EAA Brand Design Manual
CHAPTER 5

European Athletics Indoor Cup
Design guidelines for event-related printed material.
Dear User

In 2004 the EAA experienced a number of major changes. As a part of the process, the EAA Council decided that the time was right to take a step forward in building the image of European Athletics by creating a new, up-to-date logotype and brand architecture.

It is our strongly held belief that to maintain and improve our position among the most popular sports, the EAA must have a modern, comprehensive communications strategy, including consistent and recognisable graphic design, and that this strategy must embrace all European Championships and other competitions held under the auspices of the EAA.

You can see that the new logotype we have created depicts stylised tracks representing the movement patterns, grace and colourful nature of our sport. You will also notice the word mark with the two words “European Athletics”. This reflects our belief that the general public relates to our sport rather than to its governing bodies.

The new visual identity, which is to be used exclusively for all applications, links all of our competition and non-competition events, giving them a common look and making them recognisable as members of the same family. The EAA Brand Hierarchy, which you can view on the next page, shows how everything comes together.

We at the EAA are confident that the new visual identity will better position European Athletics in its highly competitive and changing environment and strengthen the many important relationships within our sport.

I ask you to please ensure that the logotypes and applications in this EAA Brand Design Manual are used in the manner described herein.

For any queries on implementing our new visual identity please contact the EAA office.

Kind regards

HANSJORG WIRZ
PRESIDENT
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#### GLOSSARY

#### ATTACHMENTS DOWNLOAD
This Manual is for the use of those involved in the design and production of promotional or information material for European Athletic Association Events.

For further guidance or information, please contact:

European Athletic Association
Avenue Louis-Ruchonnet 18
CH – 1003 Lausanne

Contact: Bernadette Brun Brenger
E-mail: Bernadette.brenger@european-athletics.org

The purpose of this manual is to provide LOCs with guidelines on event design as required by the EAA for events in the TOP programme. The guidelines clarify the elements that must appear on event materials, together with the sizes and positions of those elements.

The objective is to complement the LOC’s own design work, not to take away the creative flair that an LOC brings. If for any reason an LOC cannot comply with some of these guidelines, please contact the EAA for further discussion and guidance.

The EAA will always try to find a way to accommodate the wishes of an LOC within the contractual and other requirements of the EAA and the International Partners.

The contents of this manual will be updated from time to time. Any updates will be provided to you as they arise, with clear instructions as to their application. These updates will form an integral part of the Design Manual.

We hope you find these guidelines helpful. If anything is unclear or if you have any questions, please do not hesitate to contact the EAA.

LOC Event Design

The design guidelines in this manual are provided to help the LOCs in their work with the production of promotional or information material for the event. The guidelines are created to strengthen the event’s overall appearance and to link the different applications into a complete event design.

The event design uses several graphical elements that together form the overall look of the event.

Event Logotype

All the event logotypes carry the EAA picture mark, event title, city name and year.

This manual includes examples of various event materials. However, this is not comprehensive – there are many occasions where the Event Design can and should be used. If you have any design queries about a particular item you wish to produce, please contact the EAA, who will be happy to provide guidance.
All materials produced for, or related to, an EAA event are to be submitted by e-mail to the EAA for approval prior to production. Materials include licensed products and packaging, all forms of advertising and promotional materials. Please provide artwork in Adobe Acrobat using the pdf format. Layouts sent by fax cannot be accepted.

**LOC Event Design**

The LOC must submit examples of what the design will look like on various event materials for EAA approval. The LOC’s event material is to be prepared in accordance with the EAA Design Manual. The EAA will provide its comments within seven working days of receipt of the LOC’s design concept. If any changes are requested, the LOC will need to re-submit the amended design for final comments/approval. The EAA will provide approval of the amended design in writing within two working days, on condition that all the required amendments have been made.

**Individual Event Material**

In order to facilitate the approval process, the LOCs are asked to provide the EAA with a complete list of all event materials planned for production. All event materials are to be designed in accordance with the EAA Design Manual. In addition, the LOCs are asked to provide a production schedule for all event materials. The production schedule is to be provided at least eight weeks before the first event material is due for approval by the EAA. This schedule will greatly assist the LOC in its production planning. Without this schedule, the EAA cannot guarantee that the approval periods stated below will be adhered to.

The EAA has the right to review, request changes and approve designs for all materials related to its events. Before finalising the design of any event materials, the LOC is requested to send a provisional layout to the EAA for review and comments.

