



EUROPEAN INDOOR CHAMPIONSHIPS
EUROPEAN CHAMPIONSHIPS
LOGO & EVENT STYLE GUIDE

Edition 3 August 2019

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Introduction

Since its establishment in 1970, European Athletics has served its Member Federations by working to promote the sport of athletics throughout Europe.

Its role includes staging championships and elite competitions: which give Europe's top athletes the opportunity to excel, showcases the sport, drives public interest in athletics and creates income needed to deliver future key events. It also includes leading 51 Member Federations and supporting their work in respective countries, as they reach out to engage more people and deliver all the forms and benefits of athletics.

The brand of European Athletics is an important tool for talking about and driving work in both these areas and, above all, strengthening the desired image of our sport.

A recent decision was taken to modernise both the overall association brand and its products. This took the form of developing the corporate design and competitions branding, so that they work in more distinct and appropriate ways for their intended audiences.

As a result, the European Athletics corporate look has been strengthened when looking 'inwards' and for communicating with partners and stakeholders. The 'fan' engagement and competition side of the organisation has also been liberated to maximise the excitement and energy around the association's sports and activities. This brand development also brings a greater sense of structure to the tiering of the various competitions and tournaments.

Values

The inspiration of the brand refresh for our Corporate Activities and events come from the existing values of the sport of athletics and the values & mission of European Athletics.

The Values of Athletics

This set of values helps to define what is important about our sport - they are central to what we do.

- *Competition*
- *Excellence*
- *Fair Play and Sportsmanship*
- *Discipline*
- *Personal Development*
- *Physical Fitness*
- *Healthy Lifestyle*
- *Equality*
- *Inclusiveness*

Organisational Values

These are the ideals European Athletics is striving for, as it works to operate and develop the sport in Europe. By example, we hope to lead Member Federations to respect the same values in their own work.

- *Integrity*
- *Unity*
- *Social and Environmental Responsibility*
- *Innovation*

The complete version of the European Athletics manifesto - the written declaration of the intentions, motives and views of our organisation - is entitled "Your Sport for Life". Please use the following link to read our manifesto: <http://www.european-athletics.org/european-athletics/who-we-are/values.html>

Mission

“To grow our sport by leading, inspiring and enabling every European to enjoy a loyal relationship with athletics and receive its benefits for life”

This simple statement is meant to give our stakeholders and the public a clear sense of what drives European Athletics and what it and its Member Federations are working towards. Any decision or activity should ask the question: “Is what we are doing contributing to achieving the mission?”

The Corporate Brand

Logo

The European Athletics logo is an attractive symbol that comprises three arcs, each representing one of the basic components of athletics: running/walking, jumping and throwing. The curve and positioning of the arcs lead the eye in three dimensions and create a feeling of movement.

The strong blue and yellow colours symbolise Europe, while the equally strong orange represents the sport of athletics.

The logo also represents how European Athletics unites three groups – Member Federations, athletes and fans – across Europe, through the sport of athletics. As the arcs visualize lanes on three running tracks, the logotype is sometimes referred to as “United Tracks.”

Slogan

This slogan is a short, memorable phrase that summarises our brand proposition and positioning.

“Your Sport” implies choice and that there are many possible forms of engagement with athletics and that each individual’s relationship with the sport can be customised to meet his or her current interests and needs.

Our mission is to have a life-long relationship with every European, through diverse and evolving activities in our sport – from competing as a junior or elite athlete, to working as an official. This is reflected in the “for Life” element of the slogan. There is also a double meaning, as the values of athletics imply that a personal relationship with athletics will add to the quality of life.

Typeface

In 2016, a brand identity refresh was undertaken to further strengthen the logo and slogan and create a new official typeface for European Athletics. Its dynamic form enhances the visual representation and should be used across all headline applications. It is called “Tracks”.

Official Look

In addition, a new secondary look has also been developed. This is a unique combination of shapes, patterns and colour palette that enables European Athletics’ brand to be clear and recognisable across all forms of visual communication and will support the primary brand identity.

The European Athletics Championships Identity.

European Athletics Championships - Overview

The European Athletics Championships is the flagship event of European Athletics organised every two years.

The championships run over six days with over 1,500 athletes from 50 Member Federation countries.

The non-Olympic year European Athletics Championships are part of the multisport European Championships. The championships have a more compact five-day format when they are held in an Olympic year and no race walking events should be organised and a half marathon replaces the marathon.

The first European Athletics Championships was held in Turin, Italy, in 1934. The biennial European Athletics Indoor Championships are the biggest indoor event organised by European Athletics.

More than the 600 athletes from the 51 European Athletics Member Federations countries participate in the three-day event.

What is the shared identity concept?

European Athletics has a strong and unique identity. The core brand elements are commonly used across Corporate and Event visual communication. European Athletics Events have a cohesive look, sharing graphic elements and design principles but differing in colour and content.

It is important that the European Athletics Championships and European Athletics Indoor Championships identities retain a unique look whilst working in harmony with core brand elements - this becomes a shared identity.

To ensure the European Athletics brand is represented correctly rules have been established and explained within this Style Guide.

Template Artwork

The Championships event identity is controlled by utilising template artwork provided. Within the template artwork are fixed elements common to European Athletics and defined areas with editable elements in which the Local Organising Committee (LOC) can create a unique design.

Once the template artwork is modified with the addition of unique design elements then new artwork can be saved with unique file names in a variety of file types to suit the requirements.

All template artwork is set up in CMYK only. Once modified the new artwork can be converted to RGB and saved as required.

This style guide includes many visual examples showing various formats and applications. It is important that when creating new artwork the rules and logic explained within this style guide are considered.

Using this Style Guide

This Style Guide is for the use of those involved in the design and production of promotional or information material for the European Athletics Championships.

For further guidance or information, please contact:

European Athletics Association
Avenue Louis-Ruchonnet 18
CH-1003 Lausanne

Contact: Bernadette Brun Brenger
email: bernadette.brenger@european-athletics.org

The contents of this Style Guide will be updated from time to time. Any updates will be provided to you as they arise, with clear instructions as to their application. These updates will form an integral part of the Style Guide.

Examples within this Style Guide

For the purpose of this Style Guide all examples use faux design elements such as event icon, word mark & colours to represent the unique assets to be created by the LOC. Please ensure you download and use the correct Template Artwork relating to either the European Athletics Championships or European Athletics Indoor Championships events.

Downloading Artwork

All Artwork files are available to download from Arena. Please contact your event project leader to gain access to Arena. Please refer to the Appendix section of the Style Guide for more information on Artwork file naming and downloading.

Approval Process

All materials produced for, or related to, an European Athletics event are to be submitted by e-mail to European Athletics for approval prior to production. Materials include licensed products and packaging, all forms of advertising and promotional materials. Please provide artwork in Adobe Acrobat using the pdf format. Layouts sent by fax cannot be accepted.

LOC Event Design

The LOC must submit examples of what the design will look like on various event materials for European Athletics approval. The LOC's event material is to be prepared in accordance with the European Athletics Design Manual.

European Athletics will provide its comments within seven working days of receipt of the LOC's design concept. If any changes are requested, the LOC will need to re-submit the amended design for final comments/approval.

European Athletics will provide approval of the amended design in writing within two working days, provided all the required amendments have been made.

Individual Event Material

In order to facilitate the approval process, the LOCs are asked to provide European Athletics with a complete list of all event materials planned for production. All event materials are to be designed in accordance with the European Athletics Design Manual.

In addition, the LOCs are asked to provide a production schedule for all event materials. The production schedule is to be provided at least eight weeks before the first event material is due for approval by European Athletics. This schedule will greatly assist the LOC in its production planning. Without this schedule, European Athletics cannot guarantee that the approval periods stated below will be adhered to.

European Athletics has the right to review, request changes and approve designs for all materials related to its events. Before finalising the design of any event materials, the LOC is requested to send a provisional layout to European Athletics for review and comments.

The period for review comments from European Athletics is three working days from receipt of artwork from the LOC. If any changes are to be made, the LOC will need to re-submit the amended artwork for final comments and approval, which will be given by European Athletics in writing within one working day, providing all required amendments have been made. This procedure is intended to avoid any reprinting by the LOC of any materials that have not been approved by European Athletics. Any such reprinting of materials not formally approved by European Athletics will be at the expense of the LOC.

EUROPEAN ATHLETICS CHAMPIONSHIPS

1. CORE ASSETS

1.1 CORE ASSETS

1. CORE ASSETS

1.1 CORE ASSETS

The European Athletics Championship Event Look is comprised of Core Assets, some of which are unique and others that are common across all European Athletics Events.

UNIQUE CORE ASSETS

Event Logo

A self contained Event Logo that incorporates the European Athletics Corporate Logo & Championships wordmark, Unique Event Icon and Unique Event Wordmark. The Event Logo is designed to be used as a standalone asset.

Event Look

A unique design to capture the essence of the European Athletics Championship Event.

Host Wordmark

A unique wordmark design showing host city name and date.

Event Icon

A unique design to symbolise the European Athletics Championship Event.

Event Colours

A unique colour palette designed to support the European Athletics Championship Event.

SUPPORTING CORE ASSETS

Supporting Graphics

Designed to be used across all European Athletics Championship Event branding. The Header, Footer, Left & Right Graphic are useful assets to hold content such as logos or text within a defined area.

COMMON CORE ASSETS

Typeface

The European Athletics Corporate font called Tracks and supporting font called Open Sans.

Icon

A stylised pictogram to help identify each discipline within a European Athletics Championships Event.

Sponsor Graphic

An editable graphic element set up to hold sponsor logos.

Event & Sponsor Composite Logo

An editable graphic element set up to hold sponsor logos.

UNIQUE CORE ASSETS

Event Logo



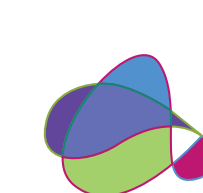
Event Look



Host Wordmark



Event Icon



Event Colours



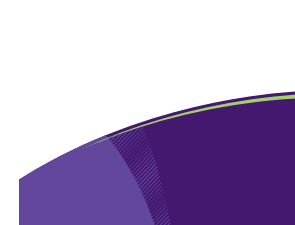
Please Note: The visual examples shown above use faux design elements such as event icon, word mark & colours to represent the unique assets to be created by the LOC.

SUPPORTING CORE ASSETS

Header Graphic



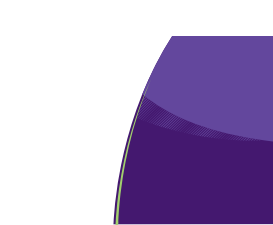
Footer Graphic



Left Graphic



Right Graphic



COMMON CORE ASSETS

Typeface



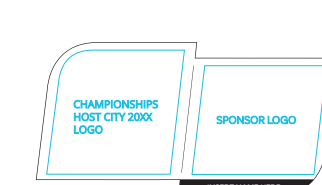
Icon



Sponsor Graphic



Event & Sponsor Composite Logo



EUROPEAN ATHLETICS CHAMPIONSHIPS

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2. EVENT LOGO

2.1 OVERVIEW

2.1.1 GETTING TO KNOW THE TEMPLATE ARTWORK

The European Athletics Championships Logo Template Artwork is set up to allow a unique event icon, host wordmark design and colours to be incorporated.

The template artwork has fixed assets that can be re-coloured and designated areas in which to place a unique event icon and host wordmark design.

The European Athletics Championships Logo Template Artwork is comprised of the following brand elements:

- EUROPEAN ATHLETICS LOGO (1 Line Version)
- CHAMPIONSHIPS WORDMARK
- EVENT ICON DESIGN AREA
- HOST WORDMARK DESIGN AREA

The Template Artwork is only available in Adobe® Illustrator®. Once the unique design elements and colours have been added then other file formats can be saved or exported to suit the intended application.

There are several versions of the European Athletics Championships Logo Template Artwork including different layout configurations and sizes.

Please Note: All template artwork is set up in CMYK only. Once modified the new artwork can be set up as RGB and saved as required.

EUROPEAN ATHLETICS CHAMPIONSHIPS LOGO TEMPLATE ARTWORK

Template Artwork

Visual Example



Please Note: The visual examples shown above use faux design elements such as event icon, word mark & colours to represent the unique assets to be created by the LOC.

2. EVENT LOGO

2.2 USING THE TEMPLATE ARTWORK

2.2.1 EVENT LOGO WITH ICON - PORTRAIT

The European Athletics Championships Logo Template Artwork is set up to allow a unique event icon, host wordmark design and colours to be incorporated.

Once the unique design elements have been added then other colour formats and versions can be created and saved as separate artwork files.

The new artwork should be saved in the recommended file formats using the preferred naming convention as explained on page 73 of this guide.

Please Note: The instructions shown opposite apply to all versions of European Championships and Indoor Championships Logo Template Artwork.

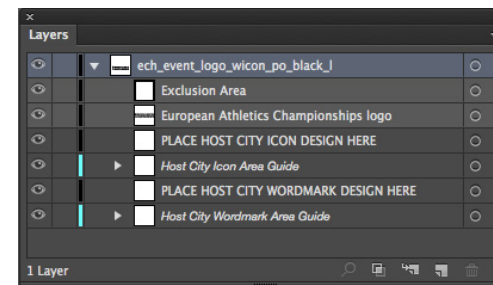
USING THE TEMPLATE ARTWORK

Event Logo With Icon - Portrait



Print

ech_logo_wicon_po_l.ai



- 1 Open the required version of the European Athletics Championships Logo Template Artwork. Familiarise yourself with the artwork set up including the predetermined layer structure.

- 2 A predetermined layer structure is set up to help with placement of the unique design elements. Each layer is clearly labeled with none printable guide layers (*italic layer name*) included.



- 3 Add your unique event icon design into the designated area within the template. The event icon should be positioned within the guides. Taking care not to breach the lower parameter **A** and outer area. **B**

- 4 Add your unique host wordmark design into the designated area within the template. The host wordmark should be positioned within the guides. Taking care not to breach the upper parameter. **C**

- 5 Add your unique colour to the European Athletics Logo & Championships Wordmark. Ensure the same colour for both. Your new unique event logo artwork is ready to be saved and exported in the required file formats.

Please Note: The visual examples shown above use faux design elements such as event icon, word mark & colours to represent the unique assets to be created by the LOC.

2. EVENT LOGO

2.2 USING THE TEMPLATE ARTWORK

2.2.2 EVENT LOGO WITH ICON - LANDSCAPE

The European Athletics Championships Logo Template Artwork is set up to allow a unique event icon, host wordmark design and colours to be incorporated.

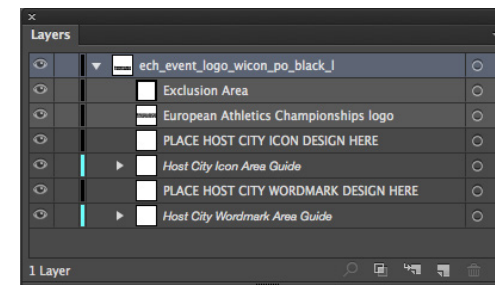
Once the unique design elements have been added then other colour formats and versions can be created and saved as separate artwork files.

The new artwork should be saved in the recommended file formats using the preferred naming convention as explained on page 73 of this guide.

Please Note: The instructions shown opposite apply to all versions of European Championships and Indoor Championships Logo Template Artwork.

