



DENMARK // NORWAY // 07-19 DECEMBER

# EHF EURO 2010

2010 WOMEN'S EHF EUROPEAN HANDBALL CHAMPIONSHIP

# BASIC SYSTEM

## 01.0 GENERAL GUIDELINE

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## VERSIONS AND SIZES

There are three types of the EHF EURO 2010 [women] logo, as shown below. The logo must be reproduced in its exact configurations, with no modifications to any of the elements. The minimum size of the EHF EURO 2010 [women] logo is 12 mm wide.

### A // LARGE

Sizes from 68 mm (width) and up.  
(100 % EHF\_EURO2010\_L\_4C.eps)  
(Shown in minimum size)



### B // MEDIUM

Sizes from 40 to 67 mm (width).  
(100 % EHF\_EURO2010\_M\_4C.eps)  
(Shown in minimum size)



### C // SMALL

Sizes from 12 to 39 mm (width).  
(100 % EHF\_EURO2010\_S\_4C.eps)  
(Shown in minimum size)



### ALTERNATIVE EXTENDED VERSION

The logo must be reproduced in its exact configurations, with no modifications to any of the elements.



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### D // EXTENDED VERSION

Sizes from 68 mm (width) and up.  
(100 % EHF\_EURO2010\_XT\_4C.eps)  
(Shown in minimum size)

## COLOURS

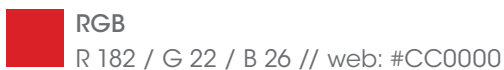
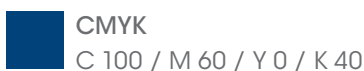
Designated colours shall be used to deliver the exact image of the EHF EURO 2010 [women] logo. Be aware of the conversion of colours and do not convert Pantone colours directly to CMYK values.



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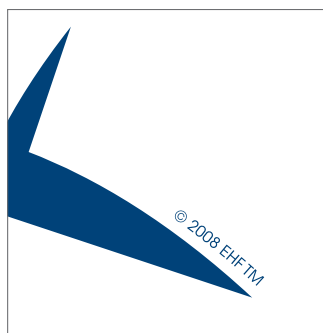
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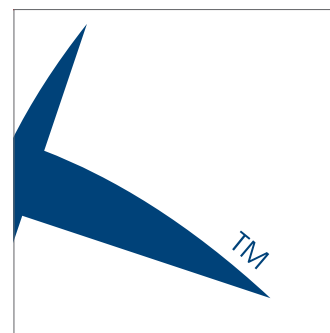
## LEGAL NOTICE

The legal notice © 2008 EHF TM must appear with the logo at all time in the specified position, as indicated to the right. The legal notice is rescaled in different sizes on the official logo in order to remain visually consistent throughout all its usages. For small and medium versions of the logo, a 'TM' will be used.

LARGE LOGO



SMALL AND MEDIUM LOGO



### BLACK AND WHITE

The B/W-versions is for use only, when 4-colour process printing is not possible. Blue colour converts to 100 % black and red to 70 % black. (100 % EHF\_EURO2010\_L\_GREY.eps)



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### FOR USE ON DARK BACKGROUNDS

The negative versions of the logo is for use on dark backgrounds in general. The two coloured version of the logo can be used only on a background with the original blue colour. (100 % EHF\_EURO2010\_L\_SPEC\_4C.eps)



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## CLEAR SPACE

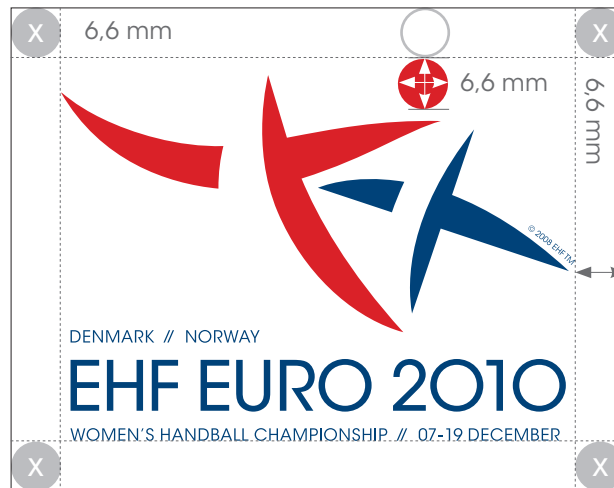
A minimum clear space requirement has been established to ensure the prominence and clarity of the EHF Euro 2010 [women] logo. It is essential that the logo remains free of all graphics, taglines, identities, photography, and typography. In no instance should a line of text or any other visual element overlay the logo.

## LARGE AND MEDIUM LOGO:

Clear space refers to a distance of »X«, as a unit of measurement, surrounding each side of the EHF EURO 2010 [women] logo. »X« equals the size of the handball, used in the logo.

## SMALL LOGO:

Clear space refers to a distance of »Y«, as a unit of measurement, surrounding each side of the EHF Euro 2010 [women] logo. »Y« equals the size of »O«, second capital letter used in the last line »WOMEN«.



## TYPEFACES

The typeface used in the EHF EURO 2010 [women] logo is ITC Avant Garde Gothic.

