EUROPEAN ATHLETICS
Brand Design Manual

CHAPTER 2-3

European Athletics Championships
European Athletics Indoor Championships

Design guidelines for event-related printed material as of March 2010.

COLOURS

C: 90% R: 62 M: 55% G: 101 Y: 0% B: 180 K: 0% **Pantone 2935 C**	C: 0% R: 249 M: 70% G: 88 Y: 100% B: 23 K: 0% **Pantone 1665 C**	C: 0% R: 255 M: 40% G: 164 Y: 100% B: 28 K: 0% **Pantone 137 C**	C: 0% R: 0 M: 0% G: 0 Y: 0% B: 0 K: 100% **Pantone Black**

C: 0%   R: 0
M: 0%   G: 0
Y: 0%   B: 0
K: 100%
Pantone Black

Please observe that images and colours are not shown correctly on a monitor.

Colours

C: 15%
M: 0%
Y: 100%
K: 30%

Pantone: 391

LOC Event Design

The LOC must create a design concept for all event materials that will be produced for the European Athletics Event. The object is to have a theme running across all items from the Event logo to printed materials, signage, stadium dressing and city decorations, thus giving the Event a unique identity that can be easily recognised.

The fundamental elements of the Event Design will include the Event Logo, Event Colours, Event Pattern/Image and the Event Typeface. The way these elements work together and the way they are used on event materials will create the Event's identity.

Typography

The European Athletics typography to be used in all material is FB Agenda

ABCDEFHGHIJKLMNO
abcdefghijklmno1234

Example of the typeface FB Agenda Semibold.

ABCDEFHGHIJKLMNO
abcdefghijklmno1234

Example of the typeface FB Agenda Light.

Event logotype

When designing the Event Logo, the LOC should consider how the Logo will be used and where it will appear, from letterheads to street banners. The Logo should be clear, simple and compact, to maximise its visibility. The type style selected should be strong and legible.

The Event Logo must be produced in colour. The colours selected could reflect the country where the Event is being held or the venue city. The event colours will then form the basis of the overall Event Design.

A black and white version of the Event Logo must also be produced. As soon as an LOC is appointed, it should start work on designing the Event Logo. Prior to its use, the Event Logo must be approved by European Athletics. The Event Logo should be available for use according to the following deadlines:

European Athletics Championships:
at least 36 months prior to the Event.

European Athletics Indoor Championships:
at least 24 months prior to the Event.

The Outdoor Championships Event Logo must include the following elements:

- Symbol; this should be a part of the Event Design.
- Competition venue; the name of the city where the Event is being held,
- Competition year; the year when the Event is taking place,
- Event Title; see instructions.

60 %

X mm

X mm

40 %

Example of European Athletics Outdoor Championships logo.

The Event Logo design

|		
1	Symbol	
2	The City name and the Year	
3	Any typeface	Any colour on the typeface
4	Line	Colour: black
5	European Athletics picture mark	
6	Event title	Font: Agenda semibold / Agenda bold

Creating the logotype

The event logotype is constructed with a white solid which enables the logo to be placed on any background. A template is available for downloading.

The placement of the European Athletics picturemark and the event title can not be changed.

The box shows the maximum area for the logo design.
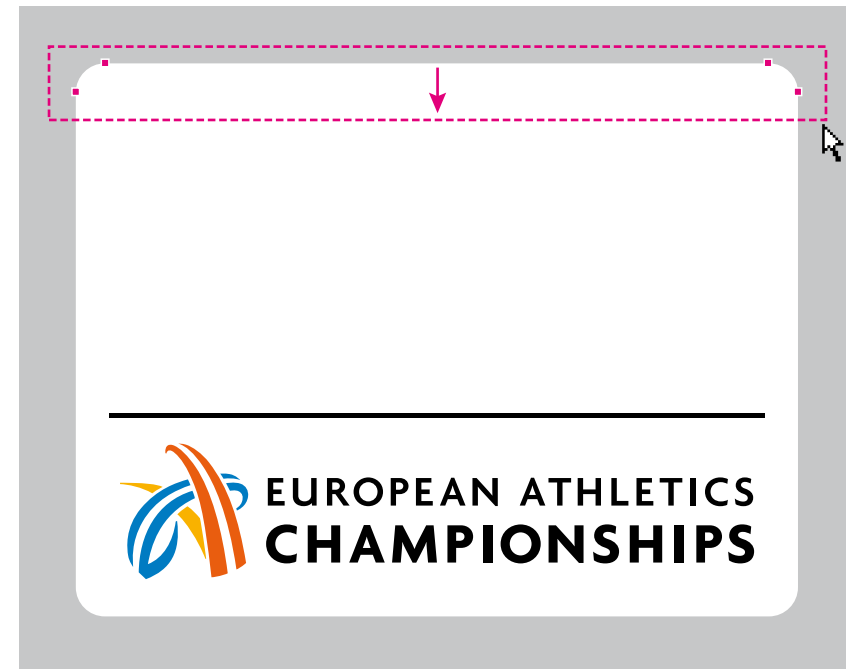
**The frame can only be adjusted vertically to make room for the logo design.
Do not stretch the frame, only move the anchor points on the top of the frame.**