USING THE EUROPEAN ATHLETICS CHAMPIONSHIPS LOGO TEMPLATE ARTWORK WITH ICON - LANDSCAPE

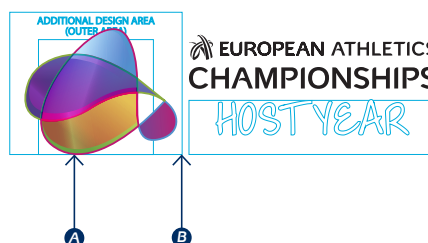
Template Artwork



Print ech_logo_wicon_la_l.ai

- 1 Open the required version of the European Athletics Championships Logo Template Artwork. Familiarise yourself with the artwork set up including the predetermined layer structure.

- 2 A predetermined layer structure is set up to help with placement of the unique design elements. Each layer is clearly labeled with none printable guide layers (*italic layer name*) included.



- 3 Add your unique event icon design into the designated area within the template. The event icon should be positioned within the guides. Taking care not to breach the lower parameter **A** and outer area **B**.

- 4 Add your unique host wordmark design into the designated area within the template. The host wordmark should be positioned within the guides. Taking care not to breach the upper parameter **C**.

- 5 Add your unique colour to the European Athletics Logo & Championships Wordmark. Ensure the same colour for both. Your new unique event logo artwork is ready to be saved and exported in the required file formats.

Please Note: The visual examples shown above use faux design elements such as event icon, word mark & colours to represent the unique assets to be created by the LOC.

2. EVENT LOGO

2.2 USING THE TEMPLATE ARTWORK

2.2.3 EVENT LOGO WITHOUT ICON

The European Athletics Championships Logo Template Artwork is set up to allow a unique event icon, host wordmark design and colours to be incorporated.

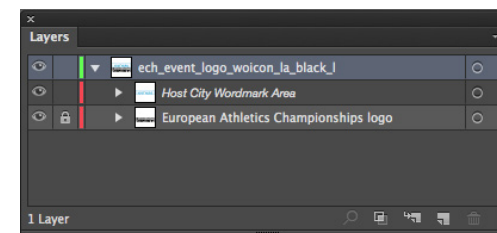
Once the unique design elements have been added then other colour formats and versions can be created and saved as separate artwork files.

The new artwork should be saved in the recommended file formats using the preferred naming convention as explained on page 73 of this guide.

Please Note: The instructions shown opposite apply to all versions of European Championships and Indoor Championships Logo Template Artwork.

USING THE EUROPEAN ATHLETICS CHAMPIONSHIPS LOGO TEMPLATE ARTWORK WITHOUT ICON

Template Artwork



Print

ech_logo_woicon_la_l.ai

- 1 Open the required version of the European Athletics Championships Logo Template Artwork. Familiarise yourself with the artwork set up including the predetermined layer structure.
- 2 A predetermined layer structure is set up to help with placement of the unique design elements. Each layer is clearly labeled with none printable guide layers (*italic layer name*) included.



- 3 Add your unique host wordmark design into the designated area within the template. The host wordmark should be positioned within the guides. Taking care not to breach the lower parameter **A**.
- 4 Add your unique colour to the European Athletics Logo & Championships Wordmark. Ensure the same colour for both. Your new unique event logo artwork is ready to be saved and exported in the required file formats.

Please Note: The visual examples shown above use faux design elements such as event icon, word mark & colours to represent the unique assets to be created by the LOC.

2. EVENT LOGO

2.2 USING THE TEMPLATE ARTWORK

2.2.4 CREATING COLOUR FORMATS & SEPARATE ARTWORK ASSETS

The European Athletics Championships Logo Template Artwork is set up to allow a unique event icon, host wordmark design and colours to be incorporated.

Once the unique design elements have been added then other colour formats and versions can be created and saved as separate artwork files.

The new artwork should be saved in the recommended file formats using the preferred naming convention as explained on page 73 of this guide.

Please Note: The instructions shown opposite apply to all versions of European Championships and Indoor Championships Logo Template Artwork.

USING THE EUROPEAN ATHLETICS CHAMPIONSHIPS LOGO TEMPLATE ARTWORK

Creating colour formats & separate artwork assets



A



B



C

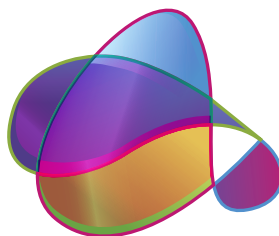


D



1 Once the unique event logo design is complete the colour formats can also be set up and saved as individual artwork files.

2 The standard colour formats are Full Colour Tonal **A**, Full Colour Flat **B**, Black **C** and White **D**. Please see [page 22](#) for more information on colour formats.



host 2028

3 The event icon can be set up as a separate asset made available in all colour formats.

4 The host wordmark can be set up as a separate asset made available in all colour formats.

Please Note: The visual examples shown above use faux design elements such as event icon, word mark & colours to represent the unique assets to be created by the LOC.

2. EVENT LOGO

2.3 VERSIONS

2.3.1 EUROPEAN ATHLETICS CHAMPIONSHIPS

The European Athletics Championships Logo Template Artwork is available in two versions and two sizes large and small.

Using the correct version best suited to the application will ensure clarity and strong delivery of the European Athletics Championship brand.

The two versions of the European Athletics Championships Logo Template Artwork are:

1. With Event Icon
2. Without Event Icon

Please see page 24 for size information.



Application Examples

EUROPEAN ATHLETICS CHAMPIONSHIPS LOGO - TEMPLATE ARTWORK

With Event Icon



Print

ech_logo_wicon_po_l.ai

Without Event Icon



ech_logo_woicon_la_l.ai

EUROPEAN ATHLETICS CHAMPIONSHIPS LOGO - VISUAL EXAMPLE

With Event Icon



Without Event Icon



Please Note: The visual examples shown above use faux design elements such as event icon, word mark & colours to represent the unique assets to be created by the LOC.

2. EVENT LOGO

2.3 VERSIONS

2.3.2 EUROPEAN ATHLETICS INDOOR CHAMPIONSHIPS

The European Athletics Indoor Championships Logo Template Artwork is available in two versions and two sizes large and small.

Using the correct version best suited to the application will ensure clarity and strong delivery of the European Athletics Indoor Championship brand.

The two versions of the European Athletics Indoor Championships Logo Template Artwork are:

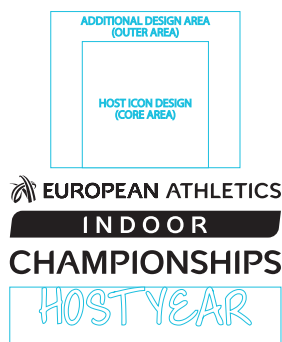
1. With Event Icon
2. Without Event Icon

Please see page 24 for size information.



EUROPEAN ATHLETICS INDOOR CHAMPIONSHIPS LOGO - TEMPLATE ARTWORK

With Event Icon



Print

eich_logo_wicon_po_l.ai

Without Event Icon



eich_logo_woicon_la_l.ai

EUROPEAN ATHLETICS INDOOR CHAMPIONSHIPS LOGO - VISUAL EXAMPLE

With Event Icon



Without Event Icon



Please Note: The visual examples shown above use faux design elements such as event icon, word mark & colours to represent the unique assets to be created by the LOC.

2. EVENT LOGO

2.4 FORMATS

2.4.1 EUROPEAN ATHLETICS CHAMPIONSHIPS

The European Athletics Championships Logo Template Artwork is available in two formats.

Using the correct format best suited to the application will ensure clarity and strong delivery of the European Athletics Championship brand.

The two formats of the European Athletics Championships Logo Template Artwork are:

1. Portrait
2. Landscape

Please see page 21 for extreme landscape format.



Visual Example: With Event Icon - Landscape

EUROPEAN ATHLETICS CHAMPIONSHIPS LOGO - TEMPLATE ARTWORK

With Event Icon - Portrait



Print

ech_logo_wicon_po_l.ai

With Event Icon - Landscape



ech_logo_wicon_la_l.ai

Without Event Icon - Portrait

Please Note: If the European Athletics Championships Event Logo is designed without an icon then only the Landscape format is to be used.

Print

Without Event Icon - Landscape



ech_logo_woicon_la_l.ai

2. EVENT LOGO

2.4 FORMATS

2.4.2 EUROPEAN ATHLETICS INDOOR CHAMPIONSHIPS

The European Athletics Championships Logo Template Artwork is available in two formats.

Using the correct format best suited to the application will ensure clarity and strong delivery of the European Athletics Championship brand.

The two formats of the European Athletics Championships Logo Template Artwork are:

1. Portrait
2. Landscape

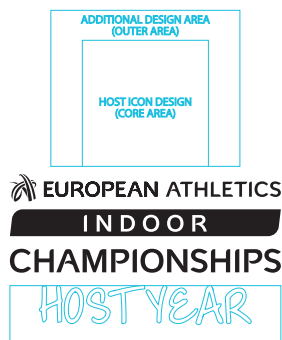
Please see page 21 for extreme landscape format.



Visual Example: With Event Icon - Landscape

EUROPEAN ATHLETICS INDOOR CHAMPIONSHIPS LOGO - TEMPLATE ARTWORK

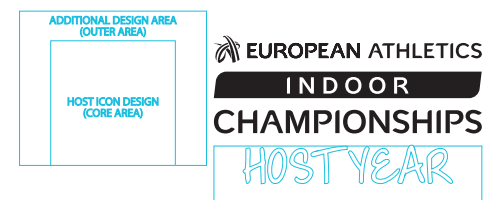
With Event Icon - Portrait



Print

eich_logo_wicon_po_l.ai

With Event Icon - Landscape



eich_logo_wicon_la_l.ai

Without Event Icon - Portrait

Please Note: If the European Athletics Championships Event Logo is designed without an icon then only the Landscape format is to be used.

Print

Without Event Icon - Landscape



eich_logo_woicon_la_l.ai

2. EVENT LOGO

2.5 EXTREME FORMATS

2.5.1 SETTING UP AN EXTREME LANDSCAPE FORMAT

The European Athletics Championships & Indoor Championships Logo Artwork is also available in 1 Line format.

This is to be used for extreme landscape applications such as ribbons, parameter boards and web banners.

The host wordmark and event icon can be placed alongside the 1 Line artwork.



Application Examples

EUROPEAN ATHLETICS CHAMPIONSHIPS LOGO

1 Line



Print

ech_logo_1line_l.ai

EUROPEAN ATHLETICS INDOOR CHAMPIONSHIPS LOGO

1 Line



Print

eich_logo_1line_l.ai

SETTING UP AN EXTREME LANDSCAPE FORMAT

With Host Wordmark



- 1 The host wordmark can be placed alongside the European Athletics Championships 1 Line artwork to create an extreme landscape format. The host wordmark should be scaled to the same cap height of European Athletics **A** and aligned as shown taking care not to breach the minimum width **B**.

With Event Icon & Host Wordmark



- 2 The event icon & host wordmark can be placed alongside the European Athletics Championships 1 Line artwork to create an extreme landscape format. The host wordmark should be scaled to the same cap height of European Athletics **A** and aligned as shown taking care not to breach the minimum width **B**. The event icon should be scaled to the same height as the Tracks Icon **C** and aligned to the host wordmark as shown taking care not to breach the icon's own exclusion area **D**.

Please Note: The visual examples shown above use faux design elements such as event icon, word mark & colours to represent the unique assets to be created by the LOC.

2. EVENT LOGO

2.6 COLOUR FORMATS

2.6.1 VERSIONS

The European Athletics Championships Logo Template Artwork is set up to allow a unique event icon, host wordmark design and colours to be incorporated.

Once the unique event logo is established it is recommended to set up different colour formats. Other colour formats will help when reproducing the artwork where number of colours are limited or printing techniques differ.

The recommended colour formats are:

1. Full Colour Tonal for use on dark backgrounds
2. Full Colour Tonal for use on light backgrounds
3. Full Colour flat for use on dark backgrounds
4. Full Colour flat for use on light backgrounds
5. 1 Colour Black
6. 1 Colour White

New artwork should be saved in the recommended file formats using the preferred naming convention as explained on page 73 of this guide.

Please Note: the colour formats shown here apply to all versions of the European Athletics Championships Event logo

Please Note: All template artwork is set up in CMYK only. Once modified the new artwork can be set up as RGB and saved as required.

COLOUR FORMATS

Template Artwork



Print ech_logo_wicon_po_l.ai

VISUAL EXAMPLES

Full Colour Tonal for use on dark backgrounds

Full Colour Tonal for use on light backgrounds



Full Colour Flat for use on dark backgrounds

Full Colour Flat for use on light backgrounds



1 Colour Black

1 Colour White



Please Note: The visual examples shown above use faux design elements such as event icon, word mark & colours to represent the unique assets to be created by the LOC.

2. EVENT LOGO

2.6 COLOUR FORMATS

2.6.2 RECOMMENDED USAGE

The design and colouring of the unique event logo should be versatile to work on a variety of background colours.

However, it is important to ensure the European Athletics brand is represented and highlighted properly, by considering the background.

Please Note: The background application principles demonstrated here, apply to all versions of the European Athletics Championships Event Logo.



Application Examples

RECOMMENDED USAGE

Full Colour Tonal on light event colours



Full Colour Tonal on dark event colours

Full Colour Flat on light event colours



Full Colour Flat on dark event colours

1 Colour on light event colours



1 Colour on dark event colours

Please Note: The visual examples shown above use faux design elements such as event icon, word mark & colours to represent the unique assets to be created by the LOC.

2. EVENT LOGO

2.7 SIZES

2.7.1 EUROPEAN ATHLETICS CHAMPIONSHIPS

The European Athletics Championships Logo Template Artwork is available in two sizes: Large & Small.

The Large version does not have a maximum size, although it does have a minimum size. To maintain maximum clarity and legibility of the Tracks Icon & European Athletics Wordmark elements at all times, the Large version must not be used smaller than the size indicated.

The Small version has a maximum and minimum size. The Small Version size must not be used smaller or larger than the sizes indicated.

The size is measured in total width of the Corporate Logo. The pixel measurements are based on 72ppi screen resolution.

WHAT IS THE DIFFERENCE BETWEEN LARGE AND SMALL SIZES OF THE LOGO TEMPLATE ARTWORK?

The Tracks Icon has been simplified and reduced in size on the Small version. The reduced size of Tracks Icon helps the Logo fill a small application area more efficiently. The gaps between the elements are wider to ensure edibility when reproduced at small size.

The tracking (or kerning) of the European Athletics Wordmark is increased on the Small size.

EUROPEAN ATHLETICS CHAMPIONSHIPS LOGO TEMPLATE ARTWORK

With Event Icon - Portrait

Large



Width of European Athletics Logo
> 55mm (680px)

Small



Width of European Athletics Logo
25mm - 54mm (308px - 679px)

Print ech_logo_wicon_po_l.ai

ech_logo_wicon_po_s.ai

Without Event Icon - Landscape

Large



Width of European Athletics Logo
> 55mm (680px)

Small



Width of European Athletics Logo
25mm - 54mm (308px - 679px)

ech_logo_woicon_la_l.ai

ech_logo_woicon_la_s.ai

With Event Icon - Landscape

Large



Width of European Athletics Logo
> 55mm (680px)

Small



Width of European Athletics Logo
25mm - 54mm (308px - 679px)

Print ech_logo_wicon_la_l.ai

ech_logo_wicon_la_s.ai

2. EVENT LOGO

2.7 SIZES

2.7.2 EUROPEAN ATHLETICS INDOOR CHAMPIONSHIPS

The European Athletics Indoor Championships Logo Template Artwork is available in two sizes: Large & Small.

The Large version does not have a maximum size, although it does have a minimum size. To maintain maximum clarity and legibility of the Tracks Icon & European Athletics Wordmark elements at all times, the Large version must not be used smaller than the size indicated.

The Small version has a maximum and minimum size. The Small Version size must not be used smaller or larger than the sizes indicated.

