

CEV

Brand Guidelines



**Confédération
Européenne de
Volleyball**

Understanding CEV

The European Volleyball Confederation (CEV) is the institution responsible for governing 56 national federations throughout Europe and is recognised as such by the Fédération Internationale de Volleyball (FIVB).

Our ultimate goal is to promote Volleyball, Beach Volleyball and Snow Volleyball and to raise the status of our sport to a higher level. Whether the game is played indoors, on sand or on snow, Volleyball connects and brings people together – from children playing in their free time up to professional, elite athletes.

Understanding CEV

We cultivate a strong sense of togetherness with all stakeholders, the member national federations, their national leagues, clubs, players, organisers and other partners of European Volleyball, from grassroots level to the top events.

The CEV has established a strong bond with all its partners and European Volleyball is widely recognised as a leading sports confederation among different sports and across the continents.

Our major stars stand for passion, fairness, personality and great physical skills and we are aiming to promote them as such and use them with their outstanding positive attitude as the true ambassadors of European Volleyball.

How to use this guide

The following pages provide an overview of the CEV visual identity system, applicable to both print and online uses. Use it as your tool to determine what to do and not to do as you present CEV material internally or externally.

No logos or brand identities that carry the name of the CEV or its member institutions may be created without adhering to the system outlined in this guide.

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0.0

Brand Structure

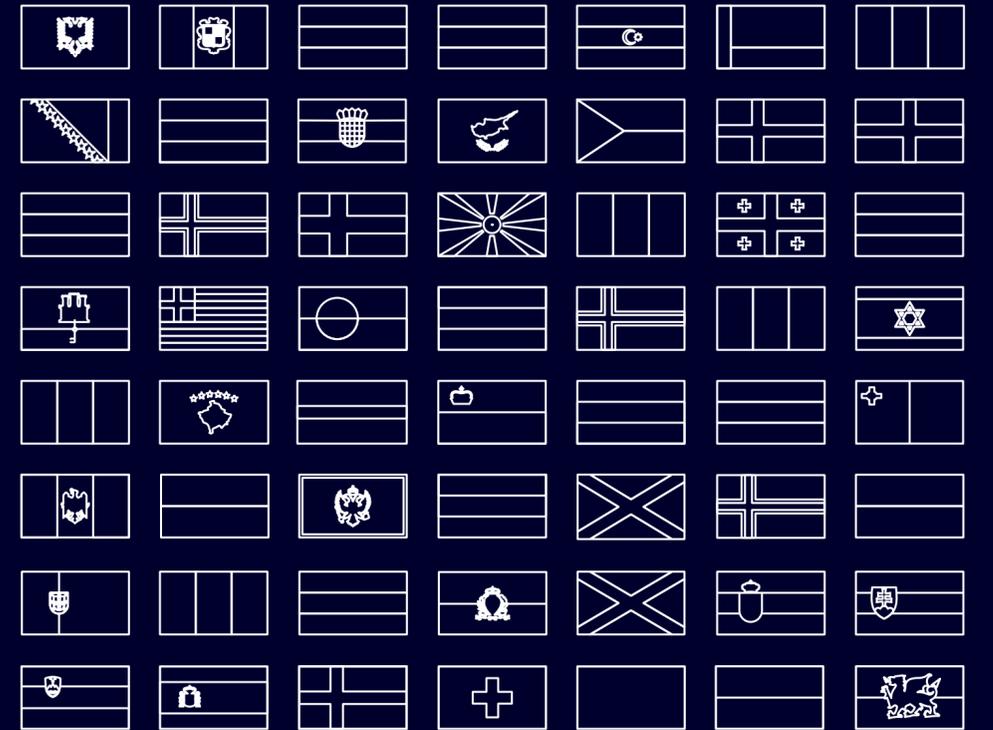
- 0.1 Brand Idea
- 0.2 Brand Overview
- 0.3 Brand Structure

Brand Idea

Bringing Europe Together

THE CEV Symbol is Inspired by the country flags of the 56 nations that we represent.

We first took all 56 flags and keylined them to create simple shapes to work with.

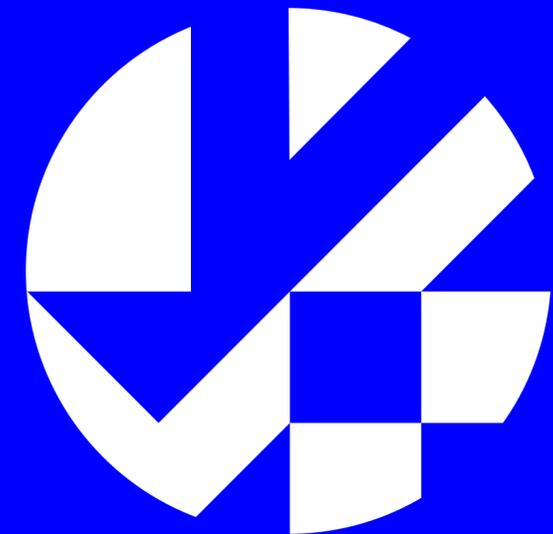
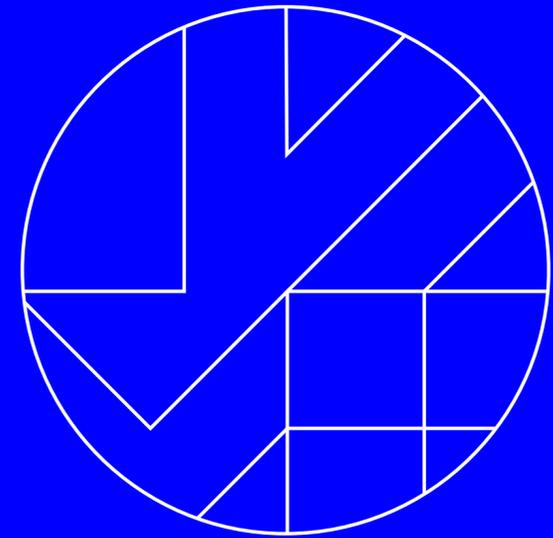
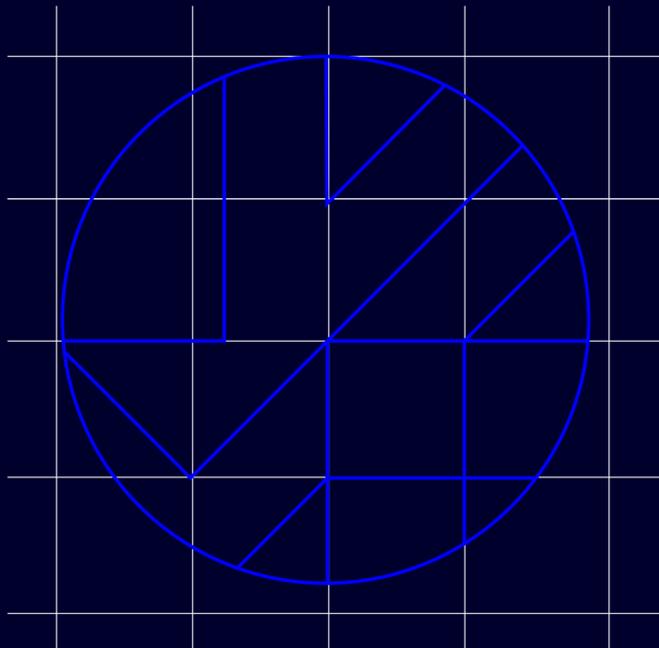
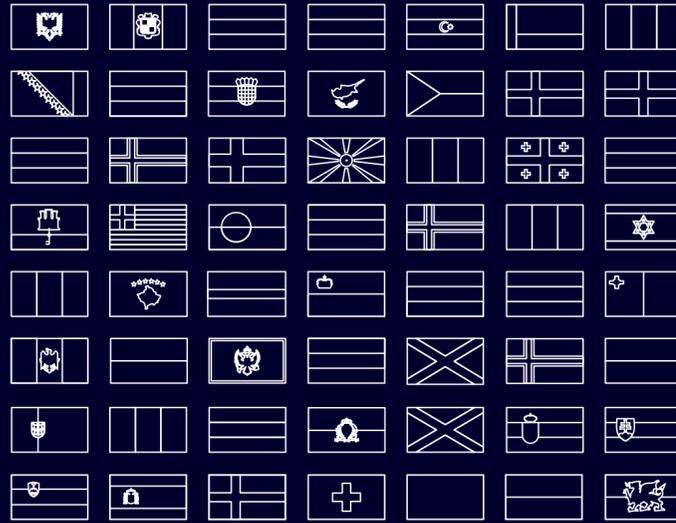


Brand Idea

56 Nations, 1 Symbol

Once keylined, we used the flags as direct inspiration. The angles in the design directly references the angles used in the country flags.

The final pattern design is contained within the circular shape representing the ball and is inspired by the idea of all 56 nations coming together through volleyball.

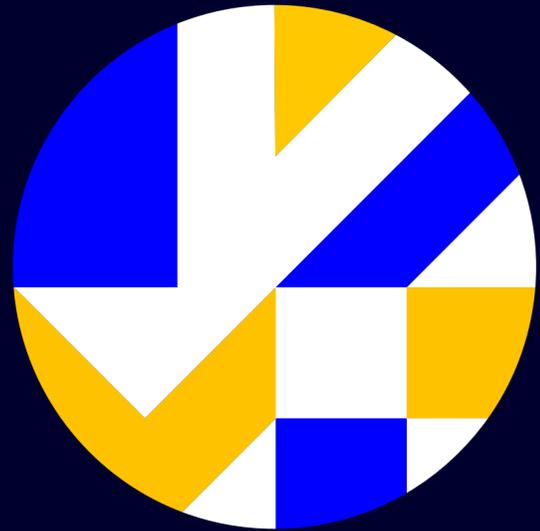


Brand Idea

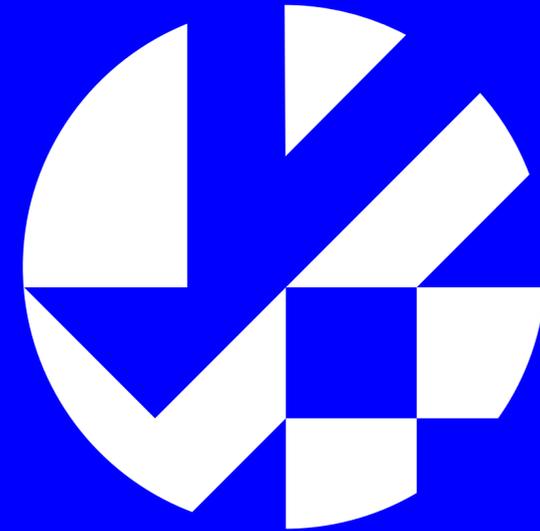
This is CEV

Our logo is a bold, modern symbol of courage, leadership, ambition, integrity, completeness and strong collaboration.

The modern approach means the symbol can adapt in various ways, bringing a huge amount of flexibility to the brand.



CEV



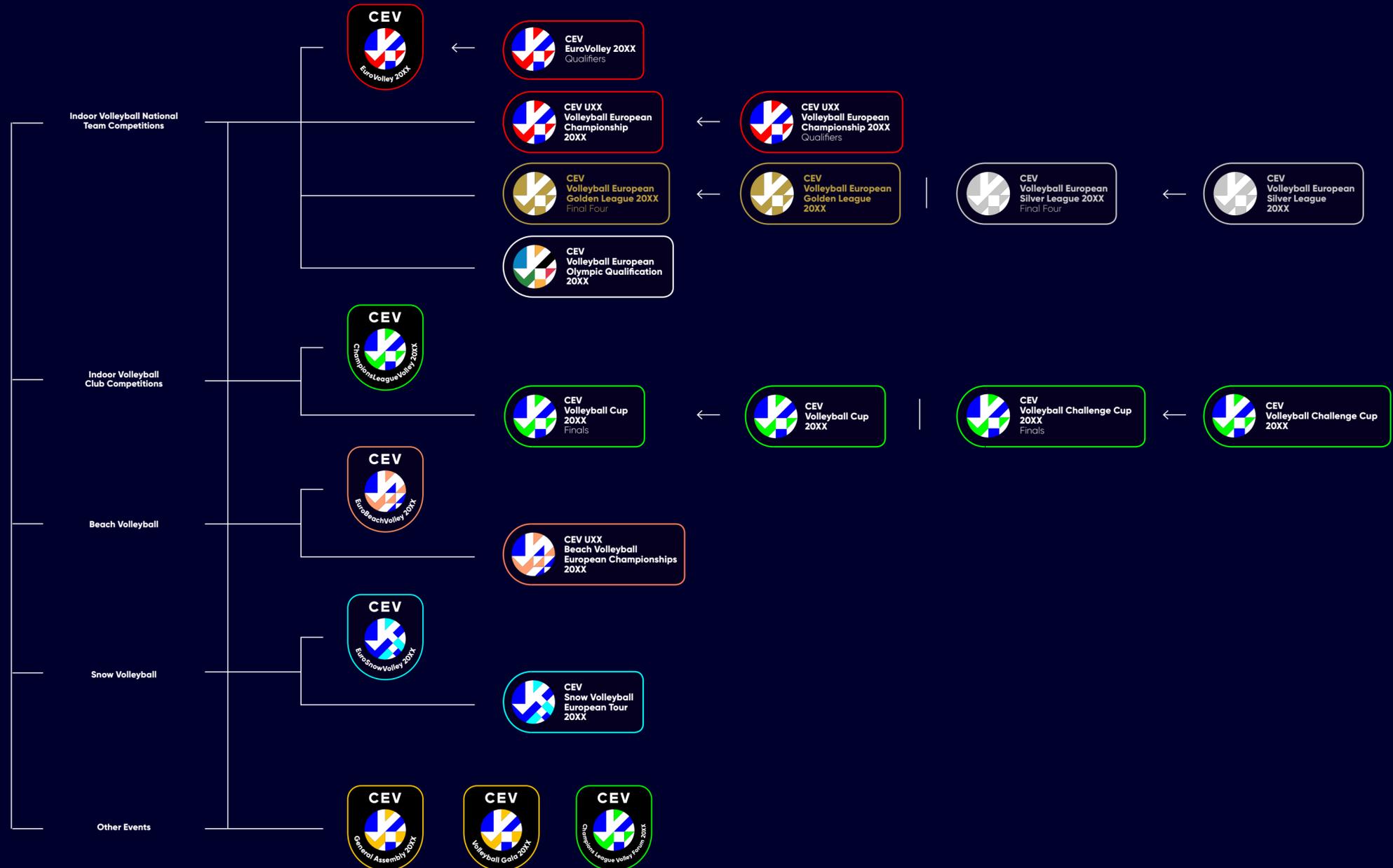
CEV

Brand Overview

The diagram to the right shows the complete Hierarchy of CEV brands, events and competitions.

