



CMAS

CONFÉDÉRATION MONDIALE
DES ACTIVITÉS SUBAQUATIQUES

WORLD UNDERWATER FEDERATION

Rome, August 5, 2022

Ref.: 276/KOS/2022

To CMAS Partners

Secrétaire Général

Dear Ladies and Gentlemen,

The CMAS launched a project with the objective of increasing the visibility and impact of its own brand, while increasing efficiency and flexibility in a context where digital is becoming more important.

This brand visual expression overhaul includes a logo system development, color typography, graphics, and illustration.

In particular, as attached, the logo has been updated.
Attached to this email, you will find the updated artwork

OLD VERSION



CURRENT VERSION



During the last AG held in Tangier (Morocco) on 1 to 4/Jun/2022, this matter has been discussed in a gradual and collaborative way, and direction was given.

Even though the implementation of this updated design is meant to be progressive, we would be grateful if you could update or add them to your applications (website, editorial content) whenever/wherever it best suits your operation and strategic needs.

We hope these assets will continue to contribute to the long-term, global promotion of the CMAS activities through the good collaboration we have with you.

Should you have any questions linked to the use of the CMAS Properties, please do not hesitate to contact our Brand team directly at the following email: cmas-study@cmas.org

Best regards,

Kevin O'Shaughnessy
Secretary General