



brand manual»»»

10. 8. 2017

version 1.2





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01 —basic elements

logo softball europe >>>

- main version
- contour version
- typography
- colors
- permissible color versions
- impermissible color variations
- impermissible modifications
- backgrounds
- impermissible background versions
- protection zone
- minimum size
- downloads

The logo represents the most typical thing for softball - a yellow ball. It is always in motion, everyone notices it at first glance. No other sport has a bright yellow color which contrasts with a blue sky, orange clay and green grass.

The yellow circle represents not only the ball, but the "family circle" symbol, because softball players are one big family. That's why "softball europe" is inside the circle.

Red stitches symbolize ball movement, as well as the advancement of European softball.



Ready-to-use the logo is available to download at: <http://www.europeansoftball.org/media/corporate-identity>



The contour version of the logo is an alternative which can be used. Recommended placement is on black-and-white photos or dark backgrounds.

The rules that are included in this manual apply to this version (size, protection zone, etc.).



The font used is "Futura PT" in weight "Heavy".



Futura PT Heavy

The following colors are used in the logo.
Other colors are not allowed to be used.

Yellow

Pantone: 107C

CMYK: 6—8—85—0

RGB: 248—222—51

Web: #f7de33

Blue

Pantone: 2935C

CMYK: 95—65—5—0

RGB: 40—90—161

Web: #285AA1

Red

Pantone: 7626C

CMYK: 0—88—95—20

RGB: 45—56—51

Web: #c23214

White





Color Version

Changing logo color is not allowed; only the variation shown here is allowed. It also applies to the contour version of the logo.

For gray and black and white versions, there are more variations depending on the background color.



Grey Scale Version for
light background



Grey Scale Version for
dark background



Black Version for light
background



White Version for
dark background

No color changes to the logo are allowed.

Here are some examples of
unauthorized color combinations.





No change of fonts



No angling



No distortion or twisting



No 3D effects

For the logo, no other font than the one in this manual is allowed.

The logo cannot be deformed, rotated, nor can other effects be used.

The only rule for using the logo on a background is that there is sufficient contrast and distinction.

The basic background color is blue, which is the same color as the text "softball" in the logo.

The logo on black and white photos does not have rules for placement, it is fully within the competence of the graphic designer.

When using the logo on a color photo, the logo must be outside the central element, usually a player.

The logo can be cropped at the top or bottom of the document, but always in such a way that the entire text and stitches can be seen.





Background samples which lack sufficient contrast and where the logo becomes lost or blended.

In the color photo, the logo is over a player which covers him up for the most part.

The protection zone around the logo, where no other graphics are allowed, corresponds to double the height of the letter "l".

Graphics mean other logos, icons, or texts.
For photos, this limitation does not apply and can be directly under the logo.



The protection zone is double the height of the letter "l".



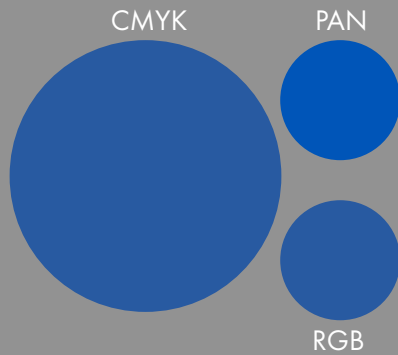
The minimum logo size is 12 mm.



01 —basic elements

colors »»»

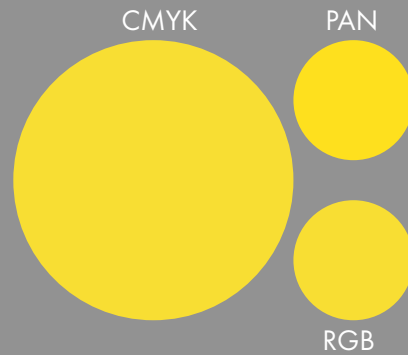
color scheme



Blue

Pantone: 2935C
CMYK: 95—65—5—0
RGB: 40—90—161
Web: #285AA1

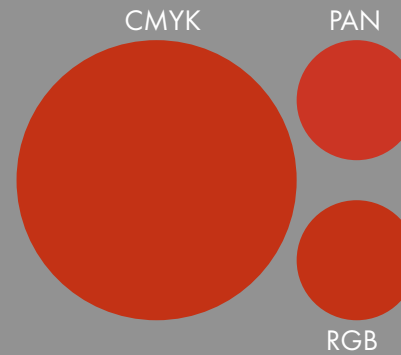
Main color for background.