Brands, events and competitions are divided into the following sections:

- 1 Indoor Volleyball National Team Competitions
- 2 Indoor Volleyball Club Competitions
- 3 Beach Volleyball
- 4 Snow Volleyball
- 5 Other Events



Brand Structure

CEV Mother Brand & Other Events

These guidelines are focused specifically on the CEV Mother Brand and 'Other Events'.

The diagram to the right shows CEV events within this section.



1.0

Logos

1.1	Overview
	Primary Logo
1.2	Stacked
1.3	Horizontal
1.4	Sizes
1.5	Exclusion Zones
1.6	Sponsorships and Partners
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	Institutional Logo
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1.18	Events
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Overview

Primary

Our primary logo is to be used for all common activities and promotions of CEV and for everything else that is fan-facing.

Institutional

Our institutional logo is used to support any official institutional activities of CEV (for example the CEV President, EC, BOA, other CEV institutions and bodies, etc...)

Volleymark

Our Volleymark is used without it's supporting wordmark in special circumstances on unique formats. More information from page 36.

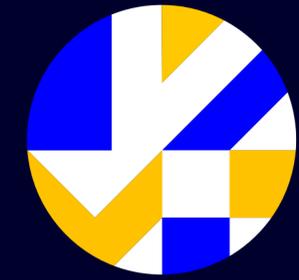
Crests

For special events we have specific 'Crest' logos. More information from page 42.

Primary



Institutional



Confédération
Européenne de
Volleyball

Volleymark



Crests



Primary Logo Stacked

Our logo is a bold, modern symbol of courage, leadership, ambition, integrity, completeness and strong collaboration.

The logo is made up of two parts: the symbol (named after the Volleymark) and the 'CEV' wordmark.

The next few pages outline the principles behind the logo and how to use them to represent CEV in the most powerful and engaging way possible.



Primary Logo Stacked

To make sure our logo gets the attention it deserves, we only use the shape in one colourway with positive and negative versions of the wordmark.

The White version should be used for dark backgrounds and the Black version should be used on light backgrounds.

White



Black



Primary Logo Stacked - Monotone

All CEV logos have a monotone counterpart. A monotone logo is to be used sparingly and as a last resort, where the colour of the application surface can not be controlled and is not part of the brand's colour palette, or where the full-colour logo clashes and loses its effect and clarity.

There are positive and negative versions of each logo to be used on light or dark backgrounds.

- 1 **Primary Logo Stacked - Black**
- 2 **Primary Logo Stacked - White**

Monotone Black



Monotone White



Primary Logo Horizontal

The logo is made up of two parts: the symbol (named after the Volleymark) and the 'CEV' wordmark.

The next few pages outline the principles behind the logo and how to use them to represent CEV in the most powerful and engaging way possible.



Primary Logo Horizontal

To make sure our logo gets the attention it deserves, we only use the shape in one colourway with positive and negative versions of the wordmark.

The White version should be used for dark backgrounds and the Black version should be used on light backgrounds.



Primary Logo Horizontal – Monotone

All CEV logos have a monotone counterpart. A monotone logo is to be used sparingly and as a last resort, where the colour of the application surface can not be controlled and is not part of the brand's colour palette, or where the full-colour logo clashes and loses its effect and clarity.

There are positive and negative versions of each logo to be used on light or dark backgrounds.

- 1 **Primary Logo Horizontal - Black**
- 2 **Primary Logo Horizontal - White**

Monotone Black



Monotone White



Primary Logo Minimum Sizes

Our stacked logo should never be reproduced at a height less than 30mm.

Our horizontal logo should never be reproduced at a height less than 10mm.

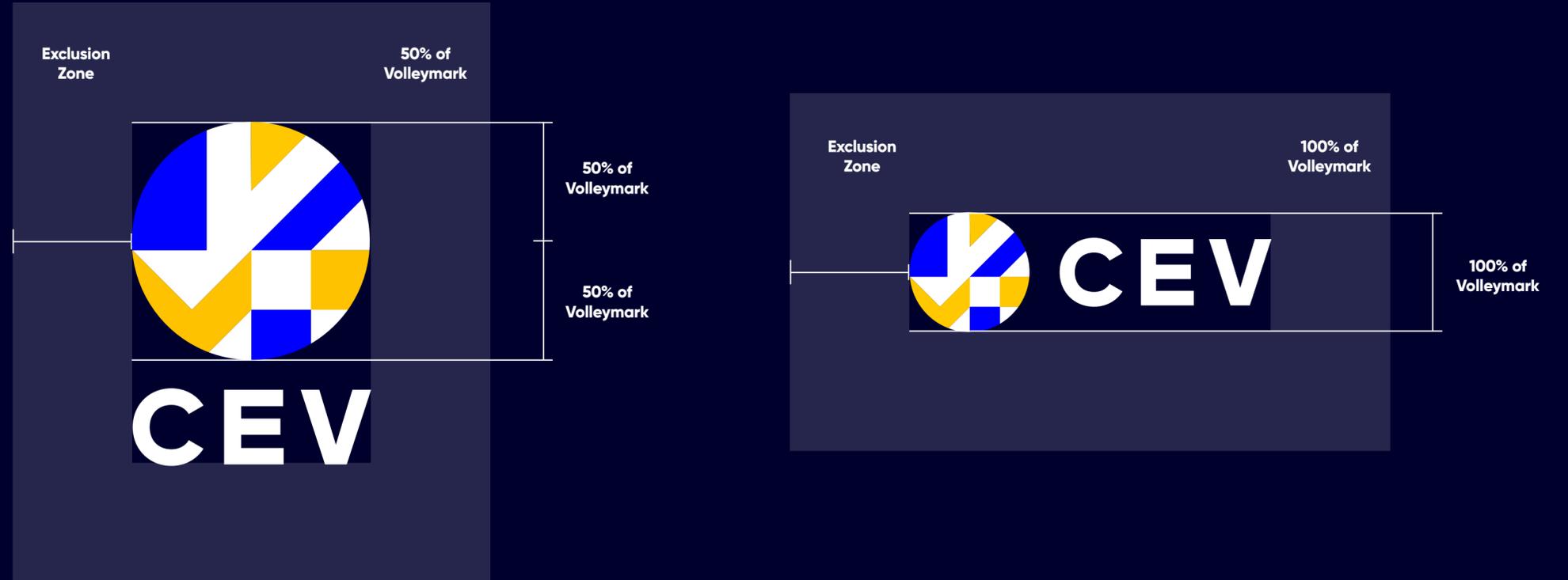


Primary Logo Exclusion Zones

The exclusion zone is defined as the area around a logo that excludes other graphics and typography. The exclusion zone includes the edges of applications, e.g. the edge of a magazine page or poster.

Always use the height of 50% of the Volleymark size to determine the the minimum width of clear space around the stacked logo.

Always use the height of 100% of the Volleymark size to determine the the minimum width of clear space around the horizontal logo.



Primary Logo Using with Competition Logos

Wherever possible, we keep the CEV primary logo location separate from the competition logo.

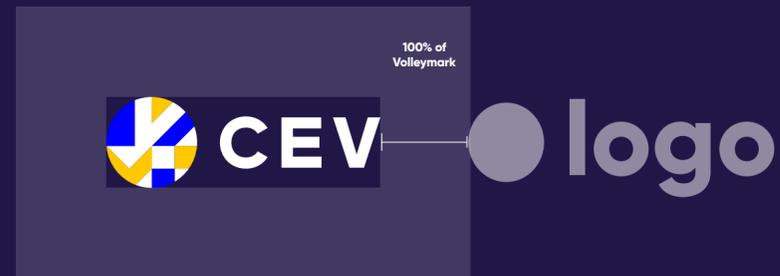
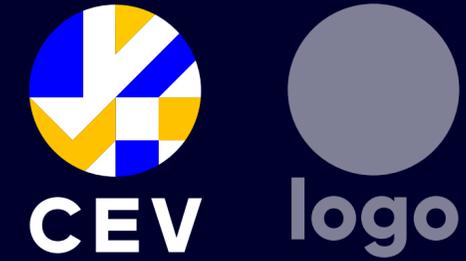
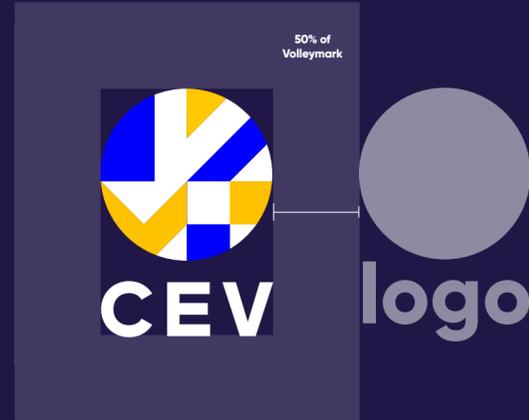
However, when we need to use it together, always use the height of 50% of the Volleymark size to determine the the minimum width of clear space around the stacked logo. Always use the height of 100% of the Volleymark size to determine the the minimum width of clear space around the Horizontal logo. This is to ensure that each logo has enough breathing space to be presented in the best way possible.



Primary Logo Using with Title Sponsor Logo

Wherever possible, we keep the CEV primary logo location separate from the title sponsor logo.

However, when we need to use it together, always use the height of 50% of the Volleymark size to determine the the minimum width of clear space around the stacked logo. Always use the height of 100% of the Volleymark size to determine the the minimum width of clear space around the Horizontal logo. This is to ensure that each logo has enough breathing space to be presented in the best way possible.



Primary Logo Usage

Where possible, the logo should be used on all communications promoting CEV Events.

The most common formats to use the logo on in print would be standardised billboard sizes, standardised A-sizes, square formats and merchandise.

Logo Placement - Larger Formats

On larger formats where there is numerous graphics combining to create the composition, we should always anchor the logo to one of the four corners.

Logo Placement - Smaller Formats

On smaller formats or on formats where we are placing the logo on it's own, we should always anchor the logo to the centre of the format.



32 Sheet



A Sizes



Merchandise



48 Sheet



Square Format



Smaller Formats



96 Sheet

Institutional Logo Stacked

Our logo is a bold, modern symbol of courage, leadership and ambition.

The logo is made up of two parts: the symbol (named after the Volleymark) and full institutional 'CEV' wordmark.

The next few pages outline the principles behind the logo and how to use them to represent CEV in the most powerful and engaging way possible.



**Confédération
Européenne de
Volleyball**

Institutional Logo Stacked

To make sure our logo gets the attention it deserves, we only use the shape in one colourway with positive and negative versions of the wordmark.

The White version should be used for dark backgrounds and the Black version should be used on light backgrounds.

White



**Confédération
Européenne de
Volleyball**

Black



**Confédération
Européenne de
Volleyball**

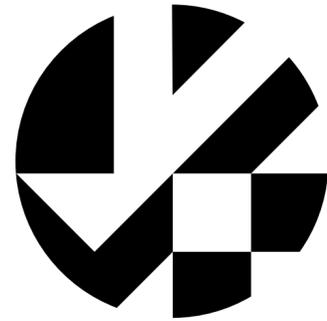
Institutional Logo Stacked – Monotone

All CEV logos have a monotone counterpart. A monotone logo is to be used sparingly and as a last resort, where the colour of the application surface can not be controlled and is not part of the brand's colour palette, or where the full-colour logo clashes and loses its effect and clarity.

There are positive and negative versions of each logo to be used on light or dark backgrounds.

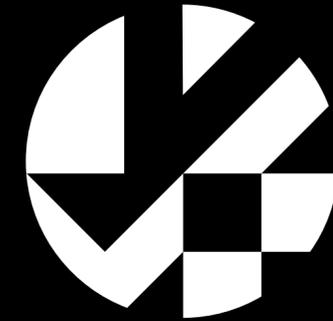
- 1 Institutional Logo Stacked - Black
- 2 Institutional Logo Stacked - White

Monotone Black



**Confédération
Européenne de
Volleyball**

Monotone White



**Confédération
Européenne de
Volleyball**

Institutional Logo Horizontal

Our logo is a bold, modern symbol of courage, leadership and ambition.

The logo is made up of two parts: the symbol (named after the Volleymark) and full institutional 'CEV' wordmark.

The next few pages outline the principles behind the logo and how to use them to represent CEV in the most powerful and engaging way possible.



**Confédération
Européenne de
Volleyball**

Institutional Logo Horizontal

To make sure our logo gets the attention it deserves, we only use the shape in one colourway with positive and negative versions of the wordmark.

The White version should be used for dark backgrounds and the Black version should be used on light backgrounds.



Institutional Logo Horizontal – Monotone

All CEV logos have a monotone counterpart. A monotone logo is to be used sparingly and as a last resort, where the colour of the application surface can not be controlled and is not part of the brand's colour palette, or where the full-colour logo clashes and loses its effect and clarity.

There are positive and negative versions of each logo to be used on light or dark backgrounds.

- 1 Institutional Logo Horizontal - Black**
- 2 Institutional Logo Horizontal - White**

Monotone Black



**Confédération
Européenne de
Volleyball**

Monotone White



**Confédération
Européenne de
Volleyball**

Institutional Logo Minimum Sizes

Our stacked logo should never be reproduced at a height less than 30mm.

