

BRANDMARK WITH EOC LOGO



Minimum size

STAND ALONE VERSION



The only MAN may be used in the following:
Within a branded environment; On applications that hold branded items, like boxes or envelopes – so the MAN acts a teaser. On promotional objects like keyrings or cufflinks where the MAN is 3D. Please note that the MAN may be used alone, but the type may never be used without the MAN.

BRANDMARK MISUSE



Do not distort brandmark



Do not separate brandmark



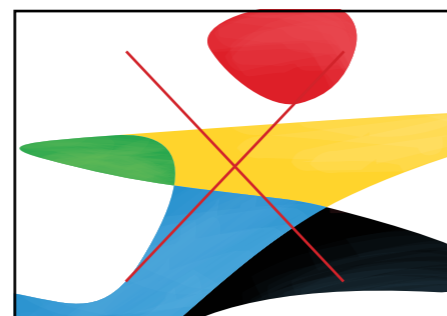
Do not rotate brandmark



Do not change colours



Do not create new lock-ups



Do not crop brandmark



Do not substitute logotype font



Do not use typography alone

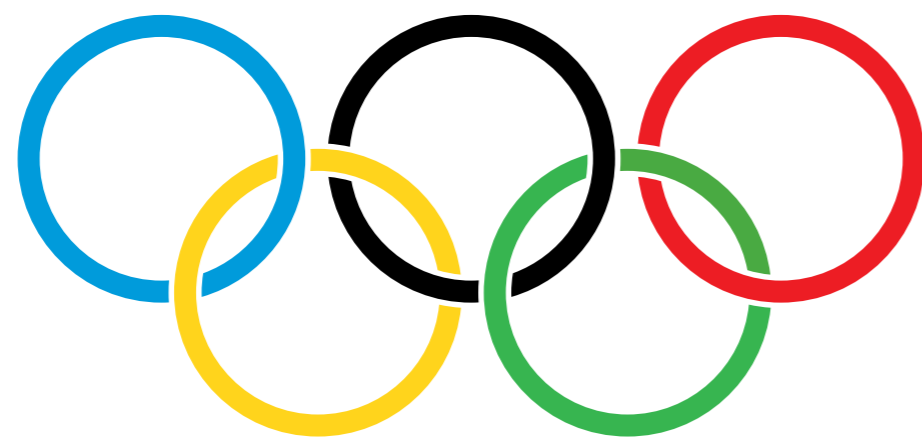


Do not mirror the brandmark



COLORS

COLOR INSPIRATIONS



EUROPEAN YOUTH
OLYMPIC FESTIVAL
TBILISI
2015

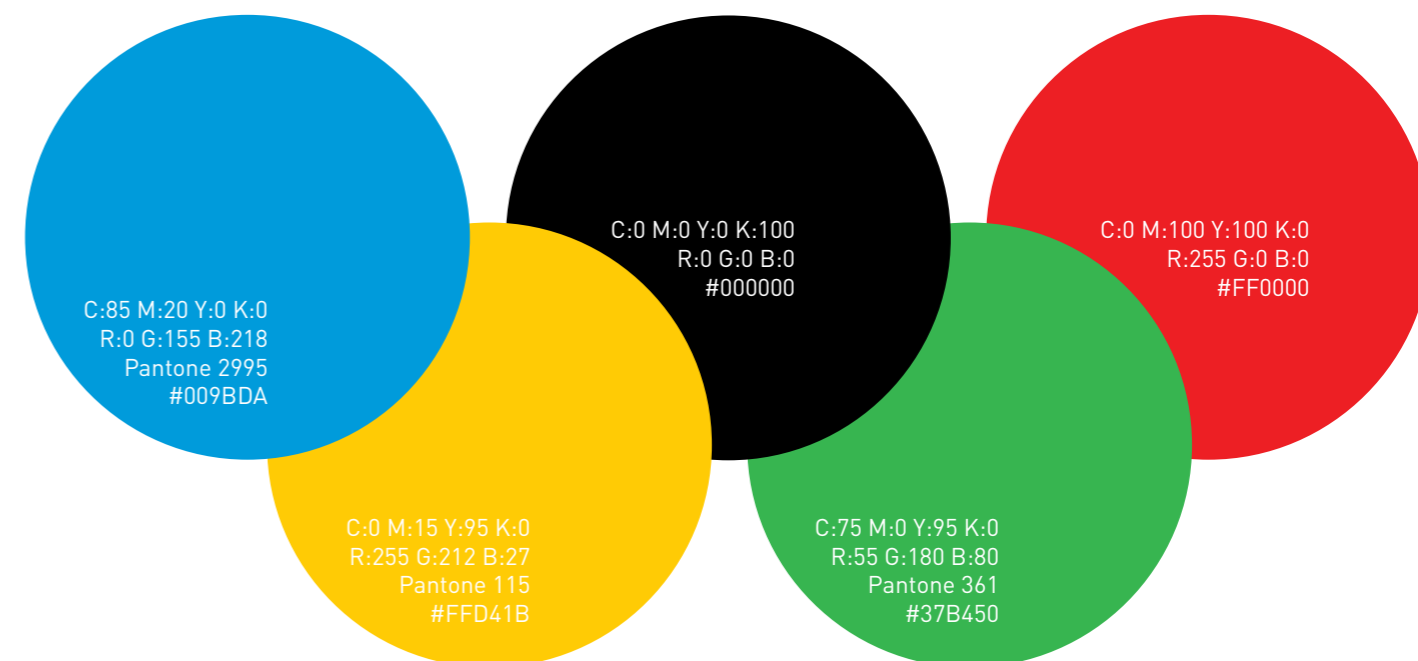
The colour gives our brand its face. EYOG 2015 is colorful brand.