The size is measured in total width of the Corporate Logo. The pixel measurements are based on 72ppi screen resolution.

WHAT IS THE DIFFERENCE BETWEEN LARGE AND SMALL SIZES OF THE LOGO TEMPLATE ARTWORK?

The Tracks Icon has been simplified and reduced in size on the Small version. The reduced size of Tracks Icon helps the Logo fill a small application area more efficiently. The gaps between the elements are wider to ensure edibility when reproduced at small size.

The tracking (or kerning) of the European Athletics Wordmark is increased on the Small size.

EUROPEAN ATHLETICS INDOOR CHAMPIONSHIPS LOGO TEMPLATE ARTWORK

With Event Icon - Portrait

Large



Small



Without Event Icon - Landscape

Large



Small



Print eich_logo_wicon_po_l.ai

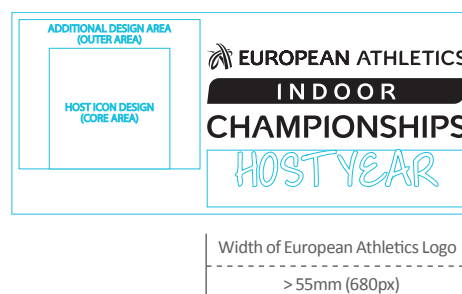
eich_logo_wicon_po_s.ai

eich_logo_woicon_la_l.ai

eich_logo_woicon_la_s.ai

With Event Icon - Landscape

Large



Small



Print eich_logo_wicon_la_l.ai

eich_logo_wicon_la_s.ai

2. EVENT LOGO

2.8 EXCLUSION AREA

2.8.1 EUROPEAN ATHLETICS CHAMPIONSHIPS

The Exclusion Area is a designated amount of clear space that consistently surrounds the European Athletics Championship Logo.

No text, graphic elements, symbols, logos etc may be placed in this protected area.

The clear space shown here is the minimum to be used and should be increased whenever possible.

EXCLUSION AREA DEFINITION

All Versions

10% of the width of the European Athletics Corporate Logo.

Please Note: All versions of the European Athletics Championships Logo Template Artwork is set up with an invisible Exclusion Area boundary box.

EXCLUSION AREA

With Event Icon - Portrait



Without Event Icon - Portrait

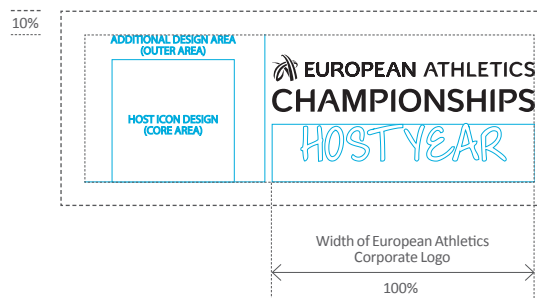


Print

ech_logo_wicon_po_l.ai

ech_logo_woicon_la_l.ai

With Event Icon - Landscape



Print

ech_logo_wicon_la_l.ai

2. EVENT LOGO

2.8 EXCLUSION AREA

2.8.2 EUROPEAN ATHLETICS INDOOR CHAMPIONSHIPS

The Exclusion Area is a designated amount of clear space that consistently surrounds the European Athletics Indoor Championship Logo.

No text, graphic elements, symbols, logos etc may be placed in this protected area.

The clear space shown here is the minimum to be used and should be increased whenever possible.

EXCLUSION AREA DEFINITION

All Versions

10% of the width of the European Athletics Corporate Logo.

Please Note: All versions of the European Athletics Championships Logo Template Artwork is set up with an invisible Exclusion Area boundary box.

EXCLUSION AREA

With Event Icon - Portrait



Print

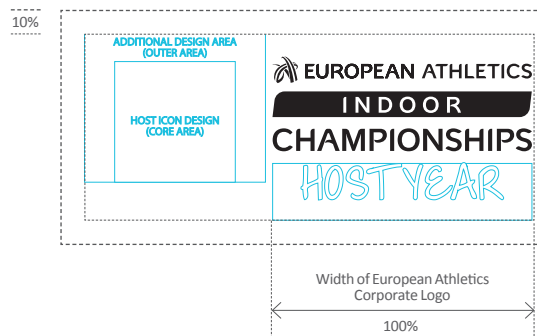
eich_logo_wicon_po_l.ai

Without Event Icon - Landscape



eich_logo_woicon_la_l.ai

With Event Icon - Landscape



Print

eich_logo_wicon_la_l.ai

EVENT

3. CANDIDATE CITY LOGO

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3. CANDIDATE CITY LOGO

3.1 INTRODUCTION

The Candidate City Logo is comprised of the following Brand elements:

- **HOST CITY & YEAR WORD MARK DESIGN AREA**
- **EUROPEAN ATHLETICS LOGO**
- **CHAMPIONSHIPS WORDMARK**
- **CANDIDATE CITY TITLE & DATE**

The Candidate City Logo is set up as Template Artwork allowing the user to insert their unique host city & year word mark design. The European Athletics Logo and Championships Wordmark cannot be edited and is fixed in position.

Template Artwork is available only as .ai. (illustrator). Rules and guidelines covering the correct use of each variation are covered within this document.

Please contact your project manager at European Athletics for help and approval of any inclusion of a unique host city & year word mark design.

Please Note: The visual examples shown above use faux design elements such as word mark & colours to represent the unique assets to be created by the LOC.

EUROPEAN ATHLETICS CHAMPIONSHIPS INDOOR CANDIDATE CITY TEMPLATE ARTWORK

Template Artwork

Visual Example



EUROPEAN ATHLETICS CHAMPIONSHIPS CANDIDATE CITY TEMPLATE ARTWORK

Template Artwork

Visual Example



3. CANDIDATE CITY LOGO

3.2 USING THE TEMPLATE ARTWORK

3.2.1 EVENT LOGO WITH ICON - PORTRAIT

The European Athletics Championships Candidate City Template Artwork is set up to allow a unique host wordmark design and colours to be incorporated.

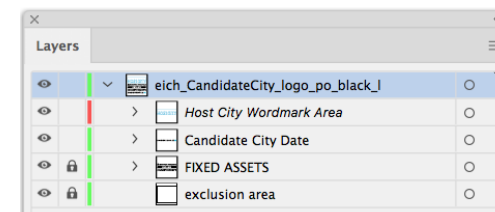
Once the unique design elements have been added then other colour formats and versions can be created and saved as separate artwork files.

The new artwork should be saved in the recommended file formats using the preferred naming convention as explained on page 73 of this guide.

Please Note: The instructions shown opposite apply to all versions of European Championships and Indoor Championships Logo Candidate City Template Artwork.

USING THE TEMPLATE ARTWORK

Candidate City Logo - Portrait



Print

eich_event_logo_wicon_po_black_l.ai

- 1 Open the required version of the European Athletics Championships Candidate City Logo Template Artwork. Familiarise yourself with the artwork set up including the predetermined layer structure.
- 2 A predetermined layer structure is set up to help with placement of the unique design elements. Each layer is clearly labeled with none printable guide layers (*italic layer name*) included.



- 3 Add your unique Host City Wordmark into the designated area within the template. It should be positioned within the guides. Taking care not to breach the lower parameter **A**. The Wordmark can extend a little higher than the parameter but not wider. **B**
- 4 Make sure you have the correct font installed (Open Sans Semi bold) to change the date on the bottom line. You should not change any other text. **C**
- 5 Add your unique colour to the European Athletics Logo, Championships Wordmark & Candidate City Type and date. Ensure the same colour for both. Your new unique Candidate City logo artwork is ready to be saved and exported in the required file formats.

Please Note: The visual examples shown above use faux design elements such as event icon, word mark & colours to represent the unique assets to be created by the LOC.

3. CANDIDATE CITY LOGO

3.2 USING THE TEMPLATE ARTWORK

3.2.2 EVENT LOGO WITH ICON - LANDSCAPE

The European Athletics Championships Candidate City Template Artwork is set up to allow a unique host wordmark design and colours to be incorporated.

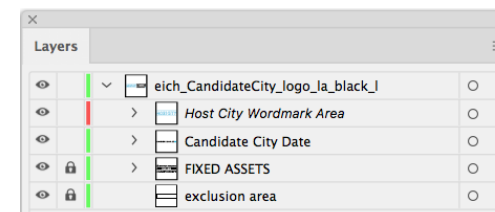
Once the unique design elements have been added then other colour formats and versions can be created and saved as separate artwork files.

The new artwork should be saved in the recommended file formats using the preferred naming convention as explained on page 70 of this guide.

Please Note: The instructions shown opposite apply to all versions of European Championships and Indoor Championships Logo Candidate City Template Artwork.

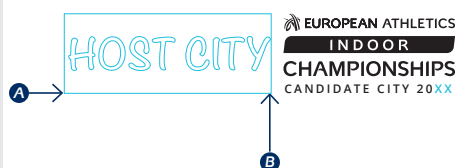
USING THE TEMPLATE ARTWORK

Candidate City Logo - Landscape



Print eich_event_logo_wicon_la_black_l.ai

- 1 Open the required version of the European Athletics Championships Candidate City Logo Template Artwork. Familiarise yourself with the artwork set up including the predetermined layer structure.
- 2 A predetermined layer structure is set up to help with placement of the unique design elements. Each layer is clearly labeled with none printable guide layers (*italic layer name*) included.



- 3 Add your unique Host City Wordmark into the designated area within the template. It should be positioned within the guides and centralised to the height. Taking care not to breach the parameter. **A** Align the Wordmark to the right of the area. **B**
- 4 Make sure you have the correct font installed (Open Sans Semi bold) to change the date on the bottom line. You should not change any other text. **C**
- 5 Add your unique colour to the European Athletics Logo, Championships Wordmark & Candidate City Type and date. Ensure the same colour for both. Your new unique Candidate City logo artwork is ready to be saved and exported in the required file formats.

Please Note: The visual examples shown above use faux design elements such as event icon, word mark & colours to represent the unique assets to be created by the LOC.

EUROPEAN ATHLETICS CHAMPIONSHIPS

4. SUPPORTING GRAPHICS

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4. SUPPORTING GRAPHICS

4.1 OVERVIEW

4.1.1 GETTING TO KNOW THE TEMPLATE ARTWORK

The Supporting Graphics consist of four design elements:

1. HEADER GRAPHIC
2. FOOTER GRAPHIC
3. LEFT GRAPHIC
4. RIGHT GRAPHIC

These are key assets within the event design as they visually link to the European Athletics core brand. They help provide a consistent look when used in conjunction with a unique event design.

These are also useful assets to hold content such as logos or text within a defined area.

The Template Artwork is only available in Adobe® Illustrator®. Once the unique design colours have been added then other file formats can be saved or exported to suit the intended application.

Please Note: The Supporting Graphics Template Artwork are set up with bleed to ensure flexibility when cropping and positioning.

EUROPEAN ATHLETICS CHAMPIONSHIPS SUPPORTING GRAPHICS TEMPLATE ARTWORK

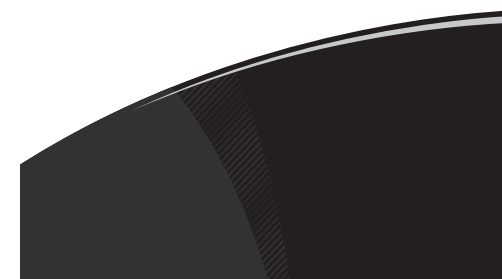
Header Graphic



Print

championships_headergraphic.ai

Footer Graphic



championships_footergraphic.ai

Left Graphic



Print

championships_leftgraphic.ai

Right Graphic



championships_rightgraphic.ai

4. SUPPORTING GRAPHICS

4.1 OVERVIEW

4.1.2 HOW TO RE-COLOUR THE TEMPLATE ARTWORK

The European Athletics Championships Supporting Graphics Template Artwork is set up with preset Colour Swatches. Each swatch is clearly labeled as either a Primary or Supporting Event Colour.

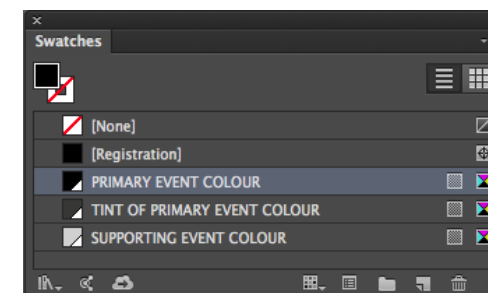
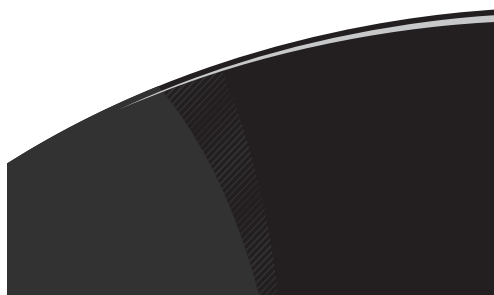
Each swatch can be re-coloured using the unique event colour values.

The new artwork should be saved in the recommended file formats using the preferred naming convention as explained on page 73 of this guide.

Please Note: The instructions shown opposite also apply to all Supporting Graphics Template Artwork.

RE-COLOURING THE TEMPLATE ARTWORK

Footer Graphic

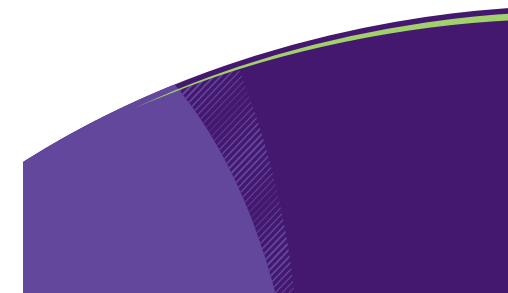


1 Open the European Athletics Championships Footer Graphic. Familiarise yourself with the artwork set up including the Swatches window.

2 The Swatches window includes Primary and Supporting event colours.



3 Re-colour the Template Artwork by changing the preset swatches to the unique event colour values A.



4 Once all colour swatches are changed your new unique footer graphic artwork is ready to be saved and exported in the required file formats.

4. SUPPORTING GRAPHICS

4.1 OVERVIEW

4.1.3 USING THE SUPPORTING GRAPHICS

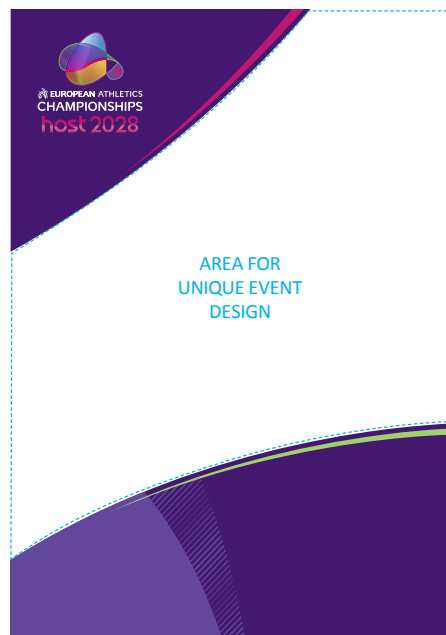
The use of supporting graphics is dependent on the unique event design and specific requirements for the layout.

The supporting graphics should be used to create clear and consistent areas to hold the event Logo and other content. The unique event design is placed in-between the supporting graphics.

If the unique event design allows a clear area in which to hold the event logo in a consistent manner then the header or left graphic can be excluded. However at least one supporting graphic must be included within the layout.

