



European
Gymnastics

Brand Book



EUROPEAN GYMNASTICS





European Gymnastics

A modern sports organisation with a future

European Gymnastics counts 50 national member federations. It is a sports organisation, which reaches far beyond the borders of political Europe but nevertheless bears the idea of a united gymnastics nation. As guarantor of interests of its more than 10 000 000 gymnasts, *European Gymnastics* represents quite different facets of European gymnastics: from Olympic sports to gymnastics for all.

European gymnasts transmit their understanding of being together beyond the borders and set an example in the community. No other sports federation in Europe proposes such a diversity of offers as *European Gymnastics*. One can find not only high-level sport in the four Olympic disciplines and the three non-Olympic disciplines, but also leisure sport offers for all age groups, from toddlers to senior citizens.

01 – About



02-Logo



**European
Gymnastics**



Logo



Symbol

**European
Gymnastics**

Logotype



**European
Gymnastics**



**European
Gymnastics**



**European
Gymnastics**



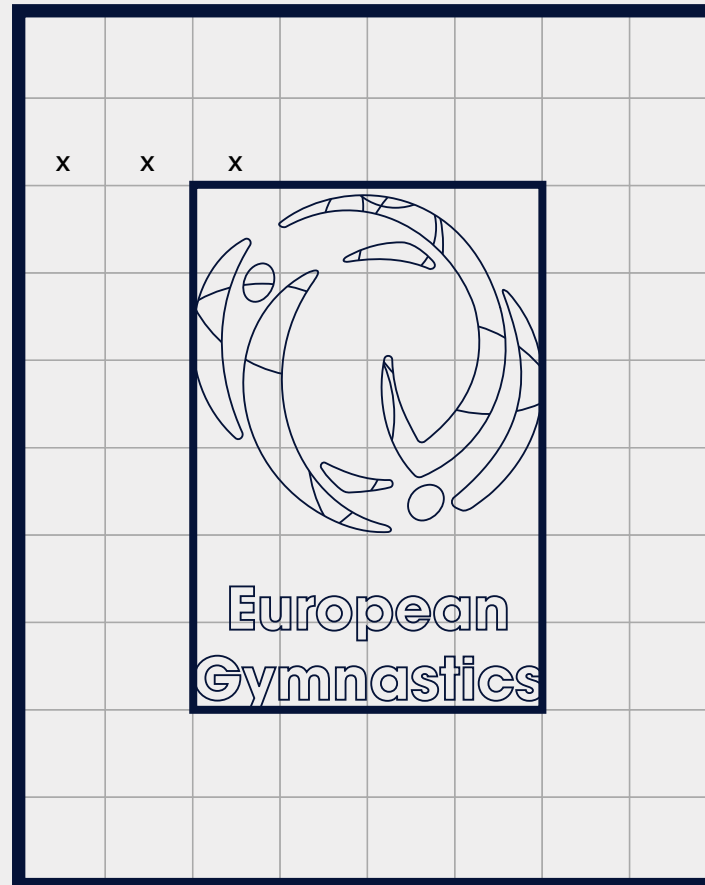
- The logo shows the sequence of a gymnast doing a backflip.
- The overall shape is circular, which represents the global reach of the federation.
- There are two circles interlinked, this is a direct reference to the Olympic logo, to show the link between the federation and the Olympics.
- The logo shows movement, it shows the fluidity of the movement of life and energy, whilst representing diversity through the colours.





The safe zone is equidistant to the space denoted by 'x' in the layout. To ensure that the logo functions properly across all usages, it is required that the safe zone be kept clear of any other elements, including copy, images and other logos. The purpose of this standard is to ensure maximum readability of the logo regardless of its surroundings by providing a uniform space free of interference.

The icon should never be used at under 0.165" in length, as this is the smallest size at which it is properly visible.





Here we have all accepted forms of the logo layout. Depending on the use, we have vertical and horizontal options with logo and name. The logo alone can be used as an avatar on social media channels.





The logo can be used in 1 colour option. Depending on the design needs it can be applied as monochromatic or achromatic.