The period for review comments from the EAA is three working days from receipt of artwork from the LOC. If any changes are to be made, the LOC will need to re-submit the amended artwork for final comments and approval, which will be given by the EAA in writing within one working day, provided all required amendments have been made. This procedure is intended to avoid any reprinting by the LOC of any materials that have not been approved by the EAA. Any such reprinting of materials not formally approved by the EAA will be at the expense of the LOC.
LOC Event Design Templates
Application templates are available for Covers, Posters and Letterheads. These templates are made in Quark Xpress 4.11. The templates are not finalised artwork so be sure to use the correct graphic elements (event colour, event wireframe and so on) designated for the event.

Event Logotype Templates
Templates are also available for the Event logotypes. Only the city name and the year can be changed. The templates are in Illustrator eps format.

EAA Logotype
The EAA logotype can be downloaded as an Illustrator eps file, suitable for both PC and Macintosh. The logo is available in four-colour print (CMYK), black print and Pantone print.
The logo can also be downloaded for web publication (RGB). The web logo is saved as a jpeg file. Contact the EAA for instructions.
When using the EAA logo, be sure to observe the safety zone described in the manual.

Event graphic elements
For the Major and Other Events, graphic materials are available as Illustrator eps files.
See the design manual for reference and guidelines.

International Partner logotypes
The International Partner logotypes (SPAR, Seiko, Epson and Eurovision) can be downloaded as composites.
COLOURS

Please observe that images and colours are not shown correctly on a monitor.
Safety zone on white background
When the logotype is used on a white background the safety zone shows the minimum clear area around the logotype.

Safety zone on coloured background
The logotype has an integrated white solid behind the picture mark and word mark. This enables the logotype to be placed on coloured backgrounds. There should be a minimum clear area around the white solid block. It is always preferable to exceed the minimum.
Each event is given a specific colour which is used in the logotype and in all the applications.

**Event title**

European Athletics
Indoor Cup

**Event colour**

C: 100%  R: 80
M: 80%   G: 85
Y: 0%    B: 170
K: 0%
Pantone 2746 C

**Event logotype**

Please observe that images and colours are not shown correctly on a monitor.
Creating the frame

1. Draw a box measuring 85 x 50 mm.

2. Copy the box, scale it by 94.5% and make it white. Place the two boxes centred.

3. Tilt the inner box by 3.5°.

4. Apply rounder corners.
   Outer box by 6.0 mm.
   Inner box by 5.5 mm.

Adding the white outline

Copy the coloured outer box and place it behind. Add a white outline 1.3 mm thick.
Adjusting the frame

The frame can be adjusted horizontally to make room for the city name and year. Do not stretch the frame, only move the anchor points on the right side of the frame.

1. Select the anchor points on the right side of the frame.

2. Move the anchor points to the right and lengthen the frame.
Adding the EAA picture mark, event title and city name

1. EAA picture mark. Scaled 150% from original file.
2. Agenda Semibold 24p/24.5p Tilt: 5°
3. Agenda Semibold 40p Tilt: 5°
4. Agenda Bold 28p Tilt: 5°

- 5mm - 6mm - X mm

- 4mm - 4mm

5. The text is aligned left with a 5° angle.
6. The text is centred vertically within the frame. The space above and under the text must be equal.

* Aligned Left
At the time of the production of this Manual, the International Partners of the EAA programme are:

**SPAR, Principal Partner**
SPAR joined the EAA programme as Principal Partner in 1996 and has renewed its contract until the end of 2007. SPAR’s exclusive categories are cola and retail grocery. At the time of printing this Manual, SPAR is the title partner of the SPAR European Cup and the SPAR European Cross Country Championships.

**Eurovision, Official Television Partner**
The EBU, through Eurovision, has been the Official Broadcast Partner of the EAA since 1991. Its exclusive category is all forms of broadcasting rights in Europe.

**SEIKO, Official Timing and Measurement Company**
Seiko has provided the official timing and electronic distance measurement for the EAA programme since 1991 and continues until the end of 2007. Seiko’s exclusive categories are timing and distance measurement as well as clocks and watches.

**Epson, Official Technical Partner**
Epson is the EAA’s newest technical partner, joining the programme in the middle of 2001 and will continue to the end of 2007. Epson’s exclusive category is Commentator Information Systems (CIS).

