

**CEV**

# Snow Volleyball Brand Guidelines



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# 0.0

# Brand Structure

- 0.1 Brand Idea - Bringing Europe Together
- 0.2 CEV - Mother Brand Overview
- 0.3 Brand Structure

# Brand Idea

## Bringing Europe Together

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

The 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. The angles in the design directly reference the angles used in the country flags.

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



# CEV Mother Brand Overview

The CEV logo consists of the initials 'CEV' and the 'Volleymark' that is always located above the logotype in the stacked version of the logo or to the left of the logotype in the horizontal version of the logo.

The CEV logo should always be used in colour where possible but can be used in monotone when necessary.

### Minimum Sizes

The CEV logo should never appear smaller than 30mm in height for the stacked logo and 20mm in height for the horizontal logo. This is to guarantee a good visibility on the print material.

- A CEV Mother Brand - Stacked**
- B CEV Mother Brand - Stacked Monotone**
- C CEV Mother Brand - Horizontal**
- D CEV Mother Brand - Horizontal Monotone**
- E CEV Mother Brand - Stacked - Minimum Size**
- F CEV Mother Brand - Horizontal - Minimum Size**



A



B



C



D



E



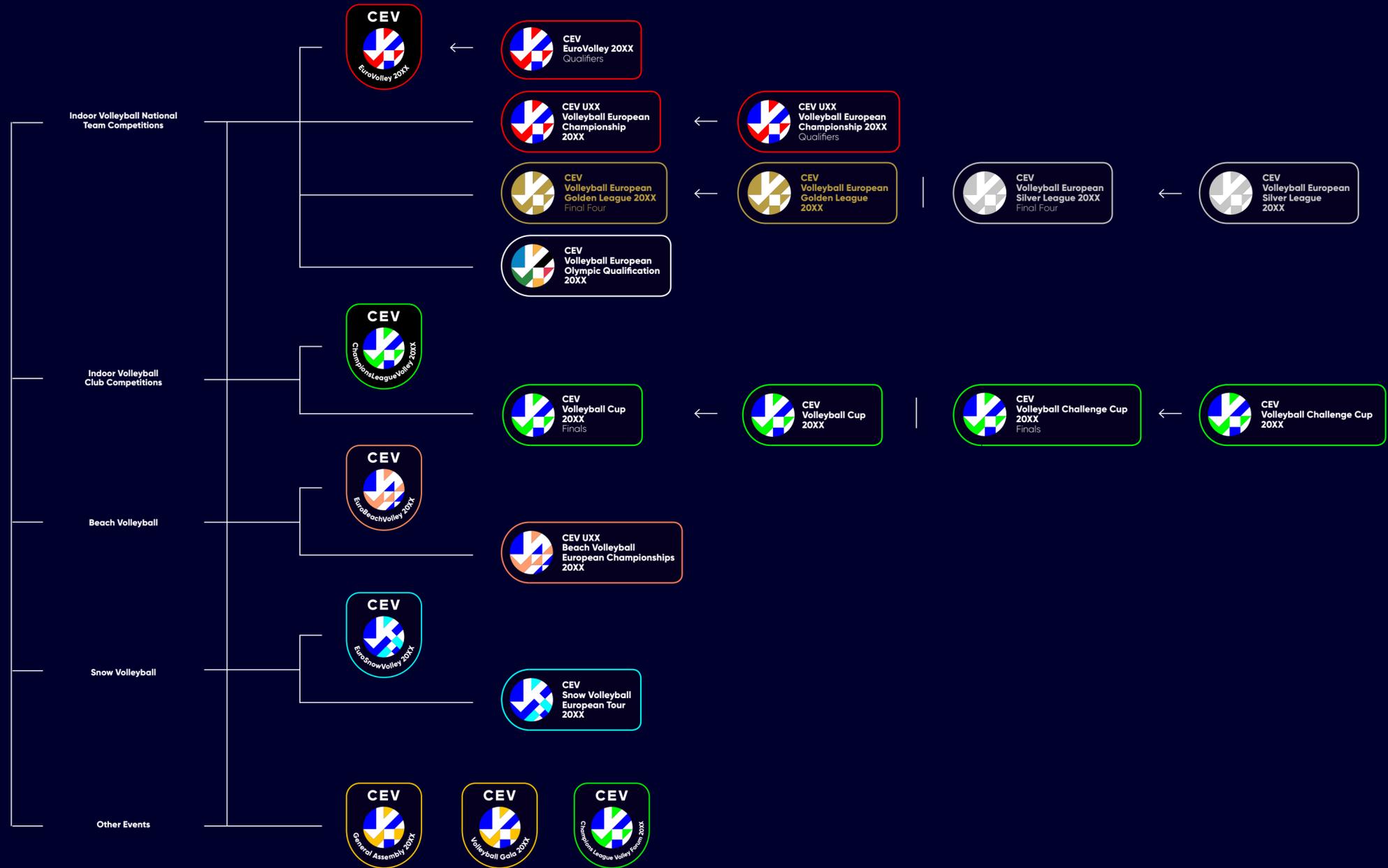
F

# Brand Structure 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



← Direct competition relation

┆ Separates different competitions on the same level

# Brand Structure Snow Volleyball

These guidelines are focused specifically on Snow Volleyball; in particular the CEV EuroSnowVolley and the CEV Snow Volleyball European Tour.



# 1.0

# Logos

- 1.1 EuroSnowVolley Crest
- 1.2 EuroSnowVolley Secondary Logos
  
- 1.3 Snow Volleyball European Tour Badge
- 1.4 Snow Volleyball European Tour Secondary Logos
  
- 1.5 Volleymark
- 1.6 Logo Usage
- 1.7 Nomenclature

# Crest

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

The logo is made up of four parts: the symbol (named after the Volleymark), the 'CEV' wordmark, the 'EuroSnowVolley' wordmark and the holding device, which we call the 'crest'. All parts should be used together at all times.

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

Badge and crest colours must never be adjusted, and badges must always utilise a solid black background, regardless of what background colour the badge, or crest sits on.



# Crest Monotone

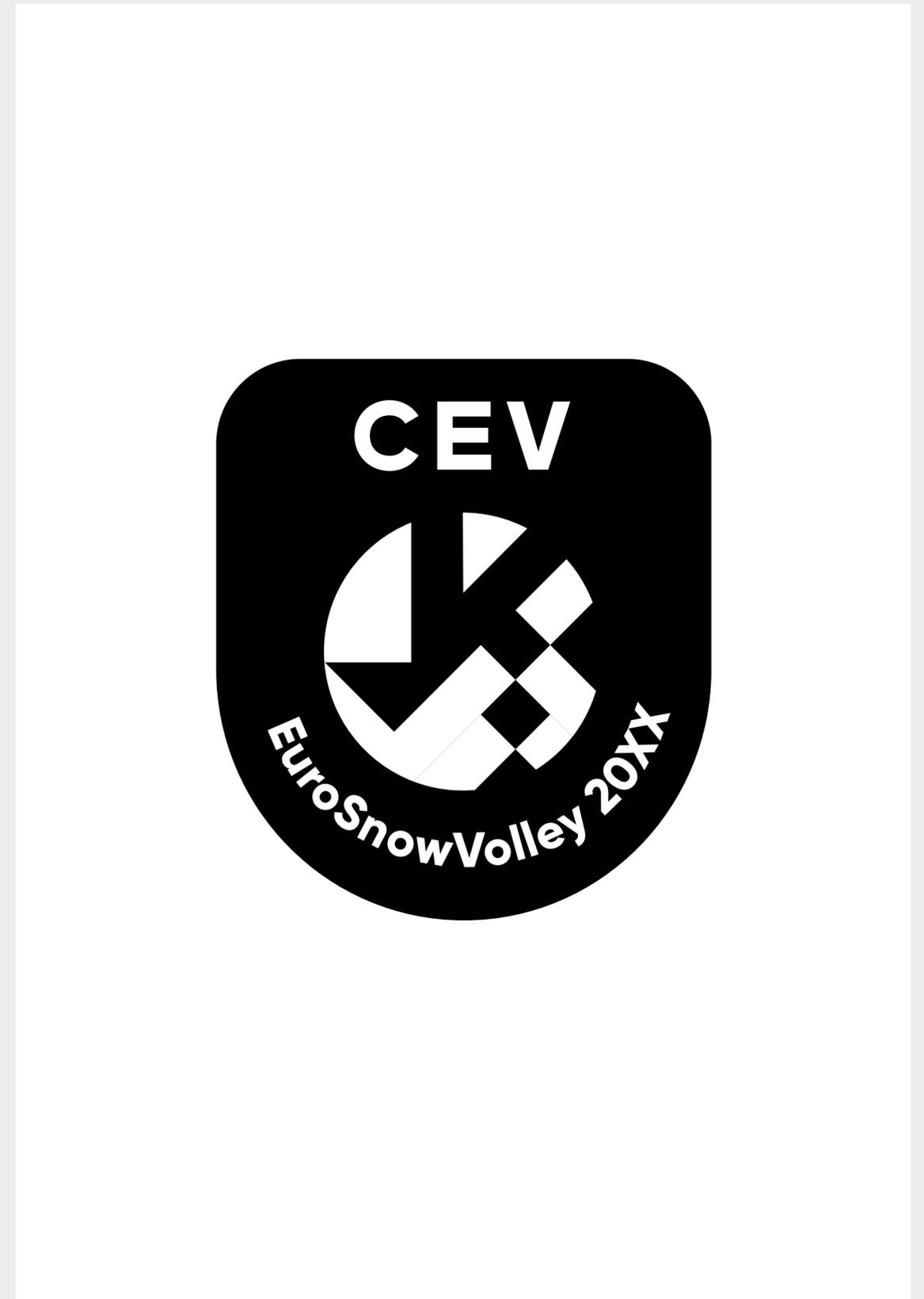
All EuroSnowVolley logos have a monotone counterpart. A monotone logo is to be used sparingly and as a last resort, where the colour of the application surface can not be controlled and is not part of the brand's colour palette, or where the full-colour logo clashes and loses its effect and clarity.

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

- 1 EuroSnowVolley Crest - White
- 2 EuroSnowVolley Crest - Black



1



2

# Crest Minimum Sizes

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

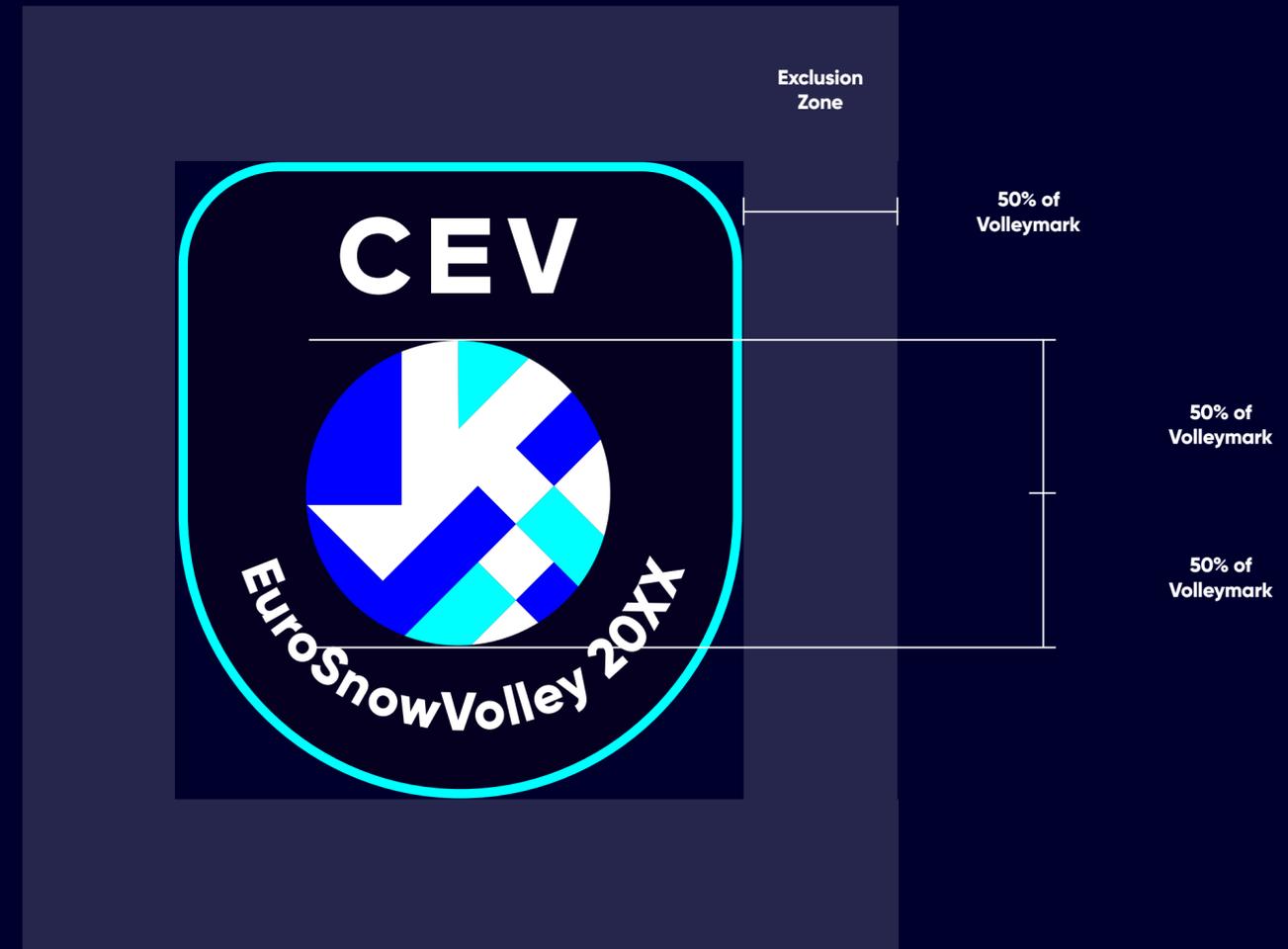


30mm

# Crest Exclusion Zones

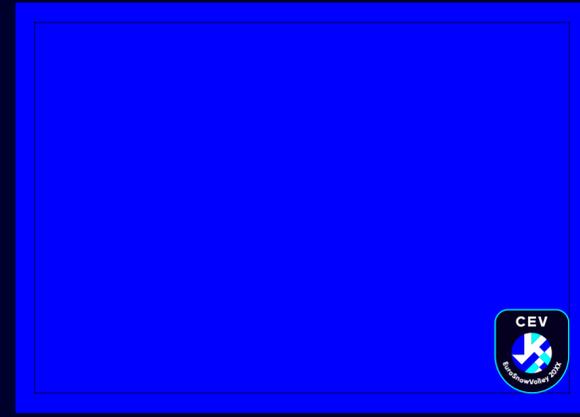
The exclusion zone is defined as the area around a logo that excludes other graphics and typography. The exclusion zone includes the edges of applications, e.g. the edge of a magazine page or poster.

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



# Crest Usage

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



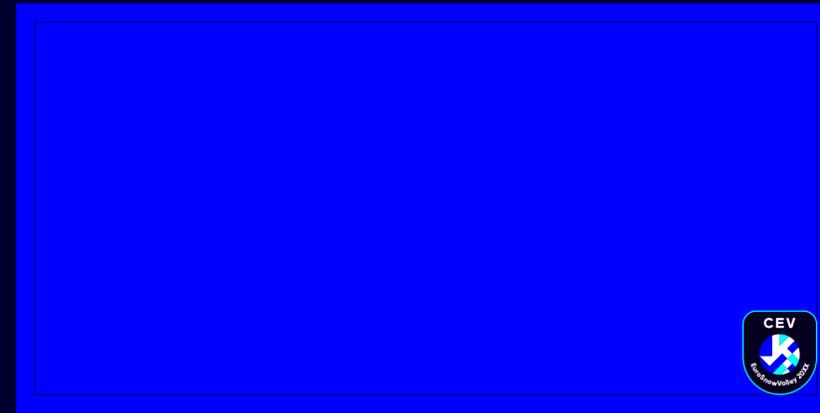
32 Sheet



A Sizes



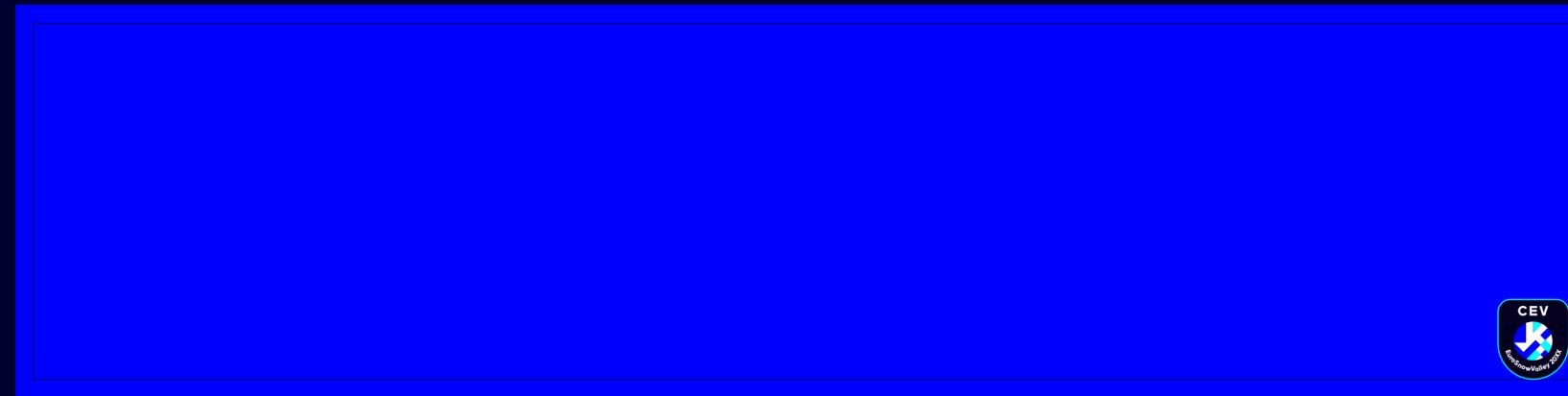
Merchandise



48 Sheet



Square Format

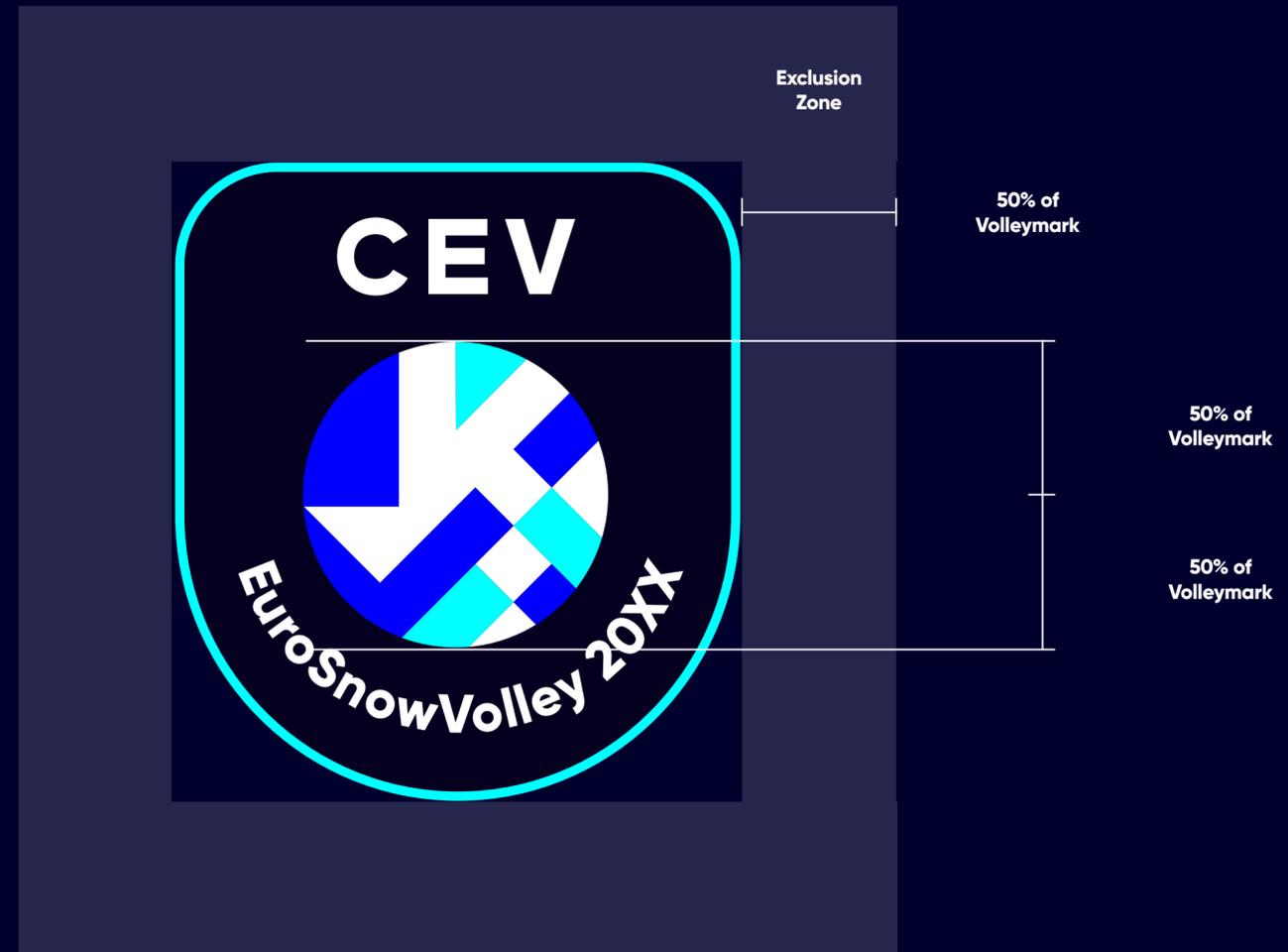


96 Sheet

# Crest 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 logo.



## Secondary Logos Stacked & Horizontal

The stacked and horizontal versions of the main EuroSnowVolley logo are made up of two parts: (1) the symbol (named after the Volleymark) and (2) the supporting text. Both parts should be used together at all times.

