



EUROPEAN ATHLETICS Brand Design Manual

CHAPTER 8

Other Events

Design guidelines for event-related printed material as of August 2008.

Dear User

Since relocating our offices from Darmstadt to Lausanne a few years ago, European Athletics has experienced a number of major changes.

As a part of this process, the European Athletics Council has decided that the time was right to take a step forward in building the image of European Athletics by creating a new, up-to-date logotype and brand architecture.

It is our strongly held belief that to maintain and improve our position among the most popular sports, European Athletics must have a modern, comprehensive communications strategy, including consistent and recognisable graphic design, and that this strategy must embrace all European Championships and other competitions held under the auspices of European Athletics.

You can see that the logotype we have created depicts stylised tracks representing the movement patterns, grace and colourful nature of our sport.

You will also notice the word mark with the two words "European Athletics". This reflects our belief that the general public relates to our sport rather than its governing bodies.

The visual identity, which is to be used exclusively for all applica-

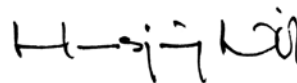
tions, links all of our competition and non-competition events, giving them a common look and making them recognisable as members of the same family. The European Athletics Brand Hierarchy, which you can view on the next page, shows how everything comes together.

We at European Athletics are confident that the visual identity will better position European Athletics in its highly competitive and changing environment and strengthen the many important relationships within our sport.

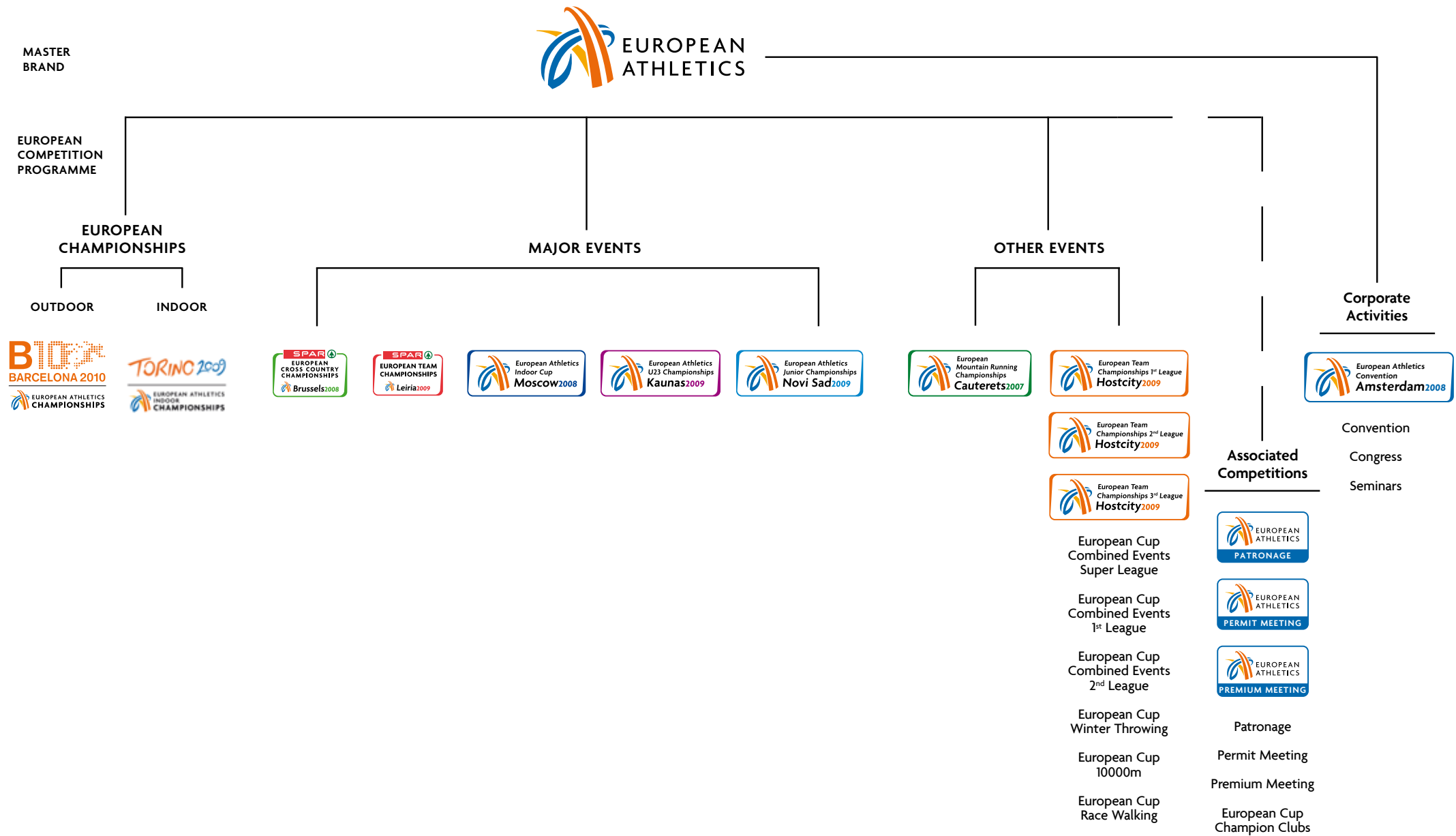
I ask you to please ensure that the logotypes and applications in this European Athletics Brand Design Manual are used in the manner described herein.

For any queries on implementing our visual identity please contact the European Athletics office.

Kind regards

A handwritten signature in black ink, appearing to read 'Hansjörg Wirz', with a stylized, cursive script.

HANSJÖRG WIRZ
PRESIDENT



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This Manual is for the use of those involved in the design and production of promotional or information material for European Athletic Association Events.

For further guidance or information, please contact:

European Athletic Association
Avenue Louis-Ruchonnet 18
CH – 1003 Lausanne

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

USING THE MANUAL

The purpose of this manual is to provide LOCs with guidelines on event design as required by European Athletics for events in the TOP programme. The guidelines clarify the elements that must appear on event materials, together with the sizes and positions of those elements.

The objective is to complement the LOC's own design work, not to take away the creative flair that an LOC brings. If for any reason an LOC cannot comply with some of these guidelines, please contact European Athletics for further discussion and guidance.

European Athletics will always try to find a way to accommodate the wishes of an LOC within the contractual and other requirements of European Athletics and the International Partners.

The contents of this manual 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 Design Manual.

We hope you find these guidelines helpful. If anything is unclear or if you have any questions, please do not hesitate to contact European Athletics.

LOC Event Design

The design guidelines in this manual are provided to help the LOCs in their work with the production of promotional or information material for the event. The guidelines are created to strengthen the event's overall appearance and to link the different applications into a complete event design.

The event design uses several graphical elements that together form the overall look of the event.

Event Logotype

All the event logotypes carry the European Athletics picture mark, event title, city name and year.

This manual includes examples of various event materials. However, this is not comprehensive – there are many occasions where the Event Design can and should be used. If you have any design queries about a particular item you wish to produce, please contact European Athletics, who will be happy to provide guidance.

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.

LOC Event Design Templates

Application templates are available for Covers, Posters and Letterheads. These templates are made in InDesign CS2. The templates are not finalised artwork so be sure to use the correct graphic elements (event colour, event pattern and so on).

Event Logotype Templates

Templates are also available for the Event logotypes. Only the city name and the year can be changed. The templates are in Illustrator eps format.

EUROPEAN ATHLETICS Logotype

The European Athletics logotype can be downloaded as an Illustrator eps file, suitable for both PC and Macintosh. The logo is available in four-colour print (CMYK), black print and Pantone print.

The logo can also be downloaded for web publication (RGB). The web logo is saved as a jpeg file. Contact European Athletics for instructions.

When using the European Athletics logo, be sure to observe the safety zone described in the manual.

Event graphic elements

For the Major and Other Events, graphic materials are available as Illustrator eps files.

See the design manual for reference and guidelines.

Website guidelines (website design and structure)

Will be provided by European Athletics.

Award Medal guidelines

Medal shall display event name, European Athletics logo (in full), city name, year, discipline, gender, Team/Individual,. Athletes name shall be engraved (for outdoor and indoor championships) and engraving of the performance is optional. The ribbon design shall reflect the event look/event colour.

Commemorative Medal guidelines

Medal shall display event name or event logo, European Athletics logo (in full), city name, year and/or full date and a symbol of the city.

COLOURS



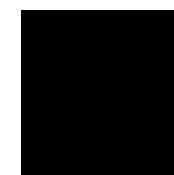
C: 90% R: 62
M: 55% G: 101
Y: 0% B: 180
K: 0%
Pantone 2935 C



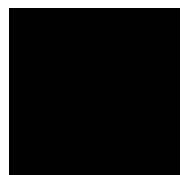
C: 0% R: 249
M: 70% G: 88
Y: 100% B: 23
K: 0%
Pantone 1665 C



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

SAFETY ZONE



Safety zone on white background

When the logotype is used on a white background the safety zone shows the minimum clear area around the logotype.









Safety zone on coloured background

The logotype has an integrated white solid behind the picture mark and word mark. This enables the logotype to be placed on coloured backgrounds.

There should be minimum clear area around the white solid block. It is always preferable to exceed the minimum.



Each event is given a specific colour which is used in the logotype and in all the applications.

Event title	European Team championships 1 st League 2 nd League 3 rd League	European Cup Combined Events Super League	European Cup Race Walking
Event colour	 C: 0% R: 249 M: 70% G: 88 Y: 100% B: 23 K: 0% Pantone 1665 C	 C: 0% R: 249 M: 70% G: 88 Y: 100% B: 23 K: 0% Pantone 1665 C	 C: 0% R: 249 M: 70% G: 88 Y: 100% B: 23 K: 0% Pantone 1665 C
Event logotype			

Creating the frame



1.
Draw a box measuring 85 x 50 mm.



2.
Copy the box, scale it by 94.5% and make it white. Place the two boxes centred.



3.
Tilt the inner box by 3.5°.



4.
Apply rounder corners.
Outer box by 6.0 mm.
Inner box by 5.5 mm.

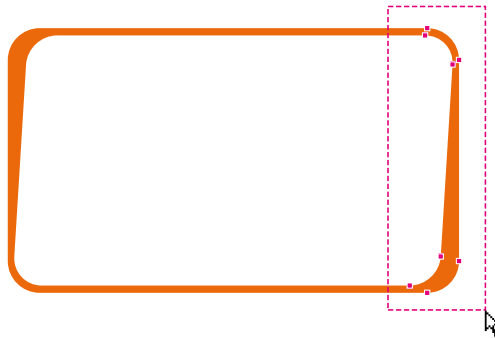
Adding the white outline



Copy the coloured outer box and place it behind. Add a white outline 1.3 mm thick.

Adjusting the frame

The frame can be adjusted horizontally to make room for the city name and year. Do not stretch the frame, only move the anchor points on the right side of the frame.