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**Using the International Partner Logos**
The International Partner logos must be included on all printed materials and signage. All uses of these logos must be approved by EAA. The International Partner logos are produced as two different composites. These composites are used for different applications, see this Manual for guidance.

EAA will provide the LOC with artwork for International Partner logos. The LOC must use this artwork exactly as provided – no alterations are permitted.

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**Partner logos composite 1**

Used on Cover back covers, Composite board etc.
For artwork files see attachments page 41: partner_logos_1.eps

**Partner logos composite 2**

Used on Posters, Letterheads etc.
For artwork files see attachments page 41: partner_logos_2.eps
National Partner logos
National Partner logos will not appear on all event materials – please refer to the specific event materials later in this Manual for guidance. International Partner logos will always have priority placement.

- Where National Partner logos are included, each logo must be 50% smaller than the size of an International Partner logo (except SPAR, for which special conditions apply).
- See example of usage.

Institutional logos
The Institutional logo will not appear on all event materials – please refer to the specific event materials later in this Manual for guidance.

- Where Institutional logos are included, each logo must be 50% smaller than the size of an International Partner logo (except SPAR, for which special conditions apply).
- See example of usage.

Intellectual property rights
The EAA/LOC standard contract states:

- “All Intellectual Property Rights in or related to the Event, including without limitation rights to all logos, mascots, symbols, legends or other devices associated with the Event are and shall remain the sole property of the EAA.
No logo, trademark, emblem, mascot or similar device shall be used in connection with the Event without the prior written approval of and in accordance with the direction and requirements of the EAA.”
The aim of the LOC is to create an event with a strong identity. This identity is created through a number of elements, which will ensure both a strong local feeling and EAA brand consistency:

**Event image**

The LOC has the opportunity to create its own image/images for use as a basis for the materials within the framework of the EAA Event Design guidelines. These images should be influenced by athletic movements, by expressing movement and dynamics. The image has to be submitted to the EAA for approval.

**Typography**

The EAA typography to be used in all material is FB Agenda.
Event colour
The EAA has chosen a specific colour for each event. This colour will appear throughout the event material.

Event wireframe
A wireframe image of the EAA logotype is created, for use as a graphic element in certain applications. The wireframe image always uses the event colour. The wireframe image may be cropped (cut) to fit the layout.

Event pattern
A special event pattern is created for use as a decorative element. The event pattern always uses the event colour. The pattern may be repeated horizontally and it may be cropped (cut) to fit the layout.
Using the Event Pattern - Advanced

This page describes advanced use of the event pattern. For best results, contact a design agency and use software such as Illustrator or Freehand. The instructions are guidelines, so printouts should therefore be made to ensure that the result looks good.

For advanced use of the Event pattern, two different patterns can be used together (see images). See examples of layout on next page.

The patterns can be adjusted:

- Using the Event colour for one pattern and an Event colour tone for the other, or white.
- On an Event colour background both patterns must be in the Event colour tone.
- Rotated 180°.
- Reverse horizontally and vertically.
- Change thickness of all the lines within each pattern. However, be sure to keep the visual impression and not make the lines too thick.
- Crop and layout to taste.

- Do not use any colours besides the Event colour, or tones of the Event colour.
- Do not use a background of any other colour than the Event colour or white.
- Do not stretch or distort the pattern in any dimension.
- Do not rotate the pattern in any angle other than 180°.

Please observe that images and colours are not shown correctly on a monitor.
Examples of advanced Event Patterns

- White background.
- On top: Event Pattern 2
  - Event colour 100%
  - Lines 0.25 pt.
- Back: Event Pattern 1
  - Event colour 50%
  - Lines 0.2 pt.

- Event colour background.
- On top: Event Pattern 2
  - White
  - Lines 0.3 pt.
- Back: Event Pattern 1
  - Event colour 50%
  - Lines 0.2 pt.

- White background.
- On top: Event Pattern 1
  - Reversed
  - Event colour 100%
  - Lines 0.28 pt.
- Back: Event Pattern 2
  - Reversed
  - Event colour 50%
  - Lines 0.17 pt.
Letterheads

- The design shall follow the guidelines. An artwork template is available.
- The Event Logo should be placed at the top. This applies to all pages.
- The size of the letterhead should be A4 (297mm x 210mm).
- The letterhead should be printed in colour.
- EAA logo, International Partners, National Partners and Institutional logos must be placed in the bottom of the page. This applies to all pages.
- The following sheets can never be used separately; the first sheet must always be first. Event logo on top, exact same placement as on first page. Event pattern at bottom or Event “look” (only for Championships) or blank.