The stacked and horizontal versions of the logo should be used in rare circumstances where the formats are thin and long. Further explanation on page 19.

- 1 EuroSnowVolley Horizontal - White
- 2 EuroSnowVolley Horizontal - Black
- 3 EuroSnowVolley Stacked - White
- 4 EuroSnowVolley Stacked - Black



1



3



2



4

## Secondary Logos Stacked & Horizontal Monotone

Every EuroSnowVolley 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.

Just as with full-colour logos, there are stacked and horizontal versions of each logo to be used on portrait or landscape formats.

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

- 1 EuroSnowVolley Horizontal - White
- 2 EuroSnowVolley Horizontal - Black
- 3 EuroSnowVolley Stacked - White
- 4 EuroSnowVolley Stacked - Black



1



3



2



4

# Secondary Logos Stacked & Horizontal Minimum Sizes

Our stacked secondary logos should never be reproduced at a height less than 25mm.

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



25mm



10mm

# Secondary Logos Stacked & Horizontal 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 minimum width of clear space around the logo.



# Secondary Logos Stacked & Horizontal Usage

The stacked and horizontal versions of the logo should be used in rare circumstances where the formats are thin and long.

The most common formats to use the stacked and horizontal logos would be:

- 1 Longer horizontal formats such as leaderboard digital Banners.
- 2 Longer vertical Formats such as feather flags or skyscraper banners

1

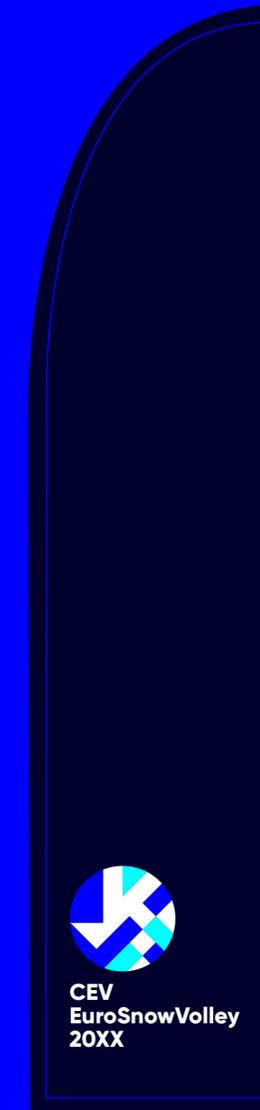


Leaderboard Banner - 728 x 90 px

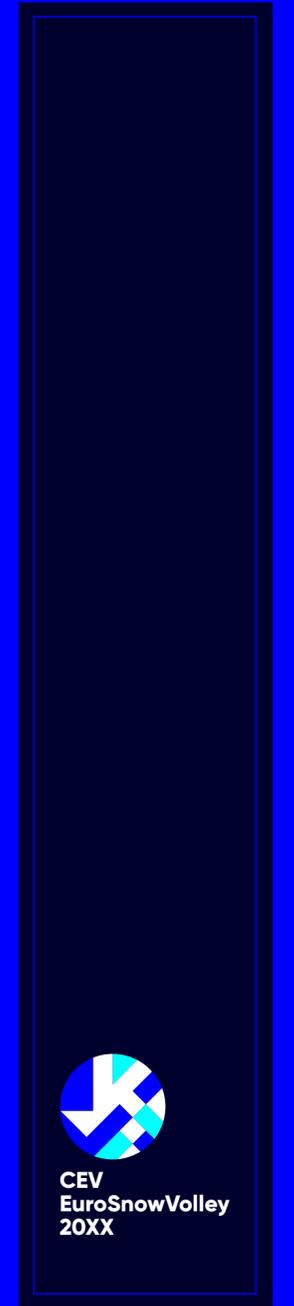


Full Banner 468 x 60 px

2



Vertical Feather Flag  
65 x 315 mm



Skyscraper Banner  
120 x 600 px

# Badges

The horizontal badge is used for any Snow Volleyball competition except EuroSnowVolley for which we use the Crest, explained in section 1.1

In this case, the badge is used for the CEV Snow Volleyball European Tour.

Badge and crest colours must never be adjusted, and badges must always utilise a solid black background, regardless of what background colour the badge, or crest sits on.



# Badges Monotone

All CEV Snow Volleyball European Tour 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 brands colour palette, or where the full-colour logo clashes and loses it's effect and clarity.

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

- 1 **Badge - White**
- 2 **Badge - Black**



1.



2.

# Badges Minimum Sizes

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



10mm

# Badges

## 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 width of the clear space around the logo.



# Secondary Logos European Tour Stacked & Horizontal

The secondary Snow Volleyball European Tour logos are made up of two parts: (1) the symbol (named after the Volleymark) and (2) the supporting text. Both parts should be used together at all times.

There are stacked and horizontal versions of each logo to be used on portrait or landscape formats

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

The stacked and horizontal versions of the logo should be used in rare circumstances where the formats are thin and long. Further explanation on page 19.

- 1 European Tour Horizontal - White
- 2 European Tour Horizontal- Black
- 3 European Tour Stacked - White
- 4 European Tour Stacked - Black



1



3



2



4

# Secondary Logos European Tour Stacked & Horizontal Monotone

Every CEV Snow Volleyball European Tour 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.

Just as with full-colour logos, there are stacked and horizontal versions of each logo to be used on portrait or landscape formats

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

- 1 **European Tour Horizontal - White**
- 2 **European Tour Horizontal- Black**
- 3 **European Tour Stacked - White**
- 4 **European Tour Stacked - Black**



1



3



2



4

# Secondary Logos Minimum Sizes

Our stacked secondary logos should never be reproduced at a height less than 25mm.

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



25mm



10mm

# Secondary Logos 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.

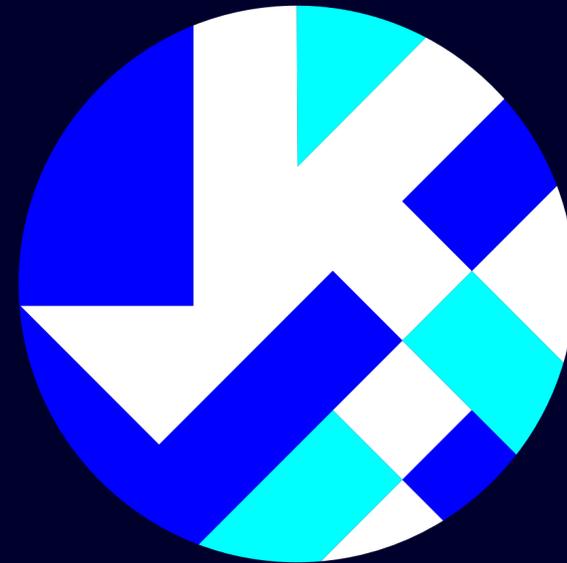
Always use the height of 50% of the Volleymark size to determine the width of the clear space around the logo.



# Snow Volleymark

The Snow 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.

The Snow Volleymark should always be accompanied with text that states both 'CEV' and 'Snow Volleyball European Tour' or 'EuroSnowVolley' except for rare circumstances. If using the Volleymark without accompanying text, it must be pre-approved by the CEV.



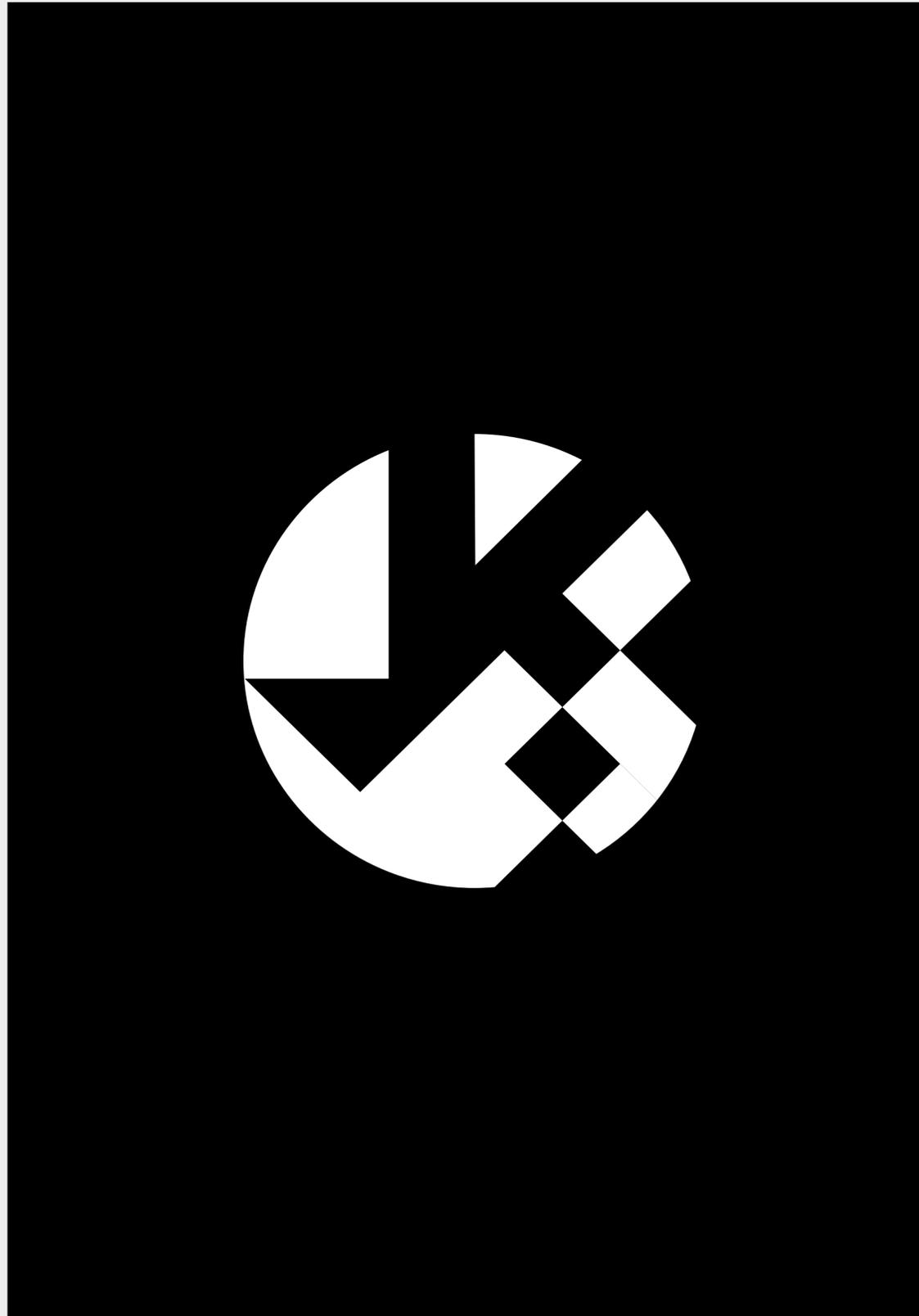
# Snow Volleymark Monotone

The Snow Volleymark has a monotone counterpart for instances where the Volleymark can not be printed in colour. potential examples of these are letterheads and sponsor banners.

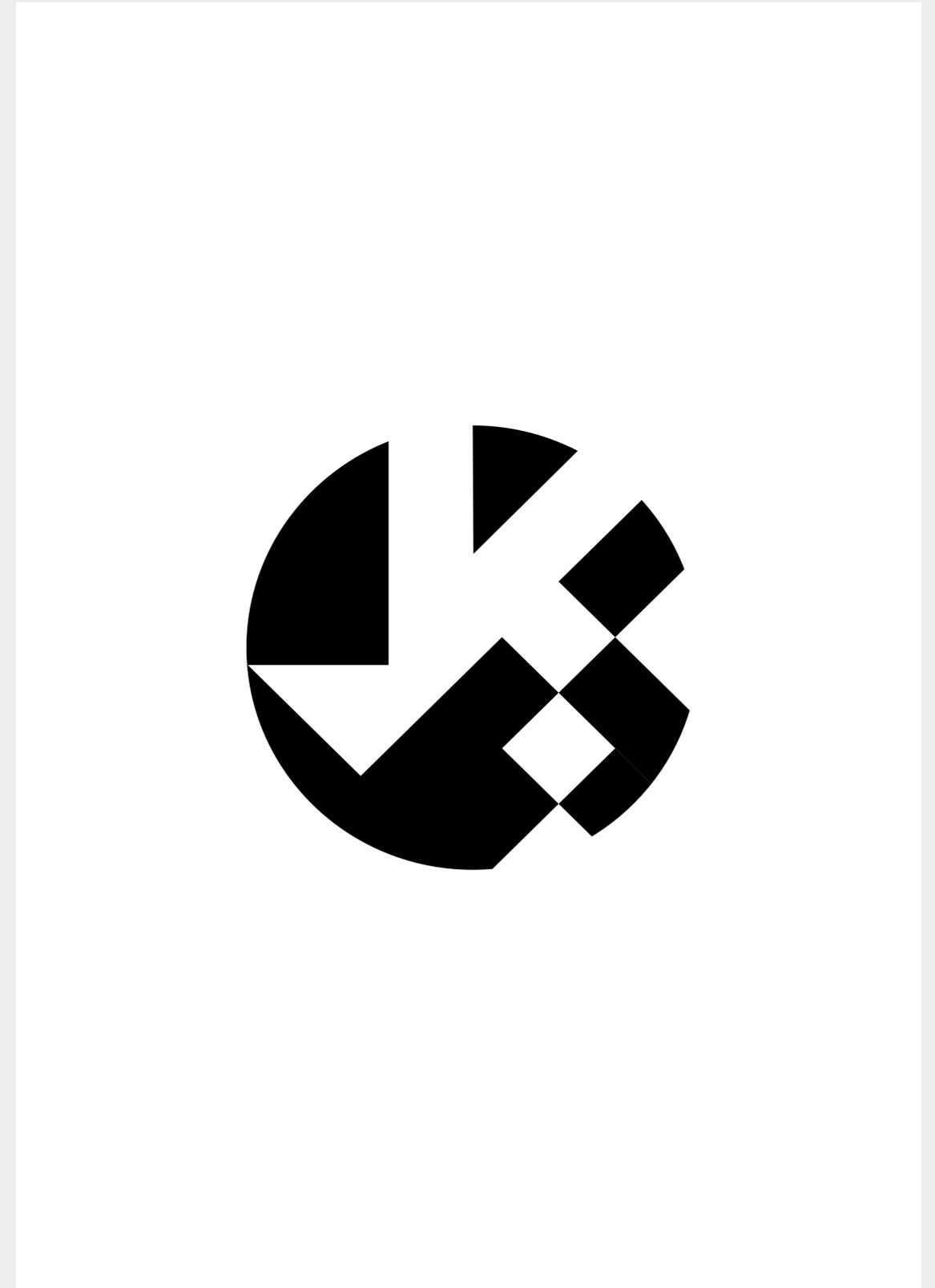
Just as with full-colour logos, there are stacked and horizontal versions of each Snow Volleymark to be used on portrait or landscape formats.

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

- 1 Snow Volleymark - White
- 2 Snow Volleymark - Black



1



2

# Snow Volleymark Usage & Exclusion Zones

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

In this case, we step and repeat the Snow Volleymark along with the wording 'CEV Snow Volleyball European Tour 20XX' as shown in the diagram to the right. This is executed in an identical way for EuroSnowVolley

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



# Snow Volleymark Minimum Sizes

Our Snow Volleymark should never be reproduced at a height less than 25mm.

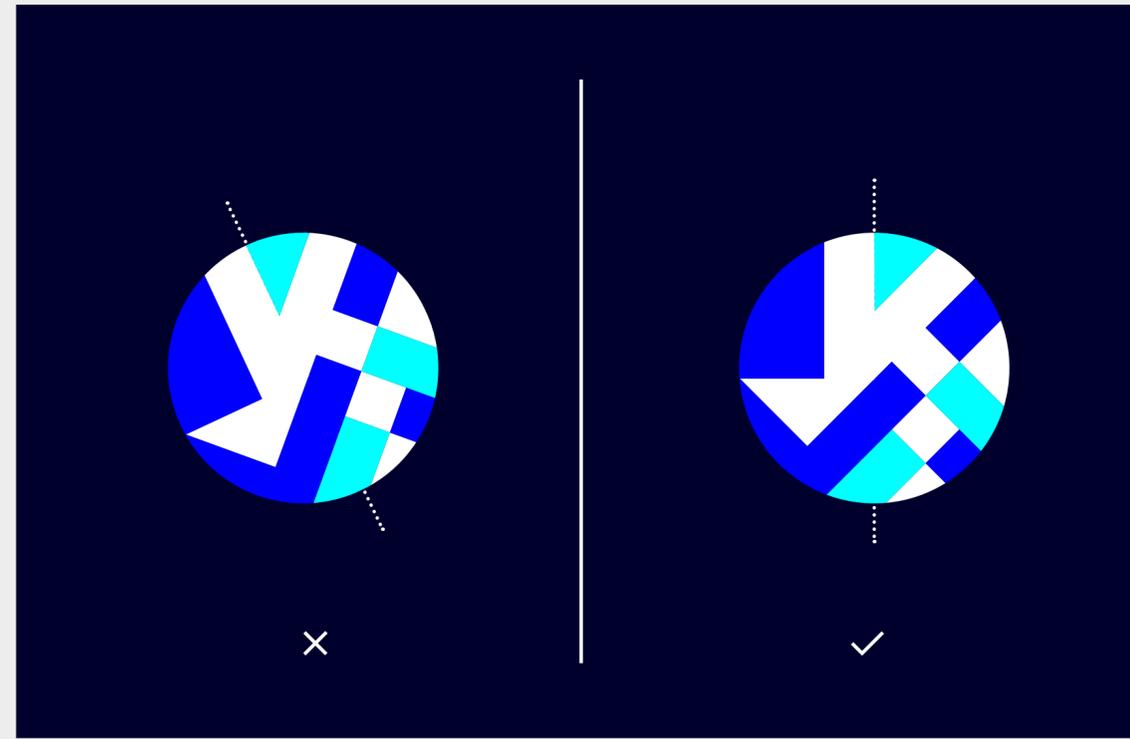


10mm

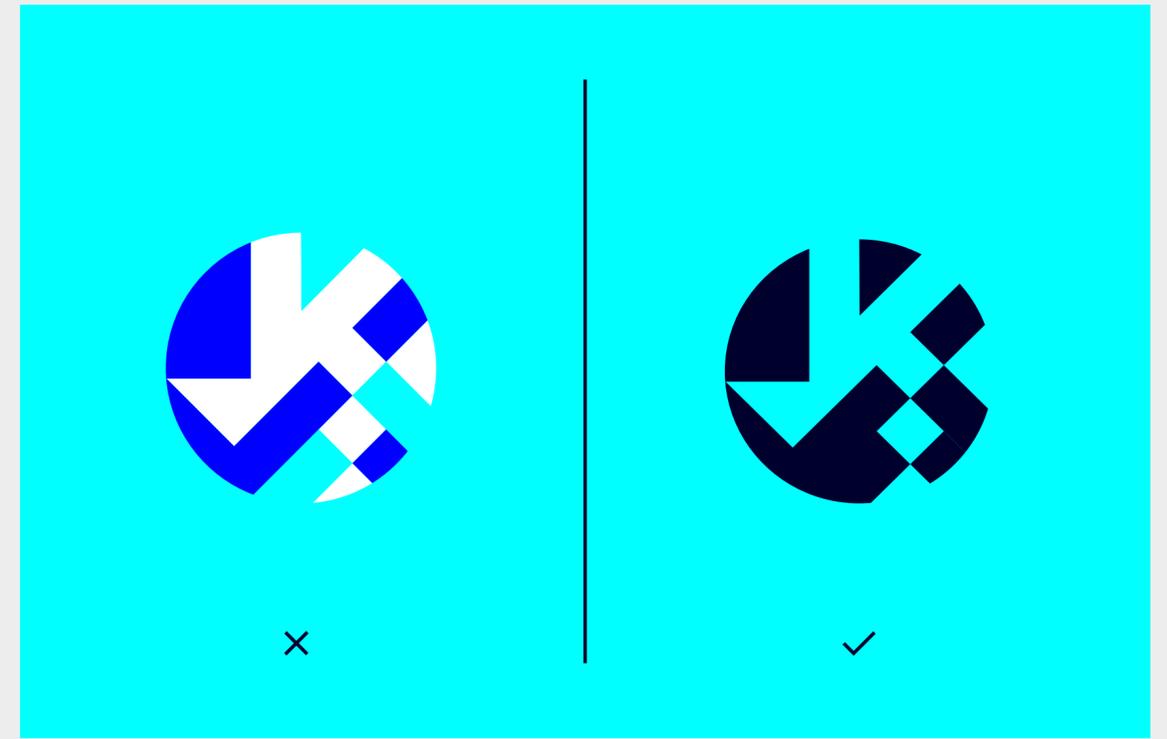
# Logo Usage Misuse

On the examples opposite, are examples of how to incorrectly and correctly apply our Snow Volleyball Logos. Much of this is straight forward, 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 red 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.