Our horizontal logo should never be reproduced at a height less than 10mm.



Confédération
Européenne de
Volleyball

30mm



Confédération
Européenne de
Volleyball

10mm



Confédération
Européenne de
Volleyball

30mm



Confédération
Européenne de
Volleyball

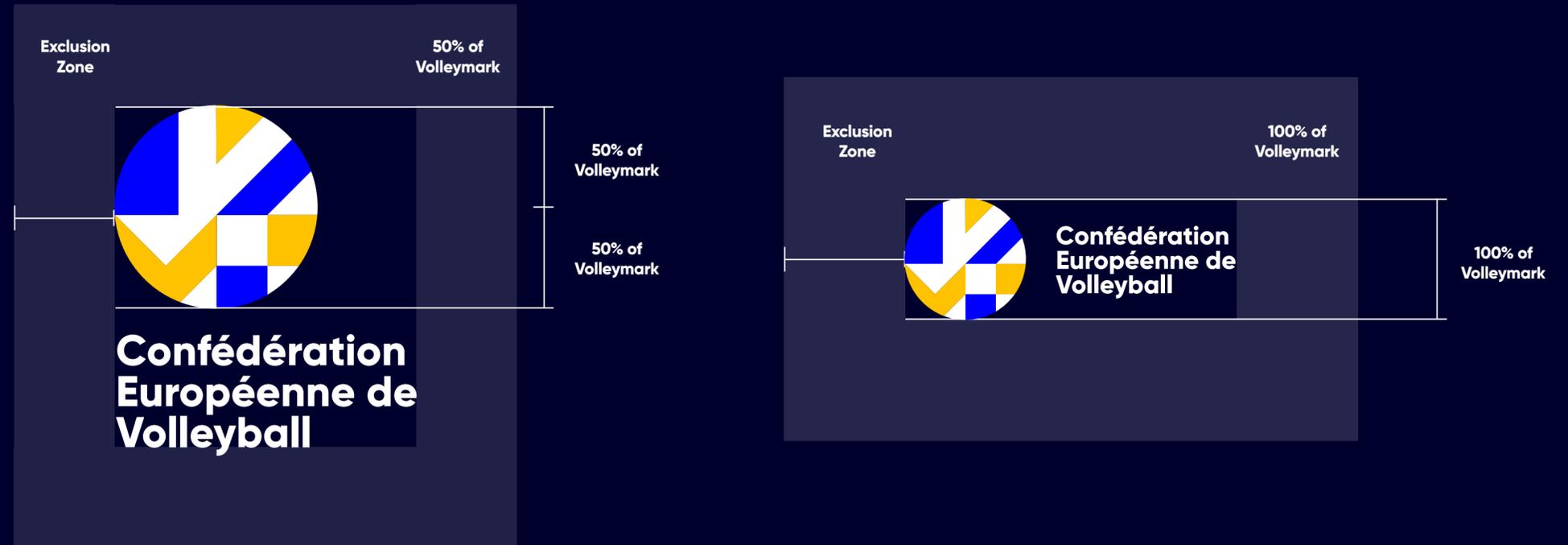
10mm

Institutional Logo Exclusion Zones

The exclusion zone is defined as the area around a logo that excludes other graphics and typography. The exclusion zone includes the edges of applications, e.g. the edge of a magazine page or poster.

Always use the height of 50% of the Volleymark size to determine the the minimum width of clear space around the stacked logo.

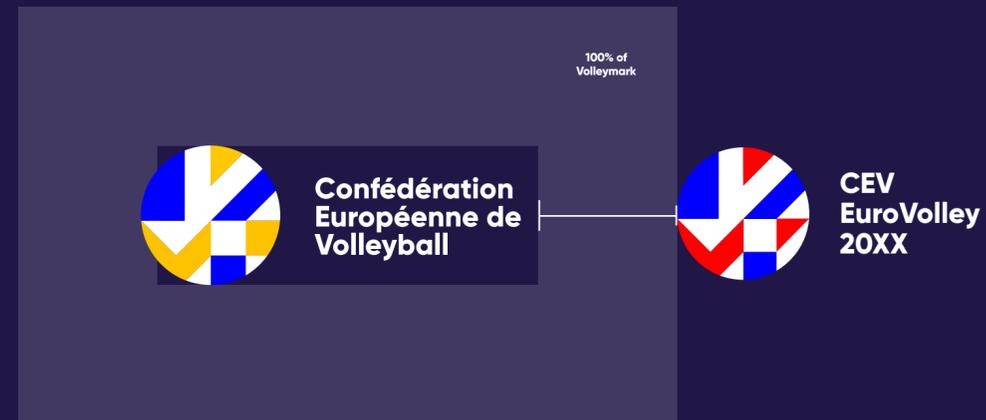
Always use the height of 100% of the Volleymark size to determine the the minimum width of clear space around the horizontal logo.



Institutional Logo Using with CEV Mother Brand

Wherever possible, we keep the CEV primary logo location separate from the competition logo.

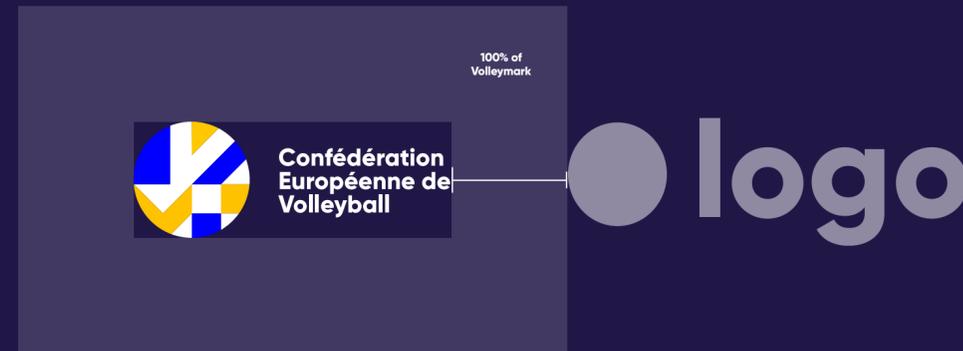
However, when we need to use it together, always use the height of 50% of the Volleymark size to determine the the minimum width of clear space around the stacked logo. Always use the height of 100% of the Volleymark size to determine the the minimum width of clear space around the Horizontal logo. This is to ensure that each logo has enough breathing space to be presented in the best way possible.



Institutional Logo Using with Title Sponsor Logo

Wherever possible, we keep the CEV mother brand logo location separate from the title sponsor logo.

However, when we need to use it next to the title sponsor logo, we should always use the width of the Volleymark to determine the minimum width of the clear space between the logos. This is to ensure that each logo has enough breathing space to be presenting in the best way possible.



Institutional Logo Usage

Where possible, the logo should be used on all communications that are institutional focussed.

The most common formats to use the logo on in print would be standardised A-sizes, square formats and merchandise.

Logo Placement - Larger Formats

On larger formats where there is numerous graphics combining to create the composition, we should always anchor the logo to one of the four corners.

Logo Placement - Smaller Formats

On smaller formats or on formats where we are placing the logo on it's own, we should always anchor the logo to the centre of the format.



32 Sheet



A Sizes



Merchandise



48 Sheet



Square Format



Smaller Formats

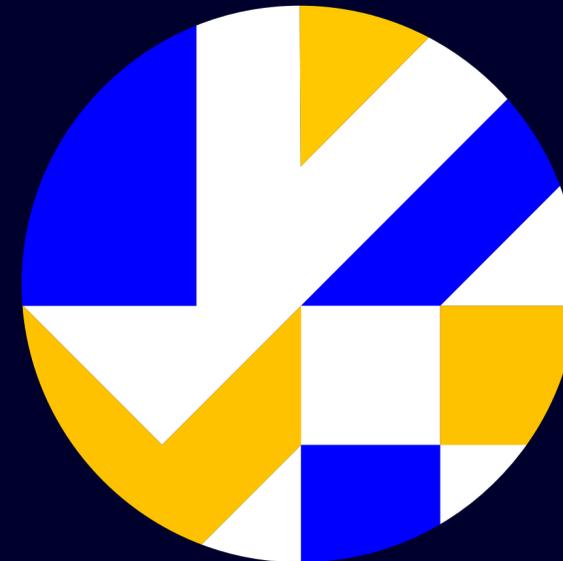


96 Sheet

Volleymark

The Volleymark should only be used in rare circumstances where the format is too tall or too wide to work with one of the other logos.

A Volleymark should always be accompanied with text that states 'CEV' or 'Confédération Européenne de Volleyball' except for rare circumstances. If using the Volleymark without accompanying text, it must be pre-approved by CEV.



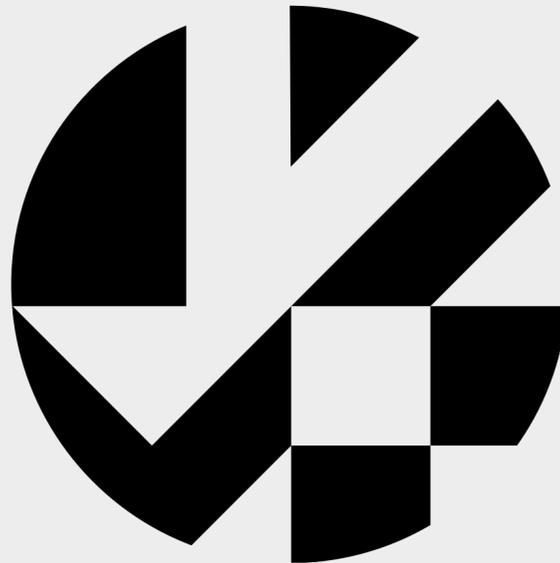
Volleymark Monotone

Every logo has a monotone counterpart for instances where the logo can not be printed in colour. Potential examples of these are letterheads and sponsor banners.

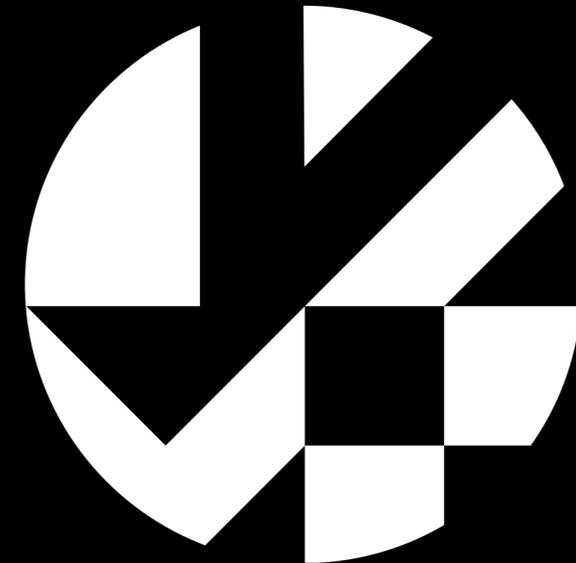
There are positive and negative versions of each Volleymark to be used on light or dark backgrounds.

1. **Volleymark - White**
2. **Volleymark - Black**

Monotone Black



Monotone White



Volleymark Usage & Exclusion Zones

Usage

The Volleymark version of the logo should be used in rare circumstances where the formats are thin and long or very small. An example of an application of the Volleymark would be an LED court-side advertisement board or a branded pencil.

In this case, we step and repeat the Volleymark along with the headline 'CEV General Assembly' and the location, as shown in the diagram to the right.

Exclusion Zones

Always use the height of 50% of the Volleymark size to determine the the minimum width of clear space between the shape and supporting typography.

Headline Size

Headline size should always be around 50% of the Volleymark.

Typography

Gilroy should always be used to accompany any CEV logo. However, when using the Volleymark with separate text we can use Lemur as a headline font to support the Volleymark.



Volleymark Minimum Sizes

Our Volleymark should never be reproduced at a height less than 10mm.