Yellow

Pantone: 107C
CMYK: 6—8—85—0
RGB: 248—222—51
Web: #F7DE33

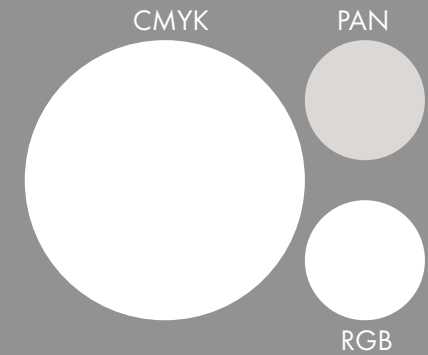
Yellow ball.



Red

Pantone: 7626C
CMYK: 0—88—95—20
RGB: 195—51—21
Web: #C23214

Red stitches on the ball.



White

Pantone: Cool Gray 1
CMYK: 0—0—0—0
RGB: 255—255—255
Web: #FFFFFF



01 —basic elements

typography »»»

house font
substitute font

The house font used for prints is "Futura PT" and its two styles/weights "Heavy" and "Book".

Futura PT Heavy 0123456789
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
@#\$%^&* {} °^[]; ' " < > - + =

Futura PT Book 0123456789
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
@#\$%^&* {} °^[]; ' " < > - + =

The substitute font and font for electronic media is "Trebuched MS Bold".

Trebuched MC Bold 0123456789
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
@#\$%^&*{}°^[];'`<>-+=



01 —basic elements

rules for construction of the logo >>>

logo
stitches and text

The diameter of the ball corresponds to 6 times the height of the letter "l".

The stitch height is 55% of the letter height "l" (see next page). The center of the stitch is at the height of the top edge of the last letter. For the logo, it is at the top of the letter "l". On the opposite page there is an example where the word ends with a lowercase letter, in particular the letter "r".

The space between the words (y) above each other is the same as the distance between the outer right stitches.

The gap between the word and the stitches (x) is the same as the gap between the inner left stitches (see also the following page).







01 — basic elements communication »»»

logo communication
text communication

The logo and added text help communicate what softball is about and what it's like- it's fast, it's about friendship, respect, emotions, etc.

The added text is aligned text-top to the center of the stitch.





Another way of communicating is through individual texts that not only explain what softball is, but they can also help viewers who do not know softball very well with what's happening in the photo. Here in the example, the text explains that the runner is sliding at home plate and scoring a run.



What's happening in the photo

The result of the action



01 —basic elements

photos »»»

