



Slo Tour Brand Book - version 01 - 2017









fight for green









25
YEARS











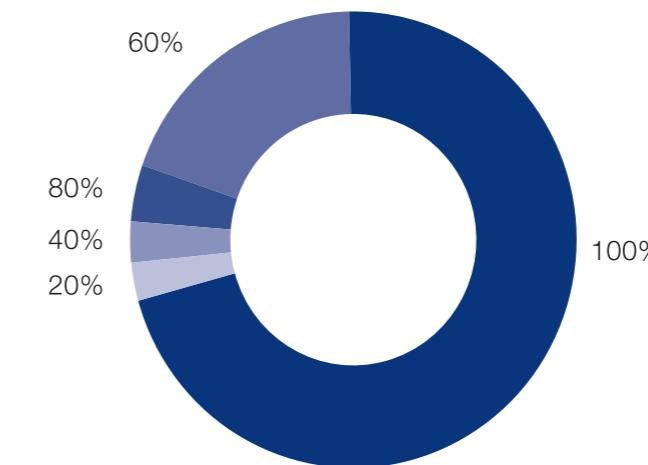
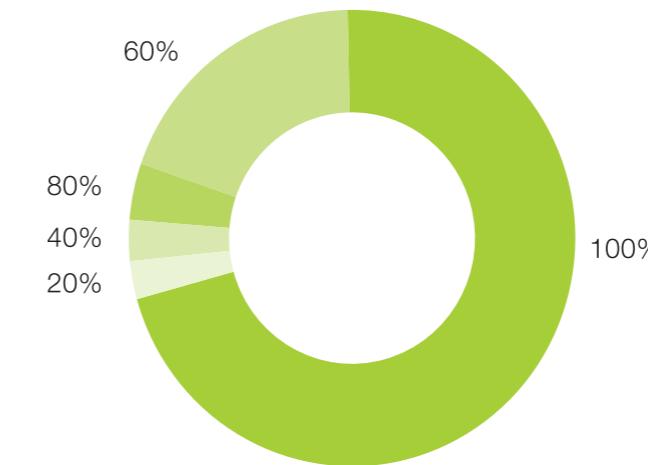
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I FEEL SLOVENIA

SLO tour SLOVENIA

fight for green

24. dirka Po Sloveniji / Tour of Slovenia 2017 / 15. junij - 18. junij / June 15th - June 18th

Generalni sponzor / General sponsor

Telekom Slovenije, SIOLNET, FIAT, ADRIA

Glavni partnerji dirke / Main partners

STO, I FEEL SLOVENIA, ADRIA, ADRIA Cycling Team, SLOVENIAN CYCLING



Spoštovani,

Organizacijski odbor 24. kolesarske dirke Po Sloveniji vabi na ogled celotne trase dirke po Sloveniji od Kopra, prek Kočevja, Ljubljane, Celja in Rogle do Rogaške Slatine in Novega mesta. Pridružite se nam v VIP šotorih na vseh startih in ciljih letošnjih etap.

S spoštovanjem,

Bogdan Fink, organizacijski direktor
24. dirke Po Sloveniji

Generalni sponzor / General sponsor



Sio1NET.



ADRIA
Living in Motion

Glavni partnerji / Main partners



The cover of the SLO TOUR Brand Book features a dark blue background with a green horizontal band in the middle. On the left, the text "fight for green" is written in a stylized green font, with "SLO TOUR" in smaller letters below it. On the right, the "SLO TOUR SLOVENIA" logo is displayed in white and green. A green triangle in the top right corner contains the text "I FEEL SLOVENIA". Below the green band, the text "24. mednarodna kolesarska dirka Po Sloveniji, od 15. do 18. junija 2017" is written in blue. At the bottom, there are logos for general sponsors (Telekom Slovenije, SIOLNET, FIAT, ADRIA) and main partners (STO, I FEEL LOVE, ADRIA Cycling Team, SLOVENIAN CYCLES, UCI CYCLING TOUR). The website "www.tourofslovenia.si" is also listed.