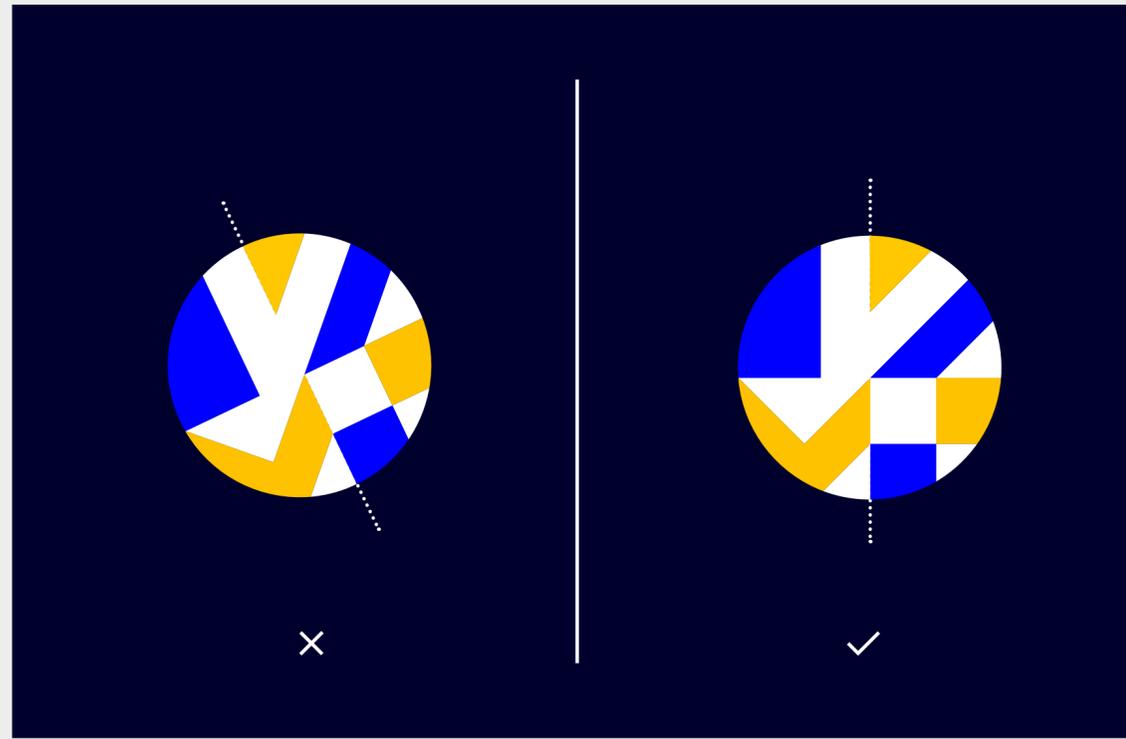


10mm

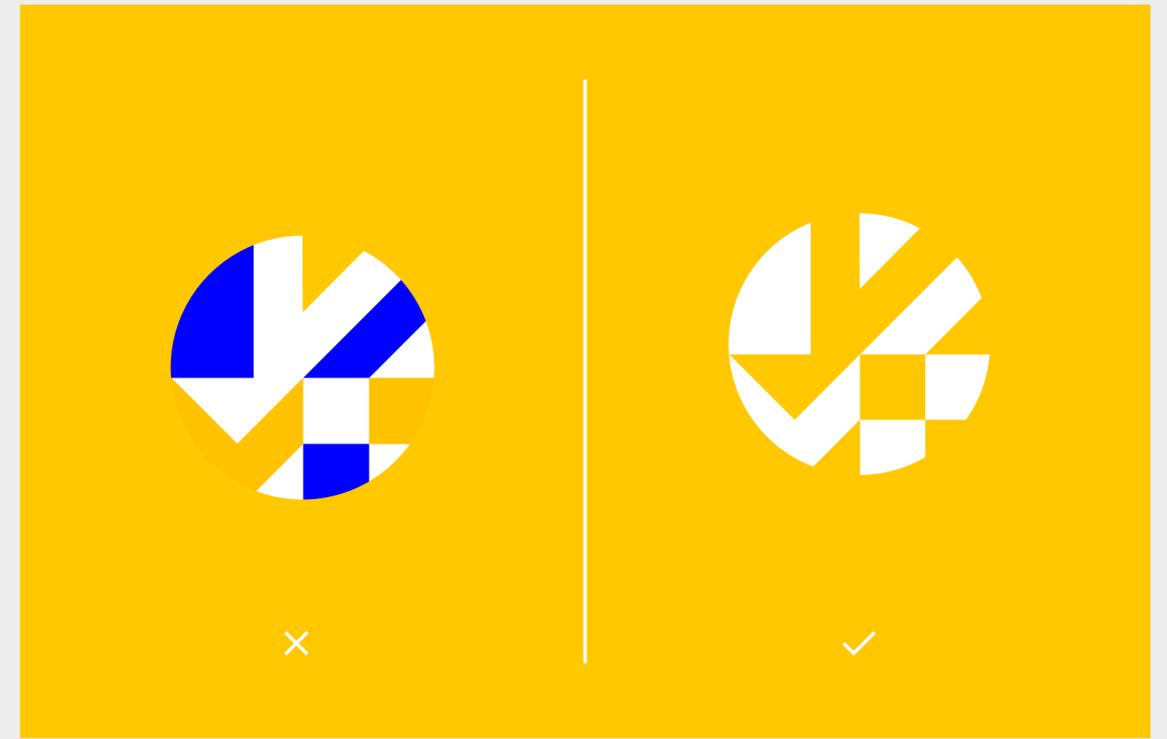
Logo Usage Misuse

To the right are examples of how to incorrectly and correctly apply our logos. Much of this is straightforward, and common sense and good judgement is essential, although the examples shown are crucial to consider and understand.

- 1 Do not rotate or stretch logos.
- 2 Do not use full-colour logos where background clashes with the yellow or blue colours.
- 3 Do not recreate or use incorrect typography.
- 4 Do not apply logo in any other monotone version other than white or navy unless it's being used as a graphic device / pattern. Further information on using the Volleymark as a Graphic Device can be found on page 82.



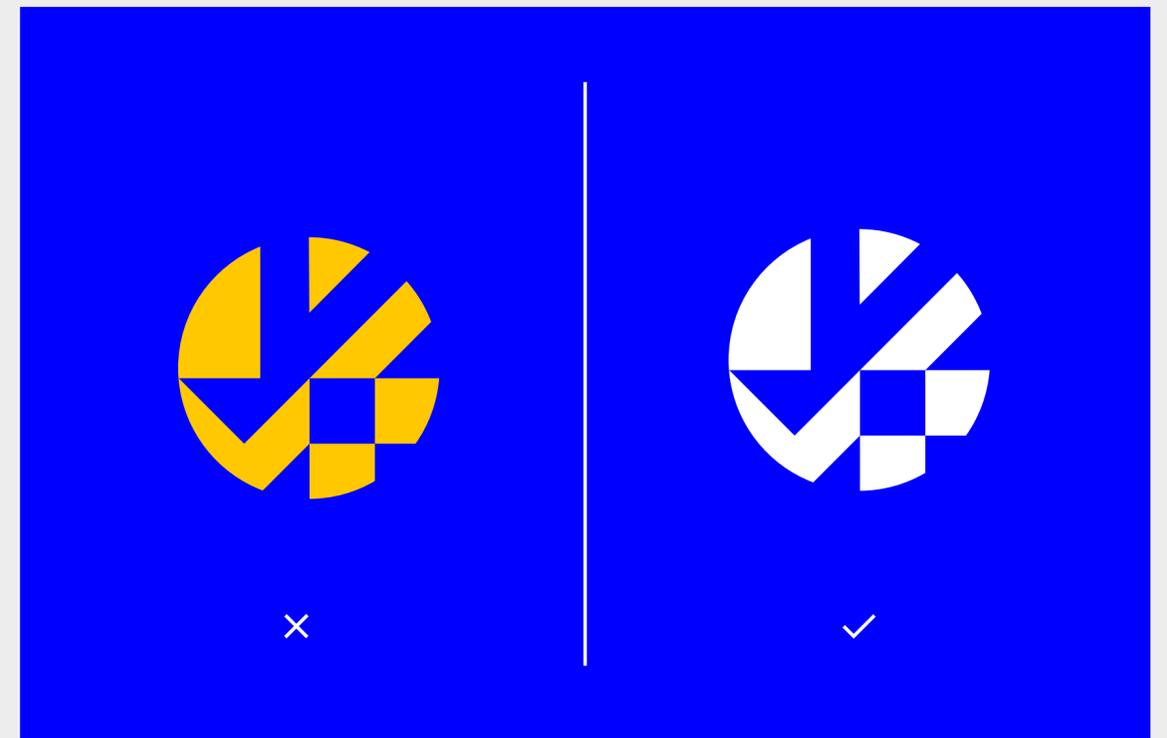
1



2



3

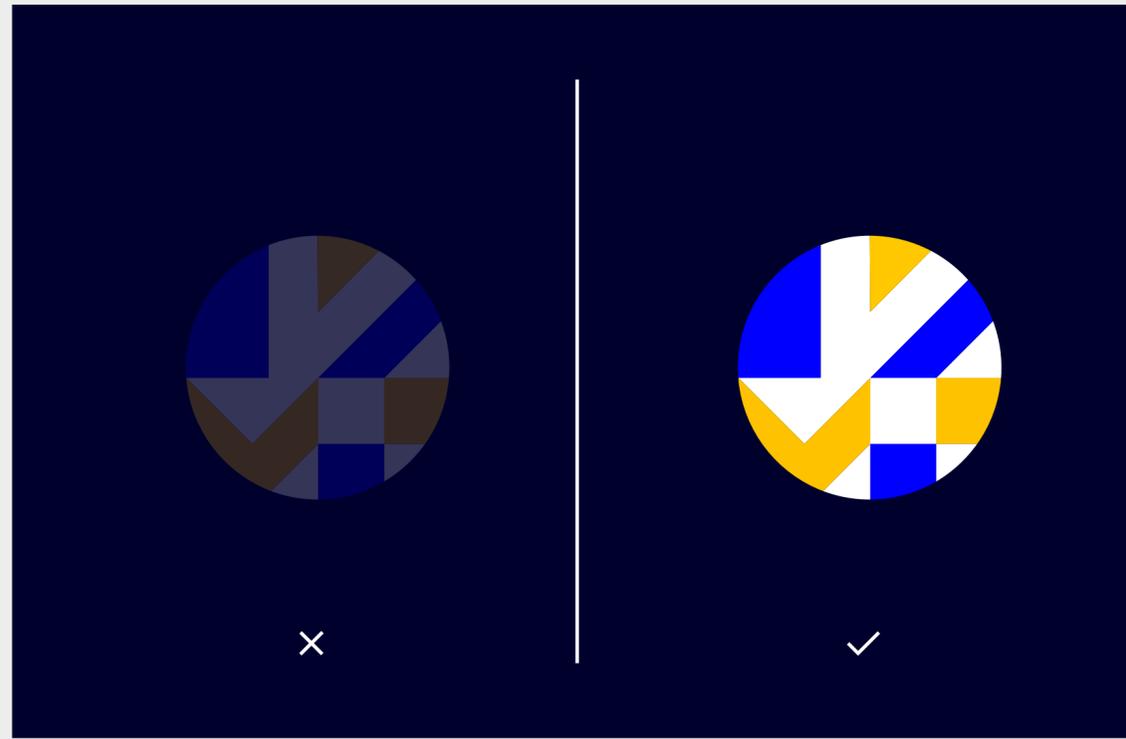


4

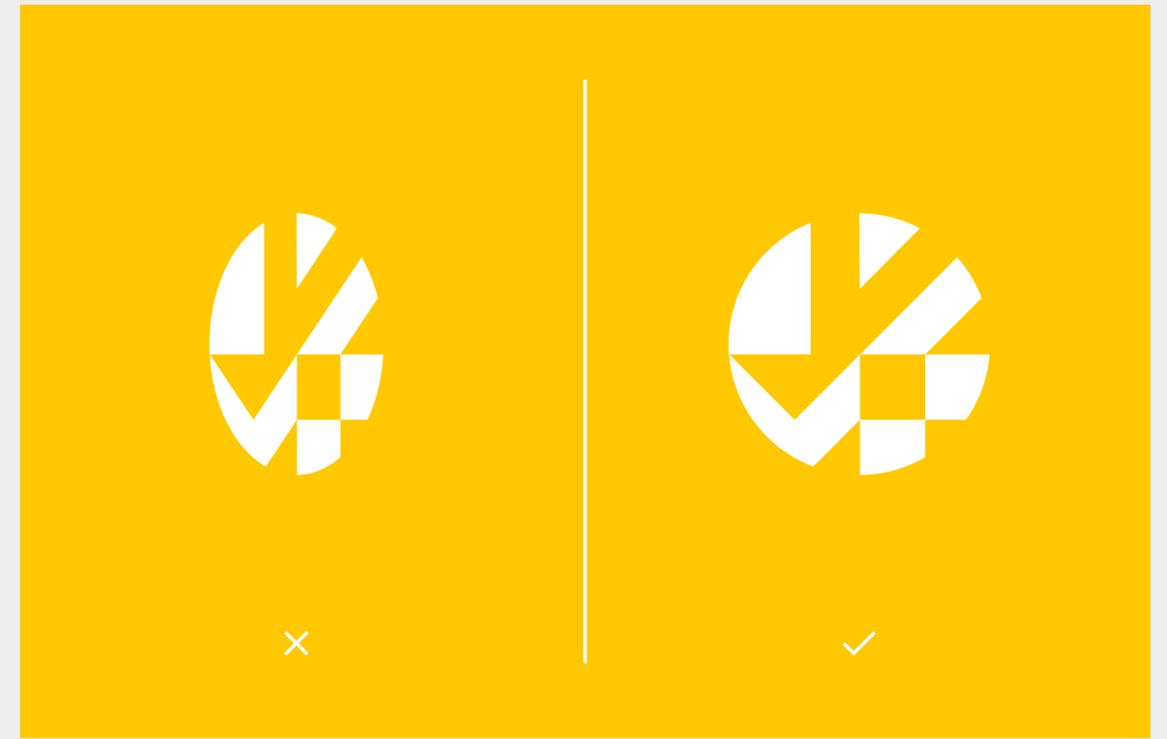
Logo Usage Misuse

To the right are examples of how to incorrectly and correctly apply our logos. Much of this is straightforward, and common sense and good judgement is essential, although the examples shown are crucial to consider and understand.