Envelopes (optional)

- The Event logo may be included on the front of the envelope.
- No other logos may be included.
- If no Event envelope is produced, plain envelopes must be used. These may not display any logos or branding.
- The design should use the graphical elements (pages 16-17). See the sample layout.
Business cards (optional)
• The layout has to include the Event logo.
• Standard size.
• The design should use the graphical elements (pages 16-17). See the sample layout.

Compliment slips (optional)
• The Event Logo should be placed at the top.
• International Partners logos must be placed at the bottom of the page. National Partners and Institutional logos can be added.
• The design should use the graphical elements (pages 16-17)
• Standard size.

Notepads
• The Event logo should be placed at the top.
• The design should use the graphical elements (pages 16-17)
• Standard size

Fax sheets
• As for letterheads. However, logos should be printed in black.

Competition forms
• As for letterheads.
• The contents of the Competition forms are provided by the EAA.

Hotel reservation and accreditation forms
• As for letterheads.
• The forms are linked to the EAA Guest Management System.
• The contents must be agreed with the EAA.

Press releases
• As for letterheads.

Start lists and result sheets
• The start lists and results sheets are designed and printed by a data processing service provider contracted by the EAA.
• Event logo upper left corner, EAA logo upper right corner, Event title & results centred between.
• International Partners logos will be placed at the bottom. National Partners and Institutional logos will not be included.
**Standard front cover**

To ensure consistency throughout the event publications, a standard A4 layout has been designed. This format is scalable into smaller sizes (A5, A6) which are used for some publications. The layout includes the necessary information such as date and place. Additional information may be added to the layout. Partner logos will be incorporated into a composite page layout that will appear on the back cover.

*Example of Standard front cover.*

**Standard back cover**

The back cover of all publications must be reserved for the Partners logos and Institutional logos. The layout is provided as artwork guidelines and the International Partners logos are provided as an attachment. The layout should always appear on a white background and may not be altered in any way. All logos may only appear on a white background.

*Example of Standard back cover.*
Programme
- The size should be portrait A4 (297mm x 210mm).
- Standard front cover layout must be used.
- Standard back cover composite design must be used.
- The EAA logo must be placed at the top right corner of all inside pages (not advertisement pages).
- The contents of the programme must be agreed with the EAA.
- An artwork template is available.

International and National Partners have the right to have advertisements in the official event programme, as follows:

SPAR: 2 full colour A4 advertisements, which must be placed on the inside front and inside back covers.

Eurovision, Seiko, Epson and up to five other partners who will become part of the programme:
1 full-colour A4 advertisement to be placed in sequence. This sequence will be advised by the EAA.

National Partners usually each have the right to 1 full-colour A4 advertisement. These advertisements should appear after the International Partner advertisements. However, International Partners have first choice of placement.

Local partners or suppliers are entitled to half page full-colour advertisements (subject to space and approval by the EAA).

Advertisements must appear only on the left hand pages, with text occupying the right hand pages.

Media guide
An event handbook for the media to give them all the logistical information they will need on site.
- The size should be portrait A5 (210mm x 148mm).
- Standard front cover layout must be used.
- Standard back cover composite design must be used.
- The contents must be agreed with the EAA Media Officer.

Team manual
A manual that the teams receive prior to the competition, containing logistical as well as competition information and regulations.
- The size should be portrait A4.
- Standard front cover layout must be used.
- Standard back cover composite design must be used.
- The recommended contents will be provided by the EAA.
- The final contents must be agreed with the EAA.

Statistics Handbook
A media handbook.
- The size should be portrait A5.
- Standard front cover layout must be used.
- Standard back cover composite design must be used.
**Results book**
A collection set of the results pages directly from the data processing company.
- The size should be portrait A4 or A5.
- The LOC's are responsible for printing the complete results book.
- Standard front cover layout must be used.
- Standard back cover composite design must be used.
- The contents will be provided by the EAA.

**VIP event guide**
Includes information about programme of social functions, transport schedules, competition details and city information.
- The size must be A6 (148mm x 105mm) pocket size.
- Standard front cover layout must be used.
- Standard back cover composite design must be used.
- The contents will be provided by the EAA.