Generalni sponzor / General sponsor

Glavni partnerji / Main partners

24. mednarodna kolesarska dirka Po Sloveniji, od 15. do 18. junija 2017

www.tourofslovenia.si





The screenshot displays the official website for the Tour of Slovenia 2017. At the top, the logo 'SLO TOUR PO SLOVENIJI' is prominently featured, along with the slogan 'I FEEL SLOVENIA'. The main banner shows three professional cyclists standing on a podium, with one cyclist in a red jersey (Bahrain Merida) holding up a green rectangular sign that reads 'fight for green'. Below the banner, the tour's route and dates are listed: 'LJUBLJANA - LJUBLJANA' (15. junij / June 15th - junij / June 18th). The website navigation includes a 'MENU' icon and a 'Slovenščina' language option.

STAGES:

- 1. STAGE**
Koper - Kočevje
15.6.2017 / 159,4 km
- 2. STAGE**
Ljubljana - Ljubljana
16.6.2017 / 169,9 km
- 3. STAGE**
Celje - Rogla
17.6.2017 / 167,7 km
- 4. STAGE**
Rogaška Slatina - Novo mesto
18.6.2017 / 160 km

At the bottom of the page, there are logos for sponsors: Telekom Slovenije, Sio1NET., FIAT, ADRIA, STO SLOVENIAN CYCLING BOARD, I FEEL SLOVENIA, SPIRIT SLOVENIA, ADRIA Cycling Team since '72, and leelooop. The page is divided into sections: 'News' (with a photo of a cyclist), 'Video' (with links to Stage 1-4 and Highlights 1-4), and 'Instagram'.



The billboard features a dynamic photograph of several professional cyclists in mid-race, wearing red, blue, and orange jerseys. The top left corner has a green triangle containing the text "I FEEL SLOVENIA". The top right features the "SLO Tour SLOVENIA" logo in white and green. Below the logo is the text "15. junij - 18. junij / June 15th - June 18th". A large, stylized green text "fight for green" is overlaid on the bottom right of the photo. At the very bottom, there are logos for "Glavni partnerji / Main partners" (STO Slovenian Tourism Board, I FEEL LOVE NIA, ADRIA Cycling Team, SLOVENSKA CYCLING) and "Generalni sponzor / General sponsor" (Telekom Slovenije, SIOLNET, FIAT, ADRIA).