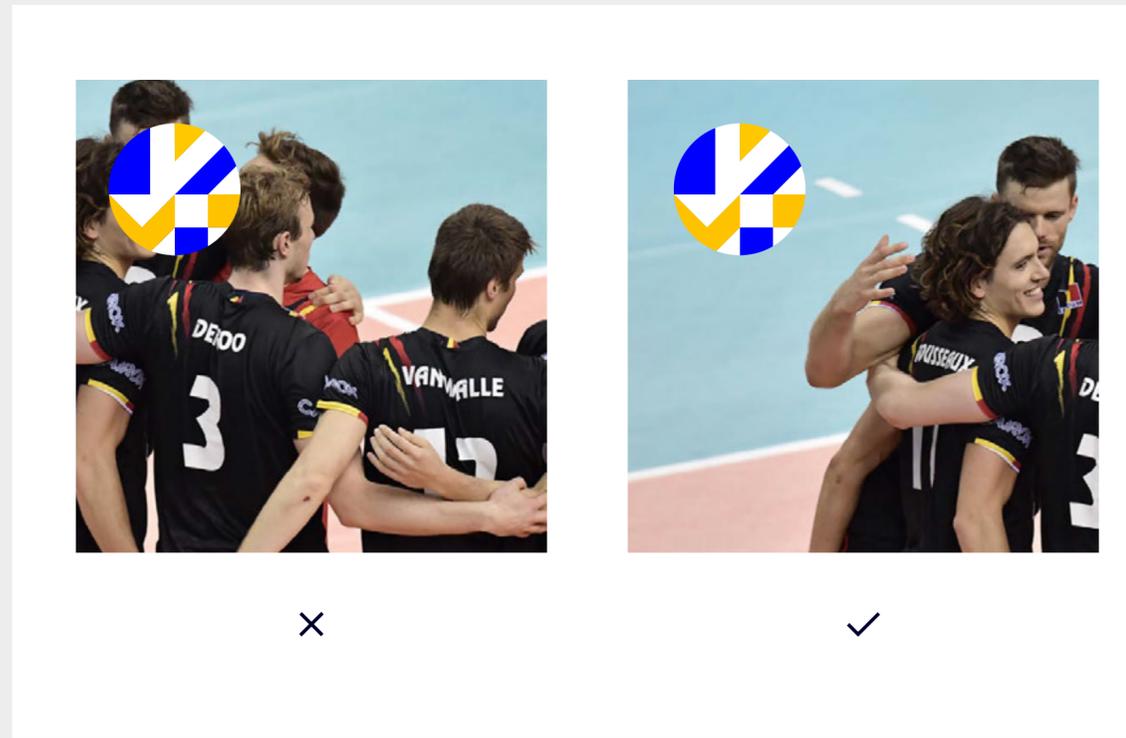
- 1 Do not use the logo at opacities lower than 100%.
- 2 Do not stretch or warp the logo.
- 3 Be very careful when placing the logo over imagery. Ensure it's in clear space away from subjects.
- 4 Do not apply any effects to the logo. It must remain flat colour at all times.



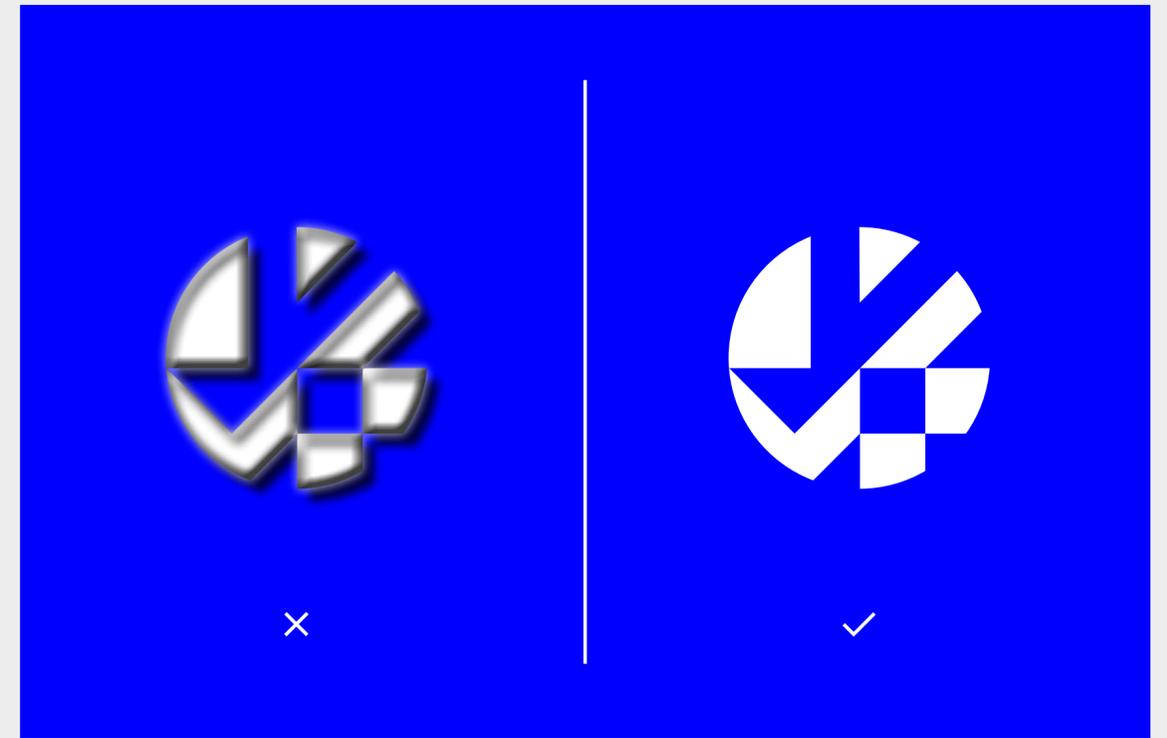
1



2



3



4

Events Crests

We have unique crests for special CEV Events.
These are as follows;

- 1 **General Assembly Crest**
- 2 **Volleyball Gala Crest**
- 3 **Champions League Volley Forum Crest**



1



2



3

Events Crests (Monotone)

Every logo has a monotone counterpart for instances where the logo can not be printed in colour. Potential examples of these are letterheads and sponsor banners.

There are positive and negative versions of each logo to be used on light or dark backgrounds.

- 1 General Assembly Crest
- 2 Volleyball Gala Crest
- 3 Champions League Volley Forum Crest



1



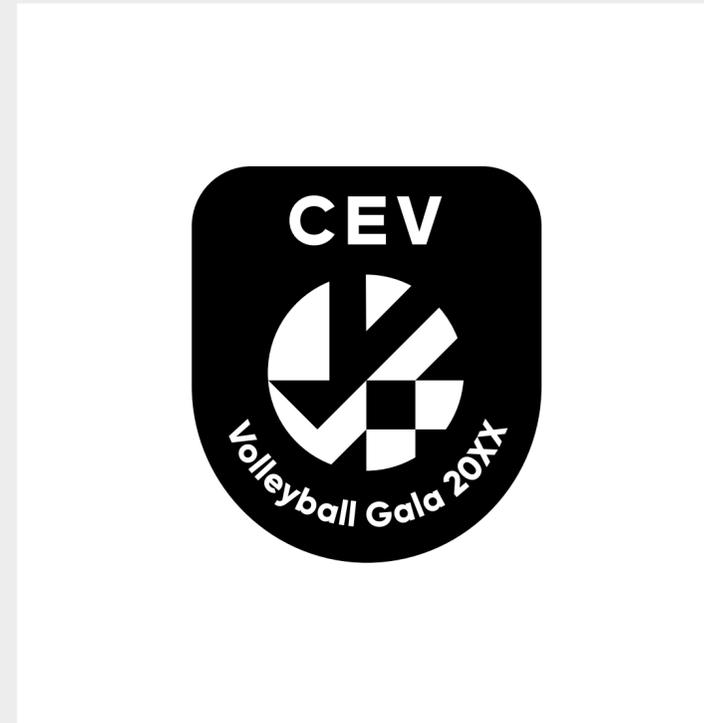
1



1



2



2



2

Events

Crests with CEV Logo and Partners

When using Event crests with the CEV logo and partner logos there are certain layouts that we recommend using. Please use discretion if one of the following options isn't available.

1 Portrait Formats

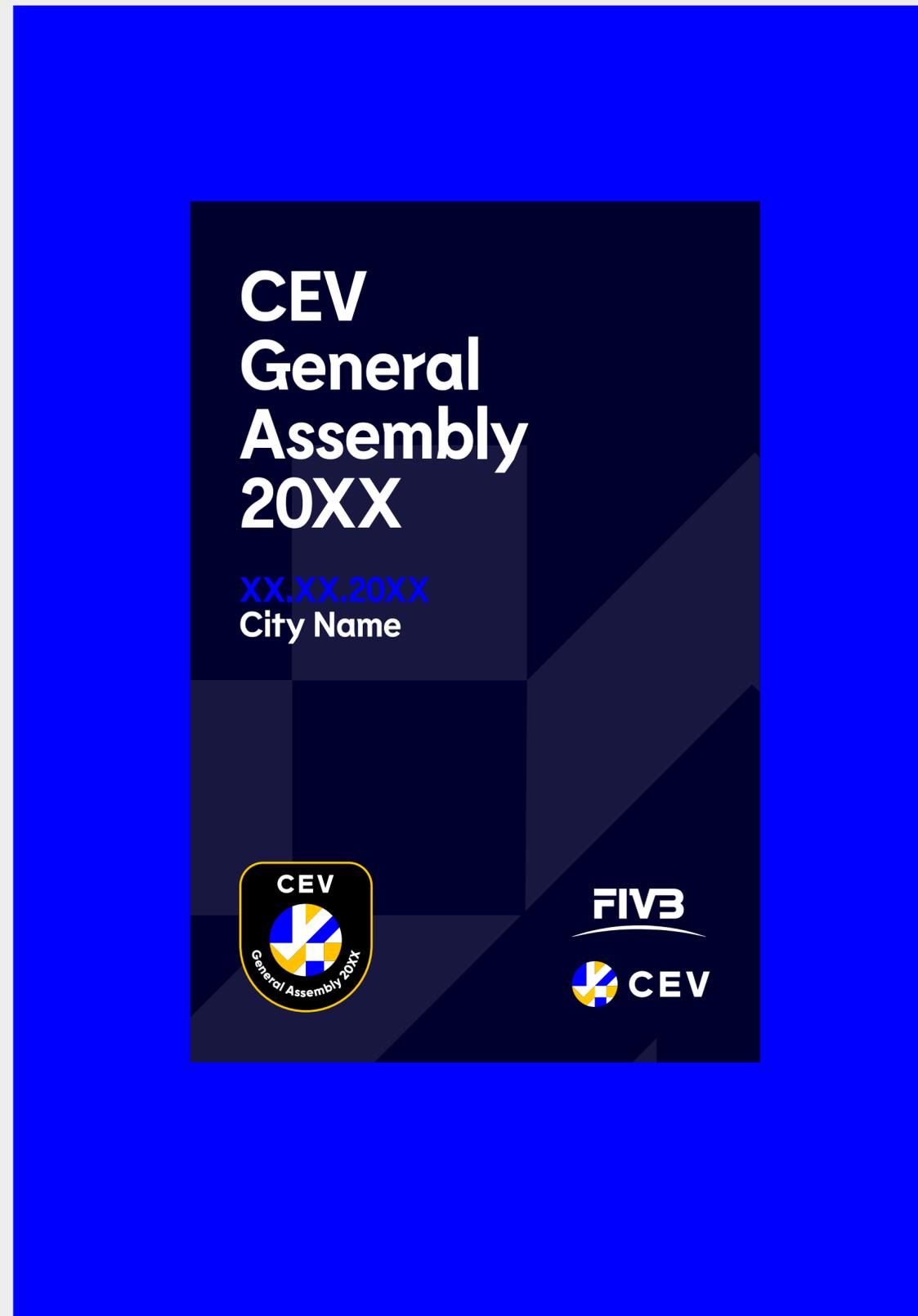
On portrait formats, place the logos in alternate bottom corners of the format. The Crest should always take priority and therefore should sit in the left corner where possible. The CEV logo and partner logo should be stacked and sit in the right corner where possible.

2 Landscape Formats

On landscape formats, place the logos in alternate bottom corners of the format. The Crest should always take priority and therefore should sit in the left corner where possible. The CEV logo and partner logo should be sitting horizontally and placed in the right corner where possible.

3 Landscape Formats (With Height)

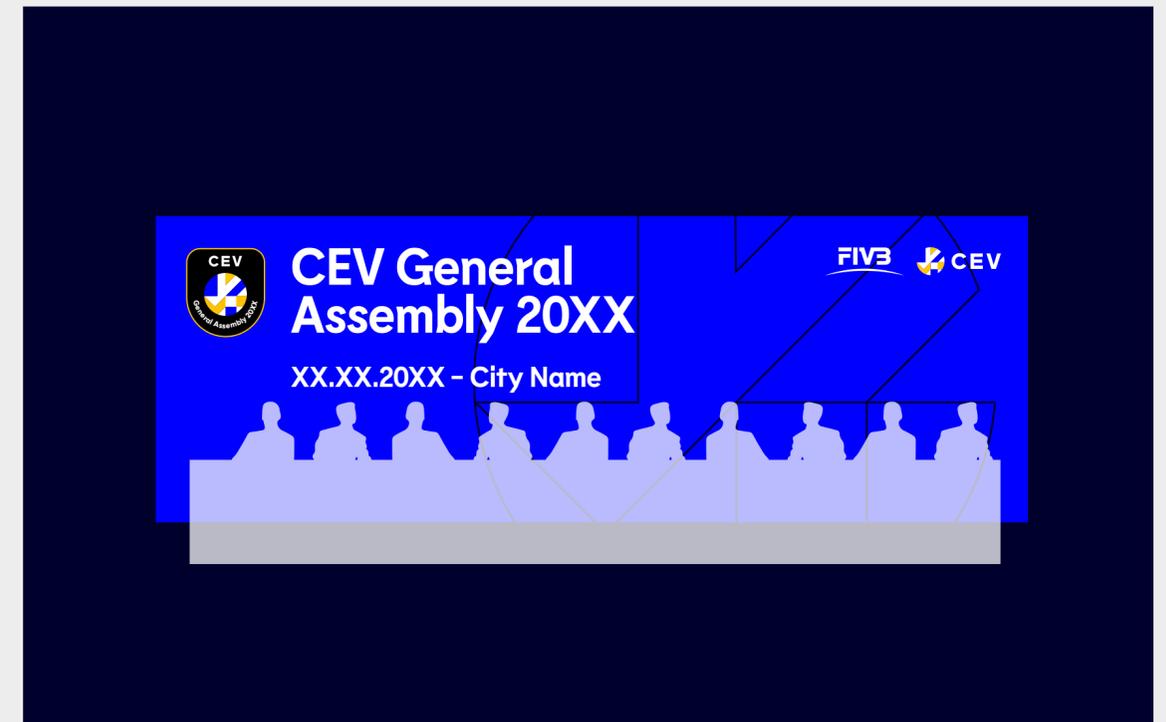
On landscape formats, where the bottom section will likely be covered, all content should be as high as possible. The Crest should be anchored to the left top corner with the title sitting next to it. The CEV logo and partner logo should be sitting horizontal and placed in the top right corner.