**Folder**
- The size must be suitable for A4 paper; the spine of the folder should have a minimum width of 5 mm.
- The design should use the graphical elements (pages 16-17). See the sample front cover.
- Standard back cover composite design must be used.
Bulletin
A mini-programme used for member federations and partners to show event preparation progress.

- The size can be in landscape or portrait A4.
- Standard front cover layout must be used.
- Standard back cover composite design must be used.
- The contents must be agreed with the EAA.
- An artwork template is available.
Composite board
A roll-up presenting the International Partners, National Partners and Institutional Partners.
- The event logo should be placed at the top.
- The logotypes should be placed in the following order, starting at the top: International Partners, National Partners and Institutional Partners.
- The EAA logo should be placed at the bottom.
- The design should use the graphical elements (pages 16-17). See the sample layout.

Event presentation board
A roll-up presenting the event.
- The event logo should be placed at the top.
- The design should use the graphical elements (pages 16-17). See the sample layout.
- The logotypes follow the design requirements for posters.
Poster
- The recommended usual poster size is A3 (420 mm x 297 mm) or A2 (594 mm x 420 mm). However, the size may vary to suit local needs.
- The design of the poster must follow the poster guidelines.
- An artwork template is available.

Leaflet/Flyer
- The front of the leaflet/flyer should follow the poster design.
- This layout may be used in a double-sided A5 format only. All other formats will be reviewed on a case by case basis.
Tickets

Guidelines for partner tickets or in the case of non-electronic tickets.

- The design of the ticket must be integrated into the Event Design.
- The front of the ticket must clearly state the event title, the venue and date.
- The EAA logo must be placed in a prominent position on the front of the ticket.
- The Event logo must be included on the front of the ticket.
- The Member Federation/City composite logo may appear on the front of the ticket, depending on the space available.
- Where the competition lasts for more than one day, different colours may be used to differentiate days.
- International Partner logos must be placed on the back of the ticket. National Partner and Institutional Partner logos will generally not be included on the ticket. However, this may be reconsidered in the exceptional case that a National Partner provides the production.
- Allocation map, stadium seating plan or stadium security message may appear on the back of the ticket.
- The ticket must not contain any logos other than those stipulated above.
- The printing process used for the production of tickets may affect the above guidelines.
- Where a computerised ticket printing system will be used, the LOC must inform the EAA and must also provide a sample of a ticket that is normally printed.

- Computerised tickets may be produced for public sales.
- Tickets for the VIP seating area must be produced separately and must follow the design guidelines stated above. Alternatively, ticket wallets must be produced for the computerised tickets and must follow the design guidelines stated above.
Accreditation cards - GMS

At the EAA top events (and others upon request) the registration procedure, the administration and the accreditation card printout are handled with the “Guest Management System” (GMS). The accreditation cards can be printed out directly by the system in different forms.

It is recommended that the LOC produces A4 papers with the reverse-side pre-printed (explanation of accreditation zones and sponsor composite) to be used for the printing of 4 accreditation cards:

- Paper quality 120 g/m to 160 g/m
- Size of each card 90 mm x 133.5 mm
- The front will be entirely printed using a colour laser printer (including logo etc.)

It is also possible to produce A5 (landscape) cards, using the left part for the front and the right part for the back (to be folded and laminated).

Contents (front):
- Event logo (can be combined with some design elements)
- Photo (optional)
- First name NAME
- Category
- Subcategory
- Country Code / Country Flag
- Access Zones / Transport Category

Optional:
- Bar code

Contents (back):
- A definition of the accreditation categories must appear on the back of the card.
- Signatures.
- The partner logotypes should be placed in the following order, starting at the top: International Partners, National Partners and Institutional Partners.
- The EAA logo should be placed at the bottom.
- The design should use the event design.
Press conference backdrop

- The design should follow the example.
- EAA logo in the upper left and right corners and Event logo in between.
- International Partners logos in the middle sector. National and Institutional Partners logos on the left and right sides of the backdrop.
- The Press conference backdrop will be provided by Sports Management.

Official vehicle decals

- All official vehicles (cars and minibuses) must display an Event decal on the side of the vehicle, incorporating the Event Logo, place and date.
- All official buses should also display an Event decal or sign, clearly identifying it as an official bus. The bus route should also be clearly displayed.
- The design should follow the overall event design using the typography, colour, wireframe and/or pattern/image.