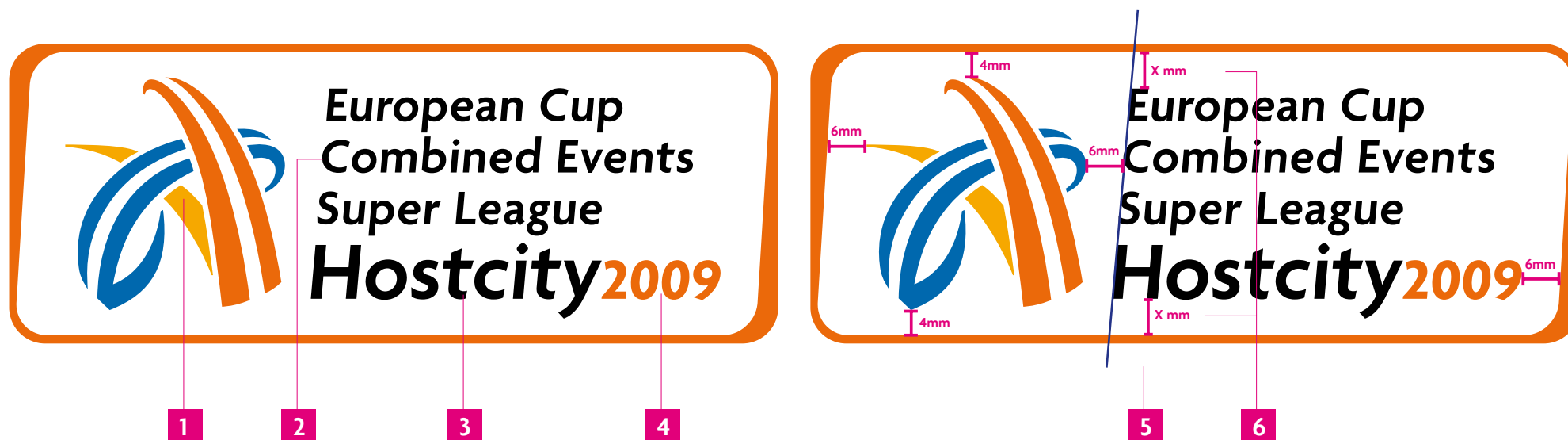


1. Select the anchor points on the right side of the frame.



2. Move the anchor points to the right and lengthen the frame.

Adding the European Athletics picture mark, event title and city name



1 European Athletics picture mark. Scaled 150% from original

2 Agenda Semibold 24p/24.5p $\leftrightarrow 20$ Tilt: 5° *

3 Agenda Semibold 40p Tilt: 5° *

4 Agenda Bold 28p Tilt: 5° *

5 The text is aligned left with 5° angle

6 The text is centred vertically within the frame. The space above and under the text must be equal.



The images on this page are in 100% size.

National Partner and Institutional logos

National Partner logos and Institutional logos will appear on all event materials – please refer to the specific event materials later in this Manual for guidance.

Intellectual property rights

The European Athletics/LOC standard contract states:

- “All Intellectual Property Rights in or related to the Event, including without limitation rights to all logos, mascots, symbols, legends or other devices associated with the Event are and shall remain the sole property of European Athletics.

No logo, trademark, emblem, mascot or similar device shall be used in connection with the Event without the prior written approval of and in accordance with the direction and requirements of European Athletics.”

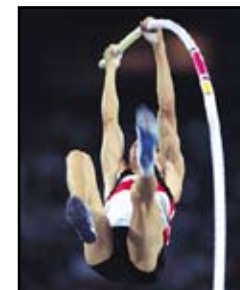


Example of Standard back cover with National Partners and Institutional logos.

The aim of the LOC is to create an event with a strong identity. This identity is created through a number of elements, which will ensure both a strong local feeling and European Athletics brand consistency:

Event image

The LOC has the opportunity to create its own image/images for use as a basis for the materials within the framework of the European Athletics Event Design guidelines. These images should be influenced by athletic movements, by expressing movement and dynamics. The image has to be submitted to the European Athletics for approval.



Examples of images

Typography

The European Athletics typography to be used in all material is FB Agenda. As an alternative the Century Gothic can be used.

A B C D E F H G H I J K L M N O
a b c d e f g h i j k l m n o 1 2 3 4

Example of the typeface FB Agenda Semibold.

A B C D E F H G H I J K L M N O
a b c d e f g h i j k l m n o 1 2 3 4

Example of the typeface FB Agenda Light.

Event colour

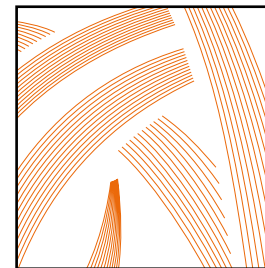
European Athletics has chosen a specific colour for each event. This colour will appear throughout the event material.



Other Events

Event wireframe

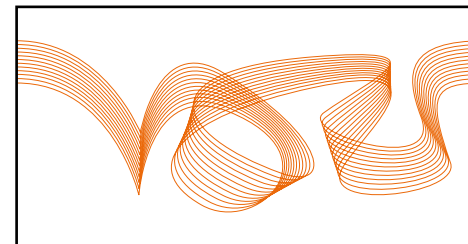
A wireframe image of the European Athletics logotype is created, for use as a graphic element in certain applications. The wireframe image always uses the event colour. The wireframe image may be cropped (cut) to fit the layout.



Other Events

Event pattern

A special event pattern is created for use as a decorative element. The event pattern always uses the event colour. The pattern may be repeated horizontally and it may be cropped (cut) to fit the layout.



Other Events

Using the Event Pattern - Advanced

This page describes advanced use of the event pattern. For best results, contact a design agency and use software such as Illustrator or Freehand. The instructions are guidelines, so printouts should therefore be made to ensure that the result looks good.

For advanced use of the Event pattern, two different patterns can be used together (see images).

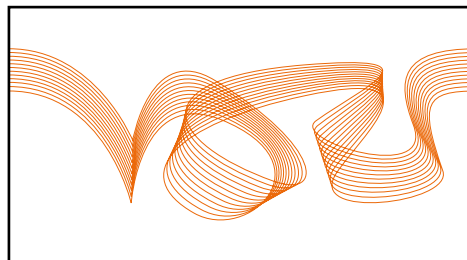
See examples of layout on next page.

The patterns can be adjusted:

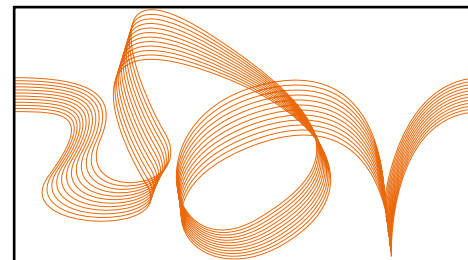
- Using the Event colour for one pattern and an Event colour tone for the other, or white.
- On an Event colour background both patterns must be in the Event colour tone.
- Rotated 180°.
- Reverse horizontally and vertically.
- Change thickness of all the lines within each pattern. However, be sure to keep the visual impression and not make the lines too thick.
- Crop and layout to taste.

- Do not use any colours besides the Event colour, or tones of the Event colour.
- Do not use a background of any other colour than the Event colour or white.
- Do not stretch or distort the pattern in any dimension.
- Do not rotate the pattern in any angle other than 180°.

Event Patterns



Event pattern 1.



Event pattern 2.

Event colour tones - Other events

Pantone 1665C



100%



75%



50%



25%

CMYK



C: 0%
M: 70%
Y: 100%
K: 0%



C: 0%
M: 53%
Y: 75%
K: 0%

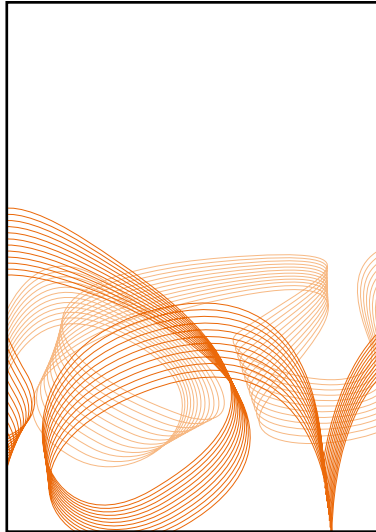


C: 0%
M: 35%
Y: 50%
K: 0%

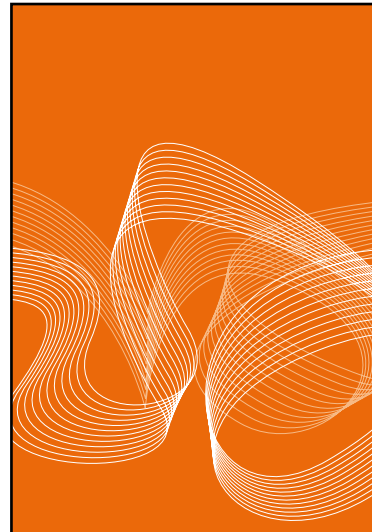


C: 0%
M: 18%
Y: 25%
K: 0%

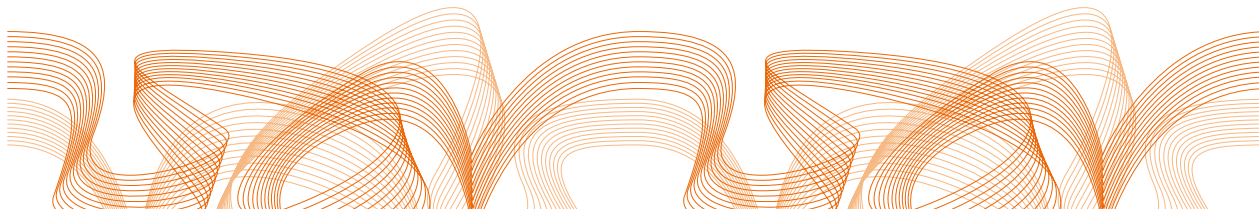
Examples of advanced Event Patterns



- White background.
- On top: Event Pattern 2
 - Event colour 100%
 - Lines 0.25 pt.
- Back: Event Pattern 1
 - Event colour 50%
 - Lines 0.2 pt.



- Event colour background.
- On top: Event Pattern 2
 - White
 - Lines 0.3 pt.
- Back: Event Pattern 1
 - Event colour 50%
 - Lines 0.2 pt.