The single colour option can be used with the exception of the logo in red on a white background.



negative monochromatic version

positive monochromatic version



negative achromatic version

positive achromatic version



This is the black and white version for when you need to provide a mono-colour logo. This can be useful when creating specific assets such as engraved assets, stitched assets or other mono colour materials. Your printer may request this asset.



negative monochromatic version



positive monochromatic version




negative greyscale version



positive greyscale version




✓



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✓



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All approved variations on page 10

✗ Move elements

✗ Remove elements

✗ Use abbreviations



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✗ Change colours

✗ Stretch or transform

✗ Outline

✗ Change fonts







03 – Colours

Red colour:

R 230 C 0
G 0 M 100
B 70 Y 70
#e60046 K 0

PANTONE™
192 C

Blue colour:

R 15 C 100
G 35 M 95
B 160 Y 0
#0f23a0 K 0

PANTONE™
blue 072 C

Dark Blue colour:

R 0 C 100
G 15 M 90
B 60 Y 40
#000f3c K 60

PANTONE™
276 C

Pink colour:

R 230 C 0
G 35 M 100
B 110 Y 30
#e6236e K 0

PANTONE™
213 C

Grey colour:

R 240 C 0
G 240 M 0
B 240 Y 0
#f0f0f0 K 5

PANTONE™
P 179-2 C



04–Disciplines & event logos



WOMEN'S ARTISTIC
GYMNASTICS



ACROBATIC
GYMNASTICS



EUROGYM



TRAINING
CAMP



MEN'S ARTISTIC
GYMNASTICS



AEROBIC
GYMNASTICS



EUROPEAN GYM
FOR LIFE CHALLENGE



COACHES'
COURSE



RHYTHMIC
GYMNASTICS



TEAMGYM



GOLDEN AGE
GYM FESTIVAL



WORKSHOP



TRAMPOLINE
GYMNASTICS



GYMNASTICS
FOR ALL



JUDGES'
COURSE



WOMEN'S ARTISTIC
GYMNASTICS



ACROBATIC
GYMNASTICS



EUROGYM



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GYMNASTICS



TEAMGYM



GOLDEN AGE
GYM FESTIVAL



WORKSHOP



TRAMPOLINE
GYMNASTICS



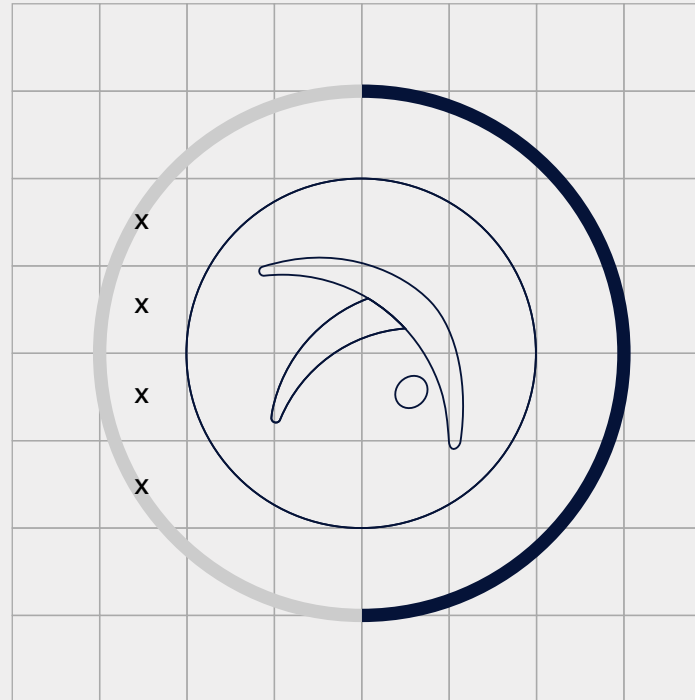
GYMNASTICS
FOR ALL



JUDGES'
COURSE



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**WOMEN'S ARTISTIC
GYMNASTICS**



**WOMEN'S ARTISTIC
GYMNASTICS**



**WOMEN'S ARTISTIC
GYMNASTICS**



**WOMEN'S ARTISTIC
GYMNASTICS**



Use the colour version only on a white background, for other colours the achromatic version of the icon will be more suitable.





Sed luctus lorem non tellus congue
maximus. Donec aliquet dictum tellus
id tristique. Donec trincidunt gravida
purus, ut feugiat quam semper non. In
hac habitasse platea dicitur. Donec
egret ex at nisi imperdiet mollis quis
quis est. Nunc sed nibi eleifend.
bibendum sapien vitae, laculis lectus.
Nulla dignissim pellentesque turpis
dipibus efficitur. Donec sed portitor
erat, et interdum lacus. Suspendisse
aliquam dolor eget leo congue. Nec
tempus turpis interdum. Sed elit
metus, convallis in blandit commodo.
pellentesque a dolor. Aenean sit amet
enim sapien. Maecenas molestie tellus
in massa dapibus commodo.