USING THE SUPPORTING GRAPHICS

Header & Footer Graphics



Both header & footer graphics are used together to provide a clear separation between the unique event design and other marks such as the unique event logo and content within the footer graphic.

Footer Graphic Only



If the unique event design allows a clear area for the unique event logo to be placed then the header graphic can be excluded. The footer graphic is still required to hold other content.

Left & Right Graphics



Both left & right graphics are used together to provide a clear separation between the unique event design and other marks such as the unique event logo and content within the right graphic.

Right Graphic Only



If the unique event design allows a clear area for the unique event logo to be placed then the left graphic can be excluded. The right graphic is still required to hold other content.

Please Note: The visual examples shown above use faux design elements such as event icon, word mark & colours to represent the unique assets to be created by the LOC.

4. SUPPORTING GRAPHICS

4.2 HEADER & FOOTER

4.2.1 CROPPING & POSITIONING

The cropping and positioning of the header & footer graphic can be adjusted to suit the format and requirements of the layout.

On most common formats such as A4 portrait and roll ups the Header Graphic should remain anchored top left of the art board. Only in extreme portrait formats can the Header Graphic be cropped horizontally.

The Footer Graphic artwork is set up with vertical bleed to allow its position to be adjusted in height. The footer graphic can also be cropped in width.

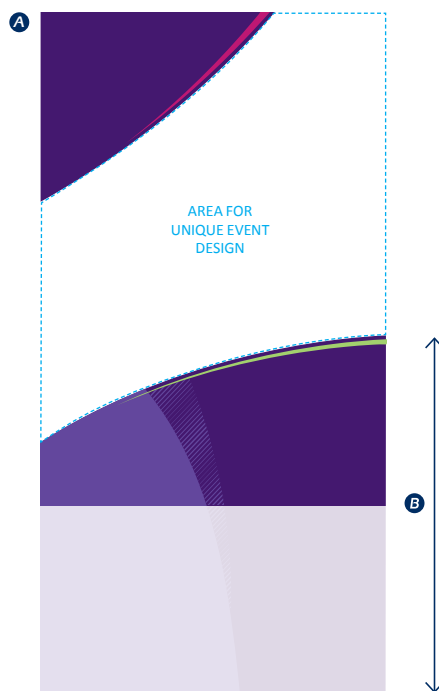
It is very important to retain an aesthetic balance between the Header, Footer and other content especially the unique event design.

Please Note: The examples opposite show ideal cropping and vertical positioning for common formats. However depending on the format and content required the cropping and vertical positioning will differ.

CROPPING & POSITIONING

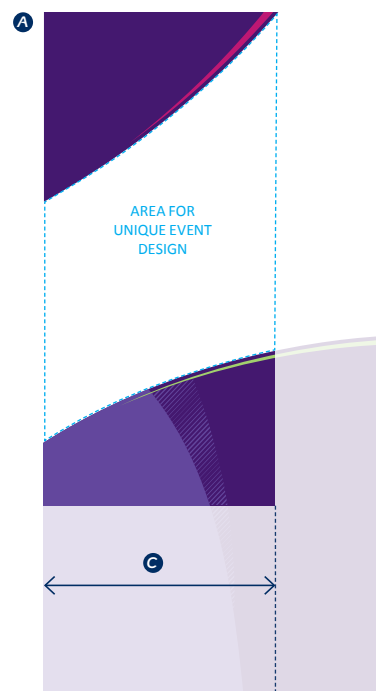
Portrait Formats

A4 PORTRAIT



The header graphic should always remain anchored top left **A**. The Footer Graphic is set up with bleed allowing it to vary its height within the required format **B**.

PORTRAIT



The header graphic should always remain anchored top left **A**. The footer graphic can be cropped in width **C** and vary its height within the required format **B**.

EXTREME PORTRAIT



Only in extreme portrait formats can the header graphic be cropped in width **A**. The footer graphic can be cropped in width **C** and vary its height within the required format **B**.

4. SUPPORTING GRAPHICS

4.2 HEADER & FOOTER

4.2.2 PORTRAIT EXAMPLES

The examples show how the use of the header & footer graphic can vary depending on the requirements of the layout.

It is very important to retain an aesthetic balance between the header, footer and other content especially the unique event design.

Please Note: The examples opposite show ideal cropping and vertical positioning for common portrait formats. However depending on the format and content required the cropping and vertical positioning will differ.

PORTRAIT EXAMPLES



1 Both header & footer graphic used.

2 The unique event design holds the event logo. Footer graphic holds content.

3 The unique event design holds the event logo. Footer graphic is repositioned vertically to hold more content.

4 The header graphic is used to hold the event logo. The unique event design holds all other content.

Please Note: The visual examples shown above use faux design elements such as event icon, word mark & colours to represent the unique assets to be created by the LOC.

4. SUPPORTING GRAPHICS

4.3 LEFT & RIGHT

4.3.1 CROPPING & POSITIONING

The cropping and positioning of the left & right graphic can be adjusted to suit the format and requirements of the layout.

The left & right graphic artwork is set up with bleed to allow its position to be adjusted. Both left & right graphic can also be cropped in height.

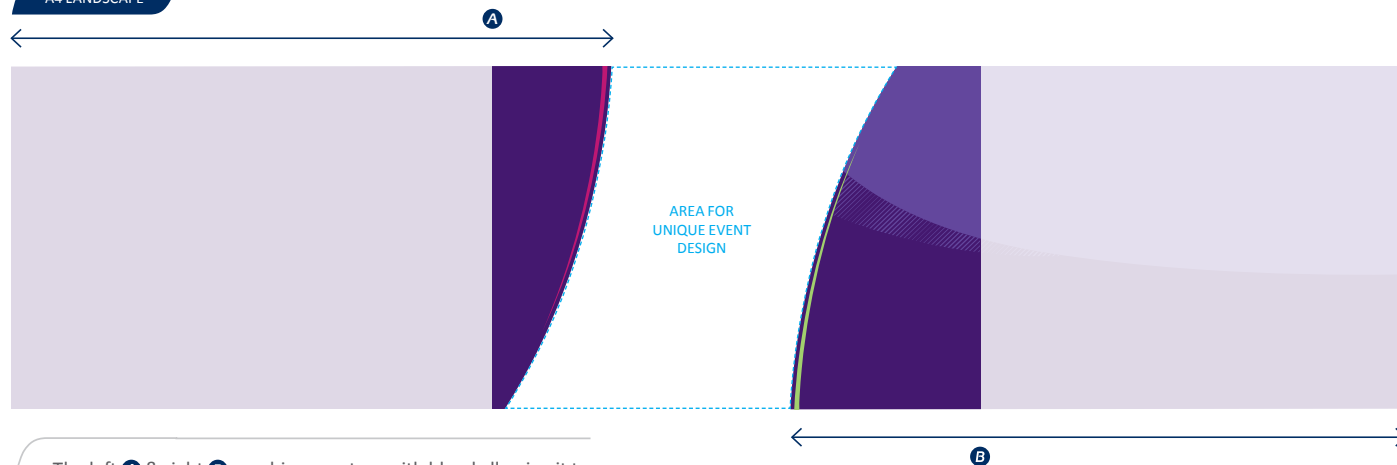
It is very important to retain an aesthetic balance between the left & right graphics with other content especially the unique event design.

Please Note: The examples opposite show ideal cropping and positioning for common formats. However depending on the format and content required the cropping and positioning may differ.

CROPPING & POSITIONING

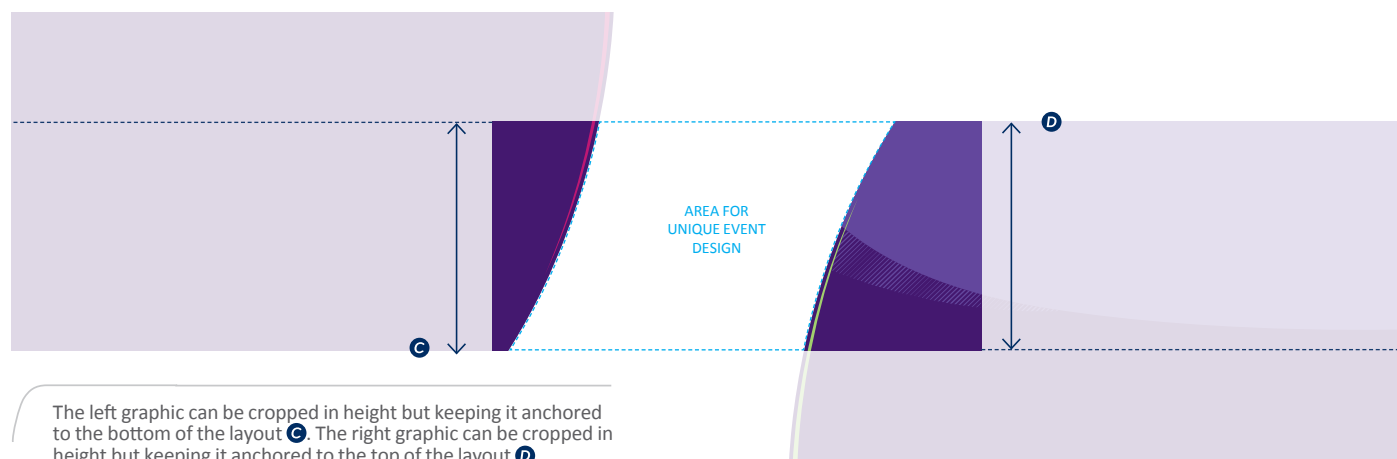
Landscape Formats

A4 LANDSCAPE



The left **A** & right **B** graphic are set up with bleed allowing it to vary its position within the required format.

LANDSCAPE



The left graphic can be cropped in height but keeping it anchored to the bottom of the layout **C**. The right graphic can be cropped in height but keeping it anchored to the top of the layout **D**.

4. SUPPORTING GRAPHICS

4.3 LEFT & RIGHT

4.3.1 CROPPING & POSITIONING

4.3.2 LANDSCAPE EXAMPLES

The cropping and positioning of the left & right graphic can be adjusted to suit the format and requirements of the layout.

The left & right graphic artwork is set up with bleed to allow its position to be adjusted. Both left & right graphic can also be cropped in height.

It is very important to retain an aesthetic balance between the left & right graphics with other content especially the unique event design.

Please Note: The examples opposite show ideal cropping and positioning for common formats. However depending on the format and content required the cropping and positioning may differ.

CROPPING & POSITIONING

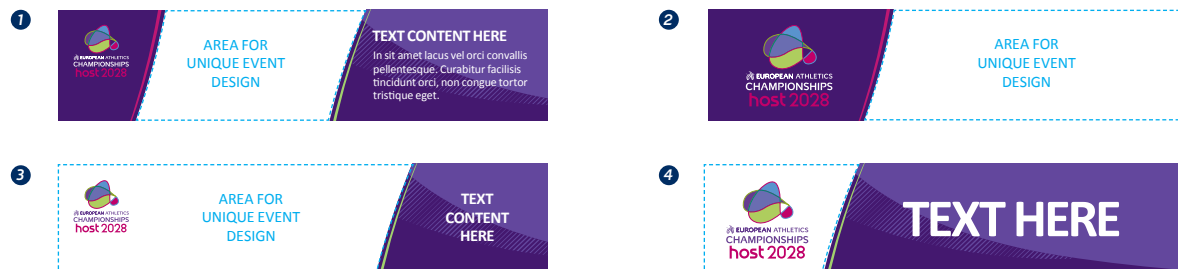
Landscape Formats

EXTREME LANDSCAPE



In extreme landscape formats can both left & right graphic be cropped in height **A**.

LANDSCAPE EXAMPLES



1 Both left & right graphic used. Right graphic is repositioned horizontally to hold more content.

2 The left graphic is used to hold the event logo. The unique event design holds all other content.

3 The unique event design holds the event logo. Right graphic used to hold more content.

4 The unique event design holds the event logo. Right graphic is repositioned horizontally to hold more content.

Please Note: The visual examples shown above use faux design elements such as event icon, word mark & colours to represent the unique assets to be created by the LOC.

4.4 INCORRECT USAGE

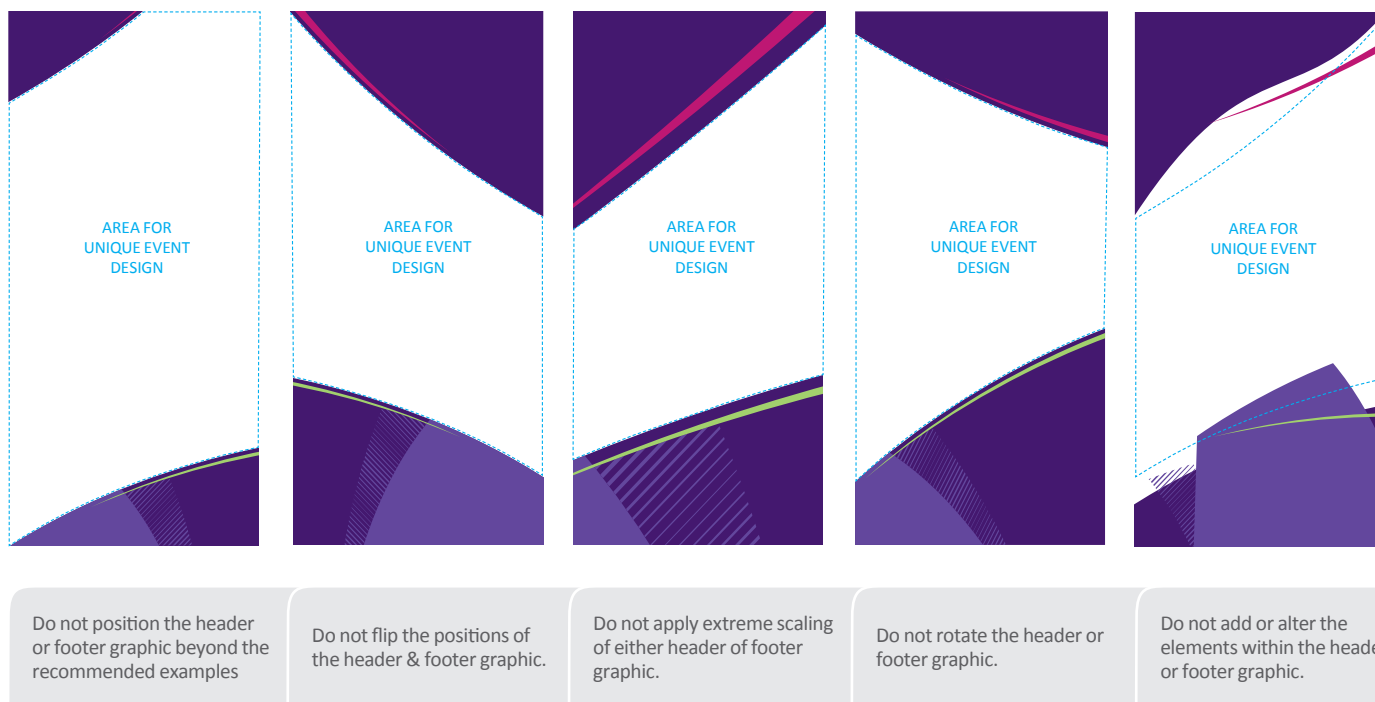
It is essential to avoid incorrect use of the supporting graphics artwork.

Such incorrect use can weaken and damage the integrity and consistency of the European Athletics Brand.

Please consider the incorrect usage examples demonstrated here.

INCORRECT USAGE

Portrait Formats



EUROPEAN ATHLETICS CHAMPIONSHIPS

5. TYPEFACE

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5.3	FORMATTING	44
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5. TYPEFACE

5.1 INTRODUCTION

A unique corporate typeface has been designed for European Athletics. The font is called Tracks. It is a common asset used across all European Athletics Events.