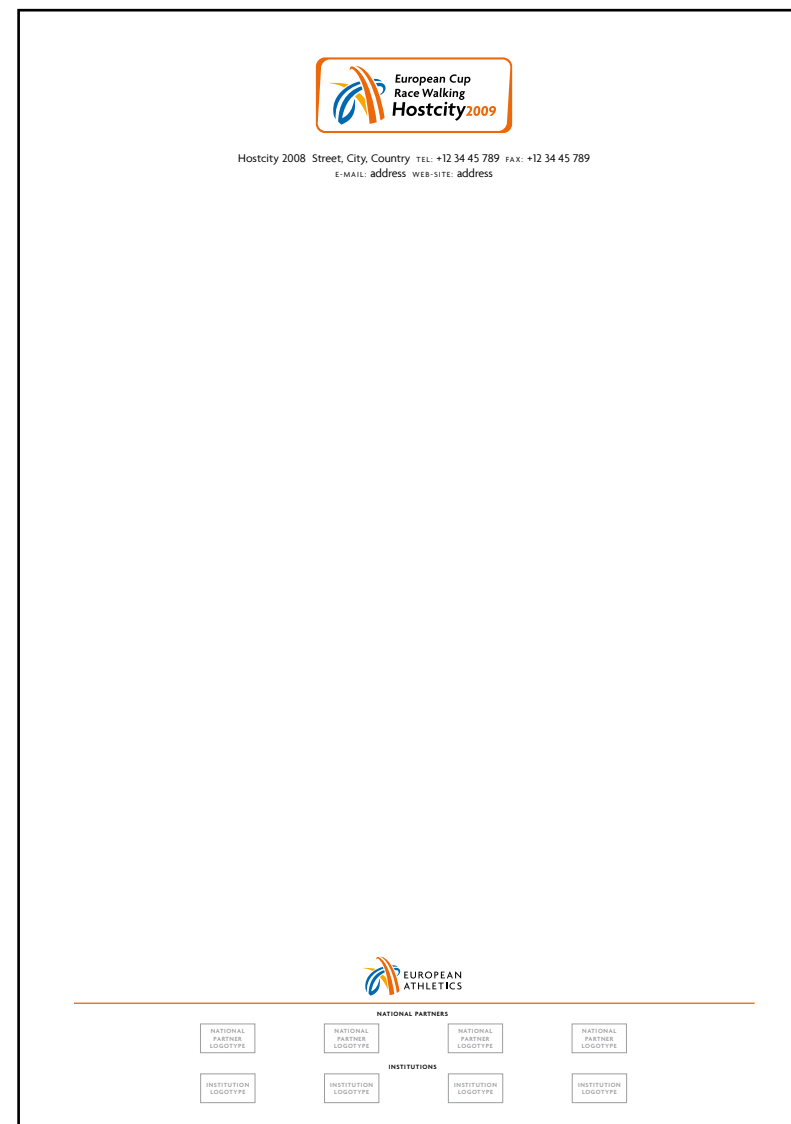
- White background.
- On top: Event Pattern 1
 - Reversed
 - Event colour 100%
 - Lines 0.28 pt.
- Back: Event Pattern 2
 - Reversed
 - Event colour 50%
 - Lines 0.17 pt.

Letterheads

- The design shall follow the guidelines. An artwork template is available.
- The Event Logo should be placed at the top.
- The size of the letterhead should be A4 (297mm x 210mm).
- The letterhead should be printed in colour.
- European Athletics logo, National Partners and Institutions logos must be placed at the bottom of the page.

Envelopes (optional)

- The Event logo may be included on the front of the envelope.
- No other logos may be included.
- If no Event envelope is produced, plain envelopes must be used. These may not display any logos or branding.
- The design should use the graphical elements (pages 16-17). See the sample layout.



Example of letterhead.

Business cards (optional)

- The layout has to include the Event logo.
- Standard size.
- The design should use the graphical elements (pages 16-17). See the sample layout.

Compliment Slips (optional)

- The Event Logo should be placed on the top.
- National Partners and Institutional logos must be placed in the bottom of the page.
- The design should use the graphical elements (pages 16-17)
- Standard size.

Notepads

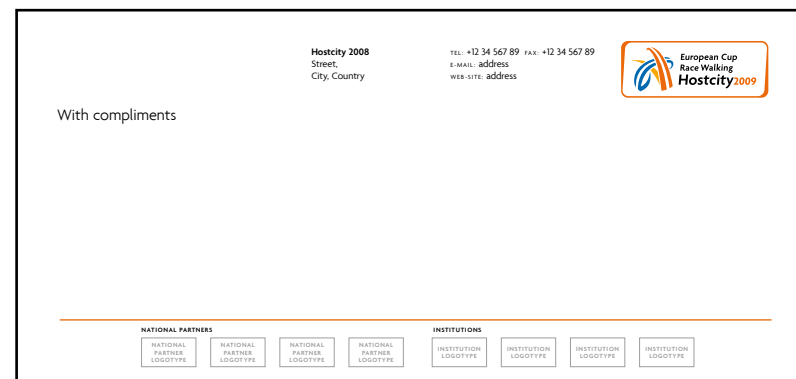
- The Event logo should be placed at the top.
- The design should use the graphical elements (pages 16-17)
- Standard size

Fax sheets

- As for letterheads. However, logos should be printed in black.

Hotel reservation and accreditation forms

- As for letterheads.
- The contents must be agreed with European Athletics.



Example of Compliment slip.

Press releases

- As for letterheads.

Start lists and result sheets

- Event logo upper left corner, European Athletics logo upper right corner, Event title & results centred between.
- National Partners and Institutions logos will be placed at the bottom.
- Layout of the contents must be agreed with the European Athletics Technical Delegate(s) and with the Competition Department, who will provide each LOC with a template.

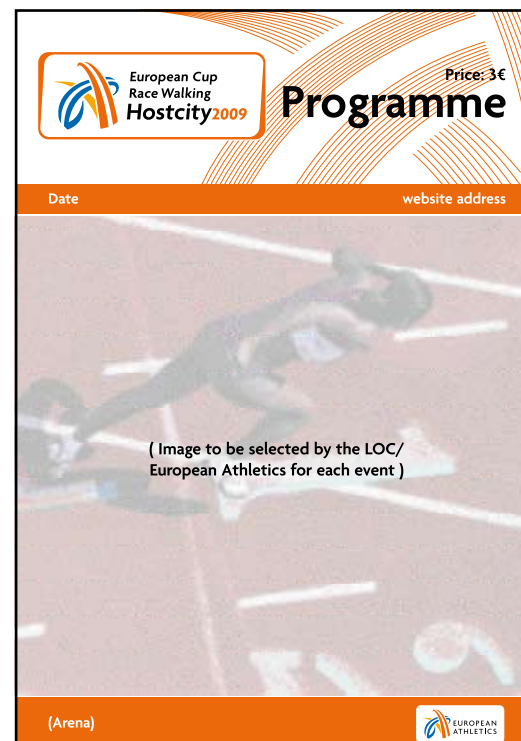
Standard front cover

To ensure consistency throughout the event publications, a standard A4 layout has been designed. This format is scalable into smaller sizes (A5, A6) which are used for some publications. The layout includes the necessary information such as date and place. Additional information may be added to the layout. Partner logos will be incorporated into a composite page layout that will appear on the back cover.

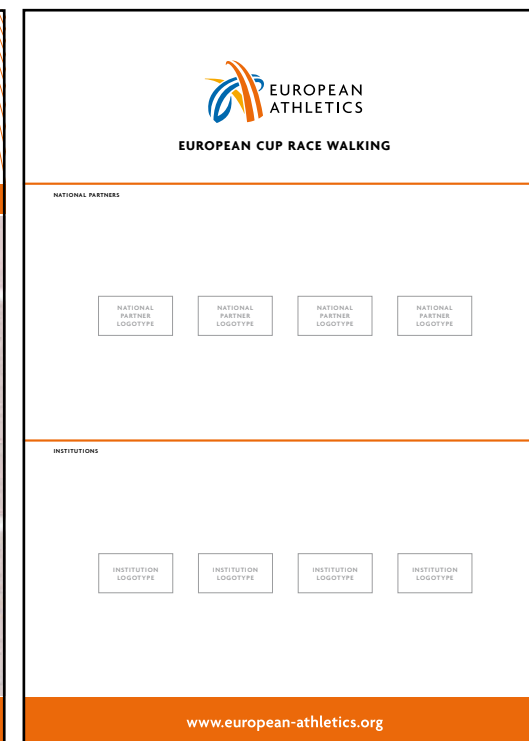
As far as pictures are used, pictures of previous European Athletics Events should be used. And if only one athlete is represented on the pictures, LOC shall ensure that permission has been received from either athlete or the management company.

Standard back cover

The back cover of all publications must be reserved for the National Partners logos and Institutional logos. The layout is provided as artwork guidelines. The layout should always appear on a white background and may not be altered in any way. All logos may only appear on a white background.



Example of Standard front cover.



Example of Standard back cover.

Programme

- The size should be portrait either A4 (297 mm x 210 mm) or A5 (148 mm x 210 mm).
- Standard front cover layout must be used.
- Standard back cover composite design must be used.
- The European Athletics logo must be placed at the top right corner of all inside pages (not advertisement pages).
- The contents of the programme must be agreed with European Athletics.
- An artwork template is available.
- National and Institutional Partners have the right to have advertisements in the official event programme.

Media guide (optional)

An event handbook for the media to give them all the logistical information they will need on site.

- The size should be portrait A5 (210mm x 148mm).
- Standard front cover layout must be used.
- Standard back cover composite design must be used.
- The contents must be agreed with European Athletics Communications Manager, who will provide each LOC with a template.

Team manual

A manual that the teams receive prior to the competition, containing logistical as well as competition information and regulations.

- The size should be portrait A5.
- Standard front cover layout must be used.
- Standard back cover composite design must be used.
- The recommended contents will be provided by European Athletics.
- The contents must be agreed with European Athletics Technical Delegate(s) and with the European Athletics Competition Department, who will provide each LOC with a template.

Statistics handbook (optional)

Is mainly directed to the Media.

- The size should be portrait A5.
- Standard front cover layout must be used.
- Standard back cover composite design must be used.

Results book

- The size should be portrait A4 or A5.
- The LOCs are responsible for printing the complete results book.
- Standard front cover layout must be used.
- Standard back cover composite design must be used.
- The contents will be provided by the data processing company contracted by European Athletics

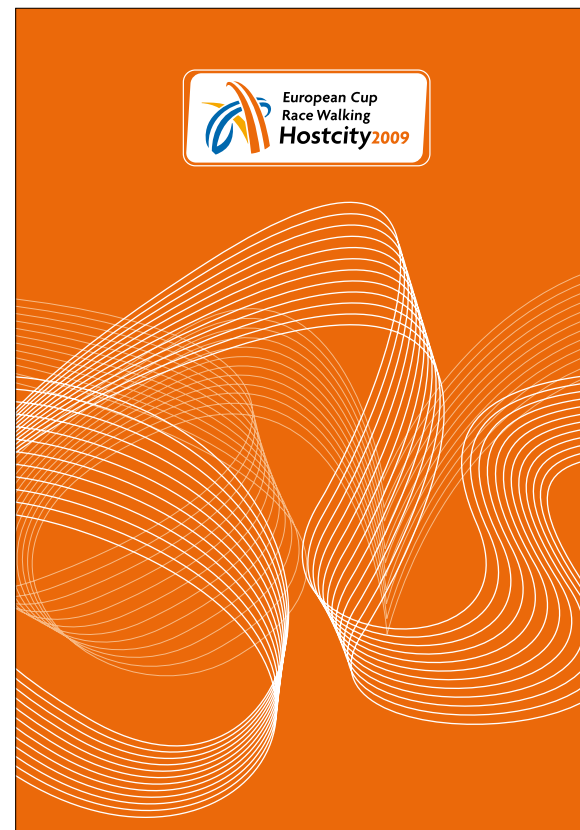
VIP event guide (optional)

Includes information about programme of social functions, transport schedules, competition details and city information.