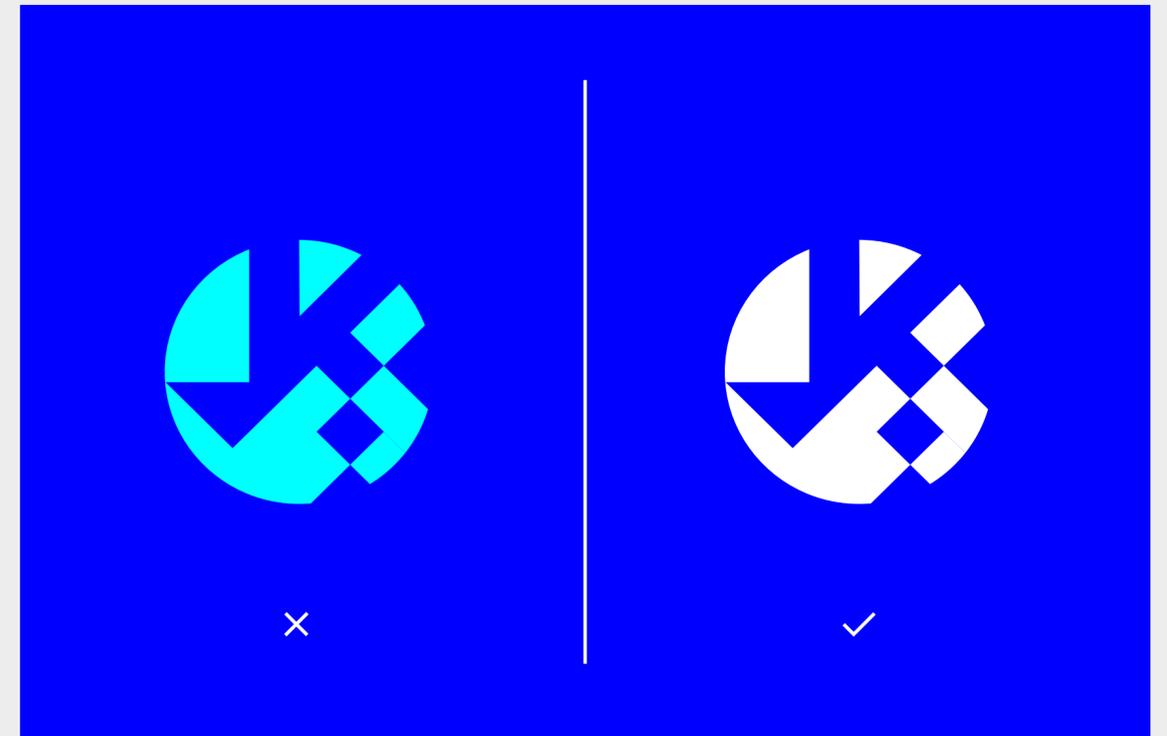
1



2



3

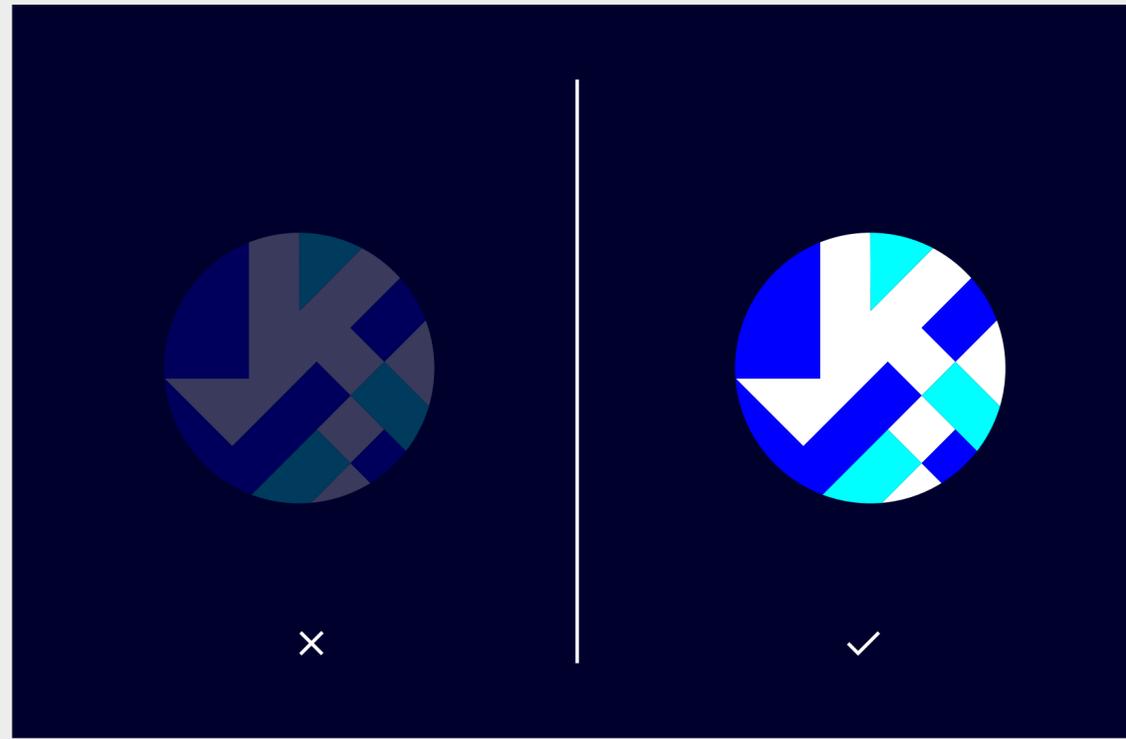


4

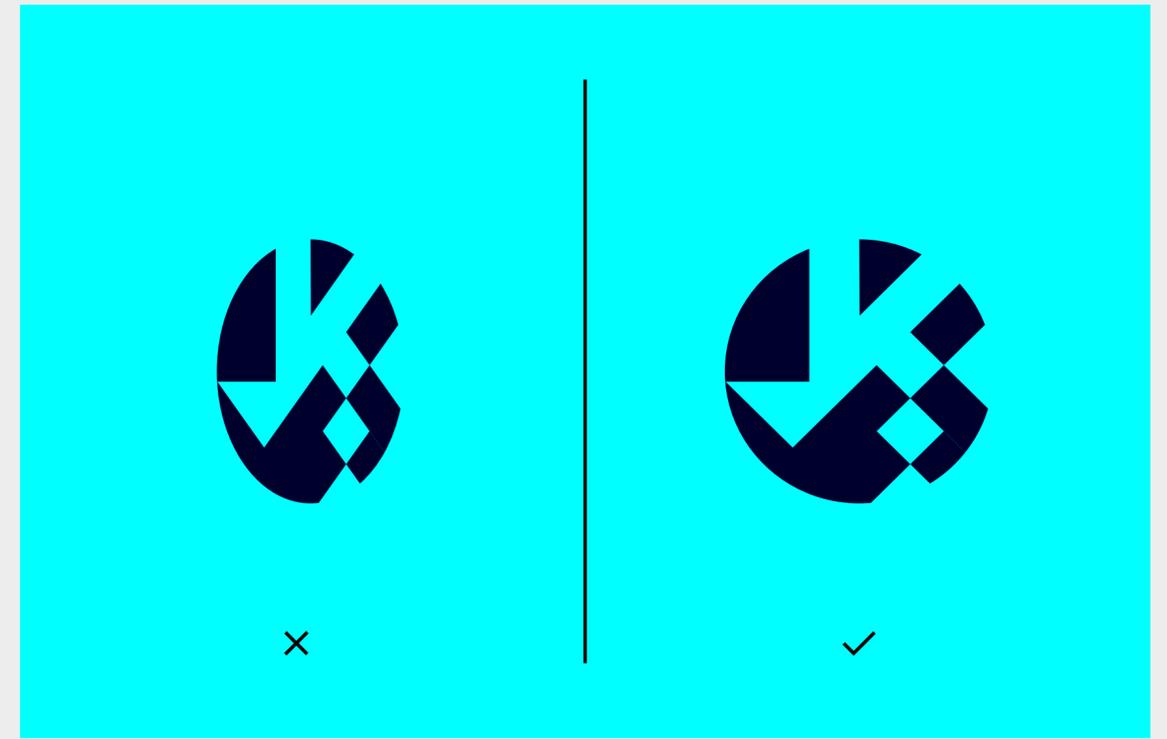
# Logo Usage Misuse

On the examples opposite, are examples of how to incorrectly and correctly apply our Snow Volleyball Logos. Much of this is straight forward, and common sense and good judgement is essential, although the examples shown are crucial to consider and understand.

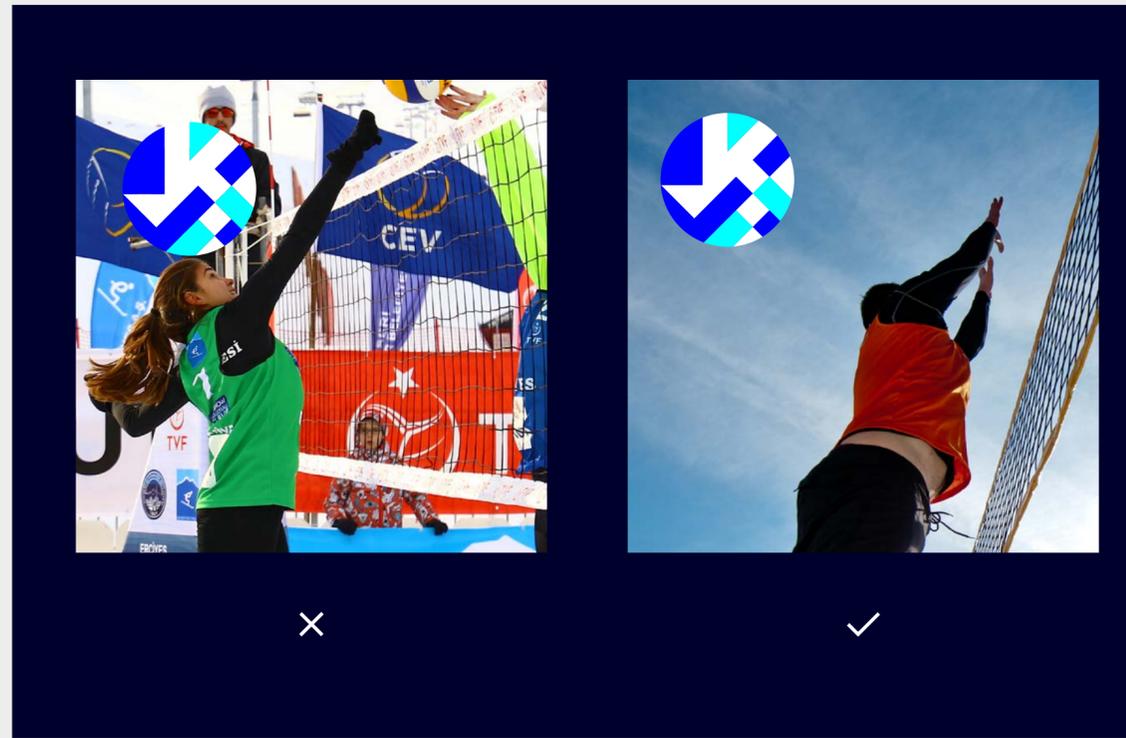
- 1 Do not use the logo at opacities lower than 100%.
- 2 Do not stretch the logo.
- 3 Be very careful when placing the logo over imagery. Ensure it's in clear space away from subjects.
- 4 Do not apply any effects to the logo.



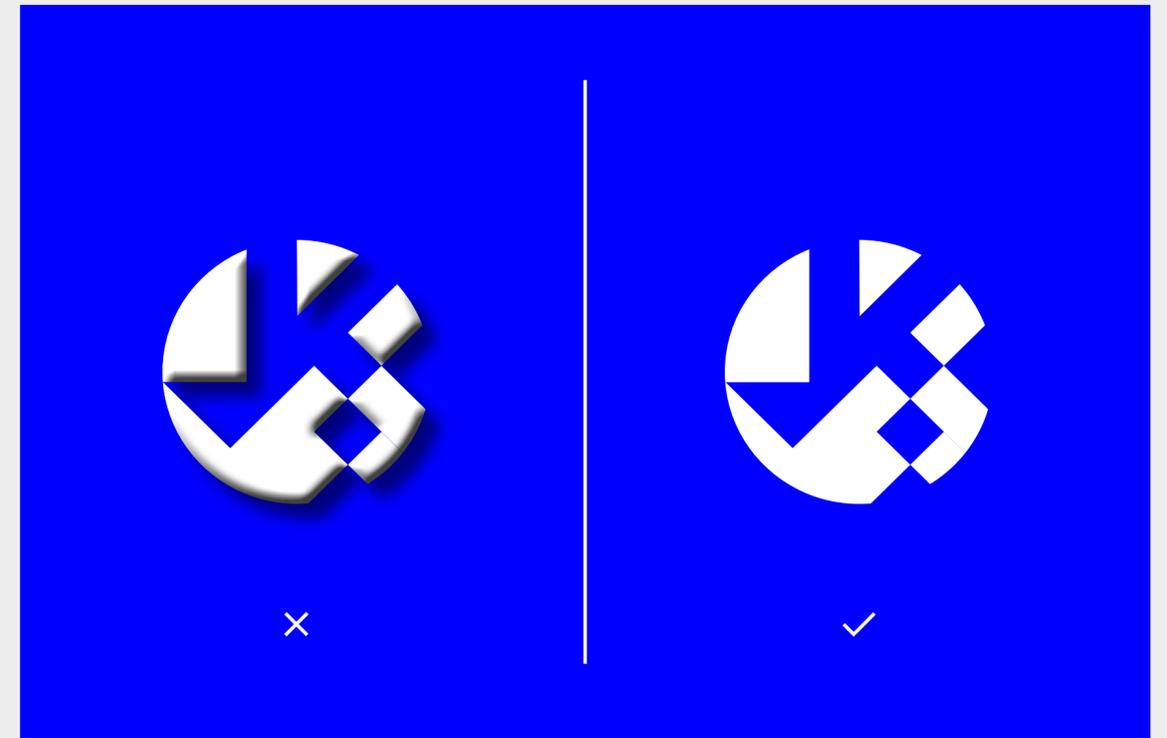
1



2



3

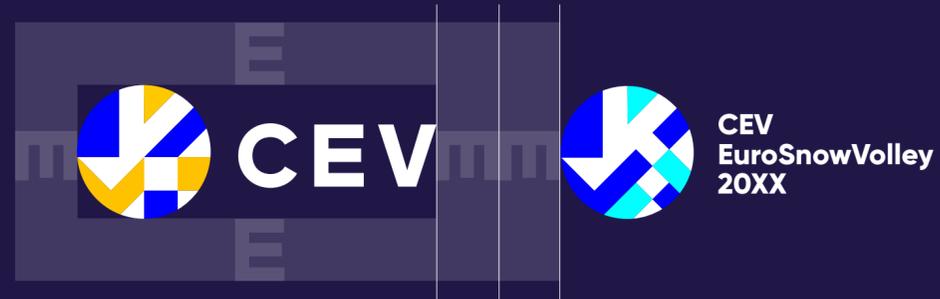


4

## Logo Usage Using with CEV Mother Brand

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

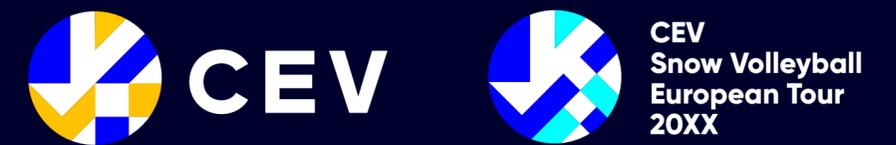
However, when we need to use it together, we should always use the height of the letter 'E' in 'CEV' x2 to determine the minimum width of the clear space between the logos. This is to ensure that each logo has enough breathing space to be presented in the best way possible.



# Logo Usage Using with CEV Mother Brand

Wherever possible, we keep the CEV Snow Volleyball European Tour 20XX logo location separate from the CEV mother brand logo.

However, when we need to use it together, we should always use the height of the letter 'E' in 'CEV' x2 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 presented in the best way possible.



# Logo Usage Using with Title Sponsor Logo

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

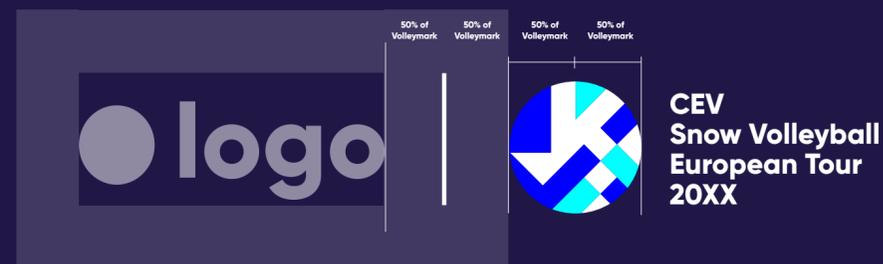
However, when we need to use it next to the title sponsor logo, we should always use the width of the Volleymark to determine the minimum width of the clear space between the logos. This is to ensure that each logo has enough breathing space to be presenting in the best way possible. We use a stroke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



# Logo Usage Using with Title Sponsor Logo

Wherever possible, we keep the Snow Volleyball European Tour 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.