The styling reflects the aesthetic qualities of the Tracks Icon and reinforces the values of the European Athletics Brand.

Tracks is set up as a Central European Font. It is only available in one weight. Tracks should be used for headlines, sub-headings and intro paragraphs only.

For all other text such as body copy then the supporting Typeface called Open Sans should be used. Open Sans is available in Light, Regular, Semi Bold, Bold and Extra Bold weights. Care should be taken when choosing a weight of Open Sans to use to ensure legibility and visual harmony with the Tracks font.

HOW TO DOWNLOAD THE FONTS

TRACKS

The Tracks Font is available in Open Type Format (OTF). This is a universal font format that will work on both Microsoft Windows and MAC OS systems.

Tracks font can be downloaded from Arena. Please contact your event project leader to gain access to Arena.

OPEN SANS

The Open Sans Font is available in True Type Format (TTF). This is a very common font format that will work on both Microsoft Windows and MAC OS systems.

Open Sans font is free and can be downloaded from <https://fonts.google.com/specimen/Open+Sans>

Please follow the Online instructions

TRACKS

TRACKS NORMAL

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

TRACKS ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

5. TYPEFACE

5.2 SIZE & TRACKING

The Tracks font has been carefully designed to ensure the unique styling is visible at small sizes.

To help ensure legibility at different sizes a range of tracking values has been suggested. Depending on the application, print or embroidery then the values may need to be adjusted.

WHAT IS TRACKING, KERNING AND LEADING?

- 1 Tracking is the space between all characters within a word.
- 2 Kerning is the space between two characters within a word.
- 3 Leading (also referred to as line spacing) is the vertical space between the baselines.



TRACKING,
KERNING &
LEADING

SIZE & TRACKING

Font Size > 100 pt Optical Tracking -35Pt

HEADLINE

Font Size > 50 pt Optical Tracking -20Pt

HEADLINE

Font Size > 30 pt Optical Tracking -10Pt

HEADLINE

Font Size < 18 pt Optical Tracking -5Pt

HEADLINE



5. TYPEFACE

5.3 FORMATTING

Correct use of the Tracks and Open Sans font must be considered at all times to ensure all typographic application delivers through clarity and legibility.

Please Note: Using Upper-case for short headlines is recommended, however for intro paragraphs then Sentence case should be used.

FORMATTING

TRACKS - SINGLE WORD HEADLINE

HEADLINE

TRACKS - MULTIPLE WORD HEADLINE

A KEY MESSAGE

TRACKS - OPENING PARAGRAPH

Typography is a key brand element for the European Athletics Corporate Identity.

Tracks should be used for headlines and sub-headings only. For all other text such as body copy then the supporting Typeface called Open Sans should be used. Open Sans is available in Light, Regular and Bold weights.

Tracks should be used for headlines and sub-headings only. For all other text such as body copy then the supporting Typeface called Open Sans should be used. Open Sans is available in Light, Regular and Bold weights.

OPEN SANS - BODY COPY



5. TYPEFACE

5.4 INCORRECT USAGE

It is essential to avoid incorrect use of the Tracks and Open Sans fonts.

Such incorrect use can weaken and damage the integrity and consistency of the European Athletics Brand.

Please consider the incorrect usage examples demonstrated here.

Please Note: The same incorrect usage principles also apply to the supporting font Open Sans.

HEADLINE

HEADLINE

HEADLINE

Do not scale horizontally

Do not scale vertically

Do not skew

HEADLINE

HEADLINE

HEADLINE

Do not alter the letter forms

Do not use extreme positive tracking

Do not use extreme negative tracking

Typography is a key brand

element for the European

Athletics Corporate Identity.

Typography is a key brand
element for the European
Athletics Corporate Identity.

Typography is a
key brand element

Do not use extreme positive leading

Do not use extreme negative leading

Do not set type on a curved path

5. TYPEFACE

5.5 APPLICATION EXAMPLE



EUROPEAN ATHLETICS CHAMPIONSHIPS

6. ICONS

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6. ICONS

6.1 INTRODUCTION

A range of stylised Icons have been created to reinforce the European Athletics Event brand and help identify each discipline. The Icons are common assets used across all European Athletics Events.

The icon design is influenced from the European Athletics Track Icon. The simplicity allows for easy recognition and application.

VERSIONS

The European Athletics Icons are available in two different versions. Each version is available in one size only.

The two versions of the Icon are:

1. Icon

This version can be used in most instances and will suit most design applications large and small.

2. Boxed Icon

This version is intended to be used in digital formats or small application.



VERSIONS

Icon

Boxed Icon



Print

championships_icon_100m.ai



championships_iconboxed_100m.ai

Please Note: The visual examples shown above use faux design elements such as event icon, word mark & colours to represent the unique assets to be created by the LOC.

6. ICONS

6.2 RANGE

6.2.1 ICON

Currently there are 24 different Icons available as Artwork.

1. 100m
2. 200m
3. 400m
4. 800m
5. 1500m
6. 3000m
7. 5000m
8. 10,000m
9. CROSS COUNTRY
10. MARATHON
11. RELAY
12. RACE WALKING
13. HURDLES
14. DISCUS
15. HAMMER THROW
16. HIGH JUMP
17. JAVELIN
18. LONG JUMP
19. POLE VAULT
20. SHOT PUT
21. STEEPLE CHASE
22. TRIPLE JUMP
23. DECATHLON
24. HEPTATHLON

Please refer to the Artwork Index at the end of this Style Guide for a complete list of available Artwork for each event.

ICONS

100m



200m



400m



800m



Print

championships_icon_100m.ai

championships_icon_200m.ai

championships_icon_400m.ai

championships_icon_800m.ai

1500m



3000m



5000m



10000m



Print

championships_icon_1500m.ai

championships_icon_3000m.ai

championships_icon_5000m.ai

championships_icon_10000m.ai

CROSS COUNTRY



MARATHON



RELAY



RACE WALKING



Print

championships_icon_xcountry.ai

championships_icon_marathon.ai

championships_icon_relay.ai

championships_icon_racewalking.ai

6. ICONS

6.2 RANGE

6.2.1 ICON

Currently there are 24 different icons available as Artwork.

1. 100m
2. 200m
3. 400m
4. 800m
5. 1500m
6. 3000m
7. 5000m
8. 10,000m
9. CROSS COUNTRY
10. MARATHON
11. RELAY
12. RACE WALKING
13. HURDLES
14. DISCUSS
15. HAMMER THROW
16. HIGH JUMP
17. JAVELIN
18. LONG JUMP
19. POLE VAULT
20. SHOT PUT
21. STEEPLE CHASE
22. TRIPLE JUMP
23. DECATHLON
24. HEPTATHLON

Please refer to the Artwork Index at the end of this Style Guide for a complete list of available Artwork for each event.

ICONS

HURDLES



Print

championships_icon_hurdles.ai

DISCUSS



championships_icon_discuss.ai

HAMMER THROW



championships_icon_hammerthrow.ai

HIGH JUMP



championships_icon_highjump.ai

JAVELIN



Print

championships_icon_javelin.ai

LONG JUMP



championships_icon_longjump.ai

POLE VAULT



championships_icon_polevault.ai

SHOT PUT



championships_icon_shotput.ai

STEEPLE CHASE



Print

championships_icon_steeplechase.ai

TRIPLE JUMP



championships_icon_triplejump.ai

DECATHLON



championships_icon_decathlon.ai

HEPTATHLON



championships_icon_heptathlon.ai

6. ICONS

6.2 RANGE

6.2.2 BOXED ICON

Currently there are 24 different Boxed Icons available as Artwork.

1. 100m
2. 200m
3. 400m
4. 800m
5. 1500m
6. 3000m
7. 5000m
8. 10,000m
9. CROSS COUNTRY
10. MARATHON
11. RELAY
12. RACE WALKING
13. HURDLES
14. DISCUSS
15. HAMMER THROW
16. HIGH JUMP
17. JAVELIN
18. LONG JUMP
19. POLE VAULT
20. SHOT PUT
21. STEEPLE CHASE
22. TRIPLE JUMP
23. DECATHLON
24. HEPTATHLON

Please refer to the Artwork Index at the end of this Style Guide for a complete list of available Artwork for each event.

BOXED ICONS

100m



Print

championships_iconboxed_100m.ai

200m



championships_iconboxed_200m.ai

400m



championships_iconboxed_400m.ai

800m



event_iconboxed_800m.ai

1500m



Print

championships_iconboxed_1500m.ai

3000m



championships_iconboxed_3000m.ai

5000m



championships_iconboxed_5000m.ai

10000m



event_iconboxed_10000m.ai

CROSS COUNTRY



Print

championships_iconboxed_xcountry.ai

MARATHON



championships_iconboxed_marathon.ai

RELAY



championships_iconboxed_relay.ai

RACE WALKING



event_iconboxed_racewalking.ai

6. ICONS

6.2 RANGE

6.2.2 BOXED ICON

Currently there are 24 different Boxed Icons available as Artwork.

1. 100m
2. 200m
3. 400m
4. 800m
5. 1500m
6. 3000m
7. 5000m
8. 10,000m
9. CROSS COUNTRY
10. MARATHON
11. RELAY
12. RACE WALKING
13. HURDLES
14. DISCUSS
15. HAMMER THROW
16. HIGH JUMP
17. JAVELIN
18. LONG JUMP
19. POLE VAULT
20. SHOT PUT
21. STEEPLE CHASE
22. TRIPLE JUMP
23. DECATHLON
24. HEPTATHLON

Please refer to the Artwork Index at the end of this Style Guide for a complete list of available Artwork for each event.

BOXED ICONS

HURDLES



Print

championships_iconboxed_hurdles.ai

DISCUSS



championships_iconboxed_discuss.ai

HAMMER THROW



championships_iconboxed_hammerthrow.ai

HIGH JUMP



championships_iconboxed_highjump.ai

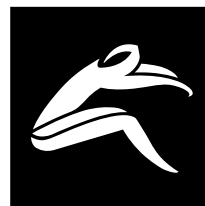
JAVELIN



Print

championships_iconboxed_javelin.ai

LONG JUMP



championships_iconboxed_longjump.ai

POLE VAULT



championships_iconboxed_polevault.ai

SHOT PUT



championships_iconboxed_shotput.ai

STEEPLE CHASE



Print

championships_iconboxed_steeplechase.ai

TRIPLE JUMP



championships_iconboxed_triplejump.ai

DECATHLON



championships_iconboxed_decathlon.ai

HEPTATHLON



championships_iconboxed_heptathlon.ai

6. ICONS

6.3 COLOUR WAYS

The Icon and Boxed Icon artwork is set up in one colour black. The artwork can then be re-coloured using unique colours from the event colour palette.

It is important that the Icon and Boxed Icon Artwork is reproduced in full, and exactly as shown, with no colour variations, reversals, crops or distortions.

Please Note: The same re-colouring principles shown here apply to all versions of the Icons.

ICON

Black - Default Colour Way



Primary Event Colour



Supporting Event Colour 1



Supporting Event Colour 2



Supporting Event Colour 3



Print

championships_icon_100m.ai

BOXED ICON

Black - Default Colour Way



Primary Event Colour



Supporting Event Colour 1



Supporting Event Colour 2



Supporting Event Colour 3



Print

championships_iconboxed_100m.ai

Please Note: The visual examples shown above use faux design elements such as event icon, word mark & colours to represent the unique assets to be created by the LOC.

6. ICONS

6.4 CORRECT COLOUR USAGE

6.4.1 ICON

The Icon artwork is set up in one colour black. The artwork can then be re-coloured using unique colours from the event colour palette.

The Icon Artwork has a transparent background allowing it to be placed over the Event Colour backgrounds.

The background application principles demonstrated here, apply to the full range of the icon Artwork.

Please Note: Ensure there is high contrast and do not use the same colour background as the icon



EVENT COLOUR ON WHITE

Black - Default Colour Way

Primary Event Colour

Supporting Event Colour 1

Supporting Event Colour 2

Supporting Event Colour 3



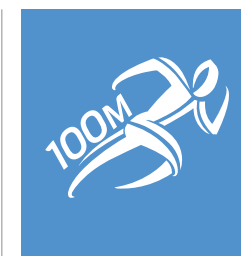
WHITE ON EVENT COLOUR

Primary Event Colour

Supporting Event Colour 1

Supporting Event Colour 2

Supporting Event Colour 3



SUPPORTING EVENT COLOUR ON PRIMARY EVENT COLOUR

Supporting Event Colour 1

Supporting Event Colour 2

Supporting Event Colour 3



Please Note: The visual examples shown above use faux design elements such as event icon, word mark & colours to represent the unique assets to be created by the LOC.

6. ICONS

6.4 CORRECT COLOUR USAGE

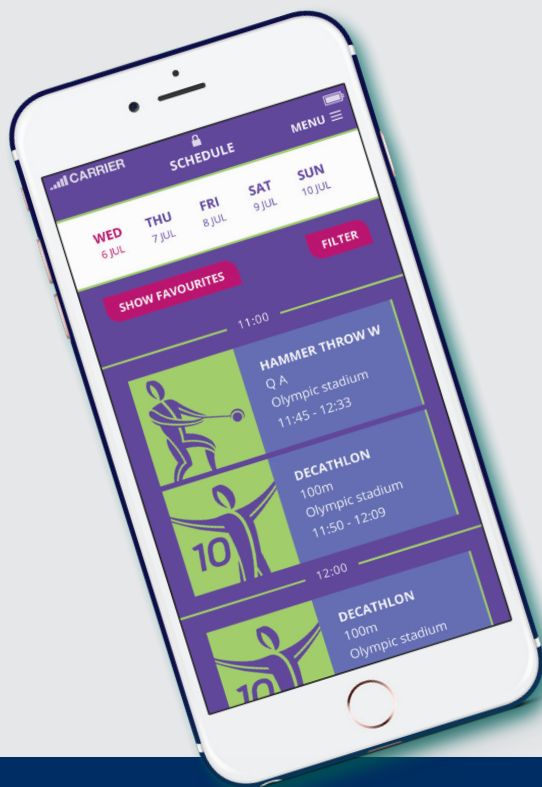
6.4.2 BOXED ICON

The Boxed Icon artwork is set up in one colour black. The artwork can then be re-coloured using unique colours from the event colour palette.

The Boxed Icon Artwork has a transparent background allowing it to be placed over event colour backgrounds.

The background application principles demonstrated here, apply to the full range of the icon Artwork.

Please Note: Ensure there is high contrast and do not use the same colour background as the icon



EVENT COLOUR ON WHITE

Black - Default Colour Way

Primary Event Colour

Supporting Event Colour 1

Supporting Event Colour 2

Supporting Event Colour 3



WHITE ON EVENT COLOUR

Primary Event Colour

Supporting Event Colour 1

Supporting Event Colour 2

Supporting Event Colour 3



SUPPORTING EVENT COLOUR ON PRIMARY EVENT COLOUR

Supporting Event Colour 1

Supporting Event Colour 2

Supporting Event Colour 3



Please Note: The visual examples shown above use faux design elements such as event icon, word mark & colours to represent the unique assets to be created by the LOC.

6. ICONS

6.5 SIZES & EXCLUSION AREA

SIZE

The Icon and Boxed Icon Artwork may be enlarged or reduced in size.

They do not have a maximum size, although they do have a minimum size. To maintain maximum clarity and legibility at all times, both Icon and Boxed Icon Artwork must not be used smaller than the sizes indicated opposite.

Always ensure that it is scaled in proportion and not distorted in any way.