- The size must be A6 (148mm x 105mm) pocket size.
- Standard front cover layout must be used.
- Standard back cover composite design must be used.
- A template will be provided to each LOC.
- As far as possible, pictures shall be integrated into the VIP guide.

Folder (optional)

- The size must be suitable for A4 paper; the spine of the folder should have a minimum width of 5 mm.
- The design should use the graphical elements (pages 16-17). See the sample front cover.
- Standard back cover composite design must be used.

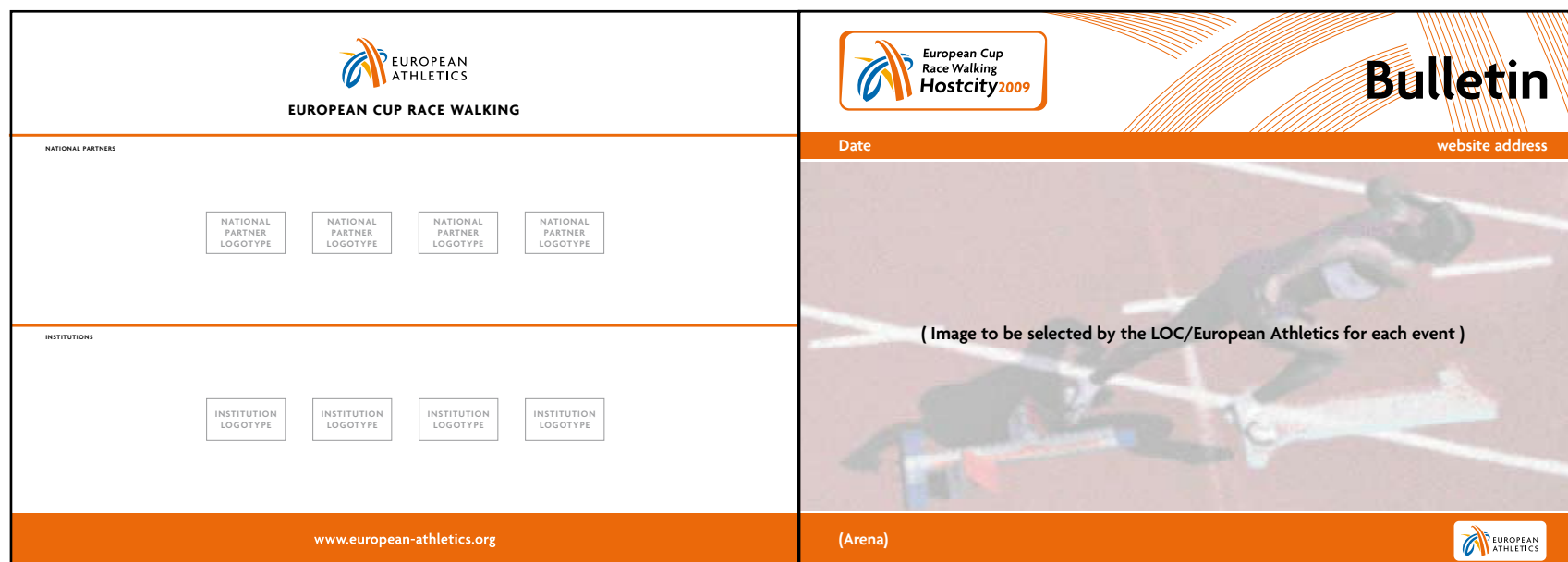


Example of Folder.

Bulletin

A publication used for member federations and partners to show event preparation progress.

- The size can be in landscape or portrait A4.
- Standard front cover layout must be used.
- Standard back cover composite design must be used.
- The contents must be agreed with European Athletics.
- An artwork template is available.



Example of Bulletin.

Composite board

A roll-up presenting the National Partners and Institutional Partners.

- The event logo should be placed at the top.
- The logotypes should be placed in the following order, starting at the top:
National Partners and Institutional Partners.
- The European Athletics logo should be placed at the bottom.
- The design should use the graphical elements (pages 16-17). See the sample layout.

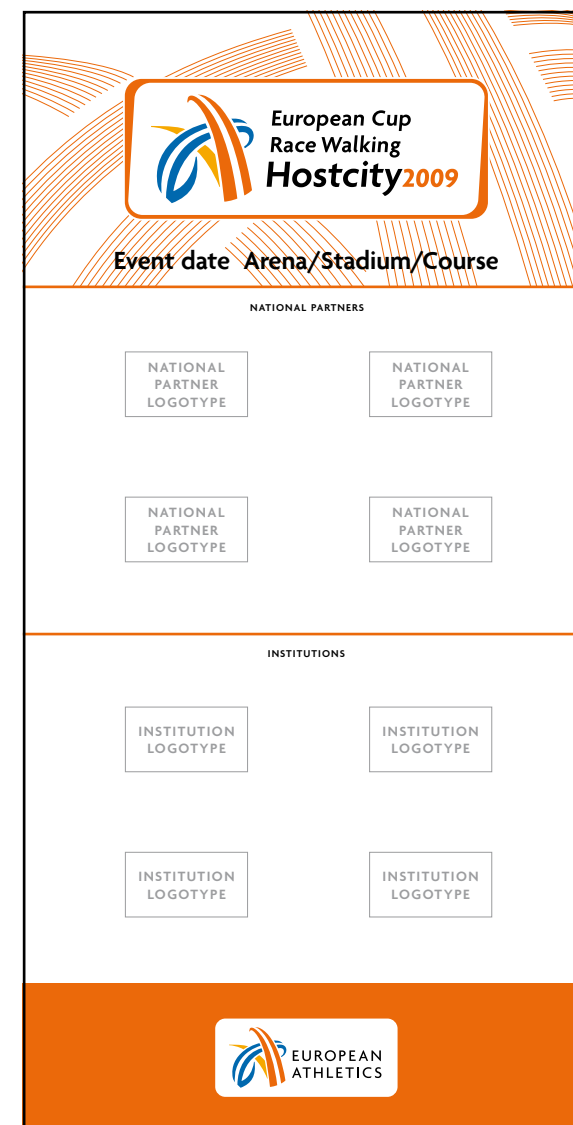
Event presentation board

A roll-up presenting the event.

- The event logo should be placed at the top.
- The design should use the graphical elements (pages 16-17). See the sample layout.
- The logotypes follow the design requirements for posters.



Example of Composite Board.



Example of Event Presentation Board.

Poster

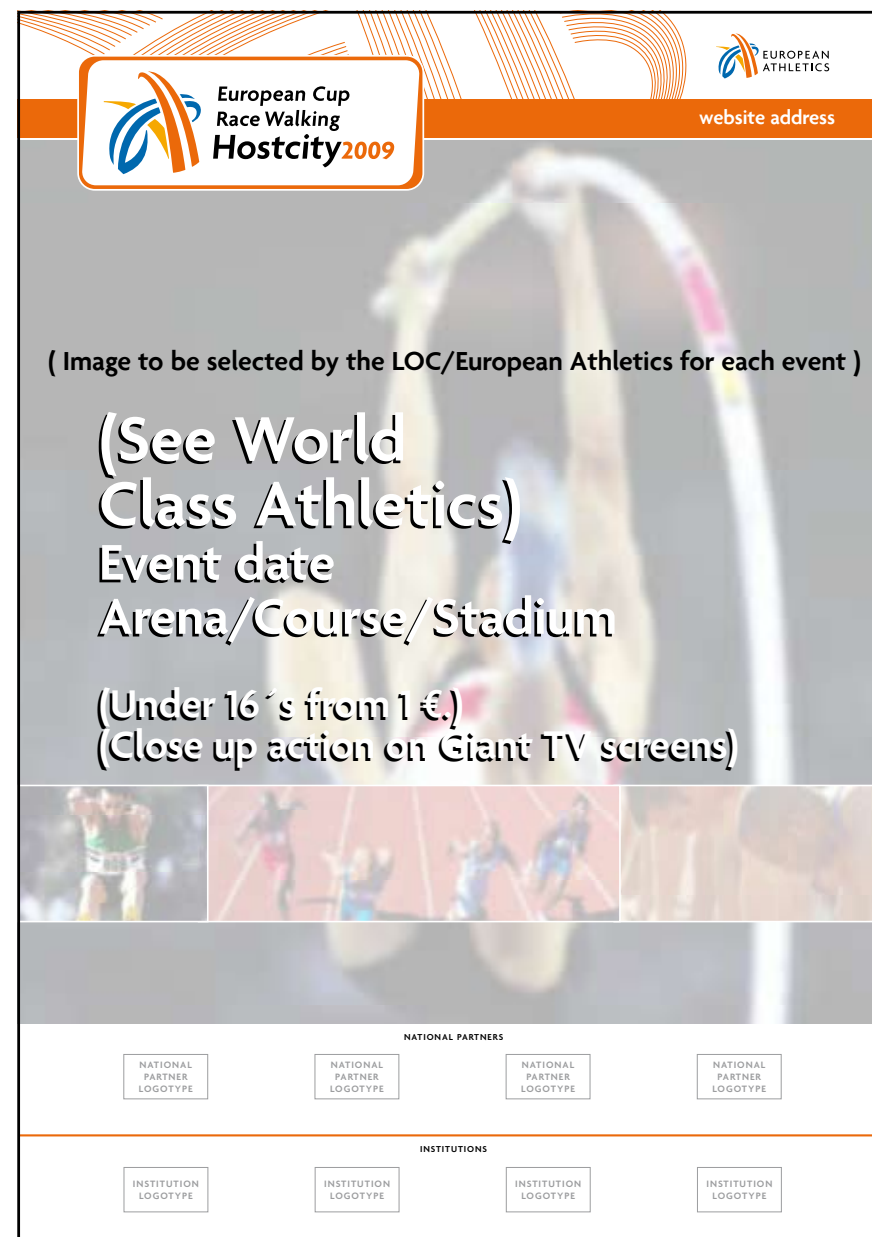
- The recommended usual poster size is A3 (420 mm x 297 mm) or A2 (594 mm x 420 mm). However, the size may vary to suit local needs.
- The design of the poster must follow the poster guidelines.
- An artwork template is available.
- The European Athletics logo shall be included.

Leaflet/Flyer

- The front of the leaflet/flyer should follow the poster design.
- This layout may be used in a double-sided A5 format only. All other formats will be reviewed on a case by case basis.

Newspaper supplements

Newspapers supplements must include one full page composite advertisement with all event partners in 4 colours.



Example of Poster.

Tickets

Guidelines for partner tickets or in the case of non-electronic tickets.

