



GRAPHIC DEVICE

GRAPHIC DEVICE WITH LOGOTYPE



GRAPHIC DEVICE WITH LOGOTYPE AND EXCLUSION ZONE



EYOFF 2015 graphic device must always be surrounded by an area, which is entirely clear of typography and any other graphic devices.

The minimum exclusion area, shown here, is made up of the width and height of one of the EYOFF 2015 logotype blocks at the chosen size.

USING GRAPHIC DEVICE WITH LOGOTYPE



The graphic device can be used on the right bottom side or on the left bottom side. Never use it in center of image.

Colored part of graphic device should be contrasted with image. On black and white image it should be black.

GRAPHIC DEVICE MISUSE





**PHOTOGRAPHIC
STYLE**

PHOTOS GENERAL RULES



PHOTOS MISUSE



Donn't use b/w photos



Donn't use smiling stock photos



Donn't use colored in one color photos



Donn't use business photos

Three main rules of photographic style

1. EYOFF 2015 photos must be colored;
2. EYOFF 2015 photos must depict human in sport action;
3. Speed or power should be felt in photo.