark-reverse.svg
fimp-wordmark-white.svg