The size is measured in total height of the Icon. The pixel measurements are based on 72ppi screen resolution.

EXCLUSION AREA

The Exclusion Area is a designated amount of clear space that consistently surrounds the Icon & Boxed Icon Artwork.

No text, graphic elements, symbols, logos etc may be placed in this protected area.

The clear space shown here is the minimum to be used and should be increased whenever possible.

EXCLUSION AREA DEFINITION

Icon & Boxed Icon

The Exclusion area is measured at 10% of the Height of the Artwork

Please Note: All Icon & Boxed Icon Artwork is set up with an invisible Exclusion Area boundary box.

SIZES

Icon



Height of Icon
> 10mm
(80px)

Boxed Icon



Height of Icon
> 10mm
(60px)

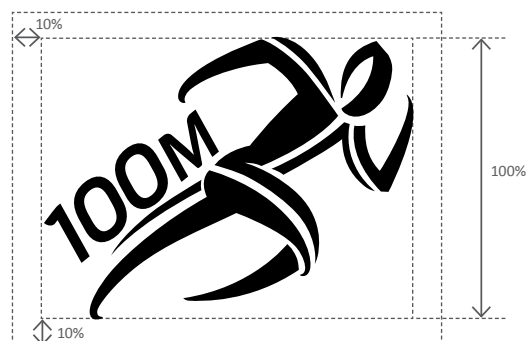
Print

championships_icon_100m.ai

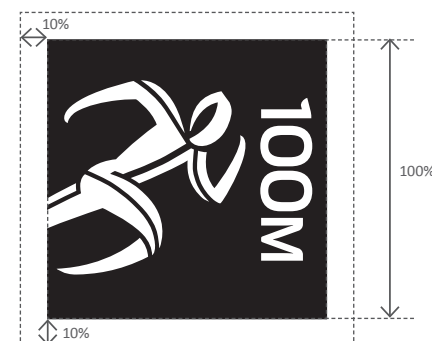
championships_iconboxed_100m.ai

EXCLUSION AREA

Icon



Boxed Icon



Print

championships_icon_100m.ai

championships_iconboxed_100m.ai

6. ICONS

6.6 INCORRECT USAGE

It is essential to avoid incorrect use of the Icon and Boxed Icon Artwork.

Such incorrect use can weaken and damage the integrity and consistency of the European Athletics Brand.

Please consider the incorrect usage examples demonstrated here.

Please Note: The same incorrect usage principles also apply to the Boxed Icon.



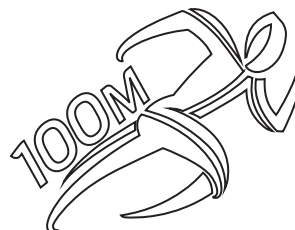
Do not use multi colours within the Icon.



Do not re-arrange the elements.



Do not crop the Icon.



Do not replace fill with key line stroke



Do not add shadow or 3D effects.



Do not breach the Exclusion Area.



Do not distort the Icon.



Do not create tone on tone.



Do not rotate the Icon.

7. SPONSOR INTEGRATION

7.1	INTRODUCTION	59
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7. SPONSOR INTEGRATION

7.1 INTRODUCTION

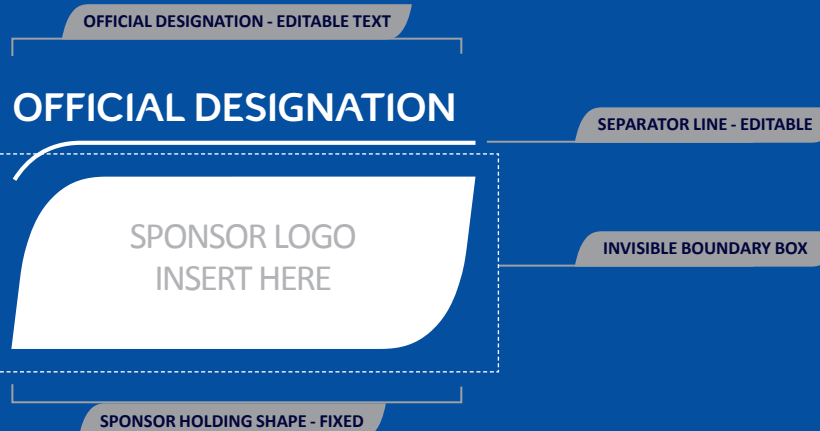
The Sponsor Graphic is available as Template Artwork. It is comprised of four key elements:

1. OFFICIAL DESIGNATION
2. LINE SEPARATOR
3. SPONSOR HOLDING SHAPE
4. INVISIBLE BOUNDARY BOX

The Sponsor Graphic is set up as Template Artwork allowing the user to edit certain elements such as the Official Designation and the Separator Line. However the configuration is fixed.

The Sponsor Graphic is available in two colour ways.

Please contact your project manager at European Athletics for help and approval on all Sponsor Integration applications.



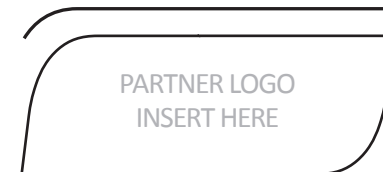
COLOUR WAYS

White

Black



OFFICIAL DESIGNATION



Print

sponsorgraphic_white.ai

sponsorgraphic_black.ai

Digital

sponsorgraphic_white_rgb.ai

sponsorgraphic_black_rgb.ai

7. SPONSOR INTEGRATION

7.2 CREATING A LANDSCAPE SPONSOR STRIP

The Sponsor Graphic Artwork is singular and set up to step and repeat horizontally to create a Landscape Sponsor Strip.

Care should be taken when placing actual Sponsor Logos within the Holding Shape. Please consider the individual brand rules for each sponsor.

CREATING A LANDSCAPE SPONSOR STRIP

- 1 Open up the Sponsor Graphic Artwork and become familiar with the set up and elements.
- A Notice that the Sponsor Holding Shape has an invisible boundary box surrounding it. This is to help the step and repeat process needed to create Landscape or Portrait Sponsor Strips. When repeated correctly there should be no gaps between boundary box.
- 2 Change the Official Designation Text to the correct title. Horizontally step and repeat the Sponsor Holding Shape. Extend the Separator Line to align with the edge of the last Sponsor Holding shape.
- 3 Ensure you have the correct number of Sponsor Holding Shapes and alignment is correct.
- 4 Paste the actual Sponsor Logo within the Sponsor Holding Shape.

1 OFFICIAL DESIGNATION

SPONSOR LOGO
INSERT HERE

A

SPONSOR LOGO
INSERT HERE

SPONSOR LOGO
INSERT HERE

2 OFFICIAL PARTNERS

SPONSOR LOGO
INSERT HERE

3 OFFICIAL PARTNERS

SPONSOR LOGO
INSERT HERE

SPONSOR LOGO
INSERT HERE

SPONSOR LOGO
INSERT HERE

SPONSOR LOGO
INSERT HERE

4 OFFICIAL PARTNERS



7. SPONSOR INTEGRATION

7.3 CREATING A PORTRAIT SPONSOR STRIP

The Sponsor Graphic Artwork is singular and set up to step and repeat horizontally to create a Portrait Sponsor Strip.

Care should be taken when placing actual Sponsor Logos within the Holding Shape. Please consider the individual brand rules for each sponsor.

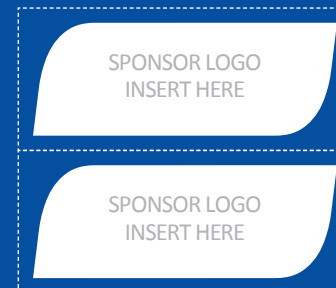
CREATING A PORTRAIT SPONSOR STRIP

- 1 Open up the Sponsor Graphic Artwork and become familiar with the set up and elements.
- A Notice that the Sponsor Holding Shape has an invisible boundary box surround it. This is to help the step and repeat process needed to create Landscape or Portrait Sponsor Strips. When repeated correctly there should be no gaps between boundary box.
- 2 Change the Official Designation Text to the correct title. Vertically step and repeat the Sponsor Holding Shape.
- 3 Ensure you have the correct number of Sponsor Holding Shapes and alignment is correct.
- 4 Paste the actual Sponsor Logo within the Sponsor Holding Shape.

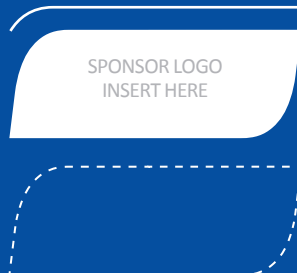
1 OFFICIAL DESIGNATION



A

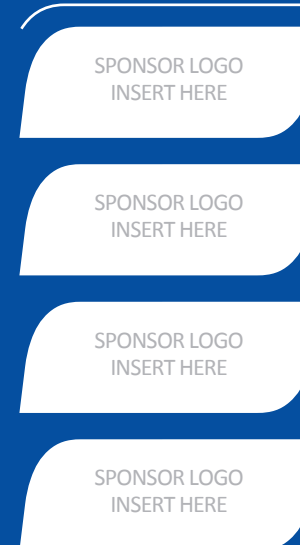


2 OFFICIAL PARTNERS



3

OFFICIAL PARTNERS



4

OFFICIAL PARTNERS



7. SPONSOR INTEGRATION

7.4 CREATING TIERED LANDSCAPE SPONSOR STRIPS

A Tiered Landscape Sponsor Strip can be created from the Sponsor Graphic Artwork.

Care should be taken when placing actual Sponsor Logos within the Holding Shape. Please consider the individual brand rules for each sponsor.

CREATING A TIERED LANDSCAPE SPONSOR STRIP

- 1 Open up the Sponsor Graphic Artwork. This will become the 1st Tier Graphic.
- 2 Duplicate the Artwork and with all elements selected reduce the scale to 70%. This will become the size of 2nd Tier Graphic. Change the Official Designation text as required.
- A The Separator Line on the new 2nd Tier Graphic then needs to be made same stroke width as the 1st Tier Graphic.
- 3 Position the new 2nd Tier Graphic below the 1st Tier graphic and align left.
- B The gap between 1st Tier and 2nd Tier is determined by 50% height of the 2nd Tier Sponsor Holding Shape.
- 4 Horizontally step and repeat the Sponsor Holding Shape on both 1st and 2nd Tier as required. Extend the Separator Line to align with the edge of the last Sponsor Holding shape. Ensure you have the correct number of Sponsor Holding Shapes and alignment is correct.
- 5 Paste the actual Sponsor Logo within the Sponsor Holding Shape.

1 OFFICIAL PARTNERS

PARTNER LOGO
INSERT HERE

2

OFFICIAL SUPPLIERS

PARTNER LOGO
INSERT HERE

A

3

OFFICIAL PARTNERS

PARTNER LOGO
INSERT HERE

OFFICIAL SUPPLIERS

PARTNER LOGO
INSERT HERE

B

50%

100%

4 OFFICIAL PARTNERS

PARTNER LOGO
INSERT HERE

PARTNER LOGO
INSERT HERE

PARTNER LOGO
INSERT HERE

PARTNER LOGO
INSERT HERE

OFFICIAL SUPPLIERS

SUPPLIER LOGO
INSERT HERE

SUPPLIER LOGO
INSERT HERE

SUPPLIER LOGO
INSERT HERE

SUPPLIER LOGO
INSERT HERE

SUPPLIER LOGO
INSERT HERE

5 OFFICIAL PARTNERS



OFFICIAL
PARTNER #1



OFFICIAL
PARTNER #2



OFFICIAL
PARTNER #3



OFFICIAL
PARTNER #4

OFFICIAL SUPPLIERS



OFFICIAL
SUPPLIER #1



OFFICIAL
SUPPLIER #2



OFFICIAL
SUPPLIER #3



OFFICIAL
SUPPLIER #4

7. SPONSOR INTEGRATION

7.5 CREATING TIERED PORTRAIT SPONSOR STRIPS

A Tiered Portrait Sponsor Strip can be created from the Sponsor Graphic Artwork.

Care should be taken when placing actual Sponsor Logos within the Holding Shape. Please consider the individual brand rules for each sponsor.

CREATING A TIERED PORTRAIT SPONSOR STRIP

- 1 Open up the Sponsor Graphic Artwork. This will become the 1st Tier Graphic. Change the Official Designation text as required.
- 2 Duplicate the Artwork and with all elements selected reduce the scale to 70%. This will become the size of 2nd Tier Graphic. Change the Official Designation text as required.
- A The Separator Line on the new 2nd Tier Graphic then needs to be made same stroke width as the 1st Tier Graphic.
- 3 Vertically step and repeat the Sponsor Holding Shape on 1st Tier as required. Ensure you have the correct number of Sponsor Holding Shape and alignment is correct.
- 4 Position the new 2nd Tier Graphic below the last 1st Tier graphic in the column and align center.
- B The gap between 1st Tier and 2nd Tier is determined by 50% height of the 1st Tier Sponsor Holding Shape.
- 5 Vertically step and repeat the Sponsor Holding Shape on 2nd Tier as required. Ensure you have the correct number of Sponsor Holding Shape and alignment is correct.
- 6 Paste the actual Sponsor Logo within the Sponsor Holding Shape.

1 OFFICIAL PARTNERS

PARTNER LOGO
INSERT HERE

2 OFFICIAL SUPPLIERS

PARTNER LOGO
INSERT HERE

3 OFFICIAL PARTNERS

SPONSOR LOGO
INSERT HERE

SPONSOR LOGO
INSERT HERE

PARTNER LOGO
INSERT HERE

4 OFFICIAL SUPPLIERS

PARTNER LOGO
INSERT HERE

OFFICIAL PARTNERS

SPONSOR LOGO
INSERT HERE

SPONSOR LOGO
INSERT HERE

SPONSOR LOGO
INSERT HERE

SPONSOR LOGO
INSERT HERE

5 OFFICIAL SUPPLIERS

SPONSOR LOGO
INSERT HERE

SPONSOR LOGO
INSERT HERE

SPONSOR LOGO
INSERT HERE

SPONSOR LOGO
INSERT HERE

6 OFFICIAL PARTNERS

 OFFICIAL
PARTNER #1

 OFFICIAL
PARTNER #2

 OFFICIAL
PARTNER #3

 OFFICIAL
PARTNER #4

OFFICIAL SUPPLIERS

 OFFICIAL
SUPPLIER #1

 OFFICIAL
SUPPLIER #2

 OFFICIAL
SUPPLIER #3

 OFFICIAL
SUPPLIER #4

7. SPONSOR INTEGRATION

7.6 POSITIONING THE SPONSOR STRIPS

Once created the Sponsor Strips can then be applied to the design. The Landscape and Portrait versions will suit most design formats.



Landscape Sponsor Strip Positioning Example

Please contact your project manager at European Athletics for help and approval on all Sponsor Integration applications.

POSITIONING THE SPONSOR STRIPS

Landscape Sponsor Strip

Portrait Sponsor Strip

A4 PORTRAIT PUBLICATION BACK COVER



ROLL UP COMPOSITE BOARD



7. SPONSOR INTEGRATION

7.7 MEDIA BACKDROPS

7.7.1 OVERVIEW

A Media Backdrop can vary in format and complexity. Its purpose is to expose and promote event sponsorship in a controlled manner when seen on television or photography.

The number of Official Partners & Other Commercial Affiliates can vary but they should all be same size and held within the Sponsor Holding Shape. Their hierarchy is determined in the layout through the use of positioning and frequency.

The following pages explain the layout logic and frequency of both Official Partner & Other Commercial Affiliates.

Please contact your project manager at European Athletics for help and approval on all Sponsor Integration applications.