black & white photo
full color photo

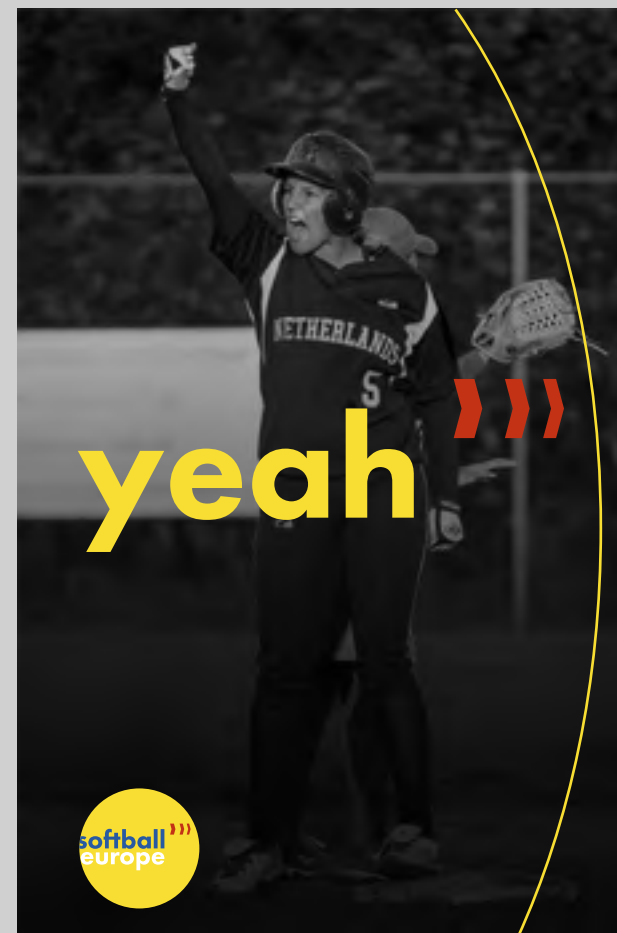
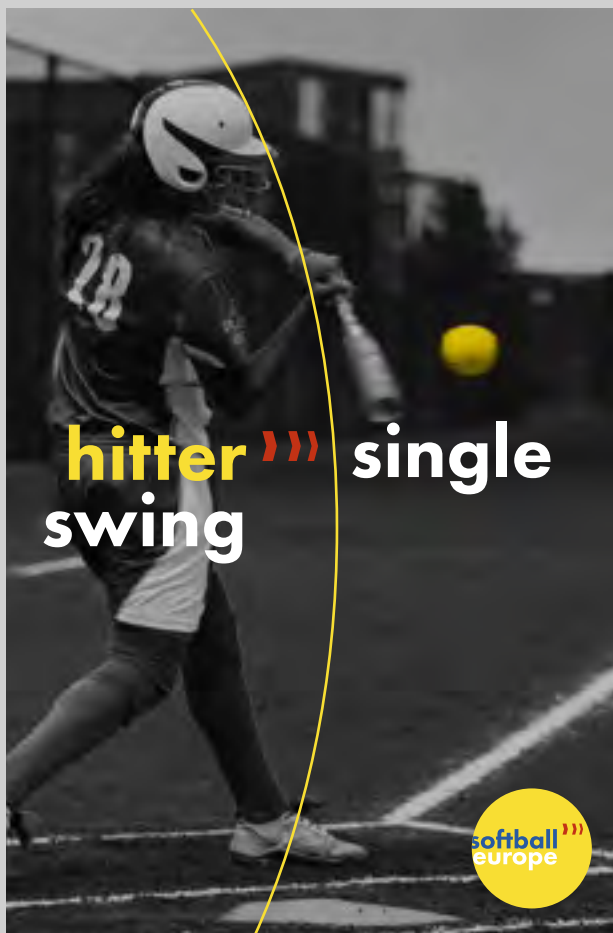
Photos (black and white or color) have to show softball in action, with emotion or team spirit.

Black and white photos are primarily used for marketing purposes promoting softball, complete with logo and text (banners, billboards, flags, etc.).

If the ball is visible in the photos, it is the only thing which remains colored (the color needs to be modified to yellow to match the logo color).

When converting color photos to black and white, their contrast need to be adjusted to suppress light areas. The photo must be "dark gray" to emphasize text and logo.

Location of the logo is not subject to rules and depends on the free space within the document. The logo is always secondary, the photo and text have priority.





Color photos can be used freely, but cannot replace black and white photos.

Logo and text must be clearly visible and legible.



02—using the logo ›››

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Creativity and message content is important when designing the following marketing materials. There are no precise layout rules for logo placement, size, etc.

Only the following must be adhered to:

- color of the logo and text
- proper placement of stiches by the text
- content of photos

Everything else is up to the creativity of the designer.

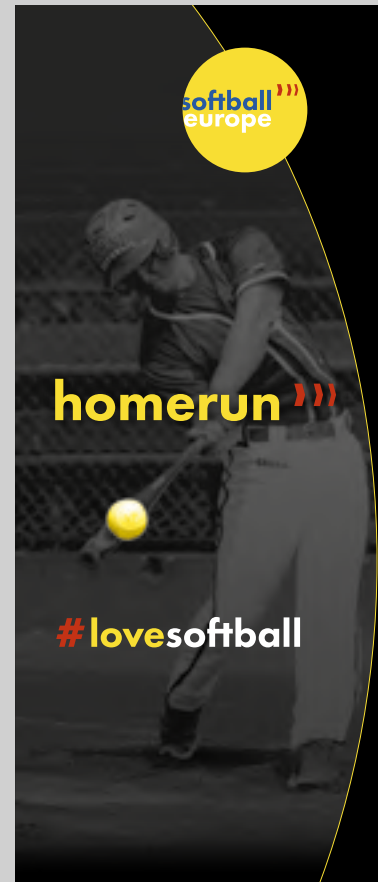
Note: For better text readability, the drop shadow effect can be applied as shown in the examples.