QUISQUE VIVERRA CONDIMENTUM EX IN ORNARE.

Lorem ipsum dolor sit amet, consectetur adipiscing elit.
Praesent trincidunt massa vehicula accumsan dignissim.
Vestibulum ante ipsum primis in faucibus orci luctus et
ultrices posuere cubilia Curae!



Sed luctus lorem non tellus congue
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id tristique. Donec trincidunt gravida
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quis est. Nunc sed nibi eleifend.
bibendum sapien vitae, laculis lectus.
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erat, et interdum lacus. Suspendisse
aliquam dolor eget leo congue. Nec
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pellentesque a dolor. Aenean sit amet
enim sapien. Maecenas molestie tellus
in massa dapibus commodo.

Lorem ipsum dolor sit amet 24



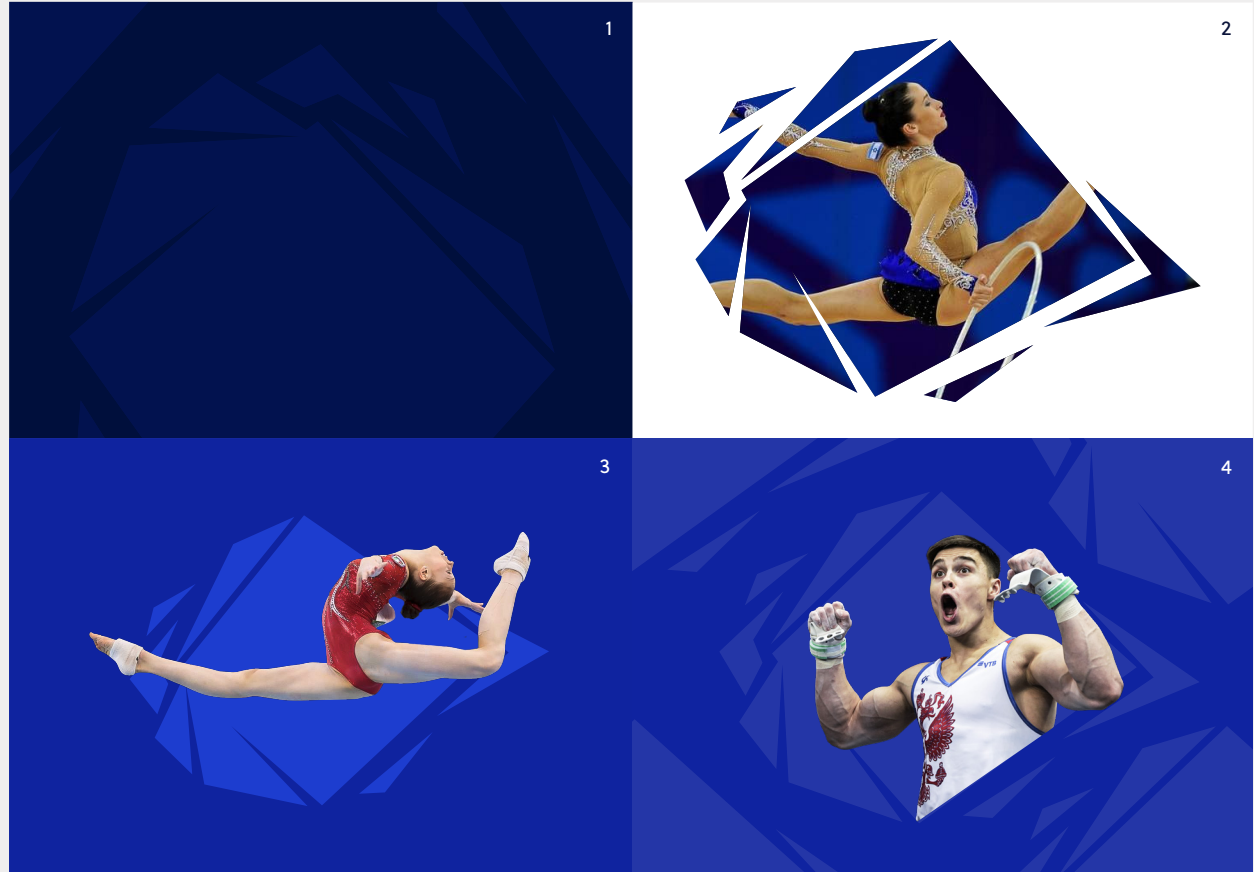
05-Shapes

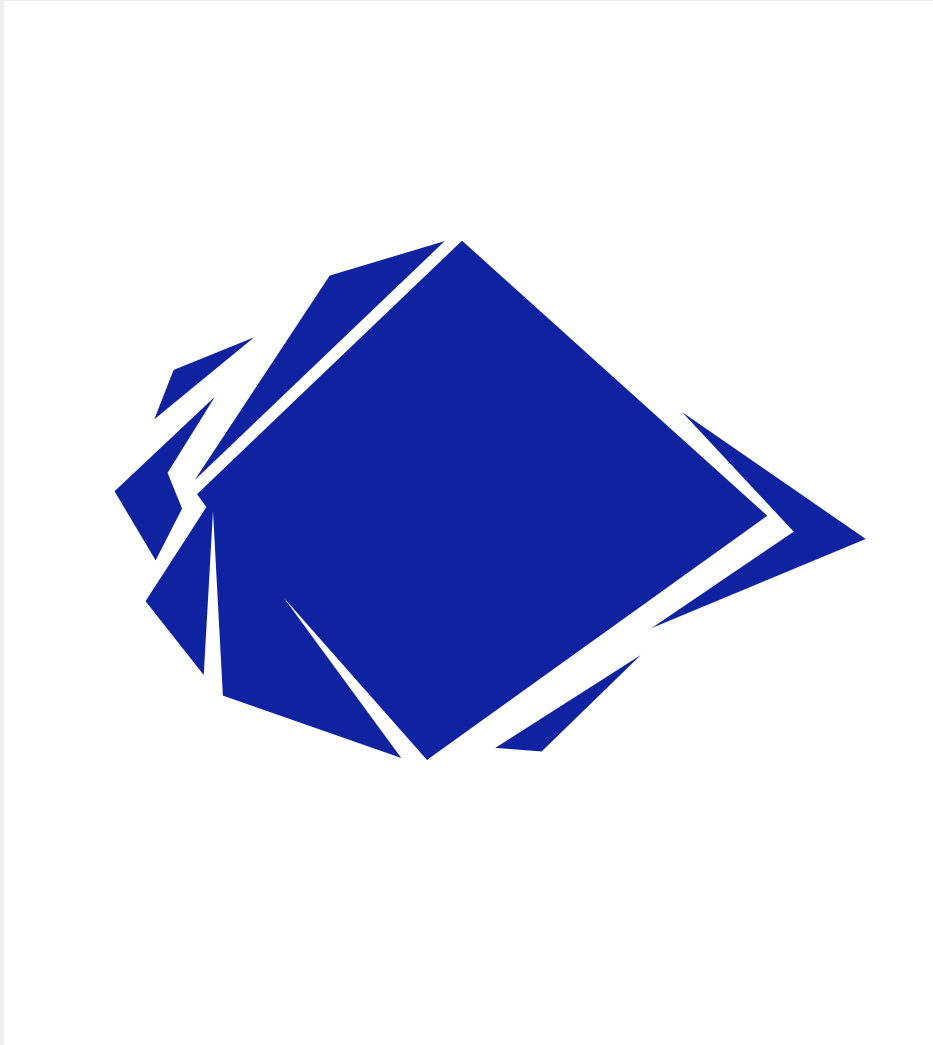


Shape formations will be used to create a unique style which emphasises and brings together all European Gymnastics illustrations.

There are three main ways to use them. The first option is the use of the shape formations for the creation of subtle backgrounds. When used with low contrast between the shape and the background colour, it breaks up a flat space and adds detail to the design.

The second option is cropping photos into the shapes to achieve a pleasant and characteristic illustration effortlessly. Another option is to create compositions combining isolated pictures of athletes and shapes to produce a clean and modern image.





Basic shape formation



Shapes can be cropped, rotated and multiplied





06 – Typography



“European Gymnastics” may only be used in full. The abbreviation “EG” is not allowed in / on any published item.

European Gymnastics has two fonts for official usage. The main font is Soleil; this will be used in all branding work. The secondary font is Calibri; this will be used as an alternative font for any open or editable documents.

Soleil Bold
Soleil Regular

**Lorem ipsum dolor sit amet,
consectetur adipiscing elit, sed diam
nonummy nibh euismod. tincidunt ut**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

AaAa

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



07 – Examples



**European
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European Gymnastics

/// ORIFLÈ



2020 WOMEN'S ARTISTIC GYMNASTICS EUROPEANS

[go to event page](#) →

stjε'tjin floating garden
szczecin 2050 project

European
Gymnastics

Polski
1867
PZG



0:54 / 2:45





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THANK YOU