# Nomenclature

## Event Titles

Event titles should always follow the structure of CEV, Competition, Year, Venue. (Gender is optional)

## 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' (–).



# Nomenclature

## Event Titles

Event titles should always follow the structure of CEV, Competition, Year, Venue. (Gender is optional)

## 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' (–).



# 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

**13.01.XX**  
**Venue 1**  
**Venue 2**  
**Location**

**11.01.XX –**  
**13.01.XX**

Option 2;  
DD MMMM YYYY

**13 Jan 20XX**  
**Venue 1**  
**Venue 2**  
**Location**

**11 Jan 20XX –**  
**13 Jan 20XX**

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

**13.01**  
**Venue 1**  
**Venue 2**  
**Location**

**11.01 –**  
**13.01**

# 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

11 –  
13.01.XX

11 – 13.01.XX

Option 2;  
DD MMMM YYYY

11 – 13  
Jan 20XX

11 – 13 Jan 20XX

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

11 –  
13.01

11 – 13.01

# 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 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** Ice Blue on Navy
- D** Cobalt on White
- E** White on Cobalt
- F** Navy on Cobalt
- G** Ice Blue on Cobalt
- H** Ice Blue on White
- I** Navy on Ice Blue



**A**



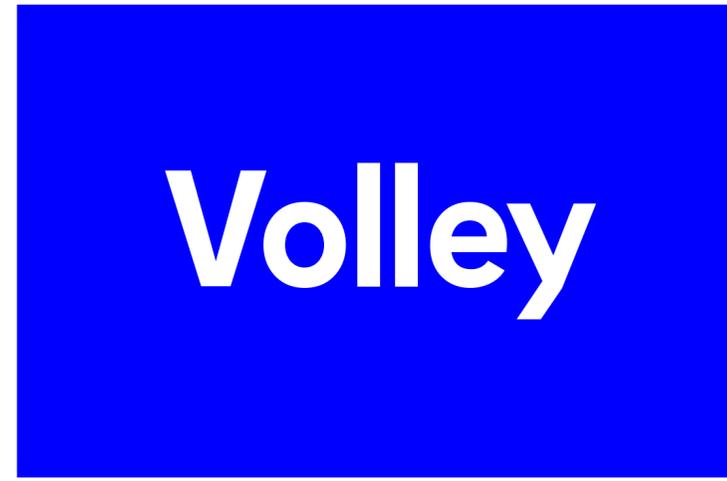
**B**



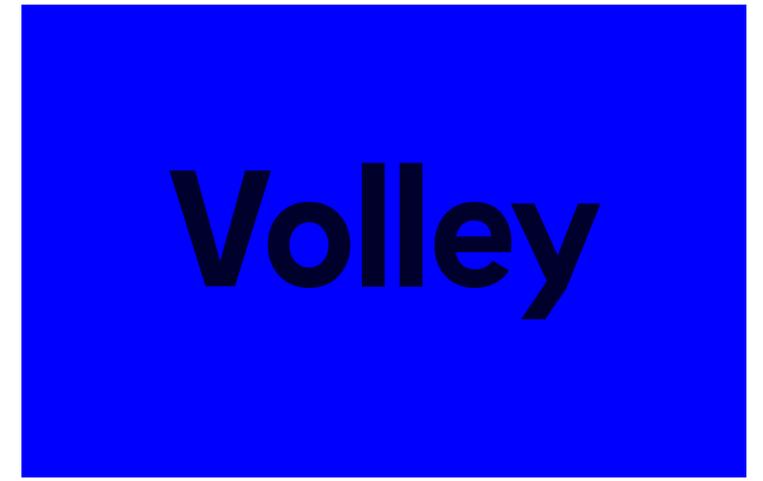
**C**



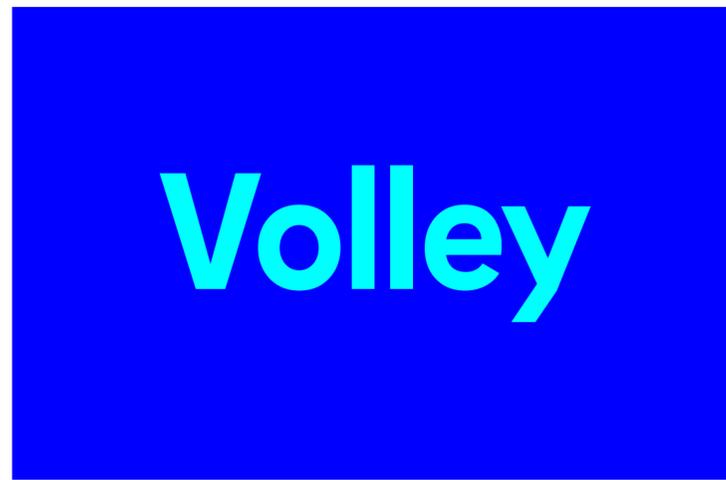
**D**



**E**



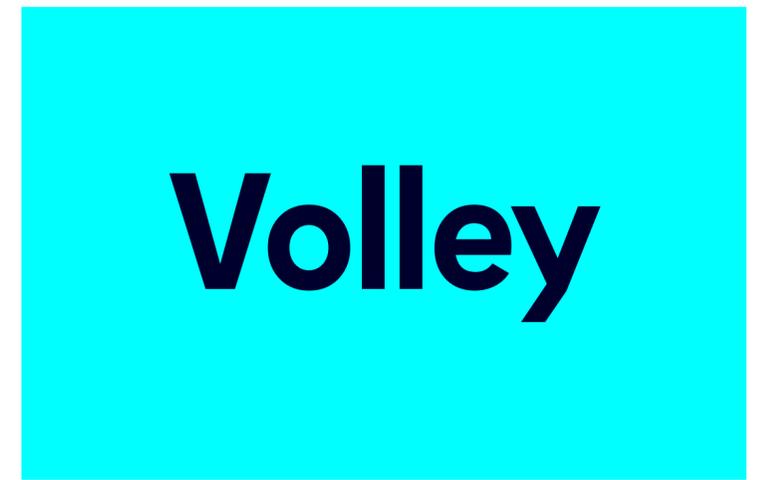
**F**



**G**



**H**



**I**

## 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.

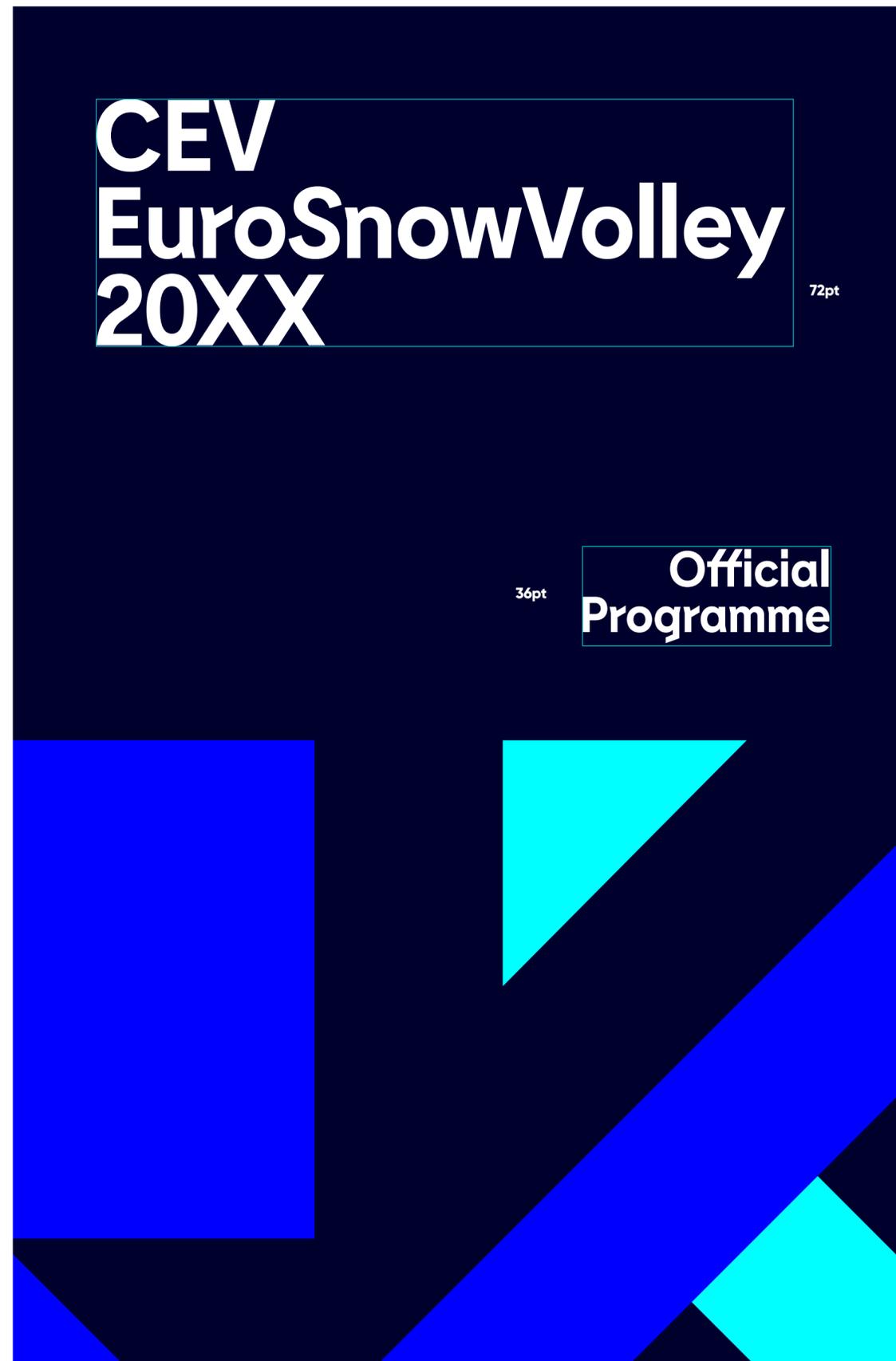
### Sub-headlines

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, sub-headlines or supporting copy should never be under 9pt.



## 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, sub-headlines or supporting copy should never be under 9pt.



# 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.** 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.** 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

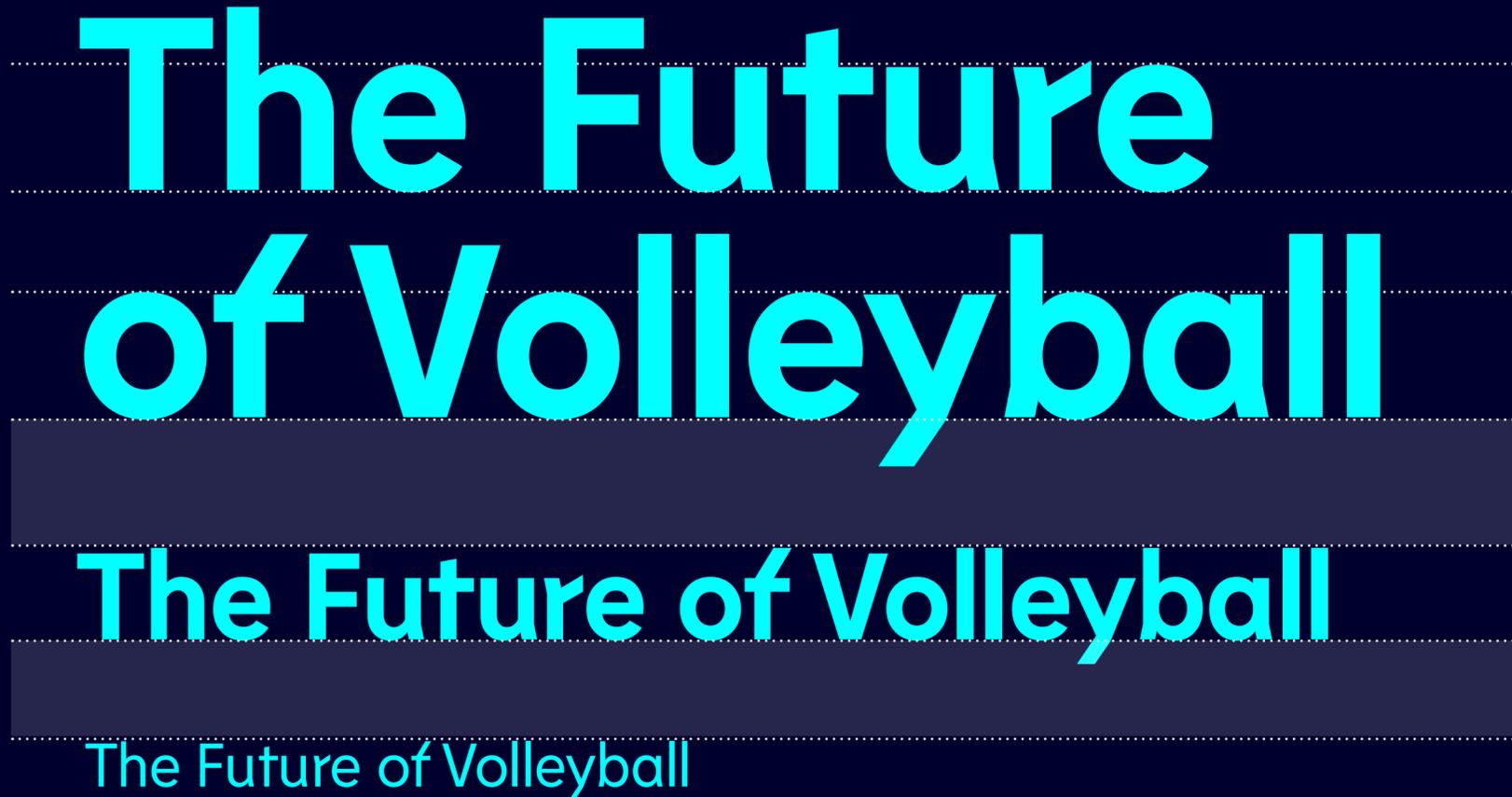
B.

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.



## 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 be always 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** Navy on White
- C** Cobalt on White
- D** White on Cobalt
- E** Cobalt on Ice Blue
- F** Navy on Ice Blue

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.

**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.

**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.

**E**

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.

**F**

# 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 Using Colour
- 3.4 Usage Examples

# Primary Palette

Our primary palette is made up of three colours. They reflect the excitement and drama of Snow Volleyball 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. 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.

**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

**Ice Blue**

RGB 0, 255, 255  
Hex #00ffff

**Ice Blue**

Pantone 319 C

**Ice Blue**

CMYK 55, 0, 15, 0

# 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**

# Using Colour

There are two approaches to using colour:

### Accent

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

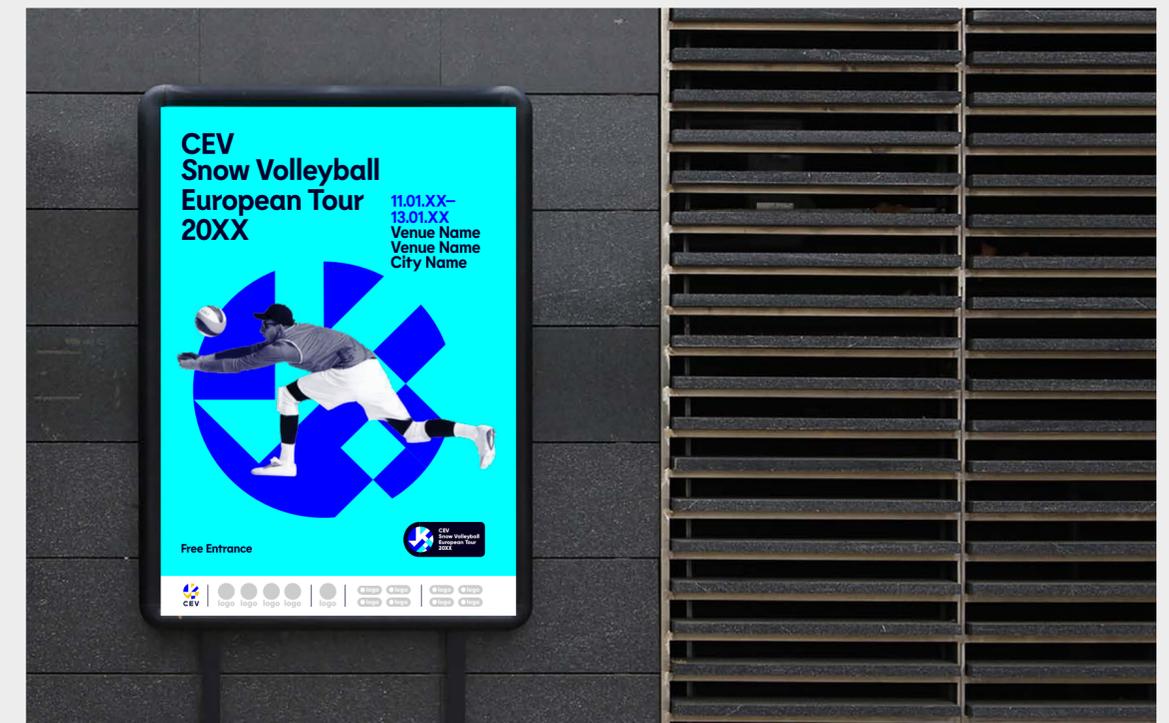
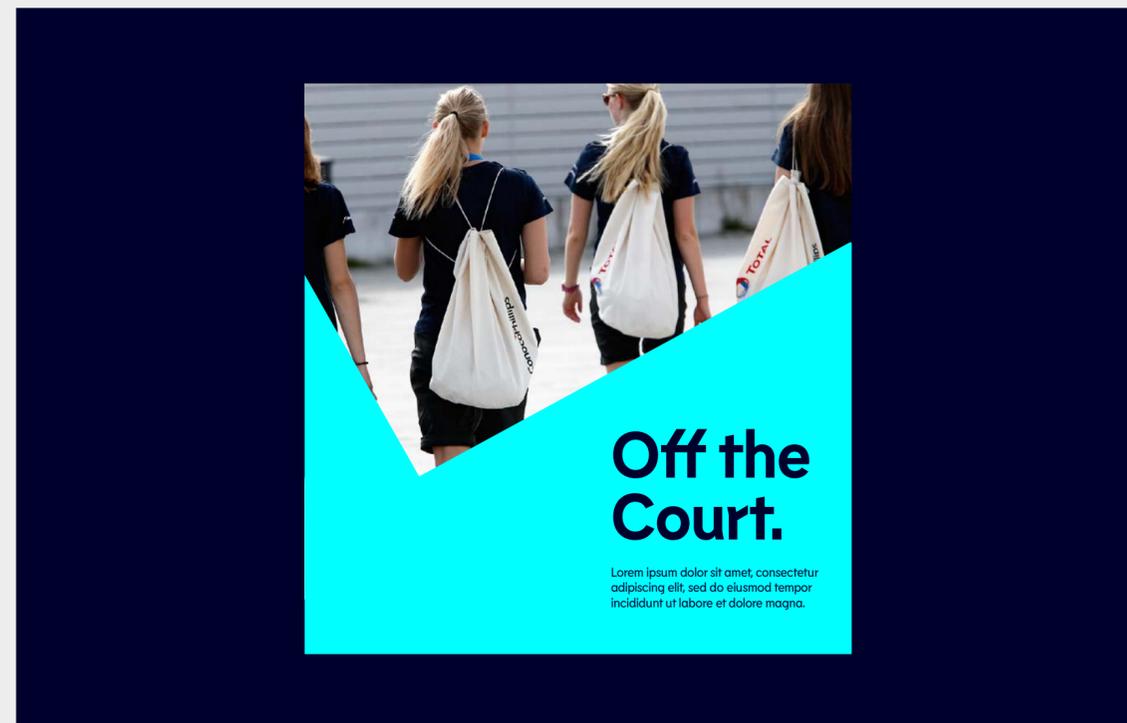
### Bold

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

### Accent



### Bold



# Using Colour Two Colours

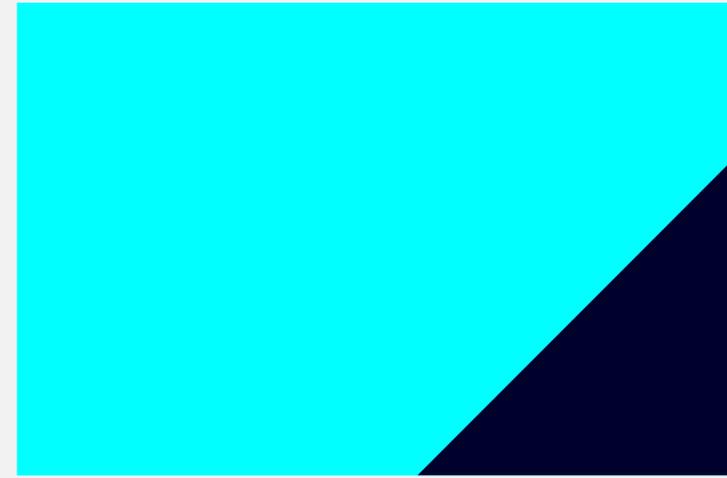
If we are only using two colours, we utilise the primary palette.