1



2



3

Nomenclature

Event Titles

Event titles should always follow the structure of CEV, Event, Year, Location.

Dates & Locations

Dates and Locations should always follow the structure of Date, Venue, Location. Dates should always be formatted using (DD.MM.YY) as the primary convention.

Date to Date

When working with a longer period of time, we format dates in the same way (DD.MM.YY). We separate the two dates using an 'En Dash' (–).

1. CEV

CEV

2. Event Title

General

Assembly

3. Year

20XX

1. CEV

CEV

2. Event Title

General

Assembly

3. Year

20XX

5. Location

City

1. Date

22.09.XX

2. Venue
and Location

Venue

City

1. Date

22.09.XX –

01.10.XX

Nomenclature Misuse

- 1 Event Titles should always follow the structure of: CEV, Event, Year, Location.
- 2 Never use a different structure than: CEV, CEV, Event, Year, Location.
- 3 Never place the location before the date.
- 4 Never use a different format for the date. It should always be written as '20XX' unless it's being used as a longer form date.

CEV
General
Assembly
20XX

1

General
Assembly
CEV
20XX

2

CEV
General
Assembly
City
20XX

3

CEV
General Assembly
Two Thousand
and Nineteen

4

Nomenclature

Date Conventions

Date Convention Options

Our system allows a selection of different structural options to respect different conventions and norms. Our system is made up of three different structures:

- Option 1: DD.MM.YY
- Option 2: DD MMMM YYYY
- Option 3: DD.MM or DD MMMM
(only to be used if the year is obvious)

Dates & Locations

Dates and locations should always follow the structure of date, venue, location.

Option 1;
DD.MM.YY

22.09.XX

Venue 1

Venue 2

City

22.09.XX –

01.10.XX

Option 2;
DD MMMM YYYY

22 Sept 20XX

Venue 1

Venue 2

City

11 Jan 20XX –

13 Jan 20XX

Option 3;
DD.MM
or DD MMMM
(only when year is obvious)

22.09

Venue 1

Venue 2

City

22.09 –

01.10

Nomenclature

Date Conventions for Event Within One Month

For events that start and end within the same month we utilise the same overall data conventions as established on the previous page, but we do not repeat the month, and instead separate the date periods with an em dash (–).

One Month Date Convention Options

Our system allows a selection of different structural options to respect different conventions and norms. Our system is made up of three different structures:

Option 1: DD – DD.MM.YY

Option 2: DD – DD MMMM YYYY

Option 3: DD. –DD.MM or DD – DD MMMM
(only to be used if the year is obvious)

Option 1;
DD.MM.YY

22 –
29.09.XX

22 – 29.09.XX

Option 2;
DD MMMM YYYY

22 – 29
Sept 20XX

22 – 29 Sept 20XX

Option 3;
DD.MM
or DD MMMM
(only when year is obvious)

22 –
29.09

22 – 29.09

2.0

Typography

2.0 **Typography Overview**

Display Typeface

- 2.1 Overview
- 2.2 Weights
- 2.3 Colour
- 2.4 Tracking and Kerning
- 2.5 Size
- 2.6 Leading
- 2.7 Headline Hierarchy

Body Copy Typeface

- 2.8 Overview
- 2.9 Weights
- 2.10 Colour
- 2.11 Hierarchy

Display Typeface

Our display typeface is a classic geometric sans serif with a modern and energetic twist. A number of interesting angled letterforms represent the movement and fast-paced nature of our sport and are influenced by the angles found in our Volleymark.

Aa Bb Cc Dd Ee
Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz

Display Typeface Weights

Our display typeface is a classic geometric sans serif with a modern and energetic twist. A number of interesting angled letterforms represent the movement and fast-paced nature of our sport.

We use Lemur in two weights:

Lemur Bold
Lemur Regular

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz 0123456789**

Lemur Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz 0123456789

Lemur Regular

**Display
Typeface
Colour**

For most applications, our typography extends the same colour partnerships of our logo. Our typography works best in the colourways shown on the next page.

Play to

Inspire

Display Typeface Colour

For most applications, our typography extends the same colour partnerships of our logo. Our display typography works best in the following colourways:

- A White on Navy
- B Cobalt on Navy
- C Yellow on Navy
- D Cobalt on White
- E White on Cobalt
- F Navy on Cobalt
- G White on Yellow
- H Yellow on White
- I Navy on Yellow



A



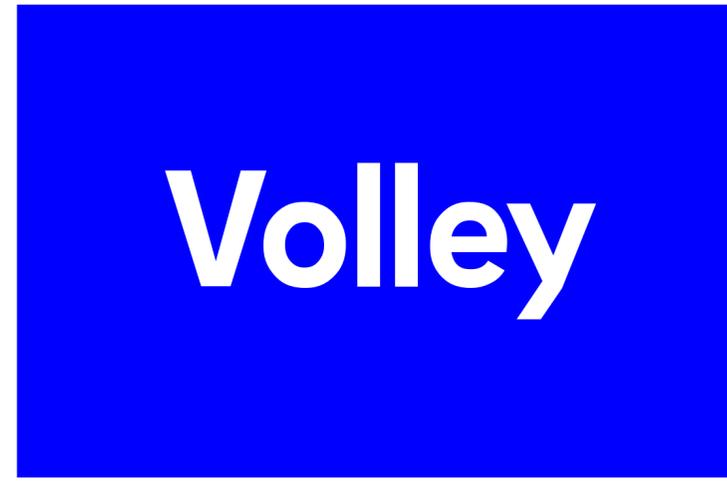
B



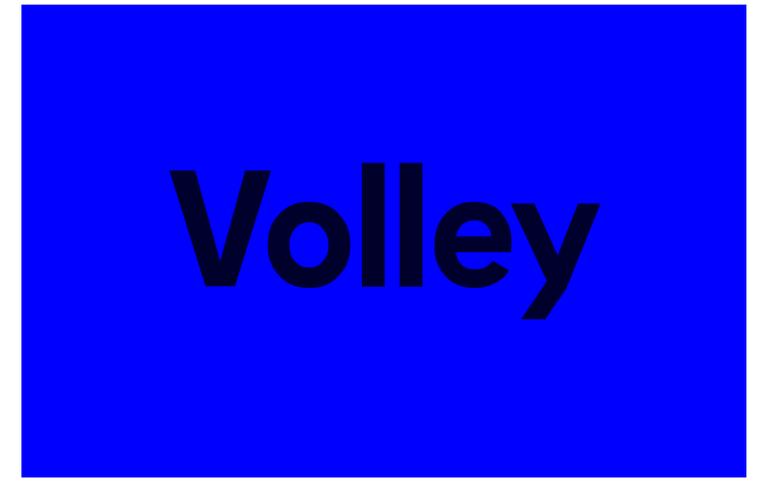
C



D



E



F



G



H



I

Display Typeface Tracking and Kerning

When we write our messaging, we're speaking to millions of people all over the world, so it's important it looks right.

That is why we use kerning with our headlines to make sure the spacing in-between the letters feels balanced.

For best results:

- 1 Tracking should be set to 0
- 2 Set kerning option to metric
- 3 Kern headlines above 50pt manually

Conféo

Tracking set to 0
Kerning option to metric

Display Typeface Size

We use a mathematical relationship between type sizes to create an easy-to-read typographic hierarchy:

Headlines

This is the basis of our typographic hierarchy. We use Lemur Bold for headlines.

Sub-headlines

Point size should be 45–55% of headlines. We use Lemur Bold for sub-headlines.

Supporting Text

Point size should be 15–25% of headlines. We use Lemur Regular for supporting text.

Headlines and sub-headlines should never be set under 9pt. Body copy should never be set under 6pt.

Yearbook

80pt

20XX – 20XX

40pt



CEV



**Congress
Handbook**

64pt

XX.XX.20XX

32pt

Venue Name
City Name, Location

16pt

Display Typeface Leading

Always ensure that the leading on display typography is nice and tight. We have devised a simple system to ensure this.

A Regular Leading

The leading gap in-between the baseline of a headline and the top of the next line should be a minimum width of the uppercase 'T' bar.

B Ascenders & Descenders

If ascenders and descenders are going to overlap on two lines of text, the leading gap in-between the bottom of the descender and the top of the line underneath should be a minimum width of the uppercase 'T' bar. All other lines of text within the headline should then match this leading.

A

Width of
'T' bar

The Future
of Volleyball

Width of
'T' bar

B

The Future
of Volleyball
in our club

Display Typeface Headline Hierarchy

Always ensure that the gap between the baseline of the headline and the highest point of the sub-headline is a minimum height of the headline X-height.

The relationship between the sub-headline and body copy typography utilises the same rule – the sub-headline X-height informs the spacing between sub-headline and body copy typography.



Headline
X-height

Headline
X-height

Sub-Headline
Cap-height

Sub-Headline
Cap-height

Body Copy Typeface

Our body copy typeface is a classic geometric sans serif with a modern, bold feel. It's easy to read and works really well at large-scale or small-scale sizes.

Tracking and Kerning

Tracking should always be set to 0.

Leading

Leading should always be set to auto.

Our ultimate goal is to promote Volleyball, Beach Volleyball and Snow Volleyball and to raise the status of our sport to the next level. Whether you play the game indoors, on sand or on snow, we believe volleyball connects and brings people together – from children playing in their free time to professional, elite athletes. Our major stars stand out for their passion, personality and physical skills and we are proud that our athletes are the best ambassadors both on and off the court.

Our ultimate goal is to promote Volleyball, Beach Volleyball and Snow Volleyball and to raise the status of our sport to the next level. Whether you play the game indoors, on sand or on snow, we believe volleyball connects and brings people together – from children playing in their free time to professional, elite athletes. Our major stars stand out for their passion, personality and physical skills and we are proud that our athletes are the best ambassadors both on and off the court.

Body Copy Typeface Weights

Our body copy typeface is a classic geometric sans serif with a modern, bold feel. It's easy to read and works really well at large-scale or small-scale sizes.

We use Gilroy in two weights:

Gilroy Extra Bold
Gilroy Light

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz 0123456789**

Gilroy Extra Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz 0123456789

Gilroy Light

Body Copy Typeface Colour

For most applications, following the scheme of our logo, our body copy typography works best in the following colourways:

- A White on Navy**
- B Cobalt on White**
- C White on Cobalt**
- D Navy on White**
- E Navy on Yellow**

Our ultimate goal is to promote Volleyball, Beach Volleyball and Snow Volleyball and to raise the status of our sport to the next level. Whether you play the game indoors, on sand or on snow, we believe volleyball connects and brings people together – from children playing in their free time to professional, elite athletes. Our major stars stand out for their passion, personality and physical skills and we are proud that our athletes are the best ambassadors both on and off the court.

A

Our ultimate goal is to promote Volleyball, Beach Volleyball and Snow Volleyball and to raise the status of our sport to the next level. Whether you play the game indoors, on sand or on snow, we believe volleyball connects and brings people together – from children playing in their free time to professional, elite athletes. Our major stars stand out for their passion, personality and physical skills and we are proud that our athletes are the best ambassadors both on and off the court.

B

Our ultimate goal is to promote Volleyball, Beach Volleyball and Snow Volleyball and to raise the status of our sport to the next level. Whether you play the game indoors, on sand or on snow, we believe volleyball connects and brings people together – from children playing in their free time to professional, elite athletes. Our major stars stand out for their passion, personality and physical skills and we are proud that our athletes are the best ambassadors both on and off the court.

D

Our ultimate goal is to promote Volleyball, Beach Volleyball and Snow Volleyball and to raise the status of our sport to the next level. Whether you play the game indoors, on sand or on snow, we believe volleyball connects and brings people together – from children playing in their free time to professional, elite athletes. Our major stars stand out for their passion, personality and physical skills and we are proud that our athletes are the best ambassadors both on and off the court.

C

Our ultimate goal is to promote Volleyball, Beach Volleyball and Snow Volleyball and to raise the status of our sport to the next level. Whether you play the game indoors, on sand or on snow, we believe volleyball connects and brings people together – from children playing in their free time to professional, elite athletes. Our major stars stand out for their passion, personality and physical skills and we are proud that our athletes are the best ambassadors both on and off the court.

E

Body Copy Typeface Hierarchy

Body copy headlines should always be the same point size as the body text.

Tracking and Kerning

Tracking should always be set to 0.

Leading

Leading should always be set to auto.

Body Copy Headline

Our ultimate goal is to promote Volleyball, Beach Volleyball and Snow Volleyball and to raise the status of our sport to the next level. Whether you play the game indoors, on sand or on snow; we believe volleyball connects and brings people together – from children playing in their free time to professional, elite athletes. Our major stars stand out for their passion, personality and physical skills and we are proud that our athletes are the best ambassadors both on and off the court.

X-height

Headline
X-height (x2)

Tracking should
always be set to 0

Leading should
always be set to
Auto.

3.0 Colour

- 3.1 Primary Palette
- 3.2 Secondary Palette
- 3.3 Competition Colours
- 3.4 Using Colour
- 3.5 Usage Examples

Primary Palette

Our primary palette is made up of three colours. They reflect the excitement and drama of CEV in a modern and bold way. Our colours add vibrancy and energy to all of our communications.

Make sure we use the colour values for our brand palette as shown on the right. Our colours are only ever used at 100% opacity.

RGB

Whenever displaying the brand on screen, we always use the RGB colour values. Never use Pantone or CMYK colour values for on screen graphics of any kind.

Pantone

Whenever we're in control of the print process, we print using our Pantone colour values as these are the most vibrant and closest to our on screen colour palette.

CMYK

CMYK should only be used as a last resort when we cannot control the print process.

Please Note : All specific colours indicated are the closest colours within each different colour gamut. Process colour printing uses CMYK inks, and the gamut is narrower than for RGB. Some RGB colors can't be reproduced in CMYK. Some Pantone inks can't be reproduced with CMYK process inks either. There are many algorithms of how to convert from one color system to another, unfortunately, none are exact and that's why we have to keep this in mind when going from an onscreen colour to a printed colour. Almost all bets are off without actual, calibrated testing on print material.