- The design of the ticket must be integrated into the Event Design.
 - The front of the ticket must clearly state the event title, the venue and date.
 - The European Athletics logo must be placed in a prominent position on the front of the ticket.
 - The event logo must be included on the front of the ticket.
 - The Member Federation/City composite logo may appear on the front of the ticket, depending on the space available.
 - Where the competition lasts for more than one day, different colours may be used to differentiate days.
 - National Partner and Institutional Partner logos will generally not be included on the ticket. However, this may be reconsidered in the exceptional case that a National Partner provides the production.
 - Numbered tickets for the VIP seating area must also be produced and must follow the design guidelines stated above.
 - In case sponsor logos can not be integrated on the computerised tickets, ticket wallets must be produced and must follow the design guidelines stated above.
 - Allocation map, stadium seating plan or stadium security message may appear on the back of the ticket.
- The ticket must not contain any logos other than those stipulated above.
 - The print process used for the production of tickets may affect the above guidelines.
 - Where a computerised ticket printing system will be used, the LOC must inform European Athletics and must also provide a sample of a ticket that is normally printed.
 - Computerised tickets may be produced for public sales.
 - Tickets for the VIP seating area must be produced separately and must follow the design guidelines stated above. Alternatively, ticket wallets must be produced for the computerised tickets and must follow the design guidelines stated above.

Accreditation cards

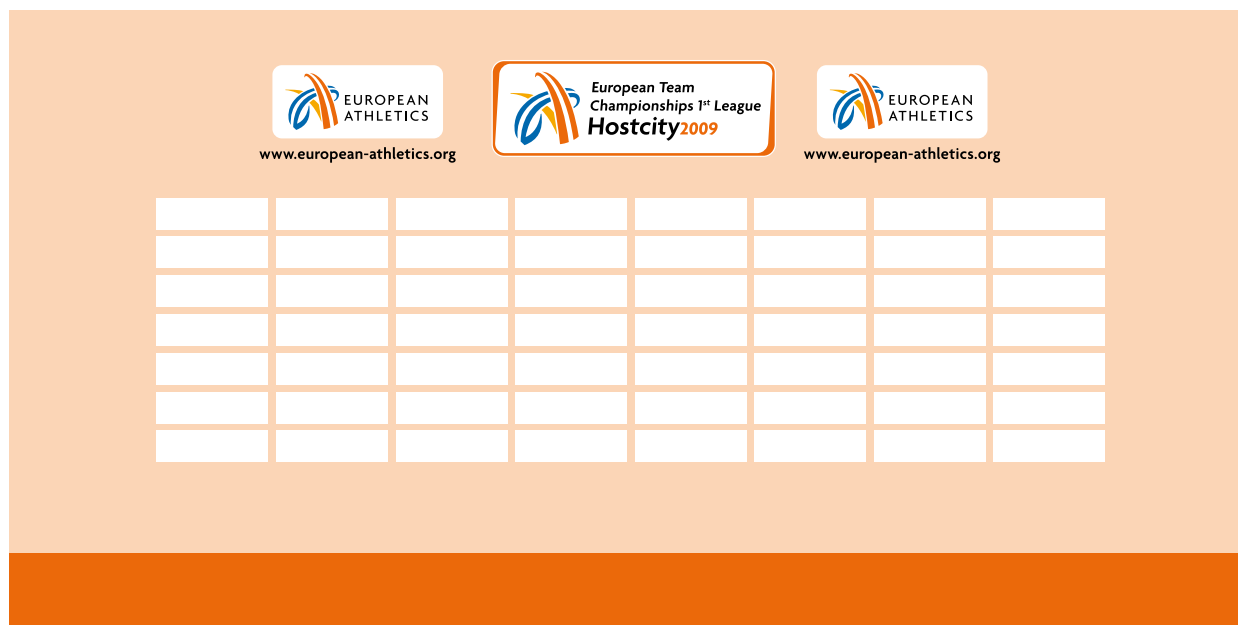
- The Accreditation card design guidelines must be used. Size is A6 (148mm x 105mm).
- The accreditation system to be used for the Event must be approved by European Athletics.
- The category and function, together with the access information must appear on the front of the card.
- The cardholder's name and the country can also appear on the front of the card (optional).
- A definition of the accreditation categories must appear on the back of the card.



Example of Accreditation card, front and back.

Press conference backdrop

- The design should follow the example.
- European Athletics logo left and right from the centered Event logo. Under each European Athletics logo the website address www.european-athletics.org.



Example of Press conference backdrop.

Invitations

Social function invitations

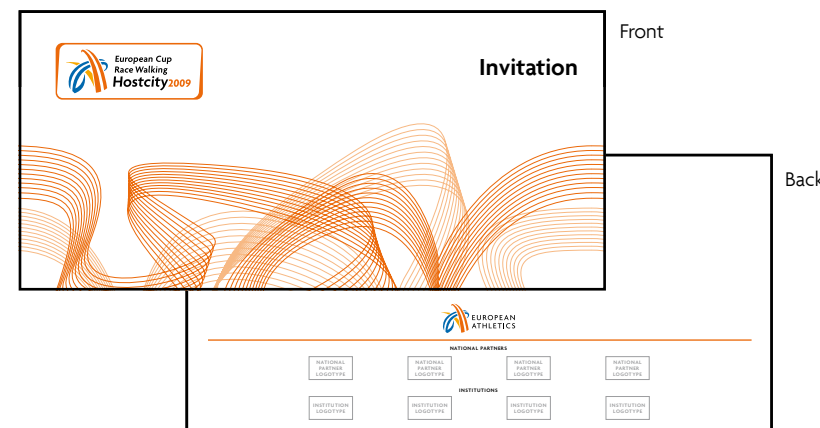
- The design should follow the overall event design using the typography, colour, wireframe and/or pattern/image.
- The event logo must be placed on all invitations apart from those functions hosted by a future LOC. In such a case, the future LOC's event logo may be placed on the invitation.
- Invitations to functions hosted by European Athletics will only include the European Athletics logo.
- For non-European Athletics functions, the invitation must include the event logo and the host's logo. No other logos may appear.
- See sample layout.

Menu cards (optional)

- This application must not be event-oriented, either European Athletics or host(s) logo(s) should appear.

Name place cards (optional)

- This application must not be event-oriented, either European Athletics or host(s) logo(s) should appear. Alternatively, these can be blank.



Example of Invitation envelope.



Example of Invitation.

Meal vouchers

- The design should follow the overall event design using the typography, colour, wireframe and/or pattern/image.
- Only the Event logo needs to appear on the meal vouchers.

Official vehicle decals

- All official vehicles (cars and minibuses) must display an Event decal on the side of the vehicle, incorporating the Event Logo, place and date.
- All official buses should also display an Event decal or sign, clearly identifying it as an official bus. The bus route should also be clearly displayed.
- The design should follow the overall event design using the typography, colour, wireframe and/or pattern/image.

Parking passes

- The design should follow the overall event design using the typography, colour, wireframe and/or pattern/image.
- The parking pass design should be simple and legible. The pass must include the following information on the front side:
 - The Event Logo
 - The date (or dates) for which it is valid
 - The name of the car park
 - Allocation map should be placed on the reverse side of the pass.
- See sample layout.

Stickers for take off boards

An European Athletics logo sticker placed on the long jump and triple jump take-off boards.

- This application is not event-oriented, only the European Athletics logo may be presented.



Example of Parking passes.

Venue Dressing

The aim of the venue dressing is to achieve the best possible atmosphere in and at the Stadium and at other official sites around the City, by using a common design approach. Everyone who experiences the Event, either in person or on television, is to be impressed with its magnitude and uniqueness.

The signage programme is aimed at welcoming the guests and visitors and assisting them in finding what they are looking for. The signage is to contribute to an effective movement of people; efficient signage will lead to a good level of safety and security in and around the arena.

Elements to be used include but are not limited to non-woven, floral decorations, coloured banners, flags and printed material, clothing and sporting equipment.

The LOC shall consider the following venues and sites:

a) Event Areas

- Competition venue, interior and exterior/ Course (for Race Walking)
- Accreditation Centre
- Warm-up Area
- Sponsor Village (if applicable)
- Market Square (if applicable)
- Media Centre
- Transportation Centre
- Athletes Centre / TIC

b) Race Walking Course (if applicable)

c) Training venues

d) Venue for the Opening Ceremony (if outside of the stadium)

e) Surrounding areas such as official hotels and Airport.

Dressing – Decorations

• Graphic elements, colours and fonts

The graphic elements, colours and shapes in the Venue Dressing shall be based on the graphic design in the Design Manual. To create a unity and a defined profile, it is recommended to work consistently with the dedicated event colour and its colour palette in all decorations and dressing, from signs to floral displays and woven fabrics. FB Agenda typeface shall be used.

• Non-Woven fabrics

Non-Woven fabrics are extremely significant as they are the decorative elements that will be used most frequently on fences, balustrades and as coverings of certain equipment and/or not good-looking elements, for example.

Flags

National flags

The international nature of the event is symbolised by the use of national flags as decoration. The flags of the different nations are living symbols, representing national heritages. It is essential that the correct flags are used. Flags used for different locations and on different occasions must be of a uniform size and type.

Event flags

(Optional – can be replaced by posters at some locations)

Different flag sizes will be required for the different locations such as at the venue, outside the venue, in the City and the occasions at which they will be displayed such as at the Opening and Closing Ceremonies, at the Award Ceremonies and at other official sites (hotels, Media Centre, etc.)

European Athletics flags

European Athletics will provide European Athletics flags of different sizes in a limited number. Additional flags need to be produced by the LOC.

Floral decoration

The floral decoration concept is to create an overall mood for the Event and a sense of identification. The floral displays shall reflect the decorative design colours, having an organic form and a living pictorial language. The floral decoration shall be displayed in the infield (close to the podium but however not disturbing the spectators' view), in the VIP Lounge, in the Sponsor Village (if applicable), and flower bouquets shall be given at the Award Ceremonies.

Award podium

An award podium must be planned and location shall be agreed with the European Athletics Council Delegate. The structure and the branding of the award podium is the responsibility of the LOC. The award podium may carry the event name, city, year and the full European Athletics logo.

Video wall

When required, the video wall shall be branded. The video wall branding shall carry the event name, city, year and the full European Athletics logo. Should European Athletics provide a promotional clip, it shall be played on the stadium video wall.

Clothing

Clothing is an essential component of the “look” of the Championships. It will allow the many staff and volunteers to be easily identified by Teams, Media, VIPs, and spectators for informational, directional, and security purposes. The clothing will also increase the team spirit and unity amongst the staff and volunteers, providing a benefit for service and helping to increase the feeling of pride and accomplishment. The clothing should be based on a colour-coded system in conjunction with the Championships look/colours.

Signage

Welcome/entrance/accreditation zone/directional signage shall be event-oriented and produced by the LOC.

Boards (also apply to European Cup Race Walking Circuit)**Event title board**

The LOC shall produce at its costs at least one board (6m x 0.5m) carrying the event title and/or event logo. Board to be placed at the finish line or along the home straight.

European Athletics boards

The LOC shall produce at its costs at least two boards (6m x 1m or 6m x 1.2m) carrying the full European Athletics logo or the European Athletics website address (to be confirmed by European Athletics). Boards are to be placed in TV view.



Example of Event title board.



Example of European Athletics board.