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

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



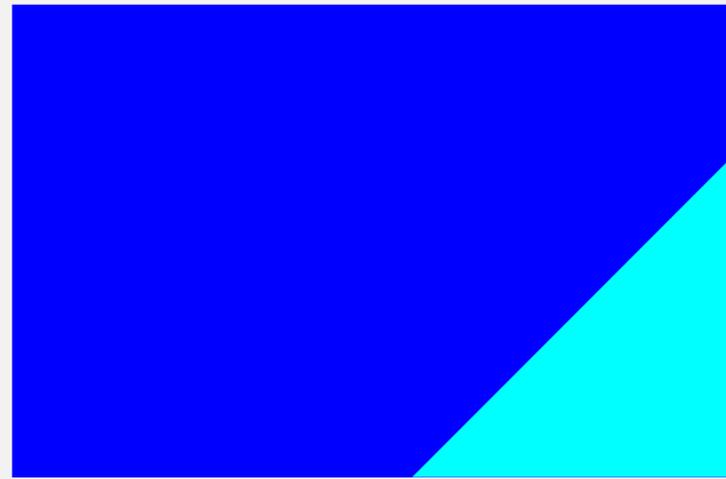
A



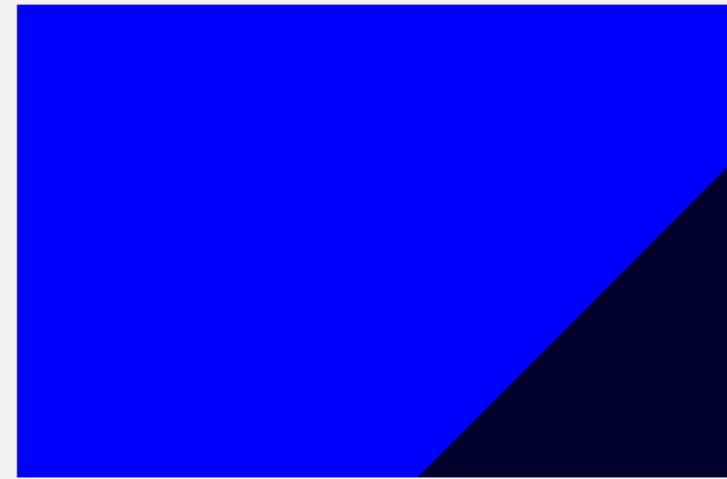
B



C



D



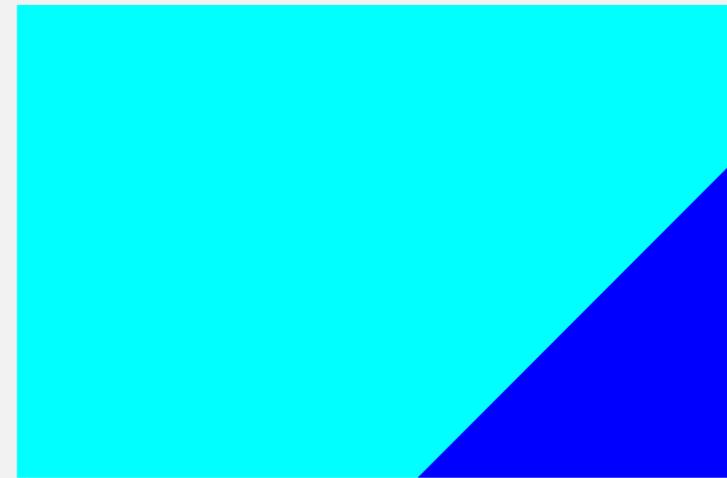
E



F



G



H

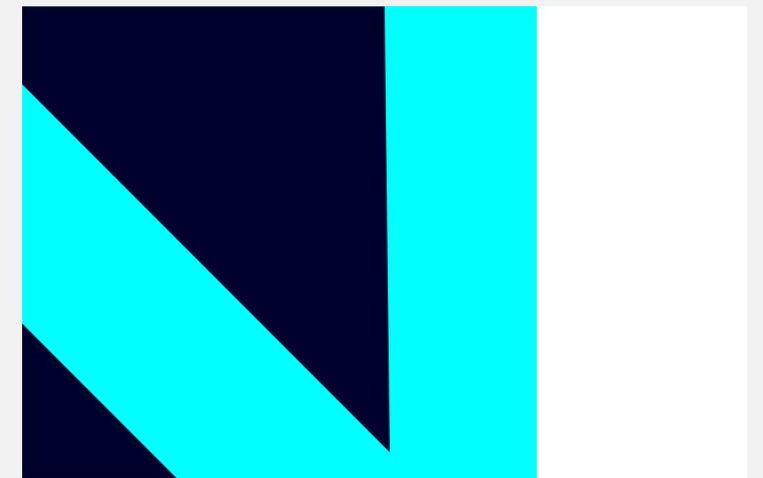
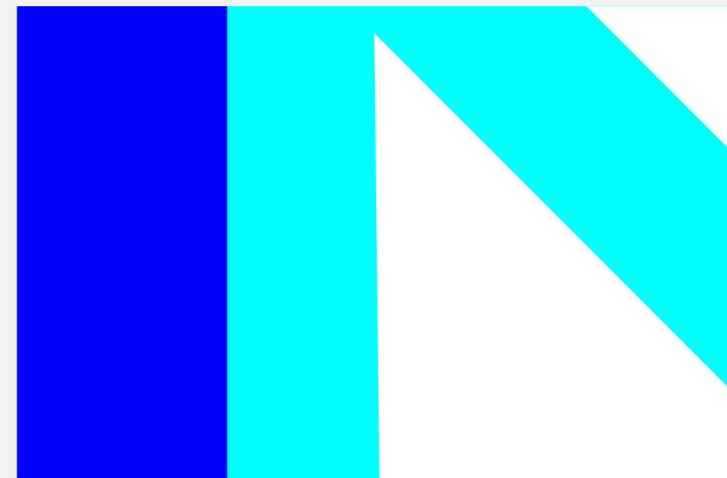
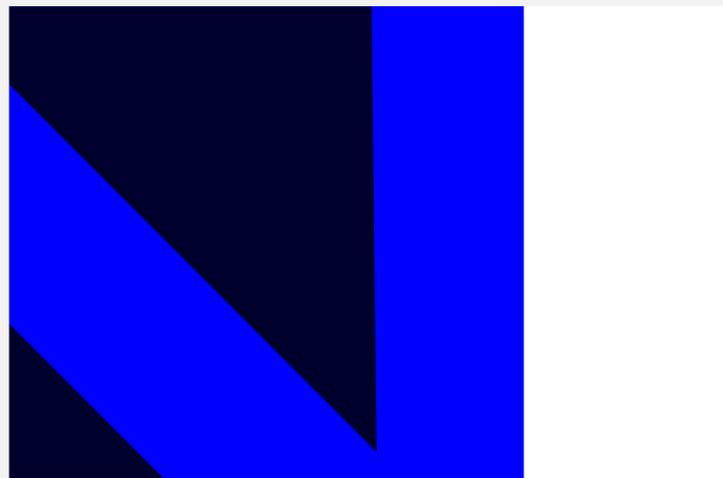
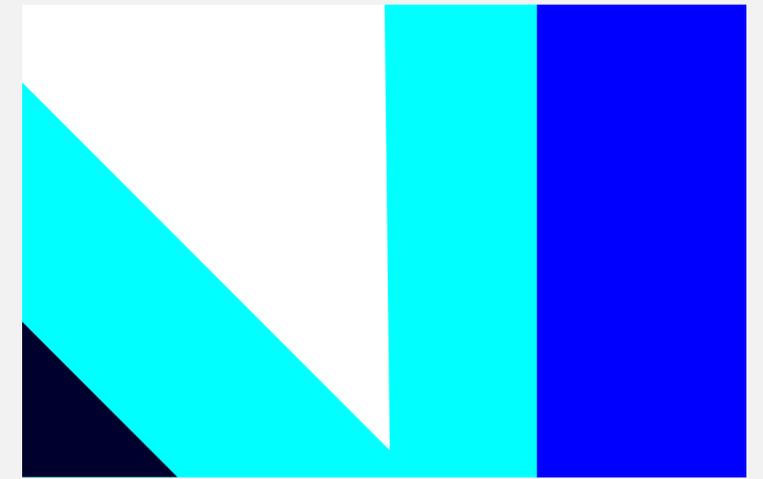
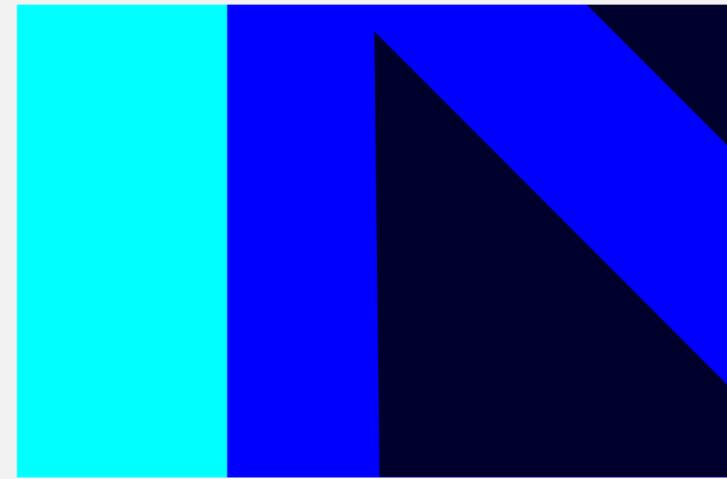
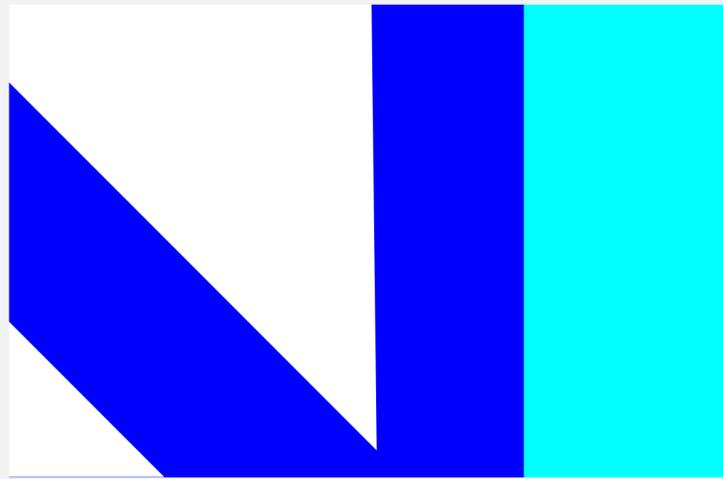
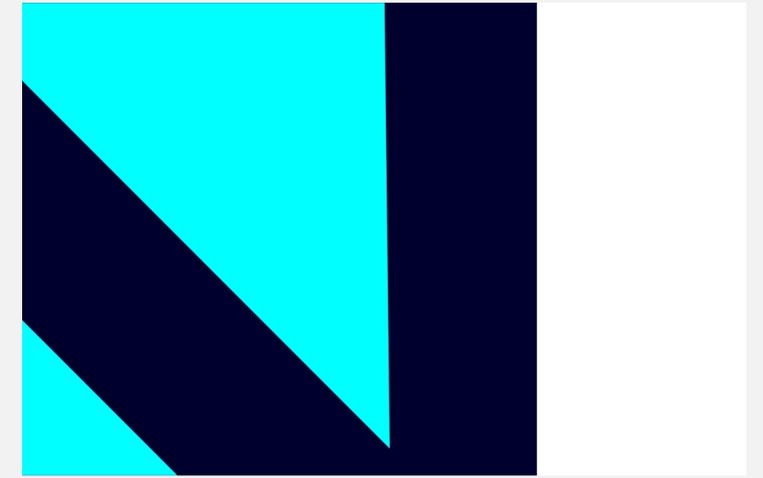
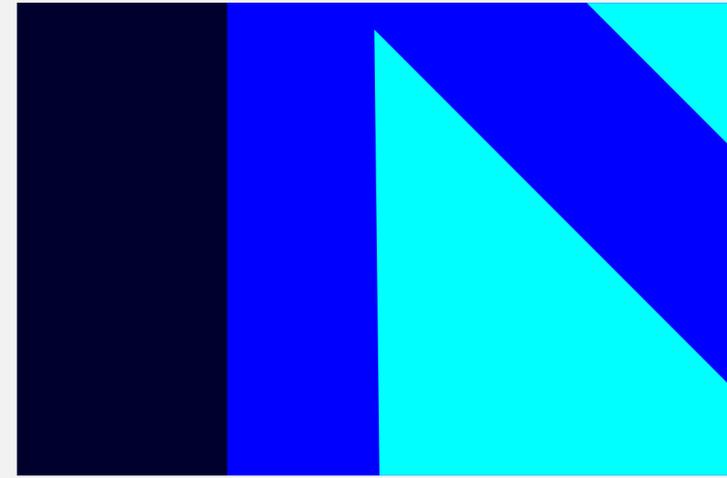
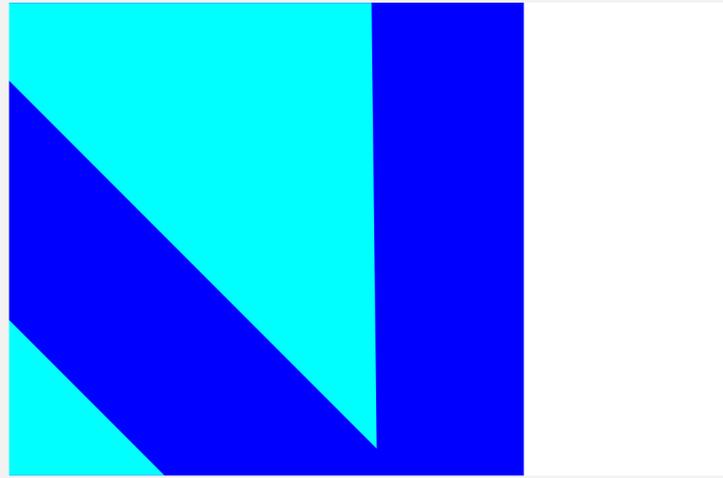


I

# 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.

## One Colour

**A Snow Blue with Midnight Blue Text**

**B Midnight Blue with White Text**

## Two Colours

**C Cobalt Blue and Snow Blue with White Text**

**D Midnight Blue and Cobalt Blue with White Text**

## Three Colours

**E Cobalt Blue, Snow Blue and White Text**

**F Midnight Blue, Snow Blue and White**



A



B



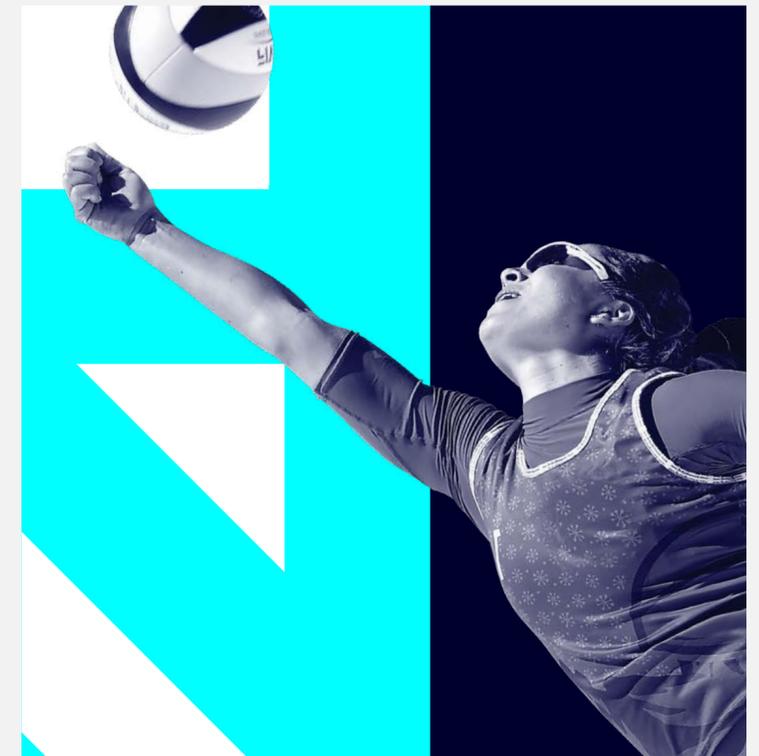
C



D



E



F

# 4.0 Photography

- 4.1 Overview
- 4.2 Treatments
- 4.3 Reportage - Cutout B&W
- 4.4 Reportage - Gradient Map
- 4.5 Reportage - Gradient Glow
- 4.6 Studio Style
- 4.7 Team Photography

# Photography

Our photography is very important to our brand. It is the clearest representation of the excitement and drama of EuroVolley.

Our photography adds drama and energy to all of our communications.

**Please Note:** All photography included in the brand book serves as an example of how to apply and use organiser's pictures within the artwork.



# Treatments

Our photography is made up of four different image treatments. The following sections provide guidance on how to reproduce imagery in the following four styles:

- 1 Reportage - Cutout B&W
- 2 Reportage - Gradient Map
- 3 Reportage - Gradient Glow
- 4 Studio Style Photography



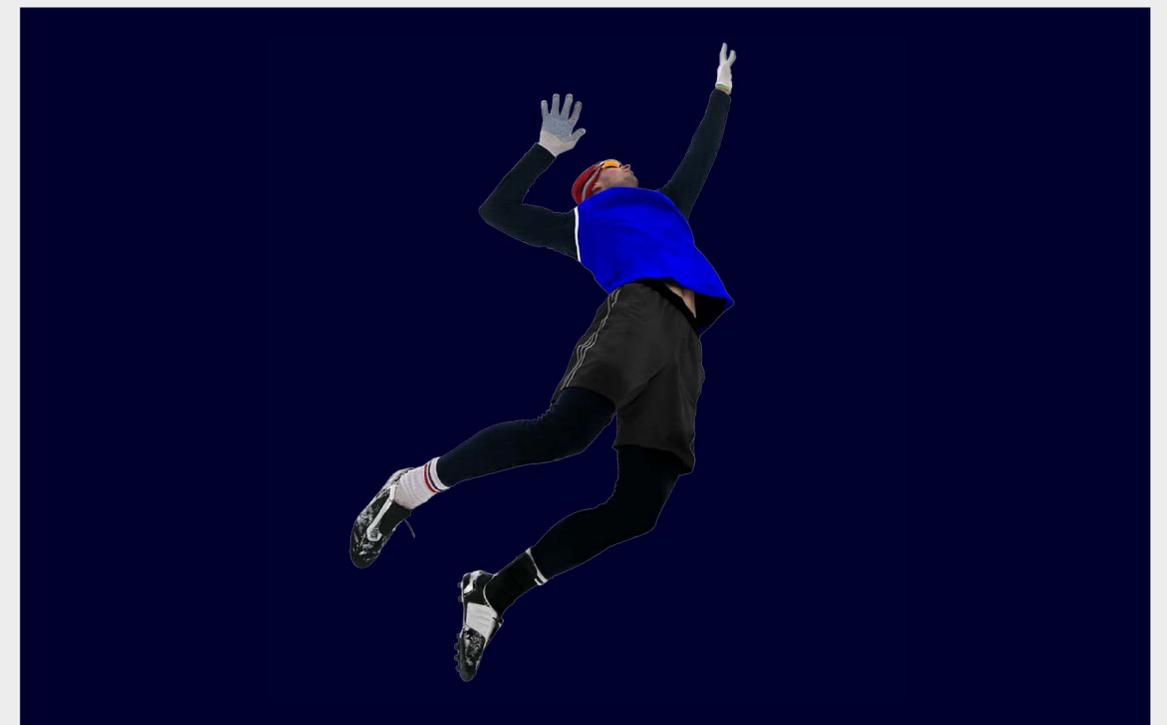
1



2



3



4

## Reportage Cutout B&W

In order to make regular reportage photography feel like part of the CEV Snow Volleyball brands, we have created a unique visual cutout / black and white image treatment. Below are key steps to follow when generating images.

- 1 Original image.
- 2 Cut out subject from background. Remove all sponsors from clothing where possible to avoid distractions on marketing material.
- 3 Add black and white filter to the image and adjust the levels / curves of the image to bring a dramatic punchy contrast to the image.
- 4 Combine image with brand colours, graphic devices and / or typography. More information on this in the relevant sections.



1



2



3



4

## Reportage Gradient Map

Sometimes, images may suit the format better to be used without any cutout elements. In these instances, in order to make regular reportage photography feel like part of the CEV Snow Volleyball brands, we can apply a 'gradient map' colour overlay. Below are key steps to follow when generating images.

- 1 Original image.
- 2 Add black and white filter to the image and adjust the levels / curves of the image to bring a dramatic punchy contrast to the image.
- 3 Add a gradient map filter over the image using the navy colour from the primary palette.
- 4 Combine image with brand colours, graphic devices and / or typography. More information on this in the relevant sections.



1



2



3



4

# Reportage Gradient Glow

Sometimes, images may suit the format better to be used in full colour. In these instances, in order to make regular reportage photography feel like part of the CEV Snow Volleyball brands, we can apply a 'gradient glow' colour overlay. Below are key steps to follow when generating images.

- 1 Original image.
- 2 Add a gradient using navy with the Volley Red colours from our core palette.
- 3 Apply a 'screen' filter to the gradient to overlay with the image. Adjust the opacity to find a nice even balance.
- 4 Combine image with brand colours, graphic devices and / or typography. More information of this on the relevant sections.



