



BRAND BOOK

EYOF is held every two years.

First festival took place at Brussels in 1991. Since then different European cities were hosting summer and winter games.

Last summer games – Tampere, Finland, 18-25 Jul. 2009.

Last winter games – Liberec, Czech Rep. 12-18 Feb. 2011.

This year summer EYOF going to Trabzon – 23-27 July.

For 2013 festival host city is Utrecht.

Our main goal is to organize one of the biggest sports event in country's history – European Youth Olympic Festival – Tbilisi 2015

CONCEPT

On the one hand EYOF 2015 represents the future potential of young athletes from whole Europe and on the other hand it stands for the potential of Georgia as the young, developing European country. The festival itself serves for athletes and the country's development and guides them to the new era.

We took “**Exposure**” as one of the main parts of sports events and a “**Potential**” as the representation of future success. So the main message of EYOF 2015 should be – **Expose Potential**.

SLOGAN

Step to the Future

Visual style presents a dynamic blend of Georgian national ballet move “Assa” and a regular jump in Steeplechase.



BRANDMARK

MAIN BRANDMARK



Minimum size

SIMPLE BRANDMARK



Minimum size

The EUROPEAN YOUTH OLYMPIC GAMES TBILISI 2015 brandmark consists of the 'EUROPEAN YOUTH OLYMPIC GAMES' TYPOGRAPHY, 'TBILISI' typography, 2015 & jumping man.

Minimum size is 24mm in height.

Use of the logotype
The precise position and proportion of all the logotype elements is fixed and must always be reproduced in the set relationship shown here. The elements must never be re-drawn or modified in any way.

Printing the logotype
The use of the EYOG 2015 logotype in any printed material must be in CMYK mode.

ONE COLOR BRANDMARK



Minimum size

BRANDMARK WITH SLOGAN



Step to the Future



Step to the Future

Minimum size