Example of press conference backdrop.
Invitations

Social function invitations

- The design should follow the overall event design using the typography, colour, wireframe and/or pattern/image.
- The event logo must be placed on all invitations apart from those functions hosted by a future LOC. In such a case, the future LOC’s event logo may be placed on the invitation.
- Invitations to functions hosted by the EAA will only include the EAA logo and the International Partner logos. For SPAR events, the SPAR logo has to appear in the title.
- For non-EAA functions, the invitation must include the event logo and the host’s logo. No other logos may appear.
- See sample layout.

Menu cards (optional)

- This application must not be event-oriented, either EAA nor host(s) logo(s) should appear.

Name place cards (optional)

- This application must not be event-oriented, neither EAA or host(s) logo(s) should appear. Alternatively, these can be blank.

Meal vouchers

- The design should follow the overall event design using the typography, colour, wireframe and/or pattern/image.
- Only the EAA logo needs to appear on the meal vouchers.
Stickers for take off boards
An EAA logo sticker placed on the long jump and, triple jump take-off boards.
• This application is not event-oriented, only the EAA logo may be presented.

Crash mat covers
Indoor Championships and Indoor Cup only, as per contract SPAR logo.

Hurdle stickers
Either the name/logo of the Manufacturer of the hurdles or steeplechase barriers, the name/logo of a Partner (1 Partner in total), the name of the city where a competition takes place, the name of the stadium, the Competition Title or the name/logo of a series of Competitions but not more than two of them may be repeatedly displayed across the length on both sides of the hurdle/steeplechase barriers. The maximum height of each such display shall be 5 cm (IAAF Rules & Regulations).

Seat stickers
• This application is not event-oriented, only EAA logo to be presented.
• Seat stickers displaying the colour logo of each International Partner will be provided by the EAA for the International Partner stadium seats. The approximate size of the sticker is 20 cm x 6 cm.
• The seat stickers are easy to remove.

Parking passes
• The design should follow the overall event design using the typography, colour, wireframe and/or pattern/image.
• The parking pass design should be simple and legible. The pass must include the following information on the front side:
  - The Event Logo
  - The date (or dates) for which it is valid
  - The name of the car park
  - Allocation map should be placed on the reverse side of the pass.
• See sample layout.
**Applications: Event Signage and Display Material**

**Advertising boards**
Sports Management is contracted by the EAA to produce all advertising signage for the International Partners. Advertising boards are made of corex and can be either free-standing or attached to permanent structures at the venue (e.g., fences). Full advertising board specifications are available from the EAA. The LOC will use Sports Management to produce all national boards, to ensure a high standard and consistency throughout the venue.

**Welcome/entrance/directional signage**
These applications are generic and will be produced by the EAA.

**Venue dressing and decoration**
The LOC will prepare a plan for decorating the venue using the graphic elements presented on pages 16-17. Features to be considered include flags, banners, bunting, floral displays and streamers.

Many of the materials that will be used by the LOC in its promotional activities, such as posters, flyers, and stationery, have already been covered in this Manual. However, there are some additional materials that should be mentioned here:

- Newspaper/Magazine Advertisements*
- Street Banners
- Street/Building/Bus/Tram Posters
- Welcome Desk/Information/Publicity Stand Backdrops

The following information must be included on all such event materials:

- EAA Logo
- Event Logo
- The date
- The venue
- International, National and Institutional Partners logos

The LOC must provide the EAA with a schedule of its event and city promotional activities, in accordance with the LOC’s contractual Schedule of Deadlines.

All event materials designed for use or display around the city or at other venues must be sent to the EAA for approval prior to production.

*Where an advertisement has to be printed in black and white, the EAA will provide the LOC with camera-ready black and white artwork.*
ARTWORK TEMPLATES

COVER PORTRAIT 210x297mm

Programme

Event date

website address

( Image to be selected by the LOC/EAA for each event )

Arena/Course/Stadium

European Athletics Indoor Cup

Hostcity2006

Price: 3€

Front

GRAPHICS

1. x: 0 y: 0
   B: 210 H: 70 133 % Image: wireframe image
   See page 17

2. x: 0 y: 70
   B: 210 H: 12 Event colour

3. x: 0 y: 83
   B: 210 H: 192 Image to be selected by the LOC/EAA for each event

4. x: 0 y: 276
   B: 210 H: 21 Event colour

LOGOS

5. x: 13 y:
   70 % Image: Event logotype.eps
   y* Centre the logotype vertically between the top and the coloured ribbon.