1



2



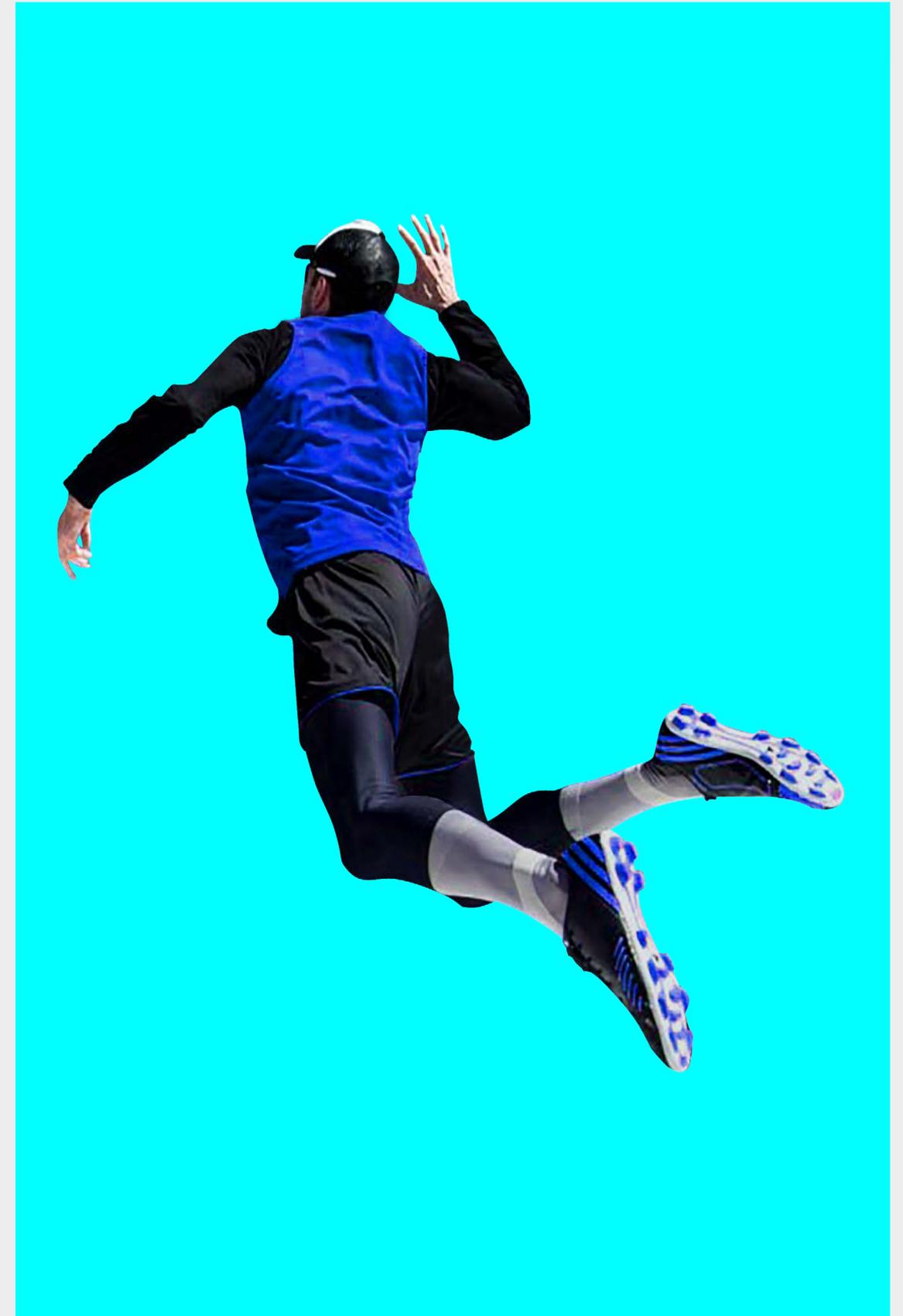
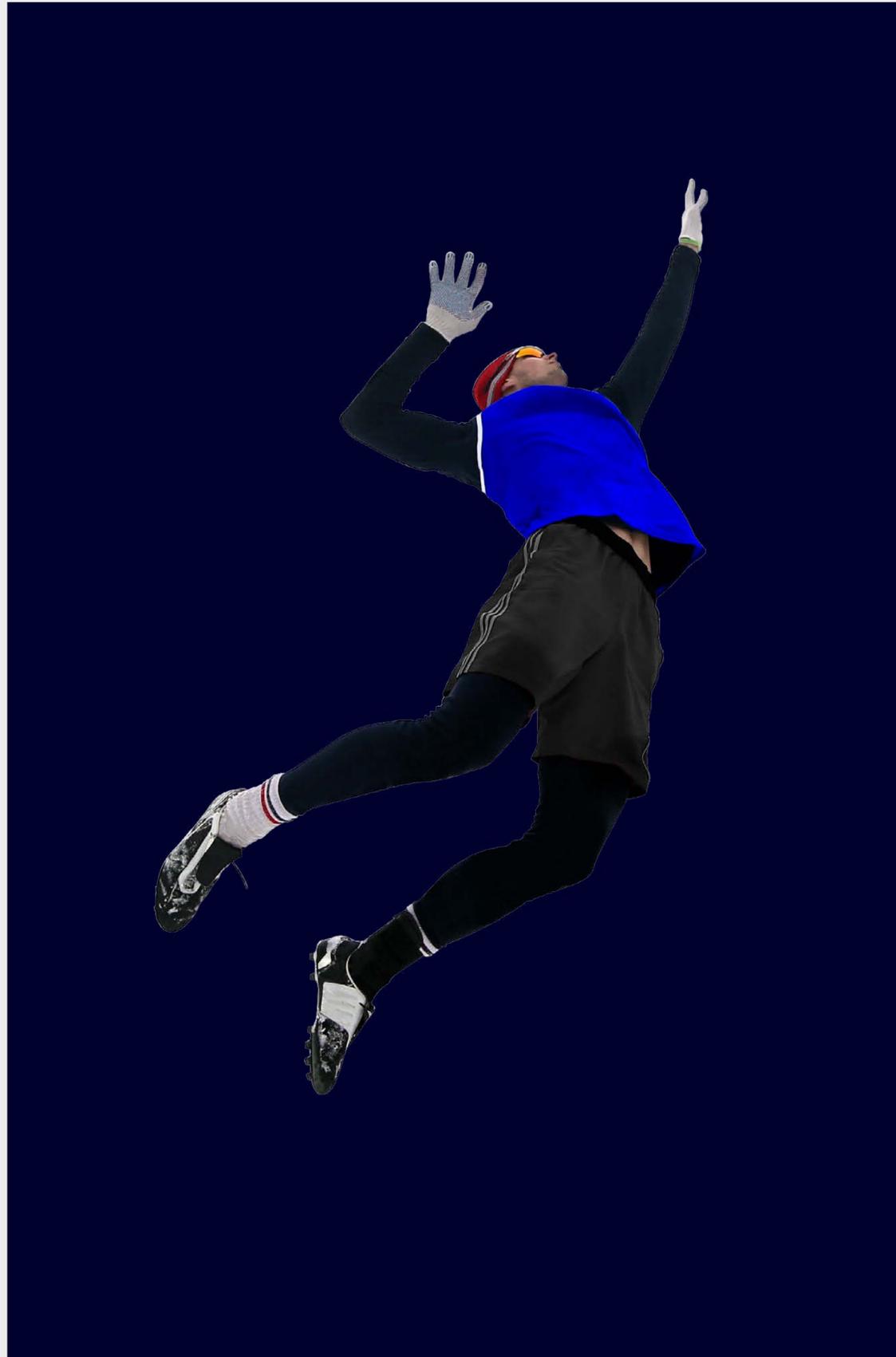
3



4

## Studio Style

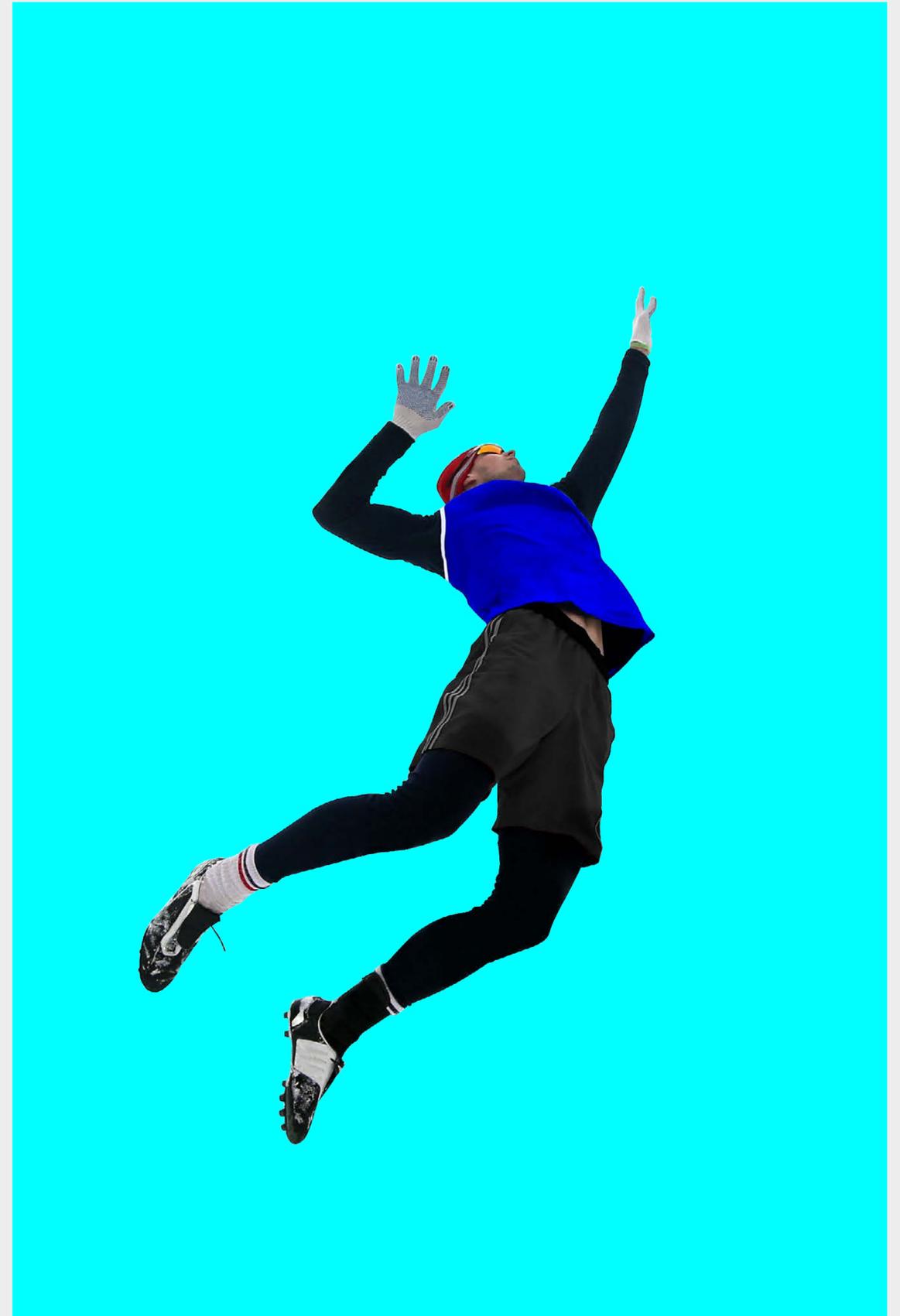
For larger campaigns, we can use bespoke studio photography to add more drama to the occasion. Studio photography must always use harsh lighting to create dramatic shadows and we should always aim to add energy through snapshots of movement and passion.



## Studio Style Re-creation

If budget doesn't allow for studio photography, we can use reportage shots and heavily edit them to create a 'studio style'.

The example to the right shows the original photograph on the left and the edit on the right.



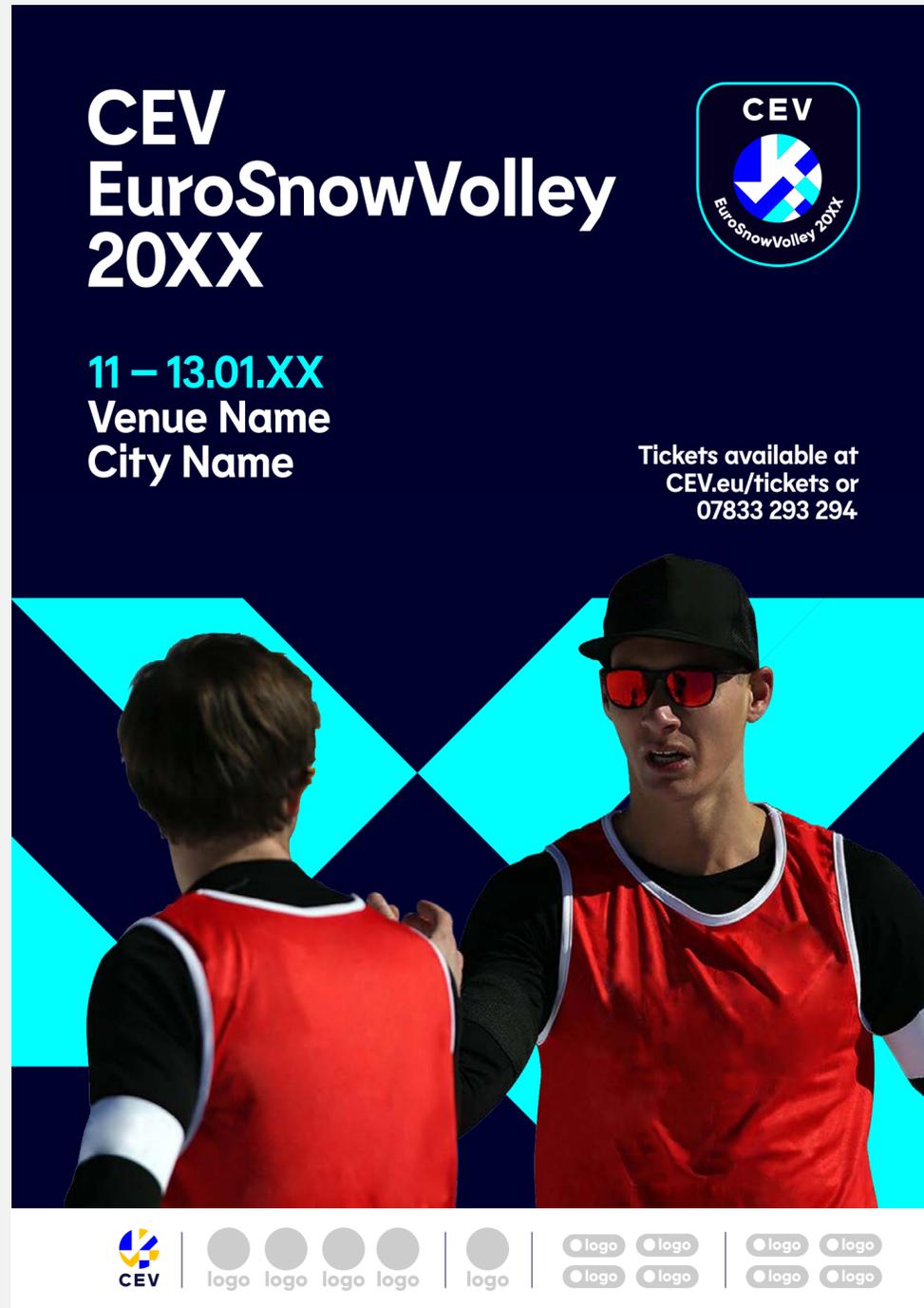
## Studio Style Usage

We always shoot studio photography on a white or neutral background. This allows us to cut the images out with ease and precision, in order to layer up with graphic devices, colour and typography.



# Team Photography Example 1

Team photography can be treated in the same cutout style as studio or reportage shots. They can be used in full colour or a treated style depending on the image and format.





# 5.0

# Graphic Device

- 5.1 Overview
- 5.2 Graphic Shapes
- 5.3 Graphic Patterns

# Graphic Device Overview

There are two graphic devices we use in communications, each with their own specific purposes.

Both are derived from the shapes within the Volleymark and embody the same spirit as our logo.

- 1 Holding Shapes**
- 2 Graphic Patterns**

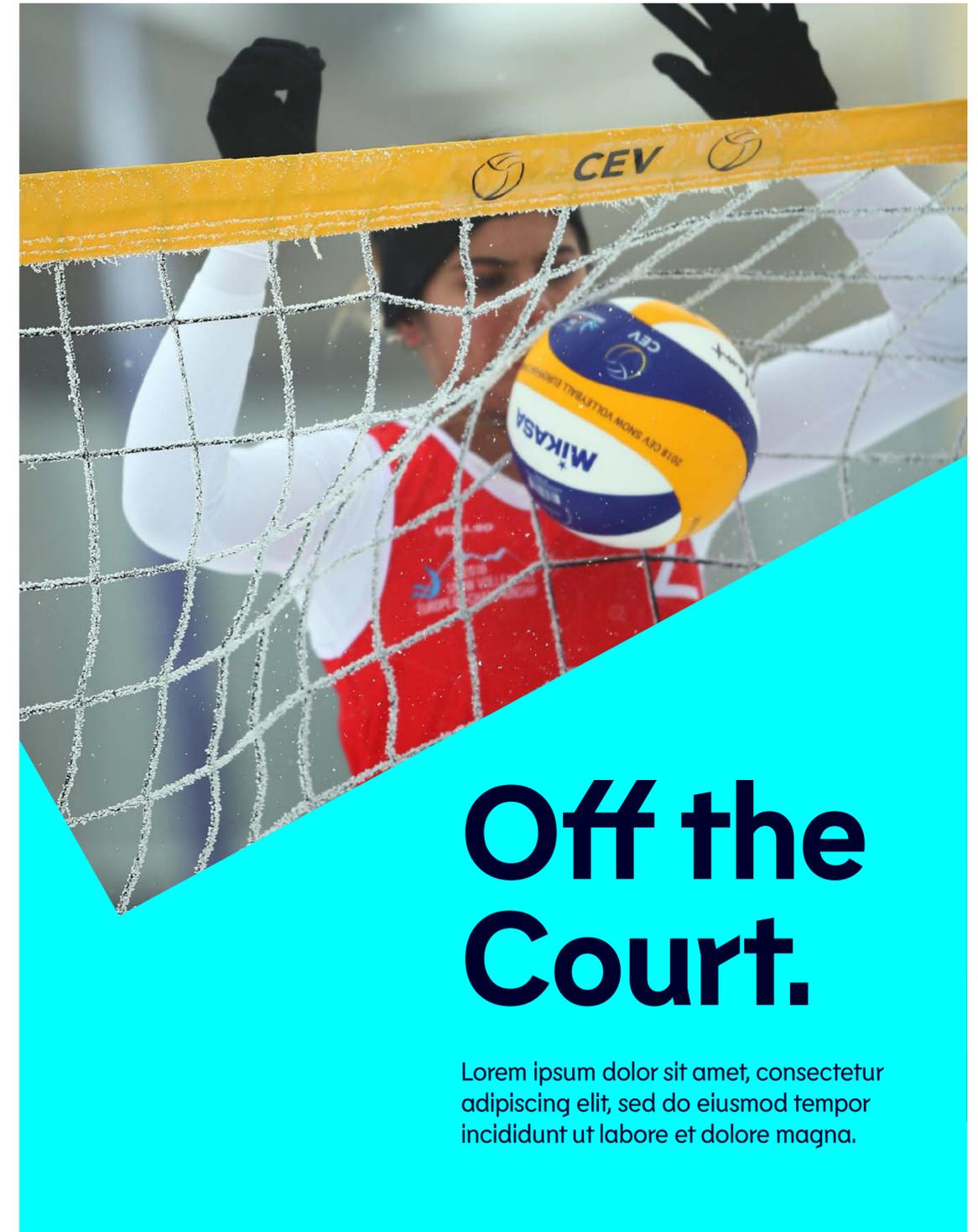
## Holding Shapes

We use graphic holding shapes when an image is too busy to put typography or our logo directly on top.

To the right are two examples of how we can use these shapes in different ways to hold messaging or logos:

**Left - Logo**

**Right - Messaging**



# Holding Shapes Logo

When using the shape to hold the logo, we have devised a system that anchors to corners of a format.

## Top Left

Sits in the top left of the format.

