

# EuroMoot Logo

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## Background

In March 2017, the USI Moot 2018 Bid Committee selected a preliminary logo for use as part of the moot bid at Big Bang Moot 2017. On 21-April-2017, it was resolved to find a permanent logo. A number of sources were consulted and on 28-May-2017 the EuroMoot organising committee decided to use the logo described herein.

## Logo Concepts

- Clearly represent the theme and evoke the spirit of the European Union.
- Be easily legible and emphasise the important elements
- Be easily printable

## Description

The logo (see figure 1) consists of a blue background with yellow elements. The elements consist of:

- An outside circle of 24 5-point stars
- A solid circle just inside of the circle of stars
- "EUROMOOT" horizontally across the centre (26pt)
- "2018" just underneath the "EUROMOOT" (24pt)
- A Scout style Fleur-de-lis above the "EUROMOOT"
- "76th NZ ROVER MOOT" (15pt) in a circular arc across the top
- "Ashburton, New Zealand" (15pt) in a circular arc across the bottom

The entire logo is rotated 15 degrees anticlockwise.

An alternate black and white logo is also provided (see figure 2)

## Colours

The EuroMoot logo uses the two colours of the European Union Flag<sup>1</sup>. These are:

Pantone Reflex Blue



#390

Pantone Yellow



#FC0

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<sup>1</sup> <http://publications.europa.eu/code/en/en-5000100.htm>

## Font

The font used is “Kingthings Foundation” provided for free public use by

[www.kingthingfonts.co.uk](http://www.kingthingfonts.co.uk).

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789 (!@#\$%&.,?;:)

## Source Images

The EuroMoot logo is primarily original work but does include elements that are derivatives of other work. These other works are:

- The stars in the EuroMoot logo and the system for arranging them in a circle is derived from [https://commons.wikimedia.org/wiki/File:Flag\\_of\\_Europe.svg](https://commons.wikimedia.org/wiki/File:Flag_of_Europe.svg). This is a public domain work.
- The Fleur-de-lis in the EuroMoot logo is derived from [https://commons.wikimedia.org/wiki/File:WikiProject\\_Scouting\\_fleur-de-lis\\_outline.svg](https://commons.wikimedia.org/wiki/File:WikiProject_Scouting_fleur-de-lis_outline.svg). This work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License

## Formats and Technology

The logo was handwritten as a Scalable Vector Graphic (SVG)<sup>2</sup>. Other formats are created at specific resolutions as required using Inkscape<sup>3</sup>.

## License

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Figure 1: Primary Logo

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<sup>2</sup> [https://en.wikipedia.org/wiki/Scalable\\_Vector\\_Graphics](https://en.wikipedia.org/wiki/Scalable_Vector_Graphics)

<sup>3</sup> <https://inkscape.org/en/>

<sup>4</sup>

<https://www.ict.govt.nz/guidance-and-resources/open-government/new-zealand-government-open-access-and-licensing-nzgoal-framework/>



Figure 2: Alternate black and white version