MEDIA BACKDROPS

Visual Example



The example above shows a Press Conference Backdrop for European Athletics Team Championships. The main central area is dedicated to the Official Partners and Commercial Affiliates. Event and Corporate Logo can be positioned above and repeated as required. Other text information such as URL or Hashtags can be positioned and repeated below the sponsors.

7. SPONSOR INTEGRATION

7.7 MEDIA BACKDROPS

7.7.2 CREATING A REPEAT SPONSOR STRIP USING A RATIO OF 3 OFFICIAL PARTNERS TO 2 OTHER COMMERCIAL AFFILIATES

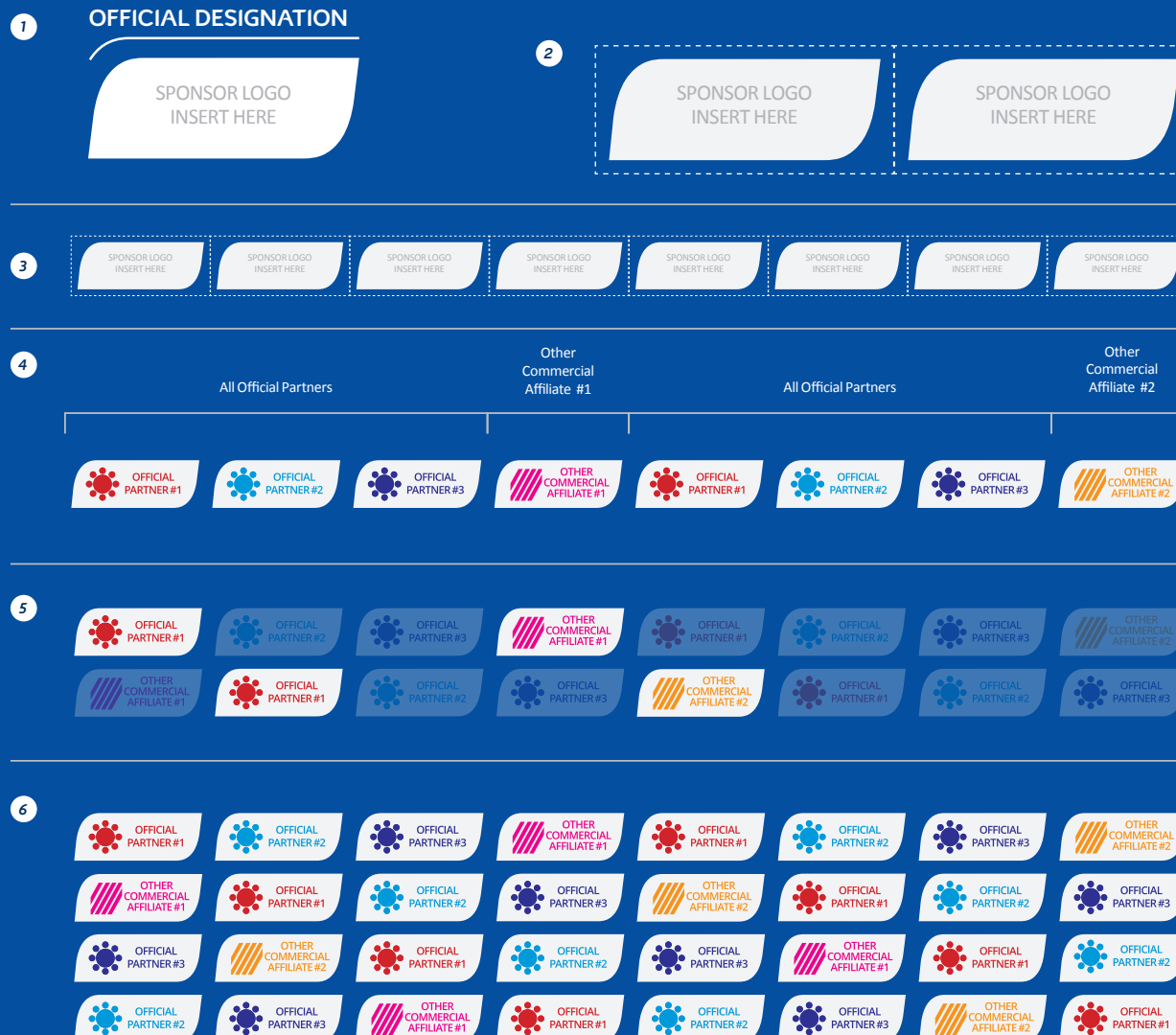
The Sponsor Graphic Artwork is singular and set up to step and repeat horizontally to create a Landscape Sponsor Strip.

Care should be taken when placing actual Sponsor Logos within the Holding Shape. Please consider the individual brand rules for each sponsor.

CREATING A REPEAT SPONSOR STRIP FOR A MEDIA BACKDROP

- 1 Open up the Sponsor Graphic Artwork and become familiar with the set up and elements. The Official Designation text and Separator Line should be deleted leaving only the Sponsor Holding Shape visible.
- 2 Notice that the Sponsor Holding Shape has an invisible boundary box surrounding it. This is to help the step and repeat process needed to create Landscape or Portrait Sponsor Strips. When repeated correctly there should be no gaps between boundary box.
- 3 Horizontally step and repeat the Sponsor Holding Shape as desired. Ensure you have the correct number of Sponsor Holding Shapes and alignment is correct.
- 4 Paste Official Partner Logos and Other Commercial Affiliates logo within the Sponsor Holding Shapes. The ratio between both can vary so please contact your project manager at European Athletics for guidance.
- 5 Select the horizontal sponsor strip and repeat vertically as required. Every repeat must have an horizontal offset to create a diagonal repeat appearance (as shown).
- 6 Repeat the repeat process as required.

STEP & REPEAT LOGIC USING A RATIO OF 3 OFFICIAL PARTNERS TO 2 OTHER COMMERCIAL AFFILIATES



7. SPONSOR INTEGRATION

7.7 MEDIA BACKDROPS

7.7.3 CREATING A REPEAT SPONSOR STRIP USING A RATIO OF 1 OFFICIAL PARTNER TO 4 OTHER COMMERCIAL AFFILIATES

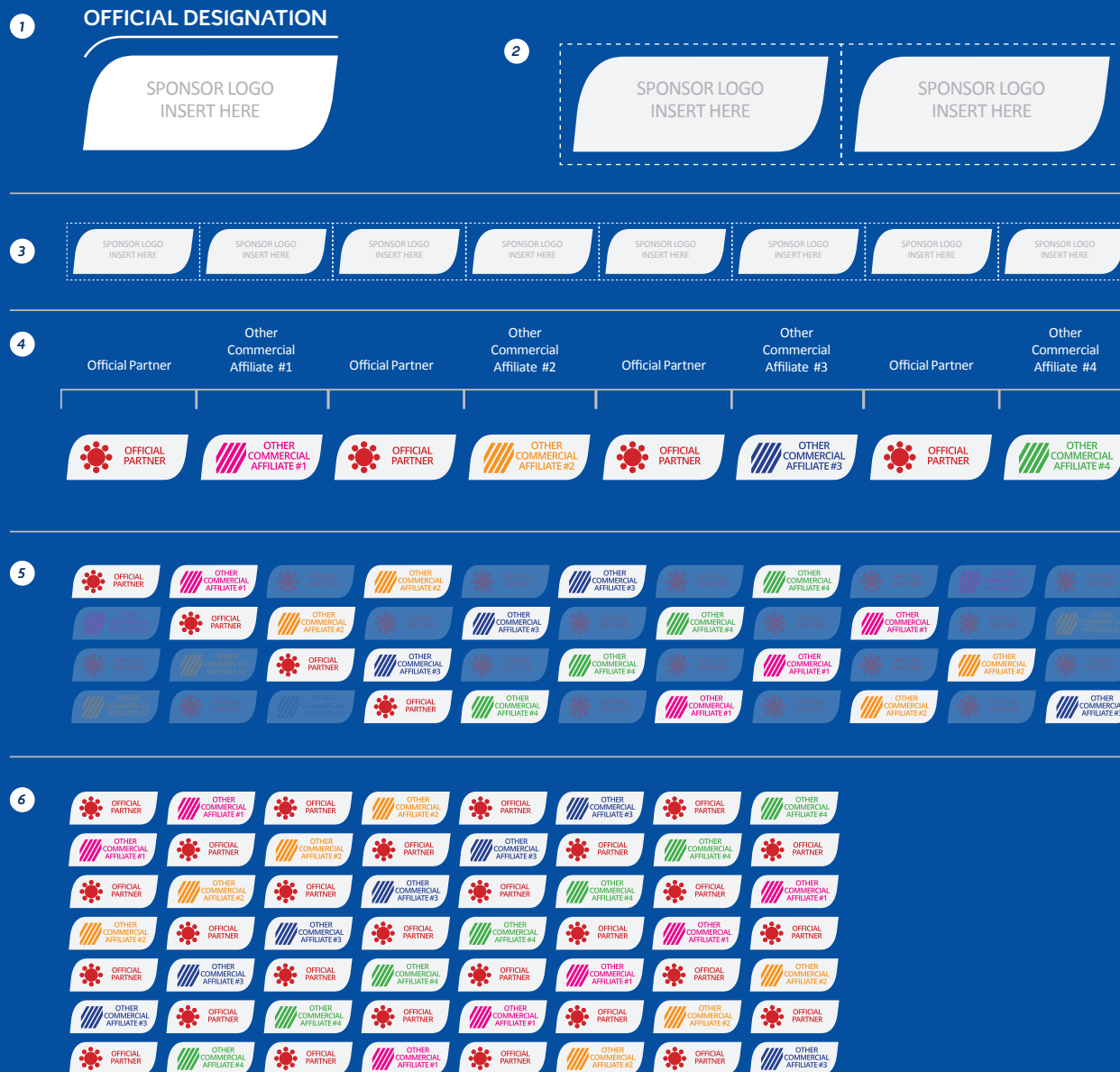
The Sponsor Graphic Artwork is singular and set up to step and repeat horizontally to create a Landscape Sponsor Strip.

Care should be taken when placing actual Sponsor Logos within the Holding Shape. Please consider the individual brand rules for each sponsor.

CREATING A REPEAT SPONSOR STRIP FOR A MEDIA BACKDROP

- 1 Open up the Sponsor Graphic Artwork and become familiar with the set up and elements. The Official Designation text and Separator Line should be deleted leaving only the Sponsor Holding Shape visible.
- 2 Notice that the Sponsor Holding Shape has an invisible boundary box surrounding it. This is to help the step and repeat process needed to create Landscape or Portrait Sponsor Strips. When repeated correctly there should be no gaps between boundary box.
- 3 Horizontally step and repeat the Sponsor Holding Shape as desired. Ensure you have the correct number of Sponsor Holding Shapes and alignment is correct.
- 4 Paste Official Partner Logos and Other Commercial Affiliates logo within the Sponsor Holding Shapes. The ratio between both can vary so please contact your project manager at European Athletics for guidance.
- 5 Select the horizontal sponsor strip and repeat vertically as required. Every repeat must have an horizontal offset to create a diagonal repeat appearance (as shown).
- 6 Repeat the repeat process as required.

STEP & REPEAT LOGIC USING A RATIO OF 1 OFFICIAL PARTNER TO 4 OTHER COMMERCIAL AFFILIATES



7. SPONSOR INTEGRATION

7.8 EVENT SPONSOR COMPOSITE LOCK UP

7.8.1 OVERVIEW

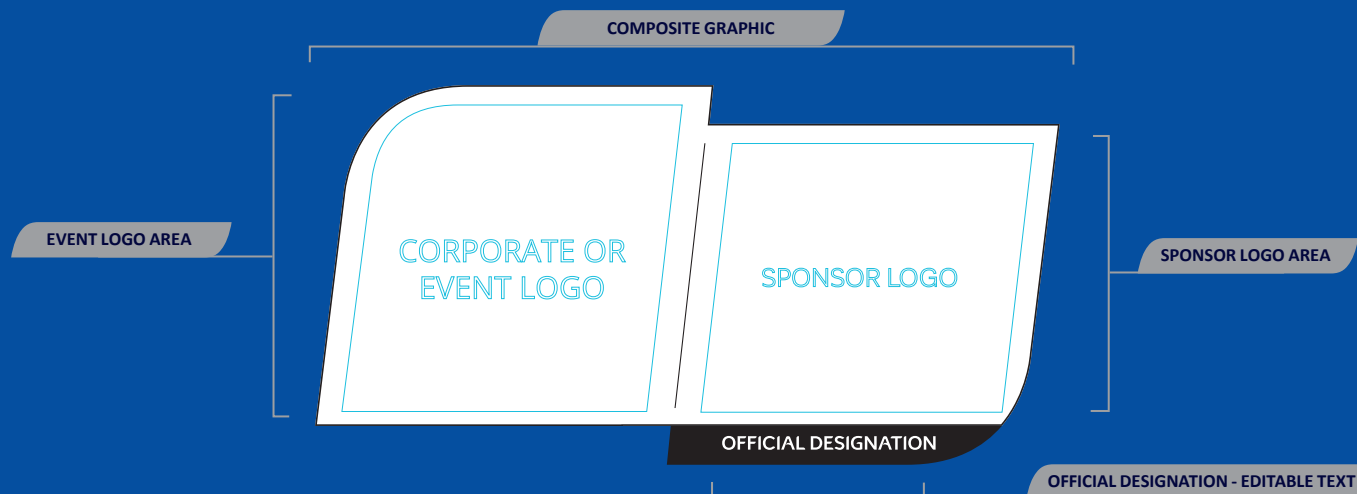
The Event Sponsor Composite Lock Up is available as Template Artwork. It is comprised of three key elements:

1. EVENT LOGO AREA
2. OFFICIAL DESIGNATION TEXT
3. SPONSOR LOGO AREA

The Event Sponsor Composite Lock Up is set up as Template Artwork with clearly defined areas to place the Event and Sponsor Logos and allowing the user to edit the Official Designation. However the configuration is fixed.

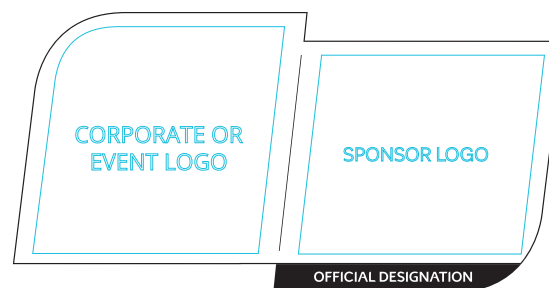
The Event Sponsor Composite Lock Up is available in Portrait & Landscape formats.

Please contact your project manager at European Athletics for help and approval on all Sponsor Integration applications.



USING THE TEMPLATE ARTWORK

Template Artwork



Print

event_sponsor_composite_lockup_la.ai

Visual Example



1 Open the required version of the Event Sponsor Composite Lockup Template Artwork. Familiarise yourself with the artwork set up including the predetermined layer structure.

2 Add your unique event logo and sponsor logo into the designated areas within the template. Re-colour the black stroke & fill with the Event Colour.

7. SPONSOR INTEGRATION

7.8 EVENT SPONSOR COMPOSITE LOCK UP

7.8.2 FORMATS

The Event Sponsor Composite Lock Up Template Artwork is available in two formats.

Using the correct format best suited to the application will ensure clarity and strong delivery of the European Athletics brand.

The two formats of the Event Sponsor Composite Lock Up Template Artwork are:

1. Portrait
2. Landscape

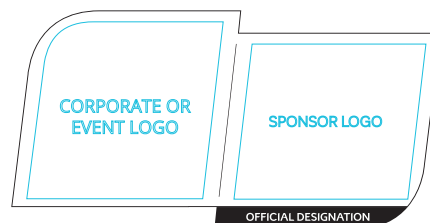
Please contact your project manager at European Athletics for help and approval on all Sponsor Integration applications.