6. x: 161 y:
   45 % Image: EAA_logo_cmyk.eps
   y* Centre the logotype vertically within the coloured ribbon.

TYPOGRAPHY

7. x* y: 23
   Agenda Sembold 20 pt x* Aligned right with the blue line

8. x* y: 29
   Agenda Sembold 55 pt x* Aligned right with the blue line

9. x* y: 73
   Agenda Sembold 18 pt x* Aligned right with the blue line

10. x: 13 y: 73
    Agenda Sembold 18 pt

11. x: 13 y: 283
    Agenda Sembold 18 pt

* Aligned Left  Aligned Right
**Back**

**GRAPHICS**

1. x: 0  
   y: 70  
   B: 210  
   2 pt  
   Event colour

2. x: 0  
   y: 196  
   B: 210  
   2 pt  
   Event colour

3. x: 0  
   y: 234  
   B: 210  
   2 pt  
   Event colour

4. x: 0  
   y: 276  
   B: 210  
   2 pt  
   Event colour

**LOGOS**

5. x*: 20  
   B: 210  
   95% Image: EAA_logo_cmyk.eps  
   x* Centre the logotype horizontal.

6. 100% Image: partner_logos_1.eps  
   Place the logotype centred within the box.

7. Place the National Partner logotypes centred within the area. Approximately 10 mm space in between. Each logo must be 50% smaller than the size of an International partner logo (except SPAR, for which special conditions apply).

8. Place the Institution logotypes centred within the area. Approximately 10 mm space in between. Each logo must be 50% smaller than the size of an International partner logo (except SPAR, for which special conditions apply).

**TYPOGRAPHY**

9. x*: 52  
   Agenda Bold 20 pt  
   A** Align Left  
   15

10. x: 12  
    y: 73  
    Agenda Semibold 9 pt  
    A  
    20

11. x: 12  
    y: 199  
    Agenda Semibold 9 pt  
    A  
    20

12. x: 12  
    y: 239  
    Agenda Semibold 9 pt  
    A  
    20

* Aligned Left  
  Centre
Bulletin

Event date

website address

( Image to be selected by the LOC/EAA for each event )

Arena/Course/Stadium

Front

GRAPHICS

1. x: 0  
   y: 0  
   B: 297  
   H: 50  
   150 %  
   Image: wireframe image  
   See page 17

2. x: 0  
   y: 46  
   B: 297  
   H: 10  
   Event colour

3. x: 0  
   y: 57  
   B: 297  
   H: 131  
   Image to be selected by the LOC/EAA for each event

4. x: 0  
   y: 189  
   B: 297  
   H: 21  
   Event colour

LOGOS

5. x: 15  
   y*  
   60 %  
   Image: Event logotype.epw  
   y* Centre the logotype vertically between the top and the coloured ribbon.

6. x: 246  
   y*  
   45 %  
   Image: EAA_logo_cmyk.epw  
   y* Centre the logotype vertically within the coloured ribbon.

TYPOGRAPHY

7. x*  
   y: 17  
   Agenda Semibold 63 pt  
   x* Aligned right with the blue line

8. x: 15  
   y: 48  
   Agenda Semibold 18 pt

9. x*  
   y: 48  
   Agenda Semibold 18 pt  
   x* Aligned right with the blue line

10. x: 15  
    y: 196  
    Agenda Semibold 18 pt

*  
Aligned Left  
Aligned Right
Back

**GRAPHICS**

1. x: 0  y: 47  B: 297  2 pt  Event colour
2. x: 0  y: 133  B: 297  2 pt  Event colour
3. x: 0  y: 161  B: 297  2 pt  Event colour
4. x: 0  y: 189  B: 297  H: 21  Event colour

**LOGOS**

5. x*  y: 10  75 %  Image: EAA_logo_cmyk.eps  *Centre the logotype horizontally.
6. 78 %  Image: partner_logos_1eps  Place the logotype centred within the box.
7. Place the National Partner logotypes centred within the area. Approximately 10 mm space in between. Each logo must be 50% smaller than the size of an International partner logo (except SPAR, for which special conditions apply).
8. Place the Institution logotypes centred within the area. Approximately 10 mm space in between. Each logo must be 50% smaller than the size of an International partner logo (except SPAR, for which special conditions apply).