Example of Event title board (Infield).

Start and Finish Gantries (only for European Cup Race Walking)

The LOC is responsible for providing the start line and finish line gantry structure and branding for the European Cup Race Walking. Owing to the complexity of this structure, the LOC should engage a specialist organisation to provide the basic structure. It is the LOC's responsibility to ensure that the structure meets IAAF rules and regulations, as well as safety standards.

The span of the start gantry

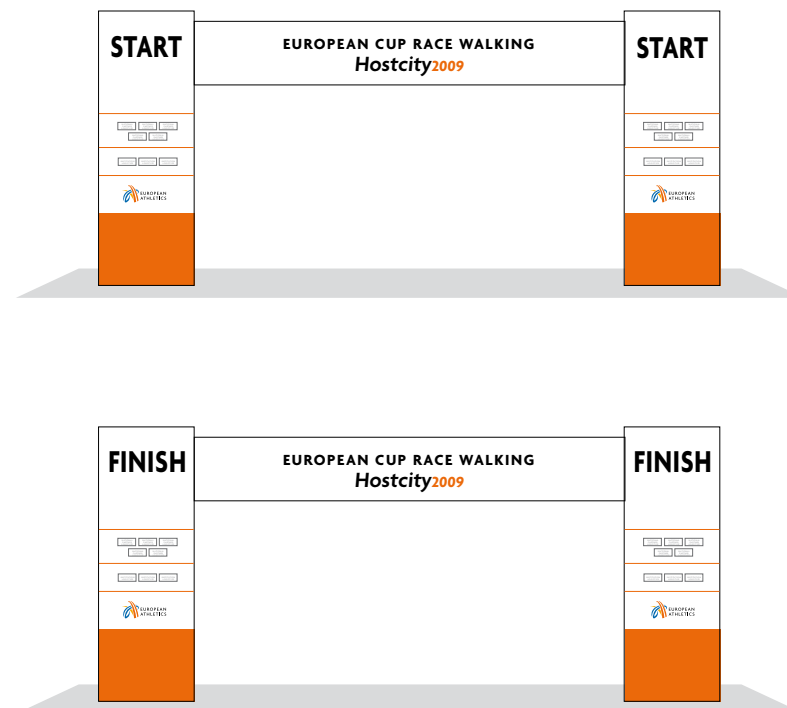
shall be such as to accommodate the number of athletes for a mass start. This will be conditioned to the number of foreseen athletes per event and to the existing space. The recommended span for the gantry is 6m.

The span of the finish gantry

shall have the following dimensions: 8m x 0.95m

Outside towers(x 6): 1.525m x 5.768m (to the top of span).

Inside towers (x 2): 1.525m x 4.853m (to bottom of span).



Example of start and finish gantry.

The European Athletics signage company can be asked for a quote for any venue dressing/signage elements.

City decoration

City decoration plays an important role when it comes to bringing the event beyond the gates of the stadium, arena or race course. The activity includes but is not limited to the following points:

- Bring the designed event look to the host city:
It is crucial that the event look is followed through in all material of the city decoration programme in order to give a) a professional visual identity to the event and b) to increase the credibility of the event.
- Involve the inhabitants of the host city:
By displaying promotional material of the event in key locations and on key transport ways within the host city, all inhabitants are made aware of the event that is taking place in their city. The inhabitants will interest themselves and visit the event, as it is present all over town.
- Create additional visibility for event sponsors:
Event partners who have supported and invested into the event will receive visibility and have the chance to make impact in the host city of the event. It is one way to “pay back” what sponsors have made possible.

All material shall carry the Event logo and where possible, the European Athletics logo.

You will find in the following pages some samples of material that can be produced for the City decoration. In any case, what can be made possible under this activity depends largely on the existing situation in the host city and the fixed and/or temporary positions that can be made available.

Posters (different sizes)

Posters to be displayed on various poster sites across the City.



Example of Posters.

City Posters

These posters can be displayed on the reverse of 4/1 poster sites and can be seen by both pedestrians and drivers across the city. They are usually back lit so can also be seen at night.



Example of City Posters.

Cycle Rack Posters

Cycle racks are located across the city centre and these have poster sites attached to them.



Example of Cycle Rack Posters.

Planter Boards

Planter boards are located in the city and can be double-sided.



Examples of Planter Boards.

Bridge Banner



Example of Bridge Banner.

Tree Wraps



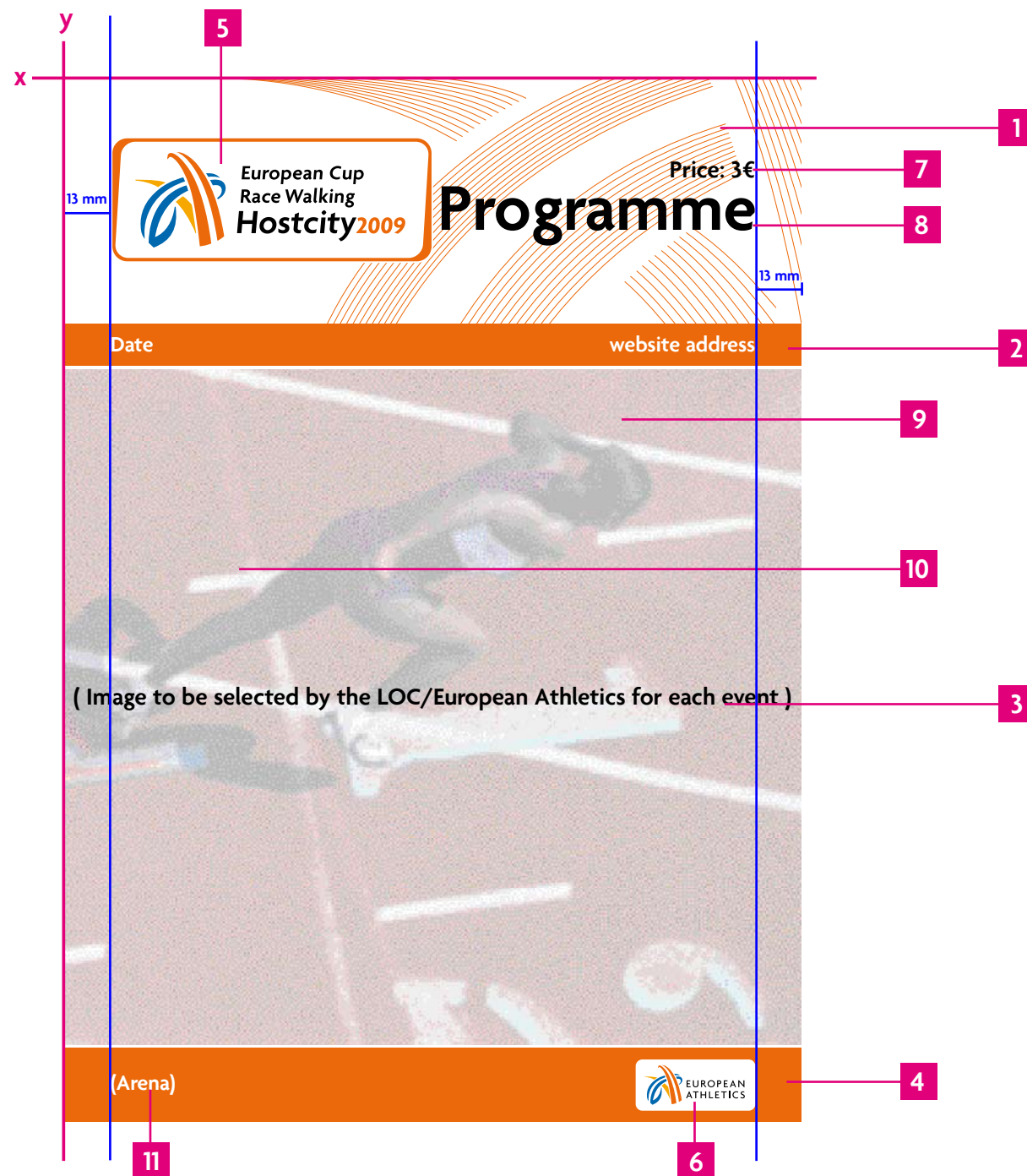
Example of Tree Wraps.



Flags Programme



Example of Flags.



Front

GRAPHICS

1	x: 0 y: 0	B: 210 H: 70	133 %	Image: wireframe image See page 17
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2	x: 0 y: 70	B: 210 H: 12	Event colour
---	---------------	-----------------	--------------

3	x: 0 y: 83	B: 210 H: 192	Image to be selected by the LOC/ European Athletics for each event
---	---------------	------------------	---

4	x: 0 y: 276	B: 210 H: 21	Event colour
---	----------------	-----------------	--------------

LOGOS

5	x: 13 y*	70 %	Image: Event logotype.eps	y* Centre the logotype vertically between the top and the coloured ribbon.
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6	x: 161 y*	45 %	Image: European Athletics_logo_cmyk.eps	y* Centre the logotype vertically within the coloured ribbon.
---	--------------	------	---	---

TYPOGRAPHY

7	x* y: 23	Agenda Semibold 20 pt	x* Aligned right with the blue line	*
---	-------------	-----------------------	--	---