Midnight Blue

RGB 0, 0, 45
Hex #00002d

Midnight Blue

Pantone 276 C

Midnight Blue

CMYK 100, 100, 10, 70

Cobalt Blue

RGB 0, 0, 255
Hex #0000ff

Cobalt Blue

Pantone 300 C

Cobalt Blue

CMYK 100, 73, 0, 0

Sunshine Yellow

RGB 255, 200, 0
Hex #ffc800

Sunshine Yellow

Pantone Yellow 012C

Sunshine Yellow

CMYK 0, 21, 100, 0

Primary Palette

Tints

We can use tints of the midnight blue colour for corporate materials. Tints are used in percentages of 10. (i.e. 10%, 20%, 30%, etc.). We never use tints of any other brand colours. See page 89 for more information on how to use tints.

RGB

Whenever displaying the brand on screen, we always use the RGB colour values. Never use Pantone or CMYK colour values for on screen graphics of any kind.

Pantone

Whenever we're in control of the print process, we print using our Pantone colour values as these are the most vibrant and closest to our on screen colour palette.

CMYK

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Midnight Blue

RGB 0, 0, 45
Hex #00002d

Midnight Blue

Pantone 276 C

Midnight Blue

CMYK 100, 100, 10, 70

90%

90%

90%

80%

80%

80%

70%

70%

70%

60%

60%

60%

50%

50%

50%

Secondary Palette

We use our secondary palette sparingly for accents of our primary colour palette, but only when needed.

Make sure we use the colour values for our brand palette as shown on the right. Our colours are only ever used at 100% opacity. We never use tints as we don't want to dilute our brand in any way.

RGB

Whenever displaying the brand on screen, we always use the RGB colour values. Never use Pantone or CMYK colour values for on screen graphics of any kind.

Pantone

Whenever we're in control of the print process, we print using our Pantone colour values as these are the most vibrant and closest to our on screen colour palette.

CMYK

CMYK should only be used as a last resort when we cannot control the print process.

Please Note : All specific colours indicated are the closest colours within each different colour gamut. Process colour printing uses CMYK inks, and the gamut is narrower than for RGB. Some RGB colors can't be reproduced in CMYK. Some Pantone inks can't be reproduced with CMYK process inks either. There are many algorithms of how to convert from one color system to another, unfortunately, none are exact and that's why we have to keep this in mind when going from an onscreen colour to a printed colour. Almost all bets are off without actual, calibrated testing on print material.

Cool Grey

RGB 242, 242, 242
Hex #f2f2f2

Cool Grey

Pantone Cool Grey 1C

Cool Grey

CMYK 4, 3, 3, 0

Black

RGB 0, 0, 255
Hex #0000ff

Black

Pantone Black C

Black

CMYK 100, 100, 100, 100

White

RGB 255,255,255
Hex #ffffff

White

CMYK 0, 0, 0, 0

Competition Colours

We use specific colour palettes for each individual competition which is outlined in more detail to the right.

Make sure we use the colour values for our brand palette as shown on the right. Our colours are only ever used at 100% opacity. We never use tints as we don't want to dilute our brand in any way.

RGB

Whenever displaying the brand on screen, we always use the RGB colour values. Never use Pantone or CMYK colour values for on screen graphics of any kind.

Pantone

Whenever we're in control of the print process, we print using our Pantone colour values as these are the most vibrant and closest to our on screen colour palette.

CMYK

CMYK should only be used as a last resort when we cannot control the print process.

Please Note : All specific colours indicated are the closest colours within each different colour gamut. Process colour printing uses CMYK inks, and the gamut is narrower than for RGB. Some RGB colors can't be reproduced in CMYK. Some Pantone inks can't be reproduced with CMYK process inks either. There are many algorithms of how to convert from one color system to another, unfortunately, none are exact and that's why we have to keep this in mind when going from an onscreen colour to a printed colour. Almost all bets are off without actual, calibrated testing on print material.

EuroVolley



Midnight Blue

1. RGB - 0, 0, 45
2. Pantone - 276 C
3. CMYK - 100, 100, 10, 70



Cobalt Blue

1. RGB - 0, 0, 255
2. Pantone - 300 C
3. CMYK - 100, 73, 0, 0



Volley Red

1. RGB - 255, 0, 0
2. Pantone - 185 C
3. CMYK - 0, 100, 100, 0

Champions League



Midnight Blue

1. RGB - 0, 0, 45
2. Pantone - 276 C
3. CMYK - 100, 100, 10, 70



Cobalt Blue

1. RGB - 0, 0, 255
2. Pantone - 300 C
3. CMYK - 100, 73, 0, 0



Champions Green

1. RGB - 0, 255, 0
2. Pantone - 802 C
3. CMYK - 50, 0, 100, 0

Beach Volleyball



Midnight Blue

1. RGB - 0, 0, 45
2. Pantone - 276 C
3. CMYK - 100, 100, 10, 70



Cobalt Blue

1. RGB - 0, 0, 255
2. Pantone - 300 C
3. CMYK - 100, 73, 0, 0



Beach Coral

1. RGB - 255, 157, 110
2. Pantone - 163 C
3. CMYK - 0, 44, 52, 0

Snow Volleyball



Midnight Blue

1. RGB - 0, 0, 45
2. Pantone - 276 C
3. CMYK - 100, 100, 10, 70



Cobalt Blue

1. RGB - 0, 0, 255
2. Pantone - 300 C
3. CMYK - 100, 73, 0, 0



Ice Blue

1. RGB - 0, 255, 255
2. Pantone - 319 C
3. CMYK - 55, 0, 15, 0

Golden and Silver Leagues



Midnight Blue

1. RGB - 0, 0, 45
2. Pantone - 276 C
3. CMYK - 100, 100, 10, 70



Gold

1. RGB - 183, 156, 65
2. Pantone - 871 C
3. CMYK - 22, 27, 70, 7



Silver

1. RGB - 198, 198, 198
2. Pantone - 877 C
3. CMYK - 22, 17, 18, 0

Olympic Qualification



Olympic Black

1. RGB - 0, 0, 0
2. Pantone - Black C
3. CMYK - 100, 100, 100, 100



Olympic Red

1. RGB - 225, 14, 73
2. Pantone - 192 C
3. CMYK - 9, 93, 45, 1



Olympic Blue

1. RGB - 0, 122, 201
2. Pantone - 3005 C
3. CMYK - 92, 29, 1, 0



Olympic Yellow

1. RGB - 255, 161, 0
2. Pantone - 137 C
3. CMYK - 3, 36, 95, 0



Olympic Green

1. RGB - 0, 155, 58
2. Pantone - 355 C
3. CMYK - 96, 1, 98, 0

Using Colour

There are two approaches to using colour:

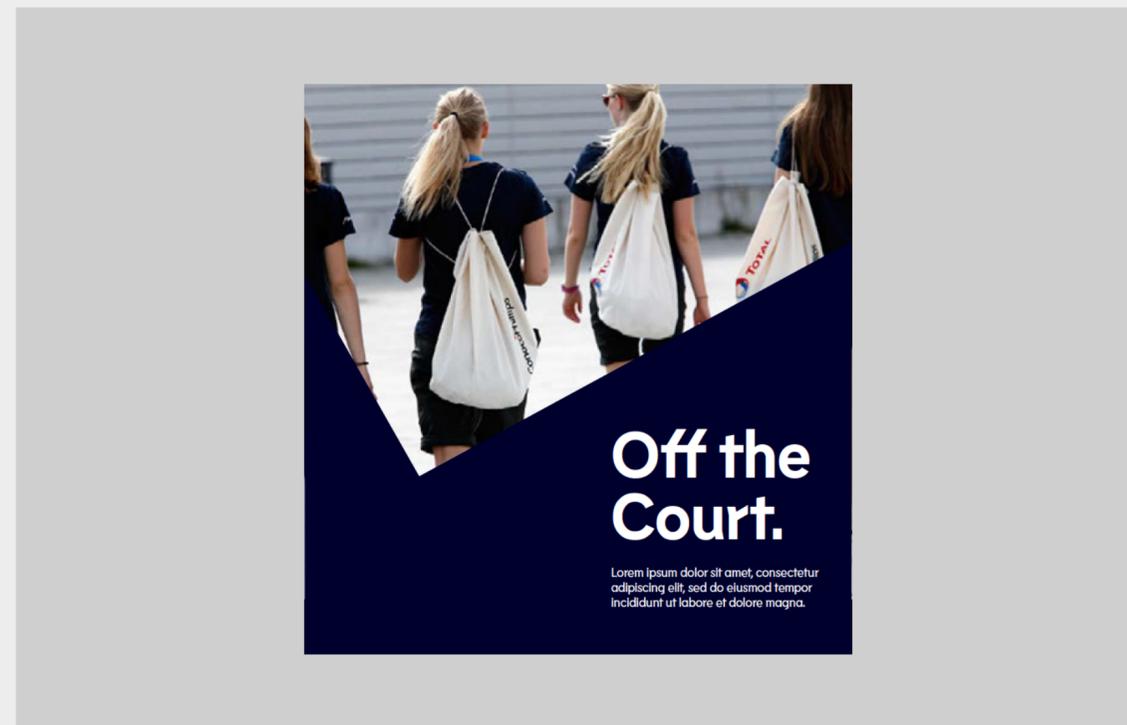
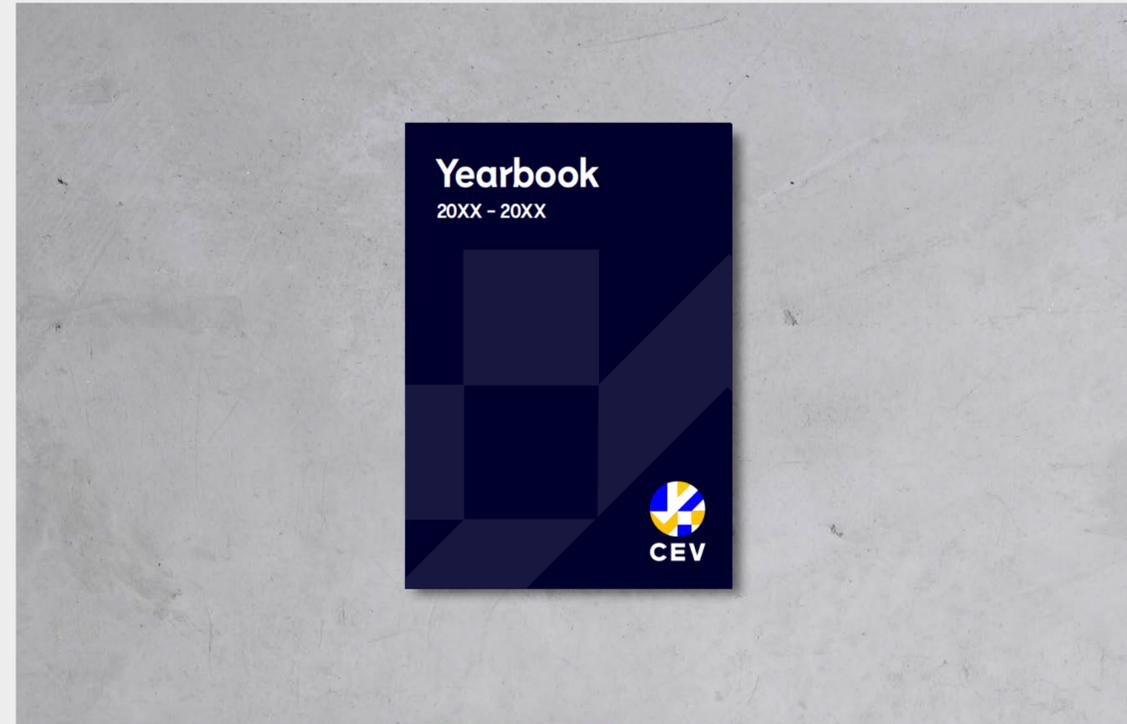
Accent

We use accents of colour when we hero photograph or across corporate communications.

Bold

We use colour in a bold way to add energy to our communications.

Accent



Bold



Using Colour Two Colours

If we are only using two colours, we utilise the primary palette.

To the right are some examples of our preferred background colours and accent colours.