## Top Right

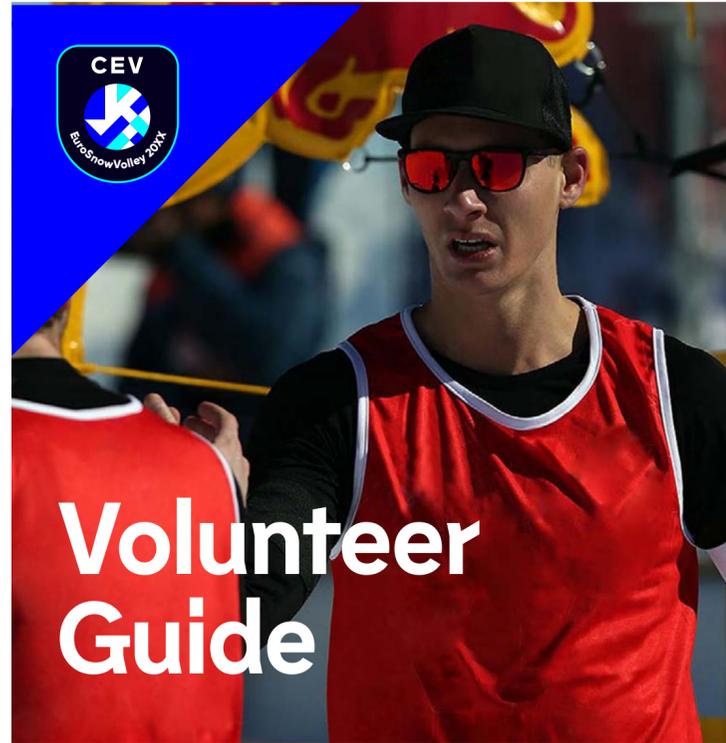
Sits in the top right of the format.

## Bottom Left

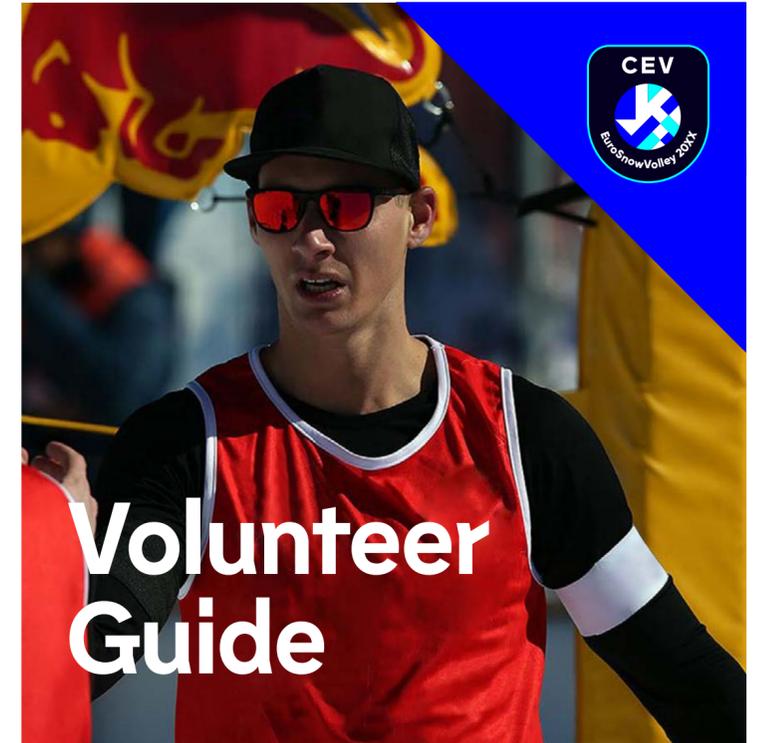
Sits in the bottom left of the format.

## Bottom Right

Sits in the bottom right of the format.



Top Left



Top Right



# Holding Shapes Messaging

When using the shape to hold messaging, we have devised a system that is scalable to the content:

## Two Thirds

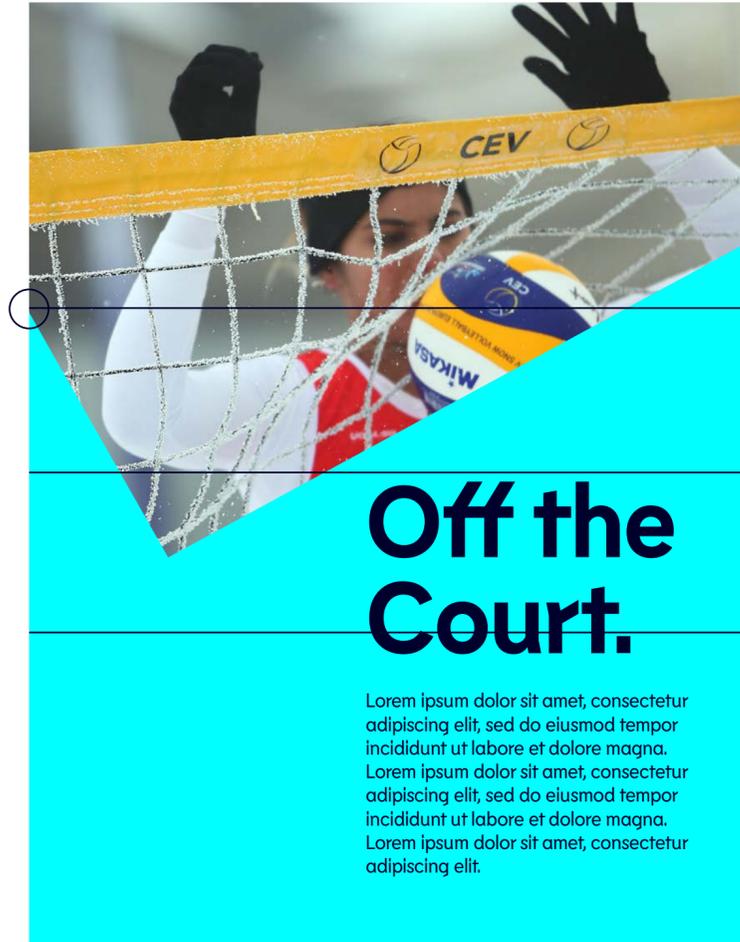
Sits on the two thirds mark as defined by the application's grid.

## Half

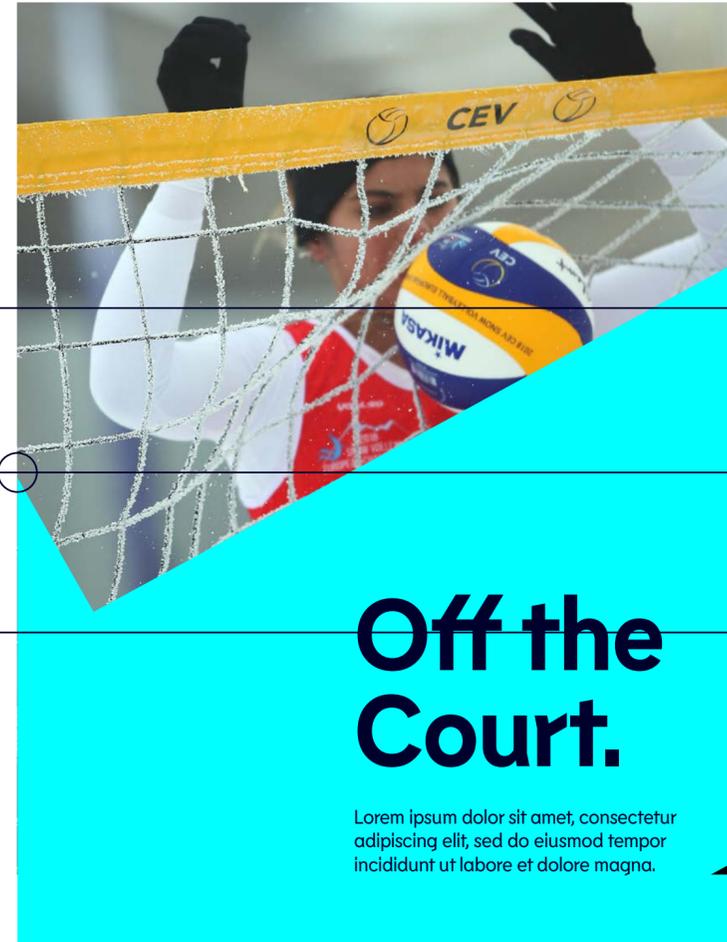
Sits on the halfway mark as defined by the application's grid.

## Third

Sits on the third mark as defined by the application's grid.



Two Thirds



Half



Third

# Graphic Patterns

When working with bolder imagery that has been cutout from its background, we can use more dynamic patterns that are made up from the shapes found in the Volleymark logo.

There are three ways we can use the graphic pattern:

- 1 Full Bleed Pattern with Imagery
- 2 Full Bleed Pattern Only
- 3 Volleymark Pattern with Imagery

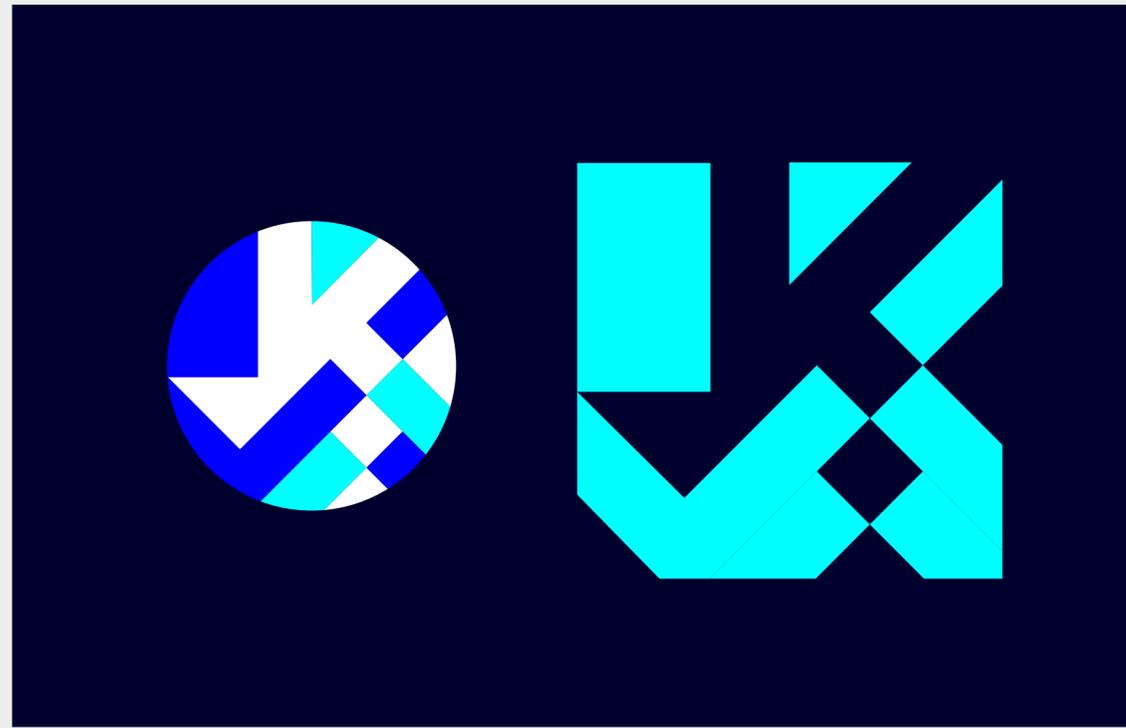


# Graphic Patterns With Imagery

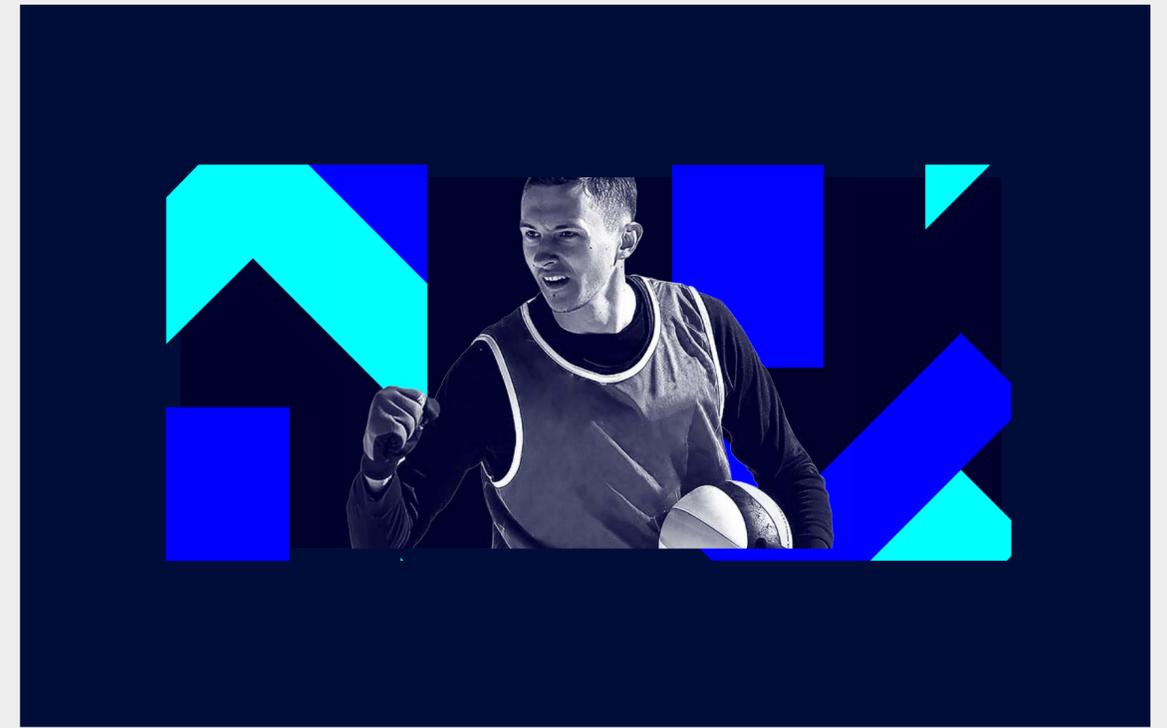
## Full Bleed Pattern with Imagery

In order to make regular photography feel like part of the CEV Snow Volleyball brands, we have created a unique way of combining images with our graphic pattern. For best results:

- 1 Use the Snow Volleyball graphic pattern vector to combine with imagery. This vector pattern has been created using the same shapes and formation as in the Snow Volleymark logo.
- 2 Take an image that has been removed from the background and place onto a branded coloured background. Take the 'Snow Volleymark graphic pattern' vector and place over the image. Use discretion to create a balanced composition. The pattern can be flipped or inverted to find a balance of symmetry.
- 3 Use the pattern as a mask and make parts of the image sit behind the pattern and parts of the image sit in front, creating a sense of depth.
- 4 Add all other brand assets including typography and logos to create a finalised composition. More information on this in the relevant sections.



1



2



3



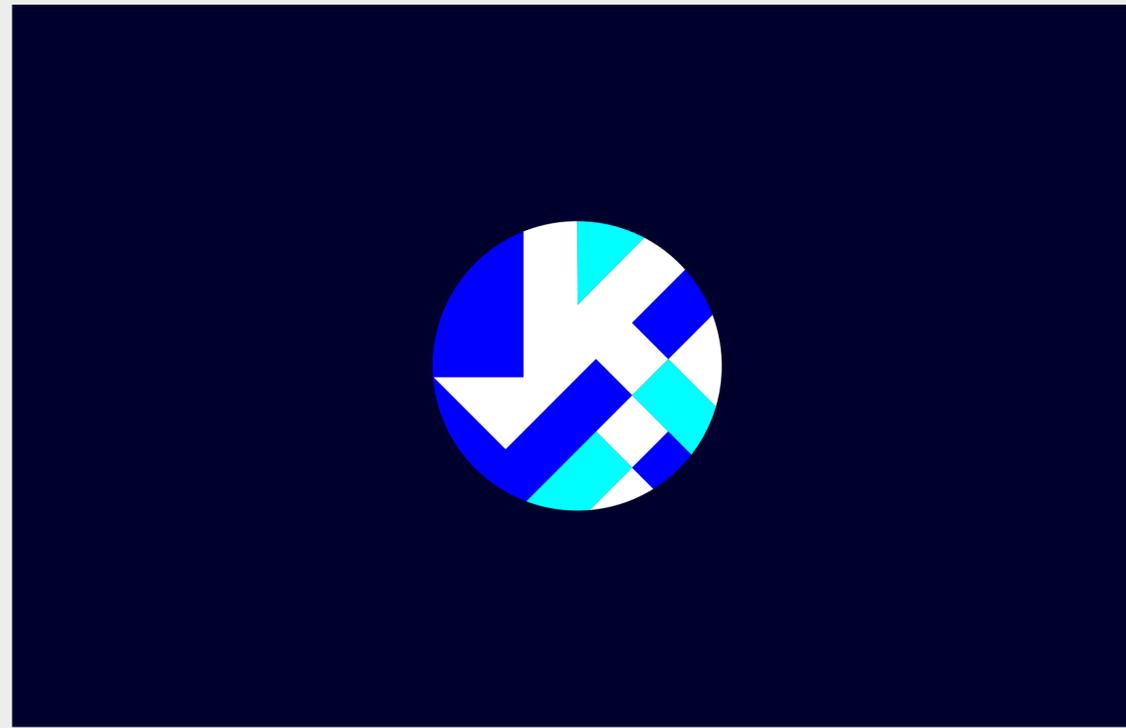
4

# Graphic Patterns Pattern Only

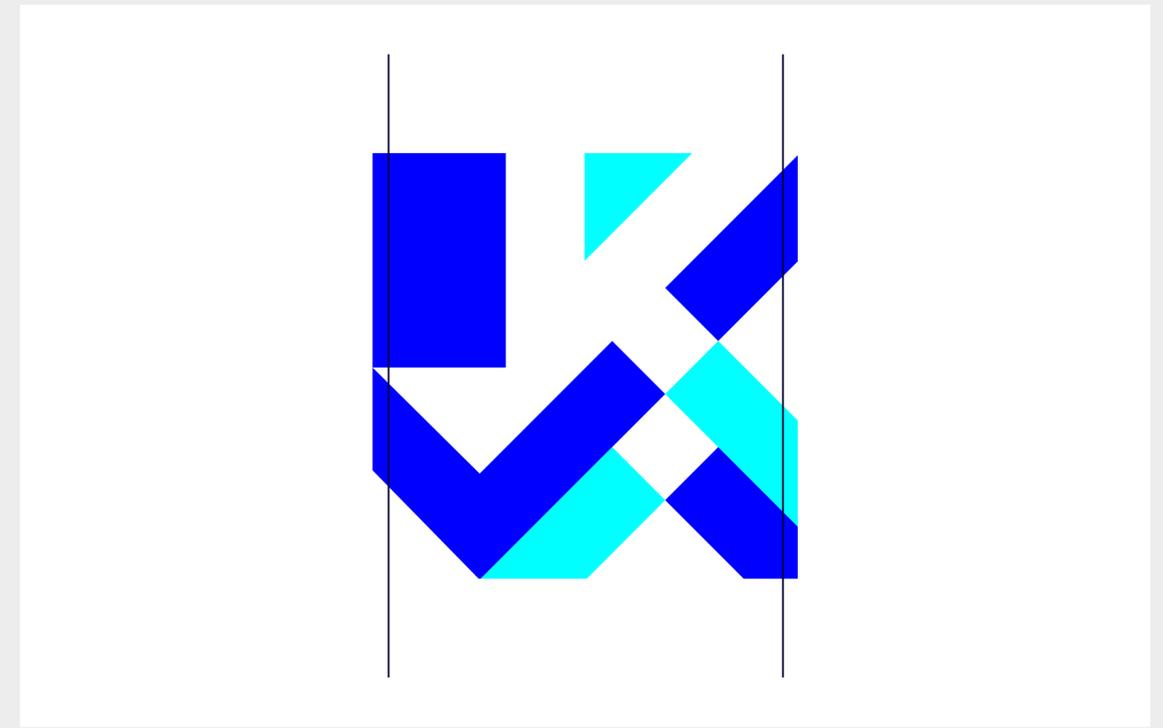
## Full Bleed Pattern Only

The graphic pattern can also be used as a stand-alone graphic in some instances. For best results:

- 1 Use the 'Snow Volleyball graphic pattern' vector to place into a format. This vector pattern has been created using the same shapes and formation as in the Volleymark logo.
- 2 When working with the pattern, always try and anchor the sides to at least two edges of a format.
- 3 When using the graphic pattern in two colours, it's better to keep lots of open space areas for typography to sit in, rather than laying typography over the top of the pattern.
- 4 Final layout example - event ticket.