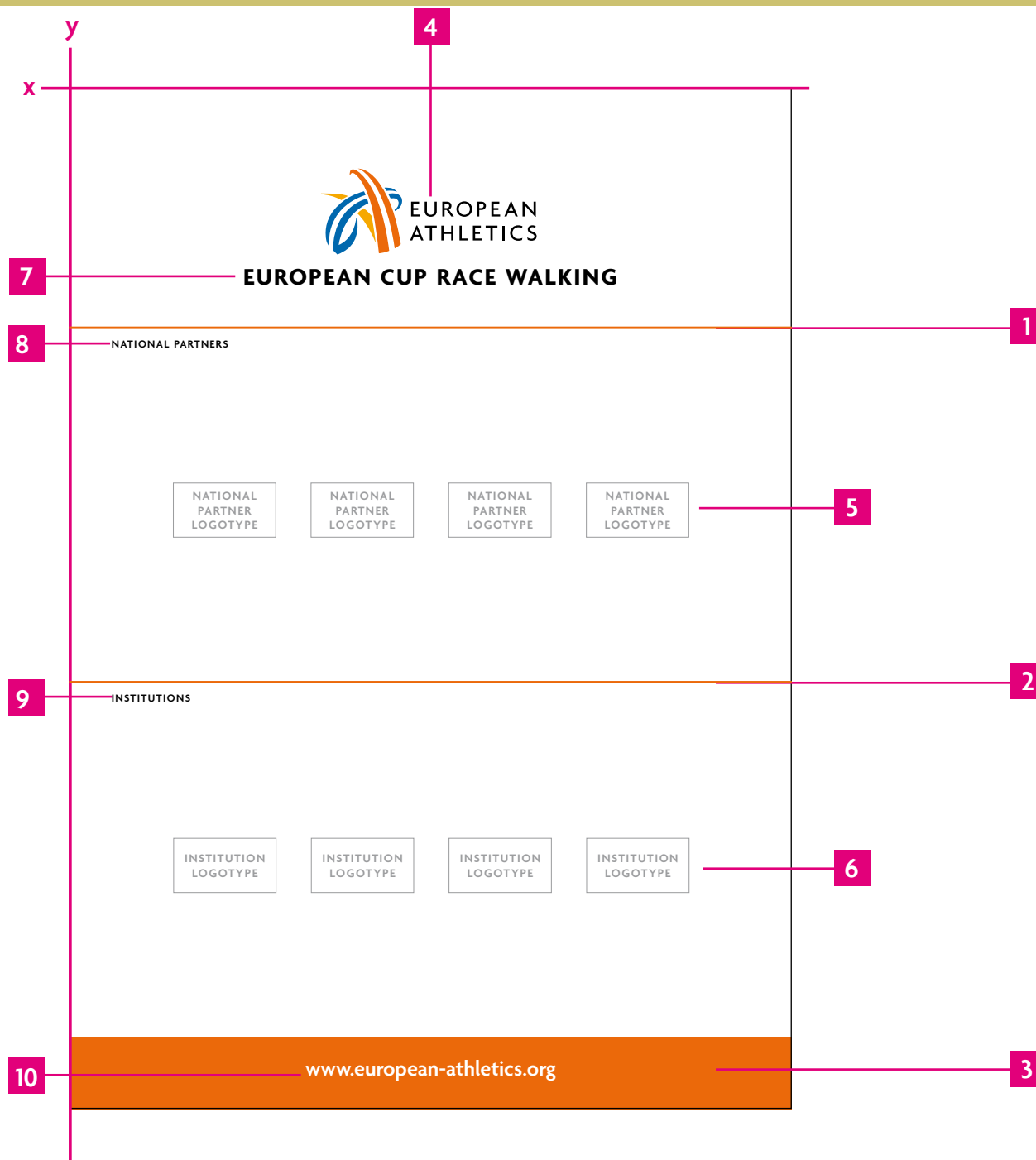
8	x* y: 29	Agenda Semibold 55 pt	x* Aligned right with the blue line	*
---	-------------	-----------------------	--	---

9	x* y: 73	Agenda Semibold 18 pt	x* Aligned right with the blue line	*
---	-------------	-----------------------	--	---

10	x: 13 y: 73	Agenda Semibold 18 pt	*
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11	x: 13 y: 283	Agenda Semibold 18 pt	*
----	-----------------	-----------------------	---

*	Aligned Right	Aligned Left
---	---------------	--------------

**Back****GRAPHICS**

1	x: 0 y: 70	B: 210	2 pt	Event colour
2	x: 0 y: 173	B: 210	2 pt	Event colour
3	x: 0 y: 276	B: 210 H: 21		Event colour

LOGOS

4	x*: y: 20	95 %	Image: European Athletics_logo_cmyk.eps	x* Centre the logo-type horizontal.
----------	--------------	------	---	-------------------------------------

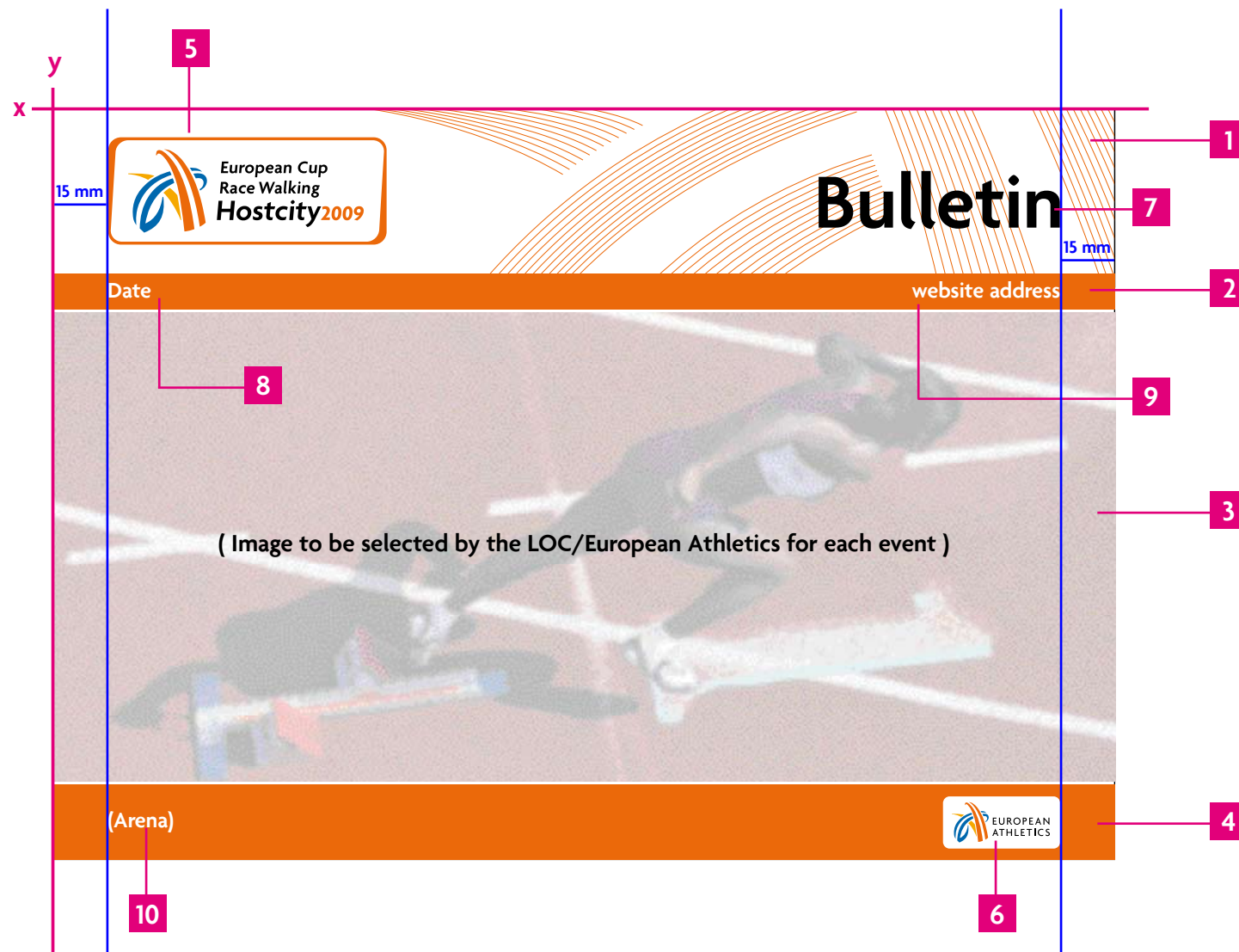
5 Place the National Partner logotypes centred within the area. Approximately 10 mm space in between.

6 Place the Institution logotypes centred within the area. Approximately 10 mm space in between.

TYPOGRAPHY

7	x*: y: 52	Agenda Bold 20 pt	↔100	☐*
8	x: 12 y: 73	Agenda Semibold 9 pt	↔120	☐*
9	x: 12 y: 176	Agenda Semibold 9 pt	↔120	☐*
10	x*: y: 283	Agenda Semibold 18 pt		☐*

*	☐ Centred	☐ Aligned Left
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**Front****GRAPHICS**

1	x: 0 y: 0	B: 297 H: 50	150 %	Image: wireframe image See page 16
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2	x: 0 y: 46	B: 297 H: 10	Event colour
----------	---------------	-----------------	--------------

3	x: 0 y: 57	B: 297 H: 131	Image to be selected by the LOC/ European Athletics for each event
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4	x: 0 y: 189	B: 297 H: 21	Event colour
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LOGOS

5	x: 15 y*	60 %	Image: Event logotype.eps	y* Centre the logotype vertically between the top and the coloured ribbon.
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6	x: 246 y*	45 %	Image: European Athletics_logo_cmyk.eps	y* Centre the logotype vertically within the coloured ribbon.
----------	--------------	------	--	---

TYPOGRAPHY

7	x* y: 17	Agenda Semibold 63 pt	x* Aligned right with the blue line	*
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8	x: 15 y: 48	Agenda Semibold 18 pt	*
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9	x* y: 48	Agenda Semibold 18 pt	x* Aligned right with the blue line	*
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10	x: 15 y: 196	Agenda Semibold 18 pt	*
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*	Aligned Right	Aligned Left
---	---------------	--------------

Back

GRAPHICS

1	x: 0 y: 47	B: 297	2 pt	Event colour
2	x: 0 y: 118	B: 297	2 pt	Event colour
3	x: 0 y: 189	B: 297 H: 21		Event colour