The typeface was designed by Edward Benguiat, André Gürtler, Tom Carnase, Christian Mengelt and Erich Gschwind in 1970-1977.

ITC Avant Garde Gothic is a geometric sans serif type, that is, the basic shapes were made with a compass and T-square. The design is reminiscent of the work from the 1920s German Bauhaus movement. Its letterforms are built of circles and clean lines and highly effective for headlines and short texts.

It is recommended to use ITC Avant Garde Gothic for all headlines and middle headings. Please avoid to use the italic versions of the typeface. For body text it is recommended to use Georgia Roman. Please avoid to use the bold versions of the typeface.

Please multiply text size with 1,5 for line spacing: 9 pt body text x 1,5 = 13,5 (line spacing). 15 pt. heading x 1,5 = 22,5 (line spacing).

### ALTERNATIVES

Only to use when not printed material (letter writing etc.):

#### PC:

ITC Avant Garde Gothic => Century Gothic  
Georgia => Georgia

#### MAC:

ITC Avant Garde Gothic => Avant Garde  
Georgia => Georgia

#### WEB:

ITC Avant Garde Gothic => Arial  
Georgia => Georgia

### EXAMPLE:

#### HEADLINE AVANT GARDE

Here is an example of how headline and Georgia body text corresponds. Lorem ipsum dolor sit amet consectetur adipiscing elit etiam a lectus – aenean at libero.

ITC Avant Garde Gothic: Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()::?

ITC Avant Garde Gothic: Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()::?

ITC Avant Garde Gothic: Demi

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()::?

ITC Avant Garde Gothic: Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()::?

Georgia: Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()::?

Georgia: Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()::?

## COMPOSITE LOGO

When promoting the EHF EURO 2010 event there might be partners who are interested in using the EHF EURO 2010 [women] logo.

### LOGO A (MEDIUM + LARGE)

We recommend to use the logo like shown on the right. Please be aware of the minimum size of the medium EHF EURO 2010 [women] logo: 40 mm wide. Clear space refers to a distance of »X«, as a unit of measurement, surrounding each side of the EHF EURO 2010 [women] logo. »X« equals the height of the handball, used in the logo.

- No limitations on width.
- White shape with blue frame: 0,5 pt. and 1,0 mm rounded corners.
- Partner-logo is always placed on blue background corresponding with the blue colour used in the logo (please adhere to the 01.2 COLOURS / LEGAL NOTICE guidelines).

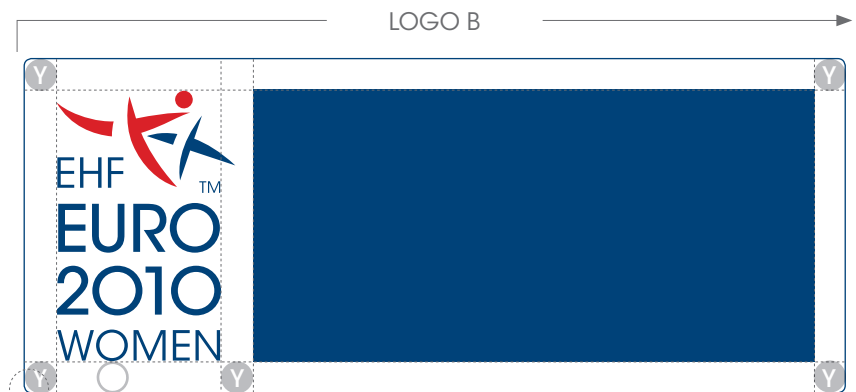
### LOGO B (SMALL)

We recommend to use the logo like shown on the right. Please be aware of the maximum size of the small EHF Euro 2010 [women] logo: 39 mm wide. Clear space refers to a distance of »Y«, as a unit of measurement, surrounding each side of the EHF Euro 2010 [women] logo. »Y« equals the size of »O«, second capital letter used in the last line »women«.

- No limitations on width.
- White shape with blue frame: 0,5 pt. and 1,0 mm rounded corners.
- Partner-logo is always placed on blue background corresponding with the blue colour used in the logo (please adhere to the 01.2 COLOURS / LEGAL NOTICE guidelines).



1,0 mm rounded corner



1,0 mm rounded corner



## DO AND DON'TS

Whenever and wherever the EHF EURO 2010 [women] logo appears, it should always be clear and visible. Care should therefore be taken in controlling the background on which it is presented in order to optimize legibility. The correct and incorrect examples illustrated here will serve as a useful guide when you are developing a layout or choosing an environment or a medium in which the EHF EURO 2010 [women] logo will be displayed.

To maximize readability, it is strongly recommended that the EHF Euro 2010 [women] logo only appear on solid backgrounds such as white, black or blue, please adhere to the 01.2 COLOURS / LEGAL NOTICE guidelines. Avoid using busy backgrounds.

Please also be aware of the 01.3 CLEAR SPACE guidelines when placing the the EHF EURO 2010 [women] logo.

- Do not change the colours.
- Do not change the vertical or horizontal ratio.
- Do not crop the logo in any way.
- Do not flip or rotate the symbol or any elements within the logo.
- Do not use the logo over a complicated background.
- Do not add bounding boxes or other graphic elements.
- Do not use blends filters or effects.
- Please avoid drop shadows.