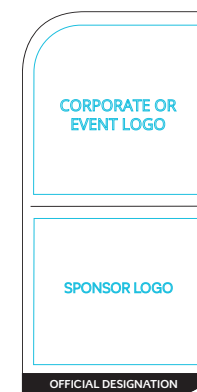
The Event Sponsor Composite Lock Up can be used on dark and light backgrounds.

EVENT SPONSOR COMPOSITE LOCK UP - TEMPLATE ARTWORK

Landscape



Portrait



Print

event_sponsor_composite_lockup_la.ai

event_sponsor_composite_lockup_po.ai

EVENT SPONSOR COMPOSITE LOCK UP - VISUAL EXAMPLES

Landscape



Portrait



7. SPONSOR INTEGRATION

7.9 EVENT SPONSOR COMPOSITE

7.9.1 FORMATS

The Event Sponsor Composite Template Artwork is available in two formats.

Using the correct format best suited to the application will ensure clarity and strong delivery of the European Athletics brand.

The two formats of the Event Sponsor Composite Template Artwork are:

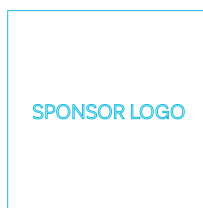
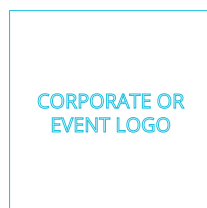
1. Portrait
2. Landscape

Please contact your project manager at European Athletics for help and approval on all Sponsor Integration applications.

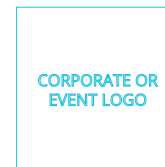
EVENT SPONSOR COMPOSITE - TEMPLATE ARTWORK

Landscape

Portrait



OFFICIAL DESIGNATION



OFFICIAL DESIGNATION

Print

event_sponsor_composite_la.ai

event_sponsor_composite_po.ai

EVENT SPONSOR COMPOSITE - VISUAL EXAMPLES

Landscape

Portrait



OFFICIAL PARTNER



OFFICIAL PARTNER

Depending on the format the position of the sponsor logo and official designation can change.

7. SPONSOR INTEGRATION

7.10 INCORRECT USAGE

It is essential to avoid incorrect use of the Sponsor Graphic Artwork.

Such incorrect use can weaken and damage the integrity and consistency of the European Athletics Brand.

Please consider the incorrect usage examples demonstrated here.

Please contact your project manager at European Athletics for help and approval on all Sponsor Integration applications.

OFFICIAL PARTNERS

PARTNER LOGO
INSERT HERE

PARTNER LOGO
INSERT HERE

OFFICIAL PARTNERS

OFFICIAL PARTNERS

PARTNER LOGO
INSERT HERE

Do not alter the Sponsor Holding Shape

Do not re-arrange the elements

Do not change the typeface

OFFICIAL PARTNERS

PARTNER LOGO
INSERT HERE

PARTNER LOGO
INSERT HERE

PARTNER LOGO
INSERT HERE

OFFICIAL PARTNERS

PARTNER LOGO
INSERT HERE

PARTNER LOGO
INSERT HERE

PARTNER LOGO
INSERT HERE

Do not increase the horizontal spacing between Sponsor Holding Shapes

Do not decrease the horizontal spacing between Sponsor Holding Shapes

OFFICIAL PARTNERS

PARTNER LOGO
INSERT HERE

PARTNER LOGO
INSERT HERE

PARTNER LOGO
INSERT HERE

PARTNER LOGO
INSERT HERE

OFFICIAL SUPPLIERS

SUPPLIER LOGO
INSERT HERE

SUPPLIER LOGO
INSERT HERE

SUPPLIER LOGO
INSERT HERE

SUPPLIER LOGO
INSERT HERE

SUPPLIER LOGO
INSERT HERE

OFFICIAL PARTNERS

PARTNER LOGO
INSERT HERE

PARTNER LOGO
INSERT HERE

PARTNER LOGO
INSERT HERE

PARTNER LOGO
INSERT HERE

OFFICIAL SUPPLIERS

SUPPLIER LOGO
INSERT HERE

SUPPLIER LOGO
INSERT HERE

SUPPLIER LOGO
INSERT HERE

SUPPLIER LOGO
INSERT HERE

SUPPLIER LOGO
INSERT HERE

Do not scale 2nd Tier below 70%

Do not increase the vertical spacing between 1st and 2nd tier

EUROPEAN ATHLETICS CHAMPIONSHIPS

8. APPENDIX

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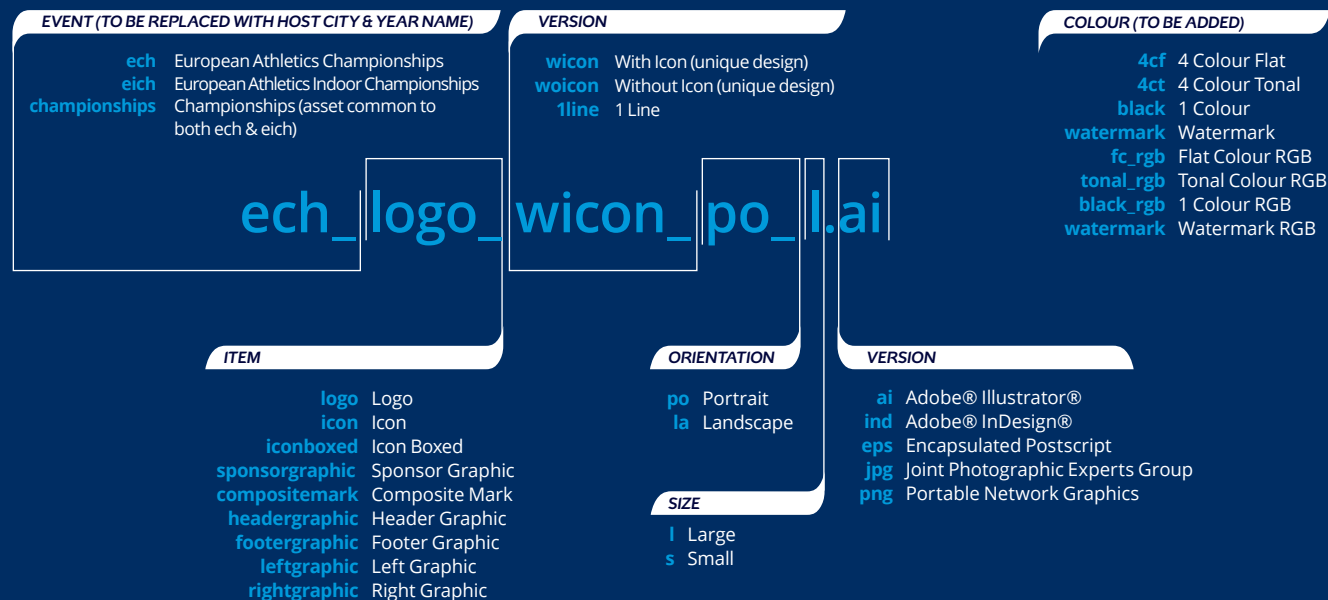
8. APPENDIX

8.1 ARTWORK FILE NAMING

A number of Artwork files have been created with similar names. To make the identification and location of these files easier, a file naming convention has been developed.

Re naming Artwork

Template artwork files have a file naming convention that allows certain parts to change to help when re-naming the artwork to become more specific and help identify.



CHANGING THE ARTWORK NAME - EXAMPLES

Template Artwork file name

New User Defined Artwork file name

- A** ech_logo_wicon_po_l.ai → **B** glasgow2019_logo_wicon_po_l_4cf.ai
A championships_icon_100m.ai → **B** glasgow2019_icon_100m_4cf.ai
A championships_sponsor_compositemark_po.ai → **B** glasgow2019_spar_compositemark_po_4cf.ai

The examples above show how certain parts of the template artwork filename (highlighted in Magenta **A**) can be changed to become more specific once the unique design is complete. ECH, EICH & Championships can be changed to the host city name and year (Glasgow 2019 in this example **B**). The sponsor name can change (Spar in this example **C**). Template artwork filenames do not contain the colour format as this is to be added to suit the specific application requirements (4 Colour Flat in this example **D**).

8.2 ARTWORK INDEX

Template artwork is available in Adobe® Illustrator® format. Once unique design elements are added new artwork should be saved as .ai, .eps, .jpeg or .png depending on your application requirements.

EVENT LOGO TEMPLATE ARTWORK

European Athletics Championships

Portrait With Icon

Large	Small
ech_logo_wicon_po_l.ai	ech_logo_wicon_po_s.ai

Landscape With Icon

Large	Small
ech_logo_wicon_la_l.ai	ech_logo_wicon_la_s.ai

Landscape Without Icon

Large	Small
ech_logo_woicon_la_l.ai	ech_logo_woicon_la_s.ai

European Athletics Indoor Championships

Portrait With Icon

Large	Small
eich_logo_wicon_po_l.ai	eich_logo_wicon_po_s.ai

Landscape With Icon

Large	Small
eich_logo_wicon_la_l.ai	eich_logo_wicon_la_s.ai

Landscape Without Icon

Large	Small
eich_logo_woicon_la_l.ai	eich_logo_woicon_la_s.ai

EVENT LOGO 1 LINE ARTWORK

European Athletics Championships

Large	Small
ech_logo_1line_l.ai	ech_logo_1line_s.ai

European Athletics Indoor Championships

Large	Small
eich_logo_1line_l.ai	eich_logo_1line_s.ai

SUPPORTING GRAPHICS TEMPLATE ARTWORK

Header Graphic

championships_headergraphic.ai	championships_footergraphic.ai
--------------------------------	--------------------------------

Footer Graphic

Left Graphic

championships_leftgraphic.ai	championships_rightgraphic.ai
------------------------------	-------------------------------

Right Graphic

ICONS

Icon

Boxed Icon

100m	100m
championships_icon_100m.ai	championships_iconboxed_100m.ai

200m	200m
championships_icon_200m.ai	championships_iconboxed_200m.ai

400m	400m
championships_icon_400m.ai	championships_iconboxed_400m.ai

800m	800m
championships_icon_800m.ai	championships_iconboxed_800m.ai

1500m	1500m
championships_icon_1500m.ai	championships_iconboxed_1500m.ai

3000m	3000m
championships_icon_3000m.ai	championships_iconboxed_3000m.ai

5000m	5000m
championships_icon_5000m.ai	championships_iconboxed_5000m.ai

10000m	10000m
championships_icon_10000m.ai	championships_iconboxed_10000m.ai

Marathon	Marathon
championships_icon_marathon.ai	championships_iconboxed_marathon.ai

Relay	Relay
championships_icon_relay.ai	championships_iconboxed_relay.ai

Race Walking	Race Walking
championships_icon_racewalking.ai	championships_iconboxed_racewalking.ai

Hurdles	Hurdles
championships_icon_hurdles.ai	championships_iconboxed_hurdles.ai

Icon

Boxed Icon

Discuss	Discuss
championships_icon_discuss.ai	championships_iconboxed_discuss.ai

Hammer Throw	Hammer Throw
championships_icon_hammerthrow.ai	championships_iconboxed_hammerthrow.ai

High Jump	High Jump
championships_icon_highjump.ai	championships_iconboxed_highjump.ai

Javelin	Javelin
championships_icon_javelin.ai	championships_iconboxed_javelin.ai

Long Jump	Long Jump
championships_icon_longjump.ai	championships_iconboxed_longjump.ai

Pole Vault	Pole Vault
championships_icon_polevault.ai	championships_iconboxed_polevault.ai

Shot Put	Shot Put
championships_icon_shotput.ai	championships_iconboxed_shotput.ai

Steeple Chase	Steeple Chase
championships_steeplechase.ai	championships_iconboxed_steeplechase.ai

Triple Jump	Triple Jump
championships_icon_triplejump.ai	championships_iconboxed_triplejump.ai

Decathlon	Decathlon
championships_icon_decathlon.ai	championships_iconboxed_decathlon.ai

Heptathlon	Heptathlon
championships_icon_heptathlon.ai	championships_iconboxed_heptathlon.ai

Cross Country	Cross Country
championships_icon_xcountry.ai	championships_iconboxed_xcountry.ai

Sponsor Graphic

White	Black
sponsorgraphic_white.ai	sponsorgraphic_black.ai
sponsorgraphic_white_rgb.ai	sponsorgraphic_black_rgb.ai

Sponsor Composite Mark

Portrait
championships_sponsor_compositemark_po.ai

Landscape
championships_sponsor_compositemark_la.ai

8.3 GLOSSARY

To help you use and understand the references in the User Guide, please take some time to familiarise yourself with these terms.

4 Colour (CMYK)

The printing process using the four basic colours cyan (C), magenta (M), yellow (Y) and black (K); also known as CMYK or full colour.

Artwork

Authorised graphic and design materials for reproduction, and available from European Athletics.

AI

The computer Vector Artwork file provided for all files; short for "Adobe® Illustrator®".

Boundary Box

An invisible background within the Artwork to ensure that the integrity and form of the graphic is maintained on complex, photographic, or patterned backgrounds. The Boundary Box is equal to the Exclusion Area.

Core Assets

Comprises the Logos other graphic components, such as the Typefaces Colour Palette & Graphic Elements used to represent the European Athletics Corporate Brand

Designation

An additional line or qualification added to a logo to 'designate' a specific message or relationship with the brand.

Digital

Designed for television or internet.

EPS

The computer Vector Artwork file format provided for all files; short for "Encapsulated PostScript".

Exclusion Area

The clear zone which surrounds a graphic within which no copy, illustrated material, or graphic may intrude.

Flat

A format created in Flat Colour, ie. without colour gradient shading. This format should be used when reproduction restricts quality application of gradients, Tonal Artwork or photographic imagery.

Gradient

Comprises of colour values that change throughout the same graphic component.

Hexadecimal

The colour mode used to specify screen colours for the Internet.

Icons

Stylised pictograms used to represent each sport discipline within European Athletics.

Kerning

Kerning is the space between two characters within a word.

Landscape

A graphic that is horizontally orientated and reads left to right.

Leading

The vertical space between the baselines (also referred to as line spacing).

Line-art / Vector Graphic

A resolution-independent image made of lines and curves, ie. without embedded bitmaps.

Logotype

The typographic component of the logo

Minimum Crop

The mandatory area of the Graphic Background, which should be visible in its entirety within a design.

Minimum Size

The recommended smallest size to which a mark or graphic can be reproduced without losing legibility or form.

Official Look

The overall visual representation of the brand using all the Graphic Elements.

Pantone® or Pantone Matching System® (PMS)

An international system for identifying colours for printing.

PDF

Stands for portable document format. A universal file format used to distribute information such as artwork or text.

Portrait

A graphic that is vertically orientated and reads top to bottom.

PPI

Stands for Pixels Per Inch. A measurement used for Television or digital displays.

RGB

Stands for red, green and blue. The colour mode used to display colours and images digitally.

Slogan

This slogan is a short, memorable phrase that summarises our brand proposition and positioning.

Special Application

Reproduction processes other than print and on-screen including embroidery, embossing, engraving, debossing and foiling.

Tag

The Logotype depicting the Slogan.

Template Artwork

Editable Artwork allowing the user to modify for specific requirements.

Tonal

The gradient shades of one or more colours.

Tone On Tone

Artwork containing different shades of the exact same colour

Tracking

Tracking is the space between all characters within a word.

ZIP

A data compression and archive format.