Accurate reproduction of the EYOG 2015 colors is essential in communicating a clear and consistent message about interactivity via logotype.

These are the EYOG 2015 Brand Colours and their inspirations.

Please always match EYOG 2015 Brand Colours to the printed Color Guide swatches and refer to the proper color specifications when producing applications for EYOG 2015.

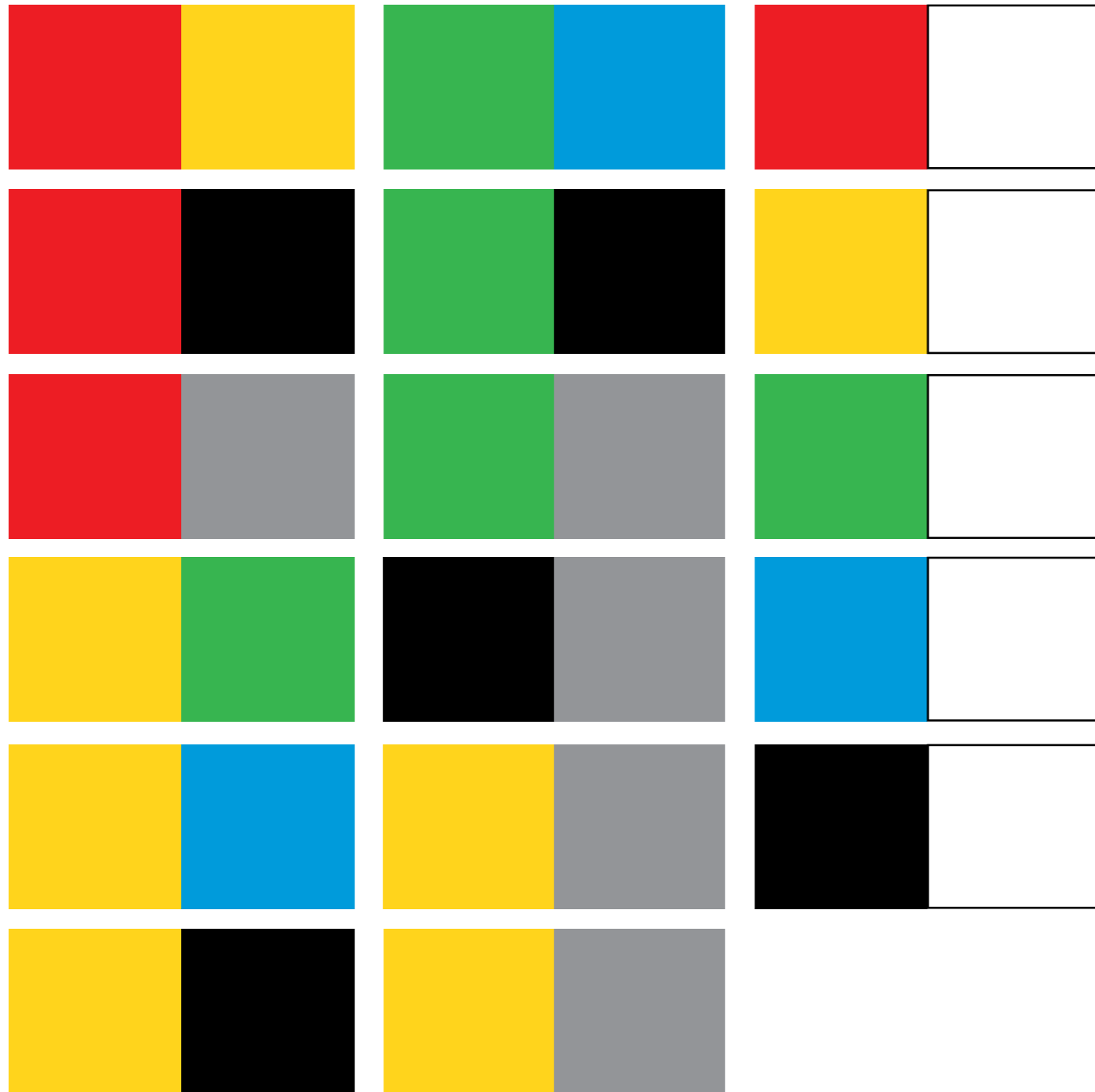
COLORS



For printing, use the Pantone® ink or CMYK color system. For online/on-screen applications refer to the RGB values.