**TYPOGRAPHY**

9. x*  y: 35  Agenda Bold 16 pt  ☒ 15
10. x: 13  y: 50  Agenda SemiBold 7 pt  ☒ 20
11. x: 13  y: 156  Agenda SemiBold 7 pt  ☒ 20
12. x: 13  y: 164  Agenda SemiBold 7 pt  ☒ 20

*  Aligned Left  Centred
(Image to be selected by the LOC/EAA for each event)

(See World Class Athletics)
Event date
Arena/Course/Stadium
(Under 16’s from 1 €)
(Close up action on Giant TV screens)
**GRAPHICS**

1. x: 15  
y: 264  
B: 195  
1 pt  
Event colour

**LOGOS**

2. x\*  
y: 9  
50 %  
Image: Event logotype.eps  
* Centre the logotype horizontally.

3. x\*  
y: 251  
40 %  
Image: EAA_logo_cmyk.eps  
* Centre the logotype horizontally.

4. x\*  
y: 267  
56 %  
Image: partner_logos_2.eps  
* Centre the logotypes horizontally.

5. x\*  
y: 281  
* Place the National Partner logotypes centred within the area. Approximately 5 mm space in between. Each logo must be 50% smaller than the size of an International partner logo (except SPAR, for which special conditions apply).

6. x\*  
y: 281  
* Place the Institution logotypes centred within the area. Approximately 5 mm space in between. Each logo must be 50% smaller than the size of an International partner logo (except SPAR, for which special conditions apply).

**TYPOGRAPHY**

7. x: 0  
y: 38  
Agenda Regular 9 pt/11 pt  
* Align left

8. x: 0  
y: 38  
Agenda Regular 6 pt/11 pt  
25

9. x\*  
y: 278  
Agenda Semibold 5 pt  
* Place the text aligned left with the first logotype from the left.

10. x\*  
y: 278  
Agenda Semibold 5 pt  
* Place the text aligned left with the first logotype from the left.

* Aligned Left  
* Centred
Adobe Illustrator: A design/illustration programme used for creating for example logotypes.

City: The host town/city where the Event is to be held.

CMYK: Short for Cyan-Magenta-Yellow-Black. CMYK is a model in which all colours are described as a mixture of these four colours. CMYK is the standard model used in offset printing for full-colour documents. Because such printing uses inks of these four basic colors, it is often called four-colour printing.

Composite board: A display panel presenting the International Partners, National Partners and Institutional Partners.

Composite page: A full-page design that includes all the International Partner, National Partner and Institutional Partner logos. This design is to be used on the back cover of publications such as manuals, event guides and programmes.

EAA guest management system: EAA-secured system to manage registration and reservations for guests and officials, as well as accreditation card printing.

EPS-file: A vector file format designed specifically for representing graphical images. Logos, patterns and wireframe images are saved as EPS-files.

European broadcasting union (EBU): Official broadcast partner of the EAA.

The event: Generic term referring to an EAA Event.

Event title: The official title that must be used when referring to an EAA Event.

Event partner: A partner who supports an individual EAA Event on a one-off basis. Event Partner logos will appear only on a limited number of printed materials.

FB agenda: The typeface that is used in the EAA publications. The typeface can be purchased through any font delivery company.

Gantry: The structure that spans both the start and finish line areas, used at the SPAR European Cross Country Championships.

International partners: The EAA partners who have entered into long-term commitments to the programme of EAA Events. At the time of printing this Manual, these companies are SPAR, Eurovision, Epson and Seiko.

JPEG: A compression technique for colour images. Used mostly for images that have to be compressed or images that are shown on the Internet.

LOC: Local Organising Committee.

National partner: A partner who purchases partnership rights at an Event at a national level.

Pantone: Pantone Matching System (PMS). A colour matching system using a printing method of specifying and printing colours in which each colour is printed with its own ink.

Quark Xpress: A desktop publishing programme used to create all kinds of printed publications. Quark Xpress files can also be opened in other layout programmes such as Adobe InDesign.

RGB: Short for Red-Green-Blue. RGB is a colour model used for Internet and television images.

Signage: All advertising boards, composite boards, directional and welcome signs and other items of event advertising.

Sports management: The UK-based, signage production and installation company, contracted by the EAA to produce, install and police all international advertising boards for the EAA Events.

Wireframe: An image created by lines.