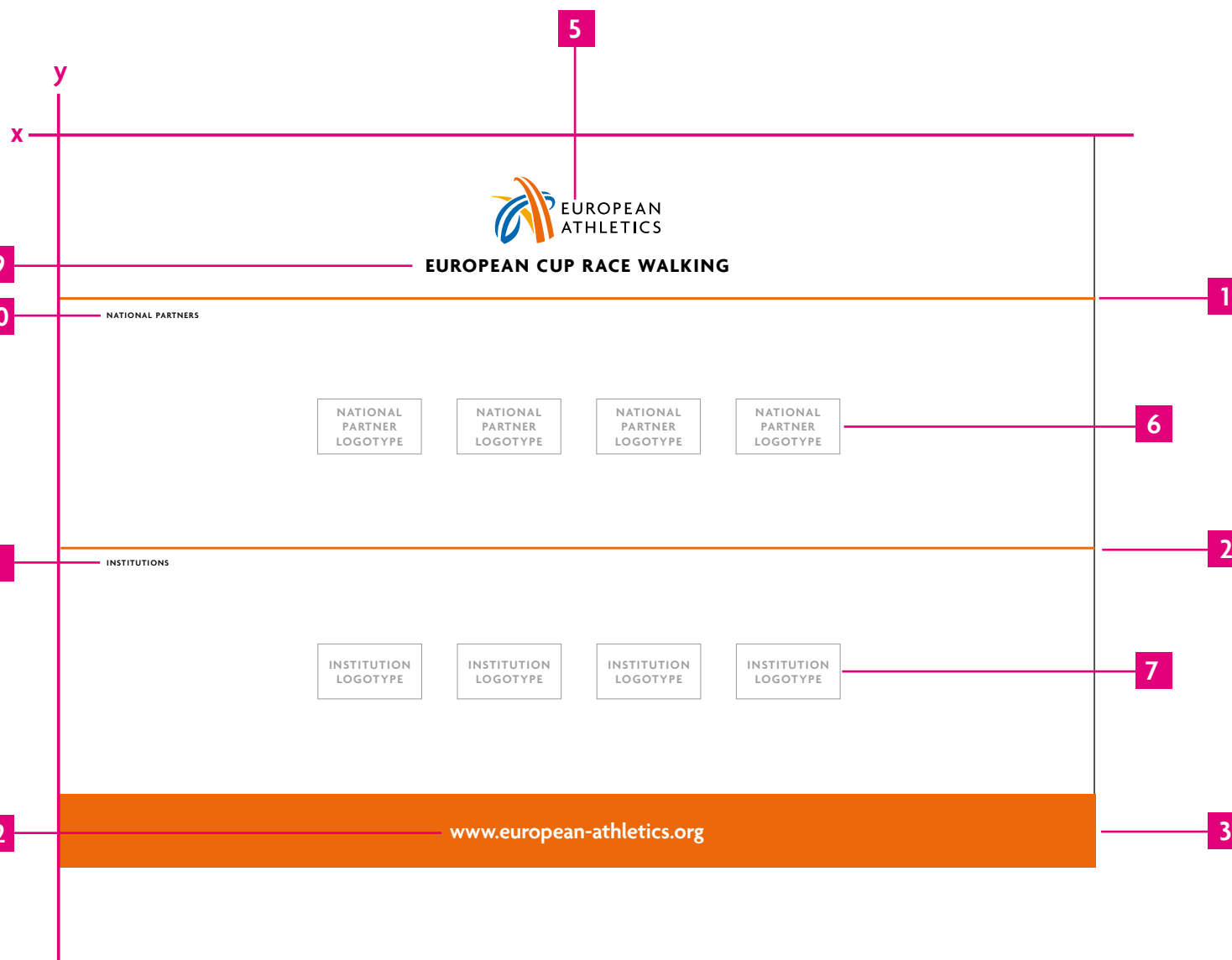
LOGOS

5	x*: y: 10	75 %	Image: European Athletics_logo_cmyk.eps	x* Centre the logotype horizontal.
6	Place the National Partner logotypes centred within the area. Approximately 10 mm space in between.			
7	Place the Institution logotypes centred within the area. Approximately 10 mm space in between.			

TYPOGRAPHY

9	x*: y: 35	Agenda Bold 16 pt	↔ 100	☐ *
10	x: 13 y: 50	Agenda Semibold 7 pt	↔ 120	☐ *
11	x: 13 y: 121	Agenda Semibold 7 pt	↔ 120	☐
12	x*: y: 283	Agenda Semibold 18 pt		☐

*	☐ Centred	☐ Aligned Left
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**GRAPHICS**

1	x: 0 y: 0	B: 297 H: 30	145 %	Image: wireframe image See page 17
----------	--------------	-----------------	-------	---------------------------------------

2	x: 0 y: 30	B: 297 H: 13	Event colour
----------	---------------	-----------------	--------------

3	x: 0 y: 44	B: 297 H: 300	Image/images to be selected by the LOC/European Athletics for each event. Event related information and layout chosen by the LOC.
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4	x: 0 y: 382	B: 297	2 pt	Event colour
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LOGOS

5	x: 20 y: 15	90 %	Image: Event logotype.eps
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6	x: 234 y: 5	65 %	Image: European Athletics_logo_cmyk.eps
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7	Place the National Partner logotypes centred horizontally within the area. Approximately 20 mm space in between.		
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8	Place the Institutional logotypes centred horizontally within the area. Approximately 20 mm space in between.		
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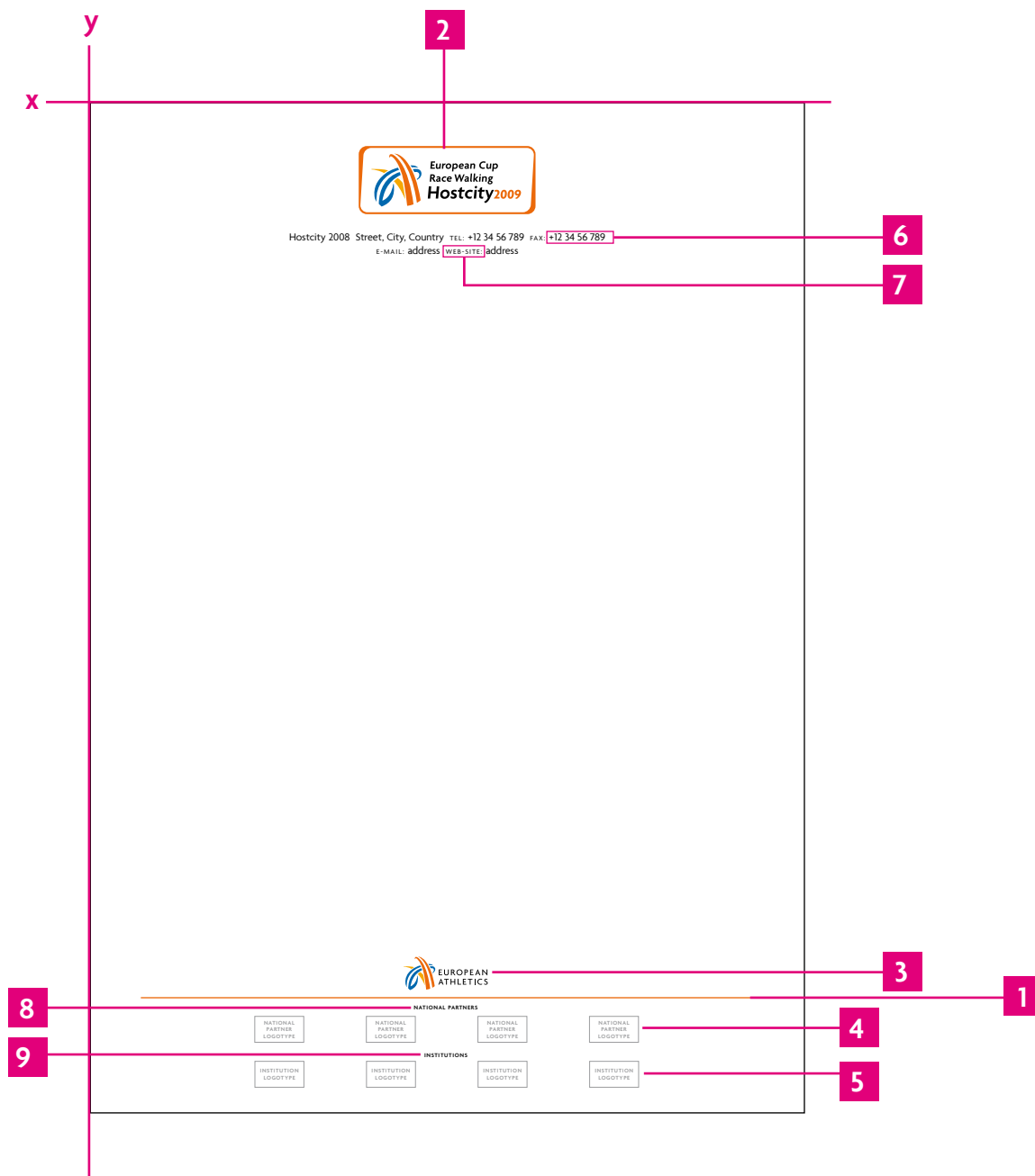
TYPOGRAPHY

10	x* y: 33	Agenda Semibold 26 pt	x* Aligned right with the blue line	*
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11	x* y: 347	Agenda Semibold 9 pt	x* Place the text centred.	↔ 20
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12	x* y: 347	Agenda Semibold 9 pt	x* Place the text centred.	↔ 20
-----------	--------------	----------------------	----------------------------	------

*	Aligned Right
---	---------------

**GRAPHICS**

1	x: 15 y: 264	B: 195	1 pt	Event colour
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LOGOS

2	x*: y: 11	45 %	Image: Event logotype.eps	x* Centre the logotype horizontally.
----------	--------------	------	---------------------------	--------------------------------------

3	x*: y: 251	40 %	Image: European Athletics_logo_cmyk.eps	* Centre the logotype horizontally.
----------	---------------	------	---	-------------------------------------

4	x*: y: 269	x* Place the National Partner logotypes centred horizontally within the area. Approximately 15 mm space in between.		
----------	---------------	---	--	--

5	x*: y: 282	x* Place the Institutional logotypes centred horizontally within the area. Approximately 15 mm space in between.		
----------	---------------	--	--	--

TYPOGRAPHY

6	x: 0 y: 38	Agenda Regular 9 pt/ 11 pt	*
----------	---------------	----------------------------	---

7	x: 0 y: 38	Agenda Regular 6 pt/ 11 pt	25
----------	---------------	----------------------------	----

8	x*: y: 266	Agenda Semibold 5 pt	x* Place the text centred.	20
----------	---------------	----------------------	----------------------------	----

9	x*: y: 279	Agenda Semibold 5 pt	x* Place the text centred.	20
----------	---------------	----------------------	----------------------------	----

*	Centred	Aligned Left
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Adobe Illustrator: A design/illustration programme used for creating for example logotypes.

Adobe InDesign CS2: A desktop publishing programme used to create all kinds of printed publications.

City: The host town/city where the Event is to be held.

CMYK: Short for Cyan-Magenta-Yellow-Black. CMYK is a colour model in which all colours are described as a mixture of these four colours. CMYK is the standard colour model used in offset printing for full-colour documents. Because such printing uses inks of these four basic colours, it is often called four-colour printing.

Composite Board: A display panel presenting the International Partners, National Partners and Institutional Partners.

Composite Page: A full-page design that includes all the International Partner, National Partner and Institutional Partner logos. This design is to be used on the back cover of publications such as manuals, event guides and programmes.

EPS-file: A vector file format designed specifically for representing graphical images. Logos are saved as EPS files.

European Broadcasting Union (EBU): Official broadcast partner of European Athletics.

The Event: Generic term referring to an European Athletics Event.

Event Title: The official title that must be used when referring to an European Athletics Event.

Event Partner: A partner who supports an individual European Athletics Event on a one-off basis. Event Partner logos will appear only on a limited number of printed materials.

FB Agenda: The typeface that is used in the European Athletics publications. The typeface can be purchased through any font delivery company.

Gantry: The structure that spans both the start and finish line areas.

JPEG: A compression technique for colour images. Used mostly for images that have to be compressed or images that are shown on the Internet.

LOC: Local Organising Committee.

National Partner: A partner who purchases partnership rights at an Event at a national level.

Pantone: Pantone Matching System (PMS). A colour matching system using a printing method for specifying and printing colours in which each colour is printed with its own ink.

Paper and production: Shall be at least of a quality within the following range:

- 120-150g/m²
- Matt
- Saddle stitching

RGB: Short for Red-Green-Blue. RGB is a colour model used for internet and television images.

Signage: All advertising boards, composite boards, directional and welcome signs and other items of event advertising.

Signage Production Company: The European Athletics signage production and installation company that can be contracted by the Local Organising Committee.

			
EALogoCMYK.eps	EALogoBlack.eps	ECRWHostcity2009.eps	ECCombEventHostcity09.eps
			
ETC1leagueHostCity.eps	ETC2leagueHostCity.eps	ETC3leagueHostCity.eps	
			
OE_wireframe.eps	OE_pattern1.eps	OE_pattern2.eps	

InDesign CS2 files

Poster_OE_A3.indd	Covers_OE_port_A4.indd	Covers_OE_landsc_A4.indd	Letterhead_OE_A4.indd
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