Ready-to-use all documents are available to download at: <http://www.europeansoftball.org/media/corporate-identity>



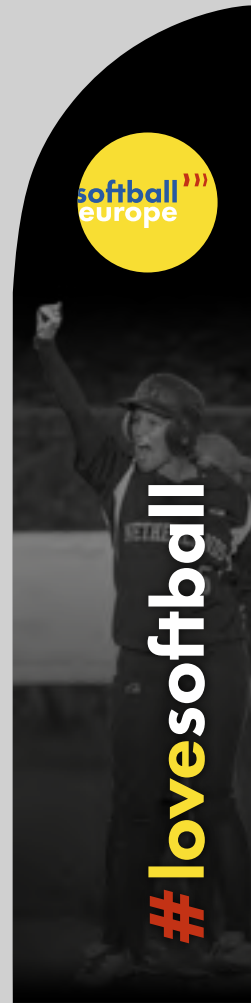
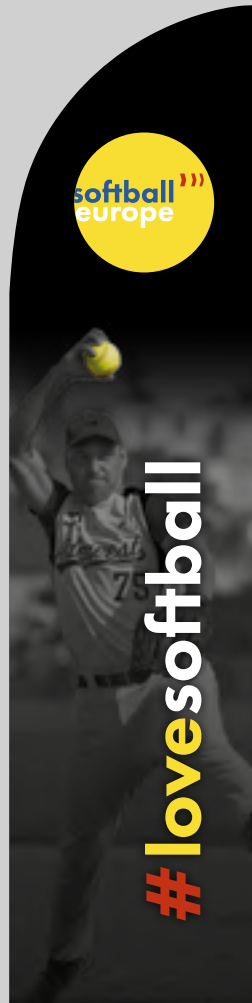
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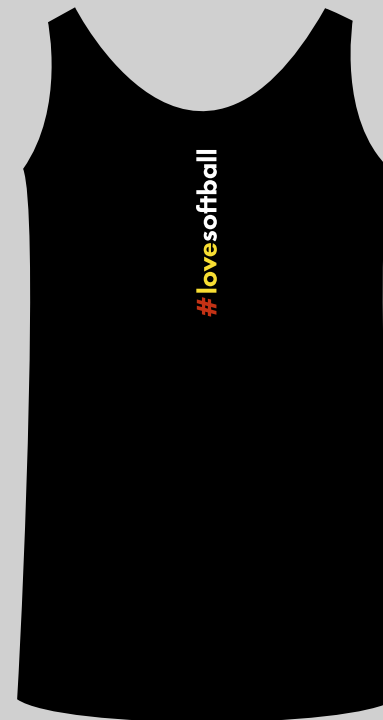
Ready-to-use all documents are available to download at: <http://www.europeansoftball.org/media/corporate-identity>

The rules for clothes are described in this manual:

- colors
- logo background
- distance of texts and stiches

Only the text part of the logo with stitches is used on this T-shirt. Only in this case is a color change possible where the text "softball" is yellow and not blue.









03—hashtag lovesoftball »»»

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"Hashtag lovesoftball" is primarily used for social networking purposes, to help increase the visibility of softball.

Hashtag can be used not only for tagging photos on the internet but can be used on all printed marketing items - flags, banners, prints, clothes, etc.

The font used is "Futura PT Heavy" which cannot be replaced by another font.

The hashtag cannot be deformed, only rotated. Examples are on the following pages.

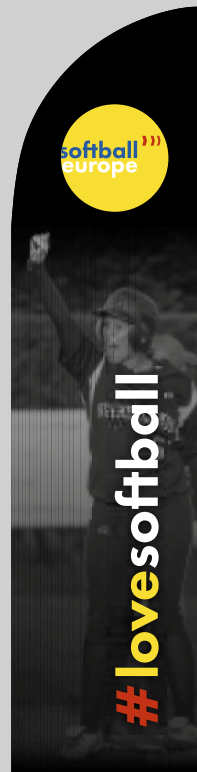
#lovesoftball

#lovesoftball	#lovesoftball	#lovesoftball
#lovesoftball	#lovesoftball	#lovesoftball
#lovesoftball	#lovesoftball	#lovesoftball
#lovesoftball	#lovesoftball	#lovesoftball
#lovesoftball	#lovesoftball	#lovesoftball
#lovesoftball	#lovesoftball	#lovesoftball
#lovesoftball	#lovesoftball	#lovesoftball
#lovesoftball	#lovesoftball	#lovesoftball
#lovesoftball	#lovesoftball	#lovesoftball

The basic color variation is the same as in the logo "softball europe" - yellow-blue-red.

However, any color combination is allowed as long as it is clearly visible over the background.

The hashtag can be three-color (each part of the hashtag in a different color), two-color (the word and the symbol have a different color) or one-color, see examples.





#lovesoftball
we are all softball europe