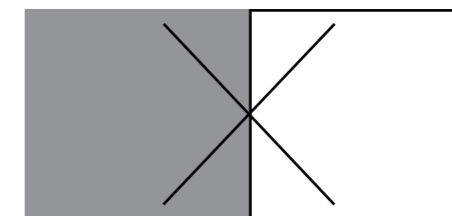
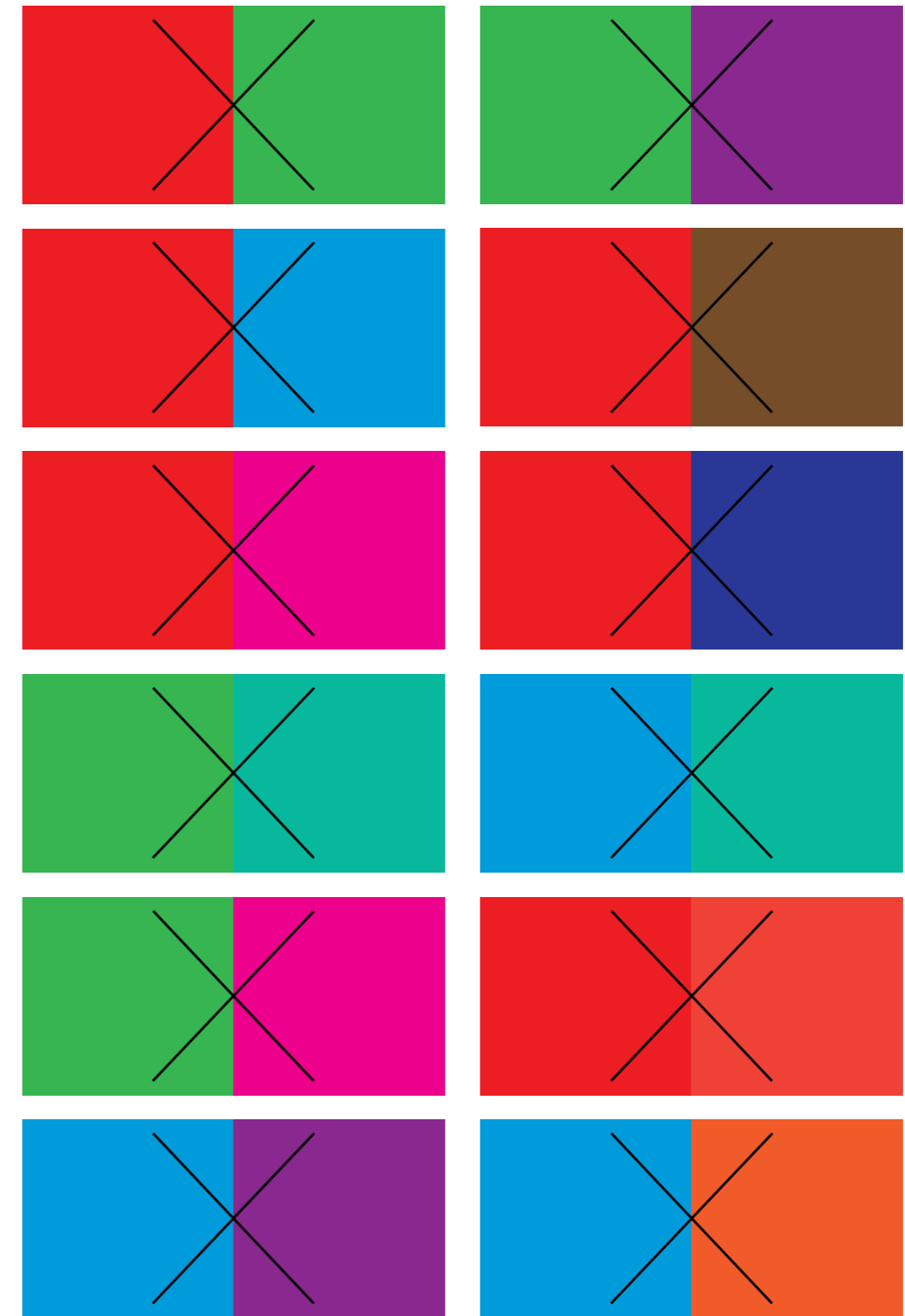
The CMYK colours originate from the Pantone®

COLOUR COMBINATIONS



This chart gives an overview on the possible colour combinations, and those which are not allowed.

COLOUR COMBINATION MISUSE





FONTS