I FEEL SLOVENIA

SLO Tour SLOVENIA

15. junij - 18. junij / June 15th - June 18th

Glavni partnerji / Main partners

Generalni sponzor / General sponsor

STO SLOVENIAN TOURISM BOARD I FEEL LOVE NIA ADRIA CYCLING TEAM SLOVENSKA CYCLING UCI EUROPE TOUR

Telekom Slovenije SIOLNET FIAT ADRIA

www.tourofslovenia.si







fight for green



fight for green www.tourofslovenia.si

SLO Tour
SLOVENIA

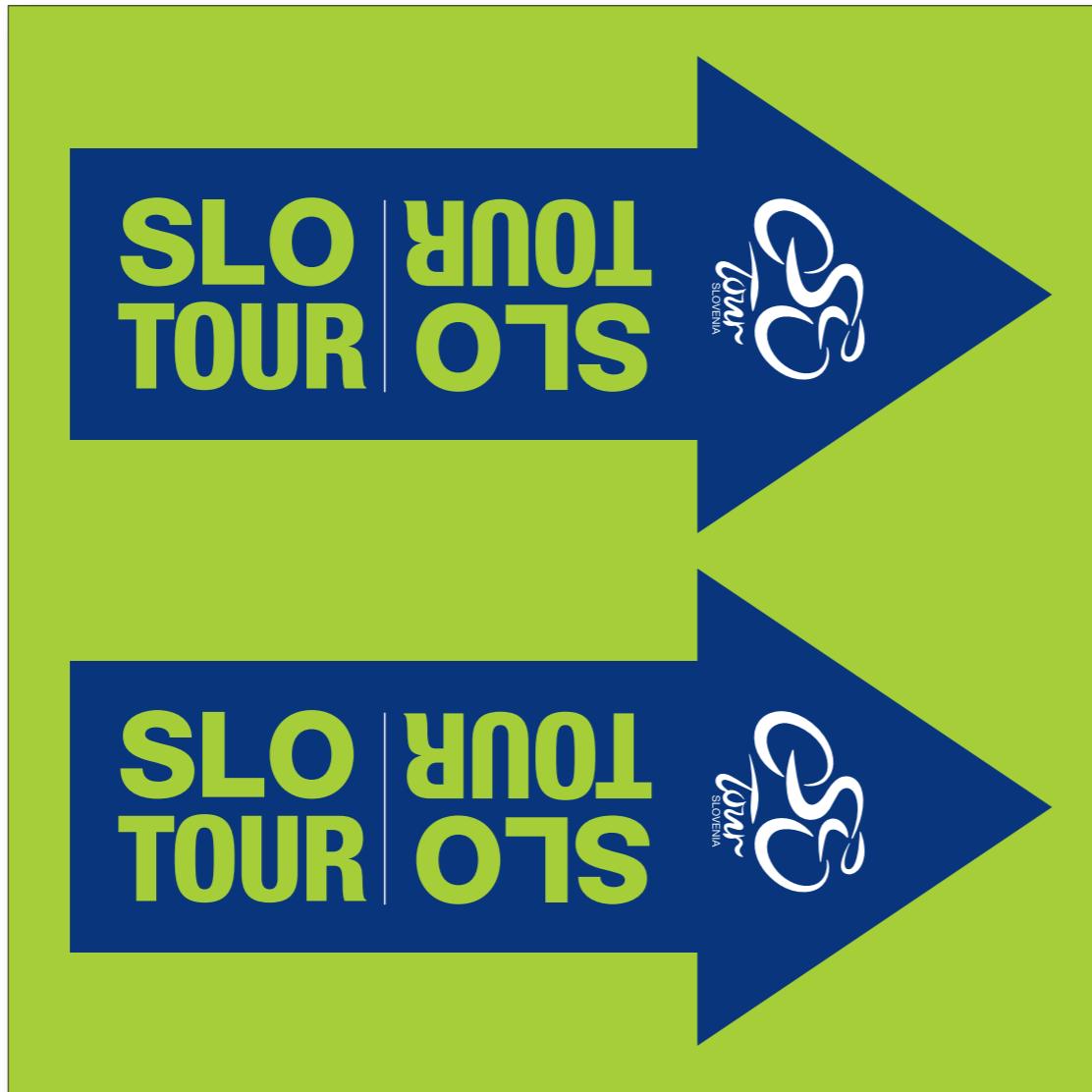
1. ETAPA KOPER – KOČEVJE 15. JUNIJ 2017
2. ETAPA LJUBLJANA – LJUBLJANA 16. JUNIJ 2017
3. ETAPA CELJE – ROGLA 17. JUNIJ 2017
4. ETAPA ROGAŠKA SLATINA – NOVO MESTO 18. JUNIJ 2017

Generalni sponzor / General sponsor  Telekom Slovenije  SiolNET.  ADRIA
Living in Motion

Glavni partnerji / Main partners  I FEEL SLOVENIA  Slovenia CYCLING 









POLO SHIRT | SLO TOUR

Brand Book
version 01 - 2017



SHIRT | SLO TOUR

Brand Book
version 01 - 2017



LEADERS GREEN SHIRT | SLO TOUR

Brand Book
version 01 - 2017







SSTour
SLOVENIA

SSTour
SLOVENIA

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