- A Midnight Blue Background, Yellow Accent**
- B Yellow Background, Midnight Blue Accent**
- C White Background, Cobalt Blue Accent**
- D Cobalt Blue Background, Yellow Accent**
- E Cobalt Blue Background, Midnight Blue Accent**
- F Midnight Blue Background, Cobalt Blue Accent**
- G White Background, Yellow Accent**
- H Yellow Background, Cobalt Blue Accent**
- I White Background, Midnight Blue Accent**



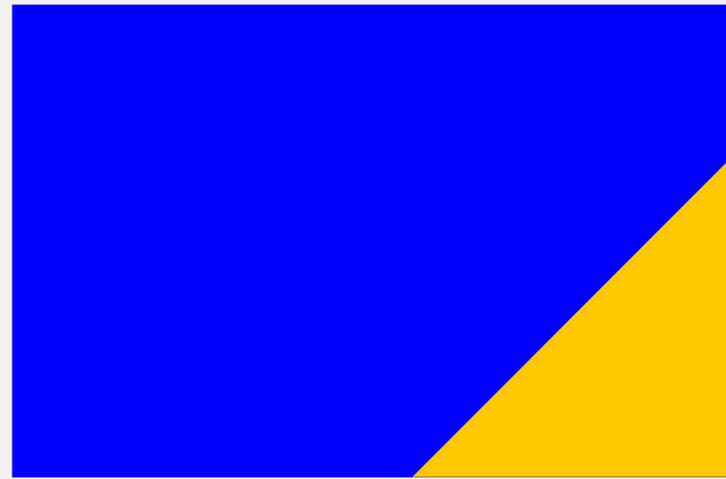
A



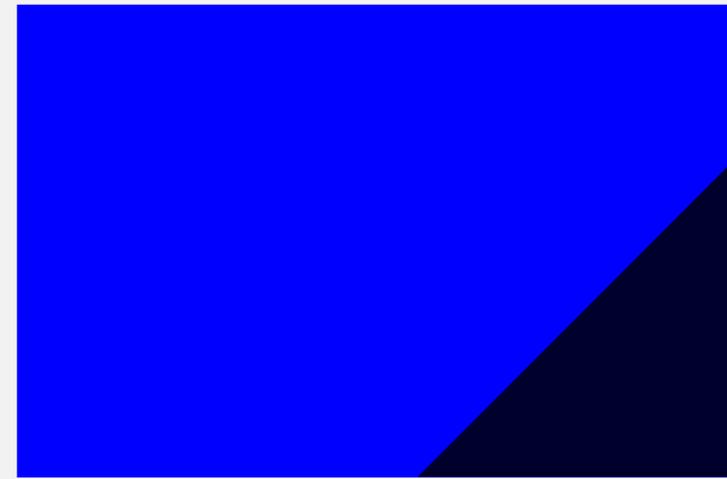
B



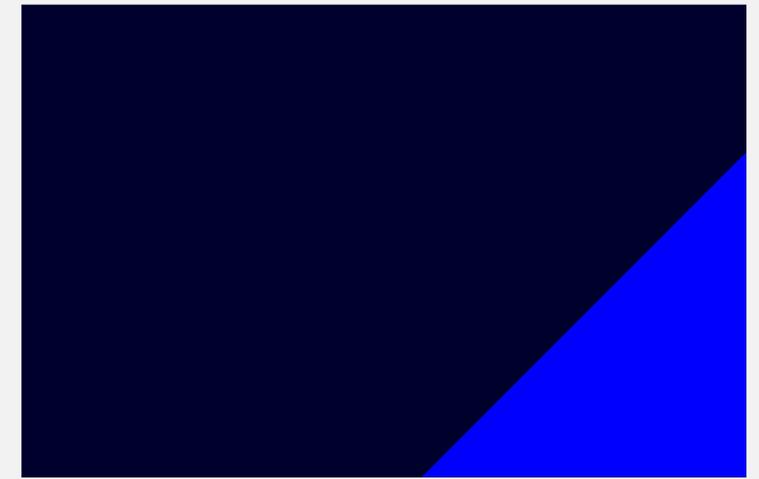
C



D



E



F



G



H

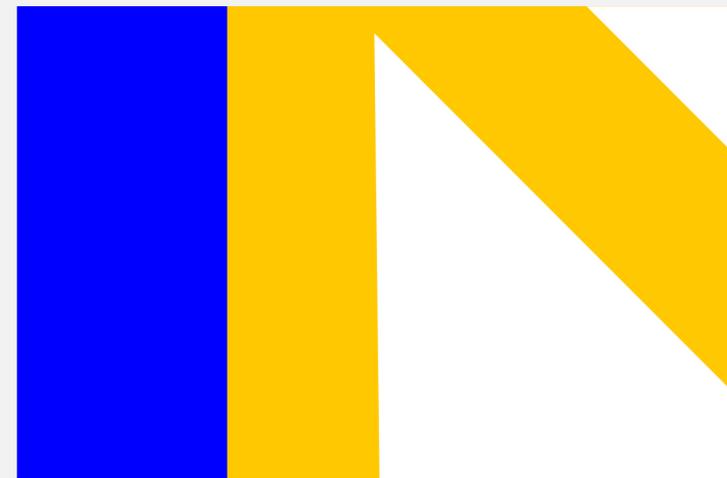
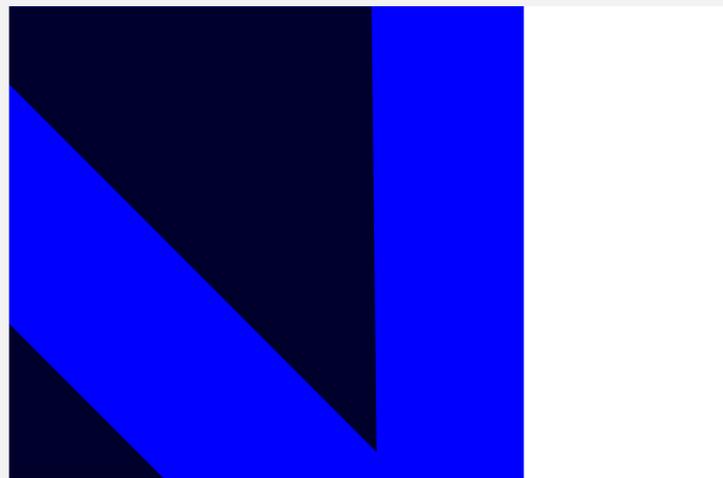
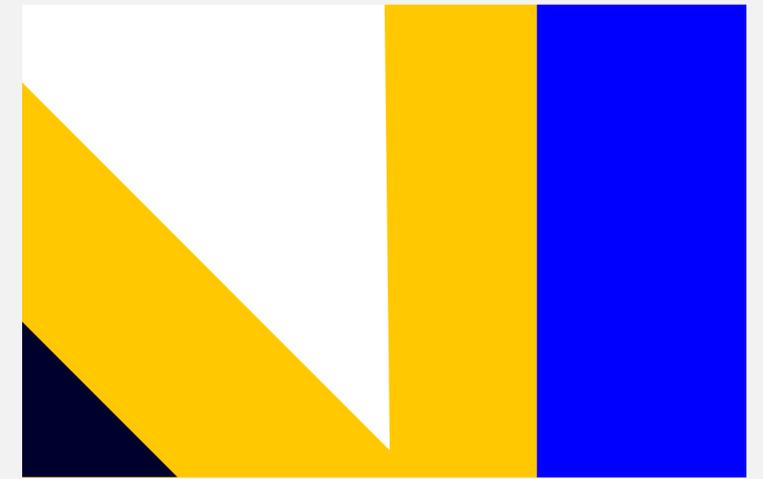
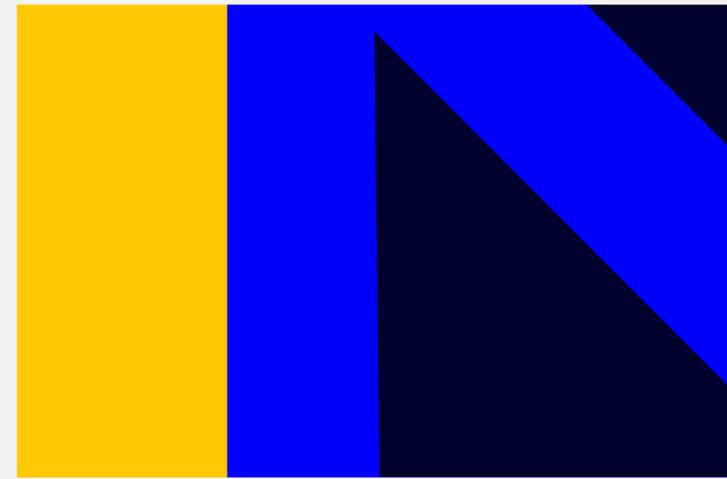
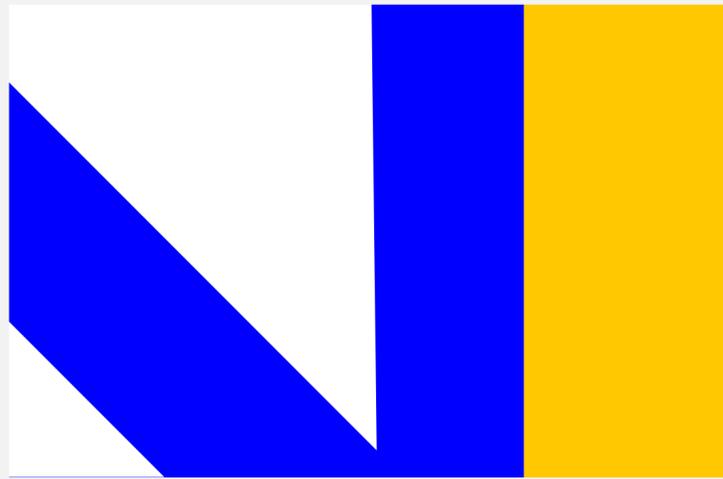
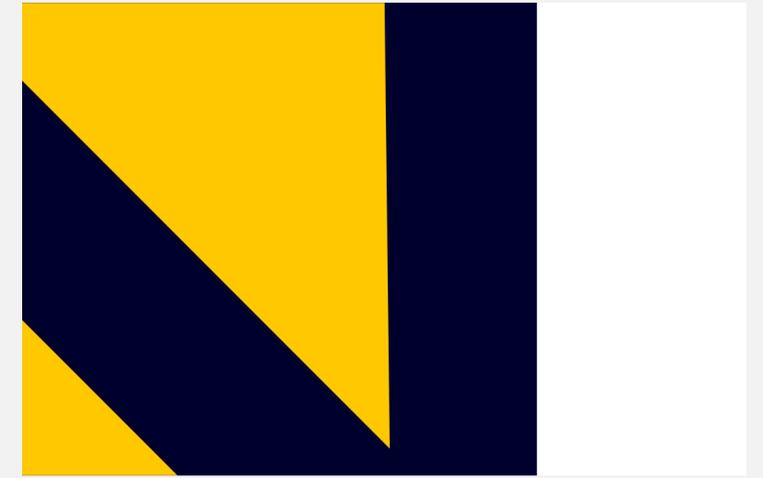
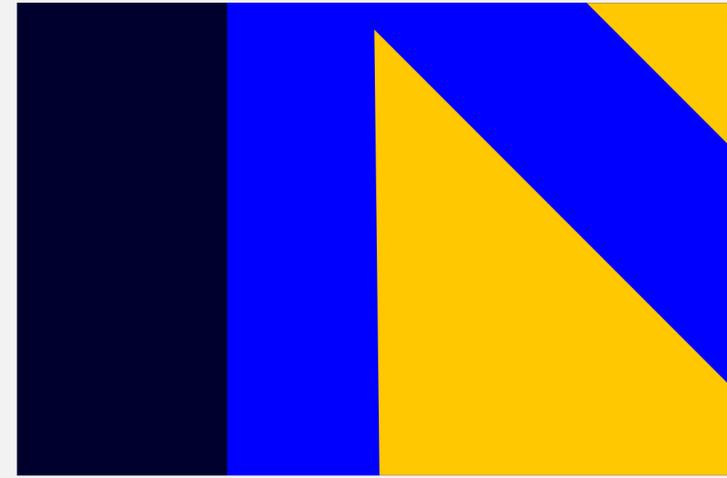
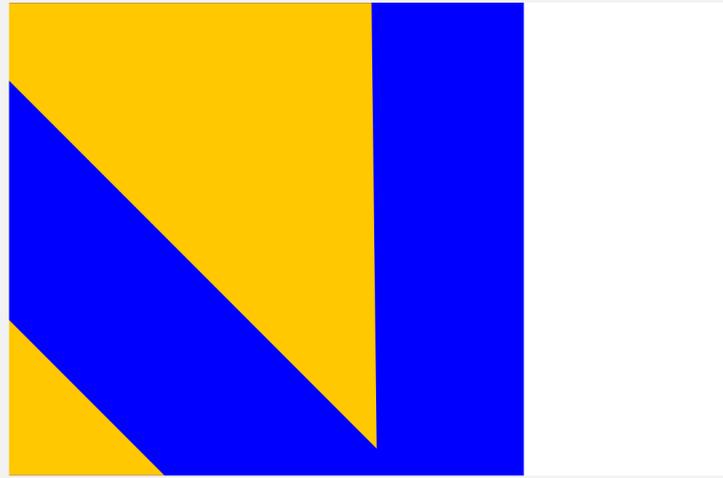


I

Using Colour Three Colours

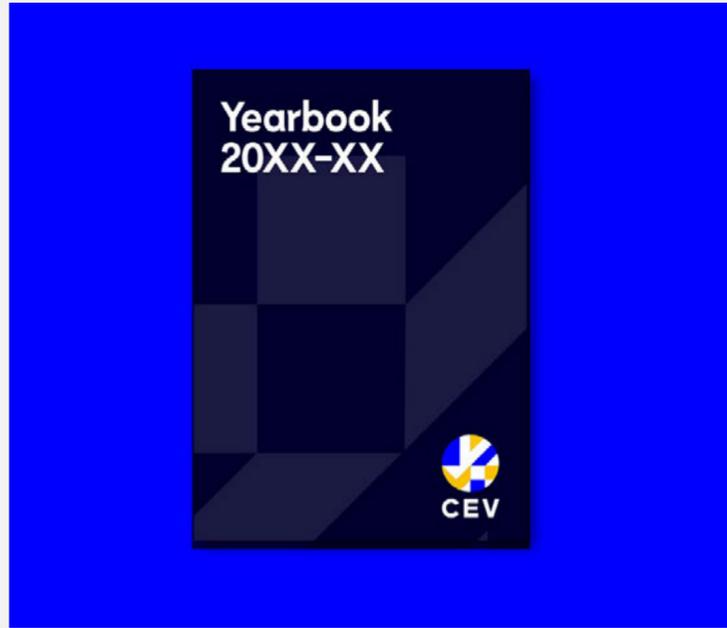
If we are using three colours, we utilise the primary palette.

To the right are some examples of our preferred three-colour combinations.



Colour Usage Examples

Examples of how we can use one colour, two colours or three colours are shown to the right. Our brand has the ability to dial a piece of communication up, or down, from corporate to commercial.



■ Midnight Blue Background with 90% Tint



■ Midnight Blue Background
■ Cobalt Blue Graphic Device



□ White Background
■ Cobalt Blue / Yellow Graphic Device
■ Cobalt Blue / Yellow Graphic Device



■ Midnight Blue Background



■ Cobalt Blue Background
■ Yellow Graphic Device