1



2



3



4

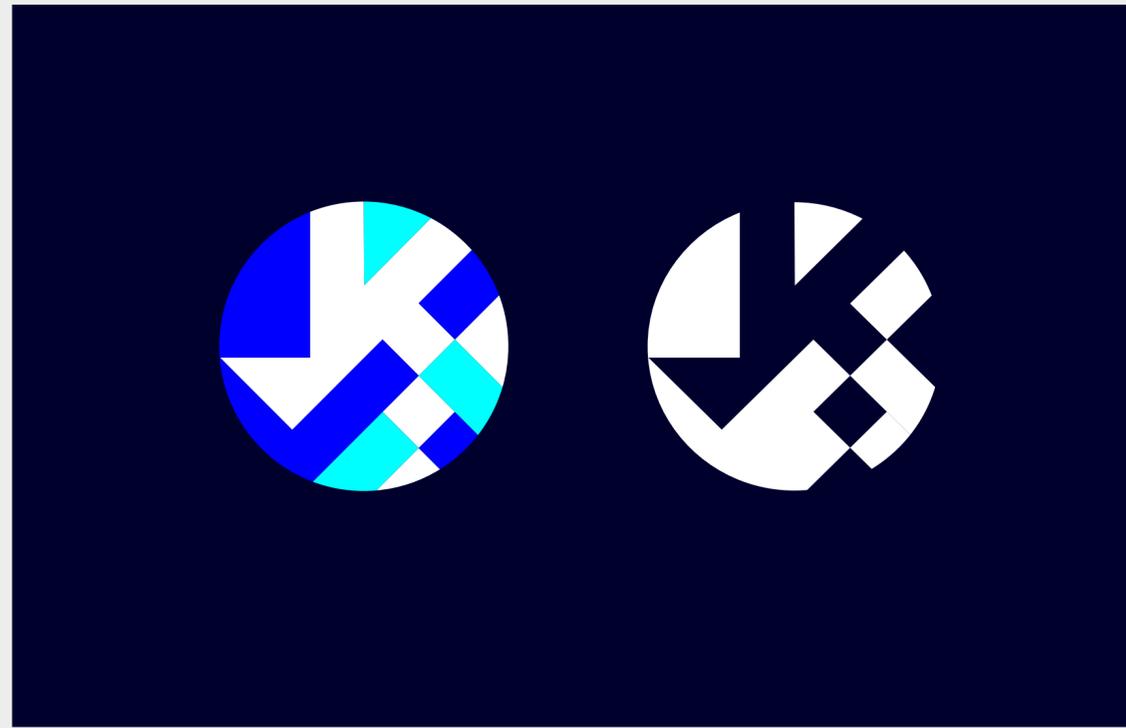
# Graphic Patterns

## Volleymark

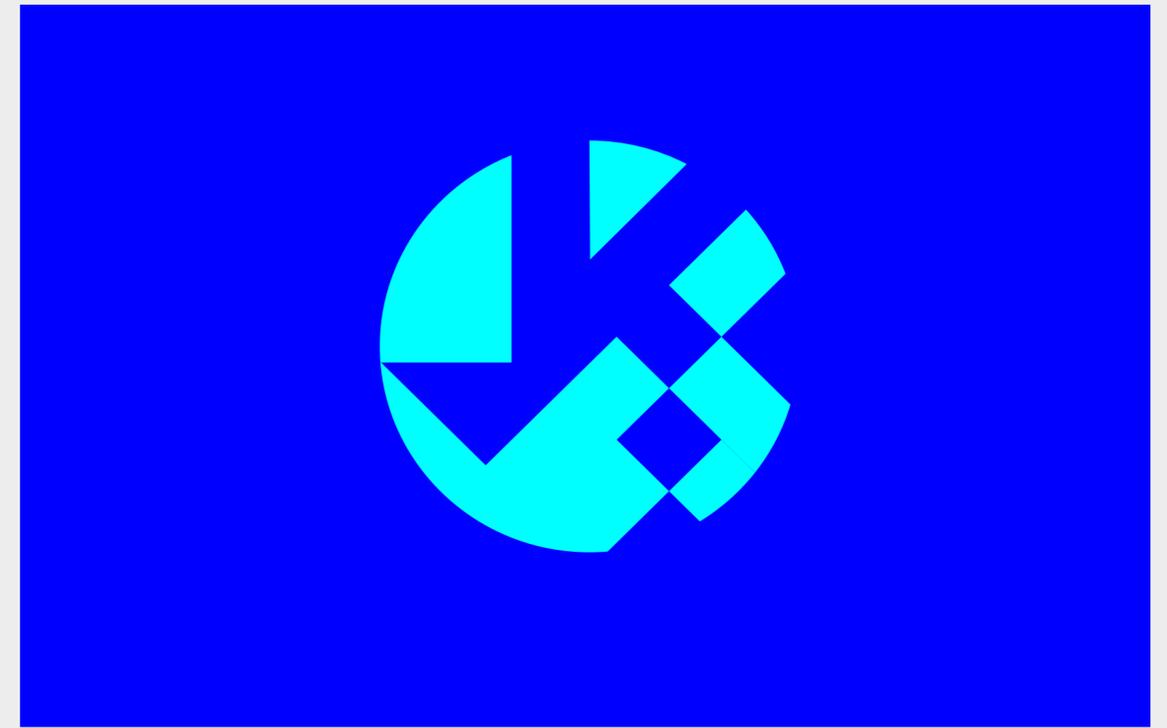
### Volleymark with Imagery

The Snow Volleymark can also be used as a full circular shape in two colours or one colour and combined with imagery to create unique bespoke campaign visuals. For best results:

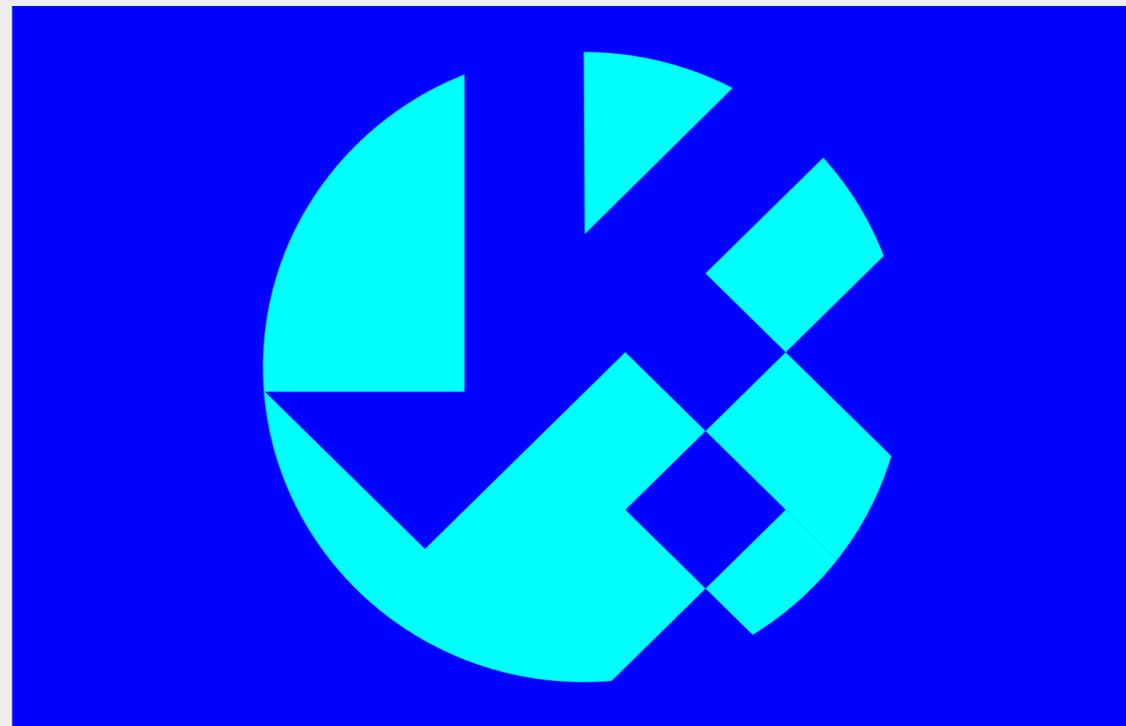
- 1 Use the 'Snow Volleyball graphic pattern' vector to combine with imagery. This vector pattern has been created using the same shapes and formation as in the Snow Volleymark logo.
- 2 Use bold colour combinations when using the Snow Volleymark graphic pattern.
- 3 Use the pattern as a mask and make parts of the image sit behind the pattern and part of the image sit in front, creating a sense of depth.
- 4 Add all other brand assets including typography and logos to create a finalised composition. More information on this in the relevant sections.



1



2



3



4

# 6.0 Grids & Layout

- 6.1 Typography Positions
- 6.2 Logo Positions
- 6.3 Landscape
- 6.4 Portrait
- 6.5 Editorial
- 6.6 Dialling Up & Down

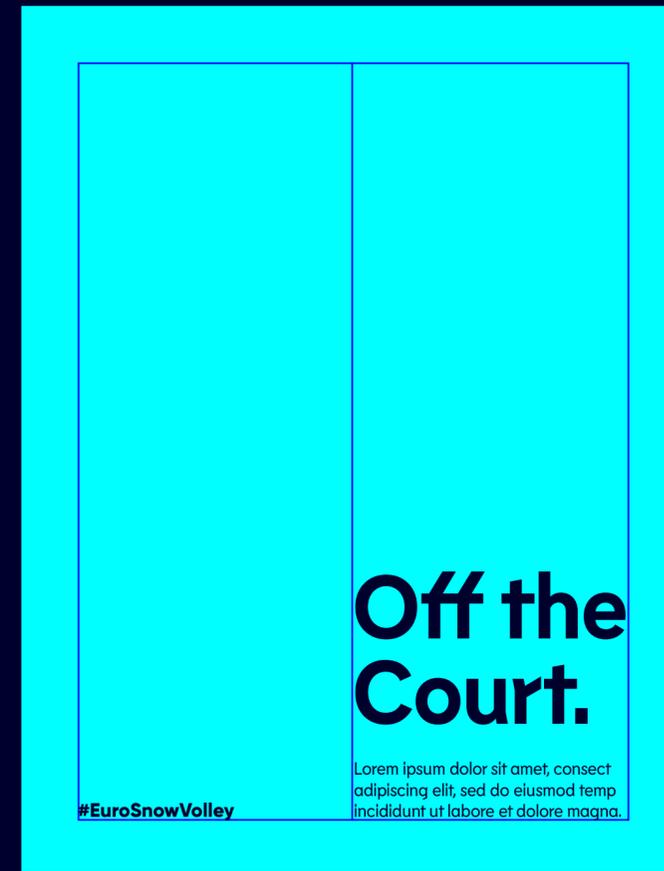
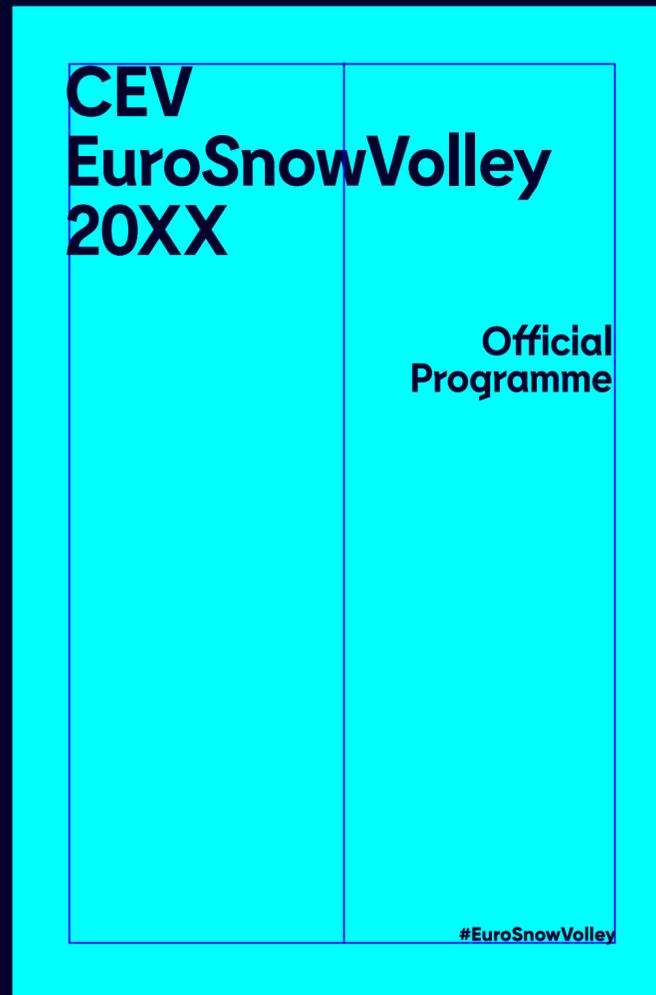
# Typography Positions

## Headlines

Always ensure that headlines are anchored to margins where possible. They can be left or right aligned to bring diversity and creative difference to layouts. Always ensure that headlines are contrasting with the background graphics or colours.

## Body Copy

Body copy should always be in clear space, preferably away from imagery and graphic devices where possible. Body copy should always be left aligned.



# Typography Positions

## Headlines

Always ensure that headlines are anchored to margins where possible. They can be left or right aligned to bring diversity and creative difference to layouts. Always ensure that headlines are contrasting with the background graphics or colours.

## Body Copy

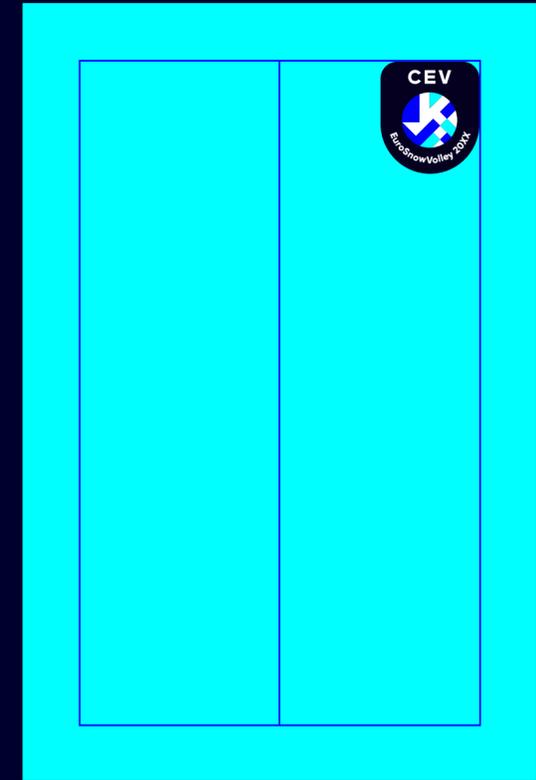
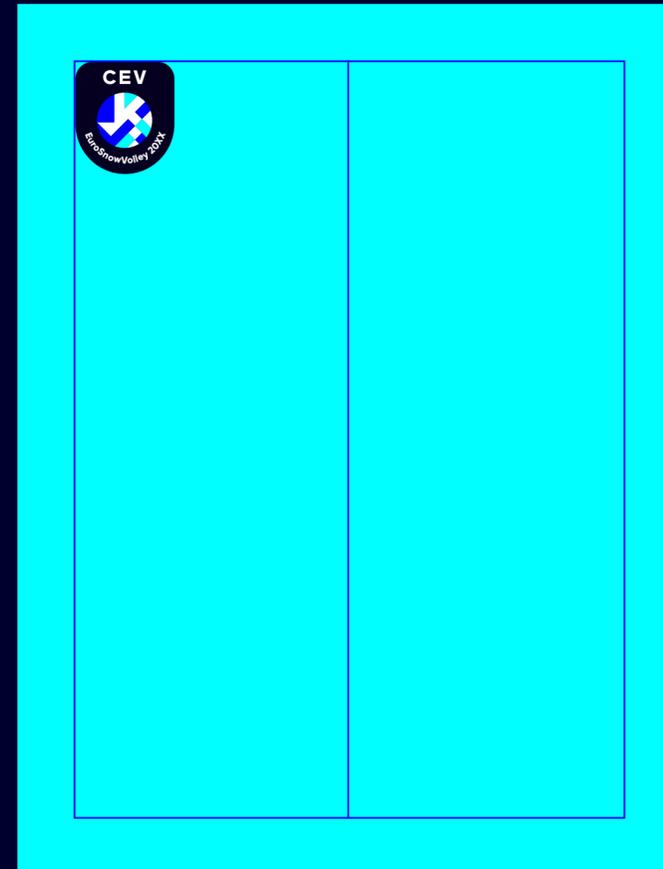
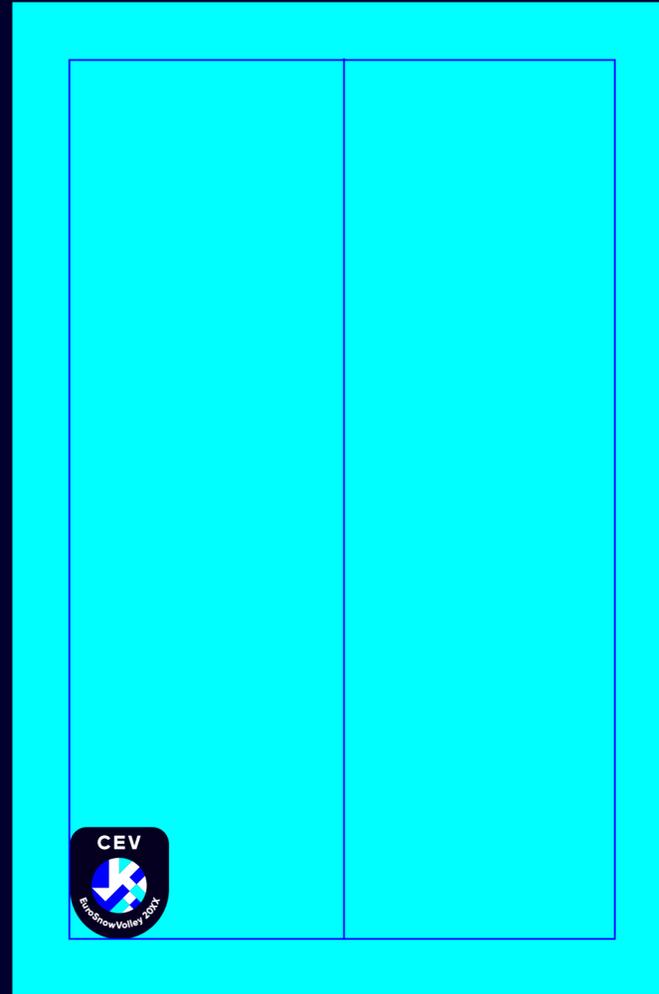
Body copy should always be in clear space, preferably away from imagery and graphic devices where possible. Body copy should always be left aligned.



# Logo Positions

## Logo

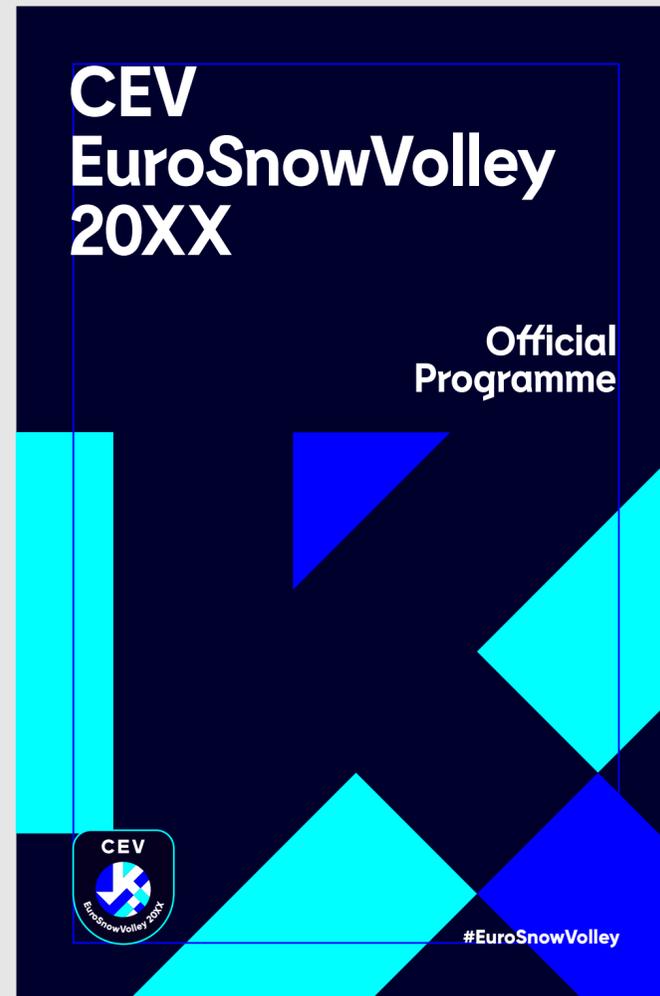
The competition logo must always be anchored to the margins and must always be in a corner of the format.



# Logo Positions

## Logo

The competition logo must always be anchored to the margins and must always be in a corner of the format.

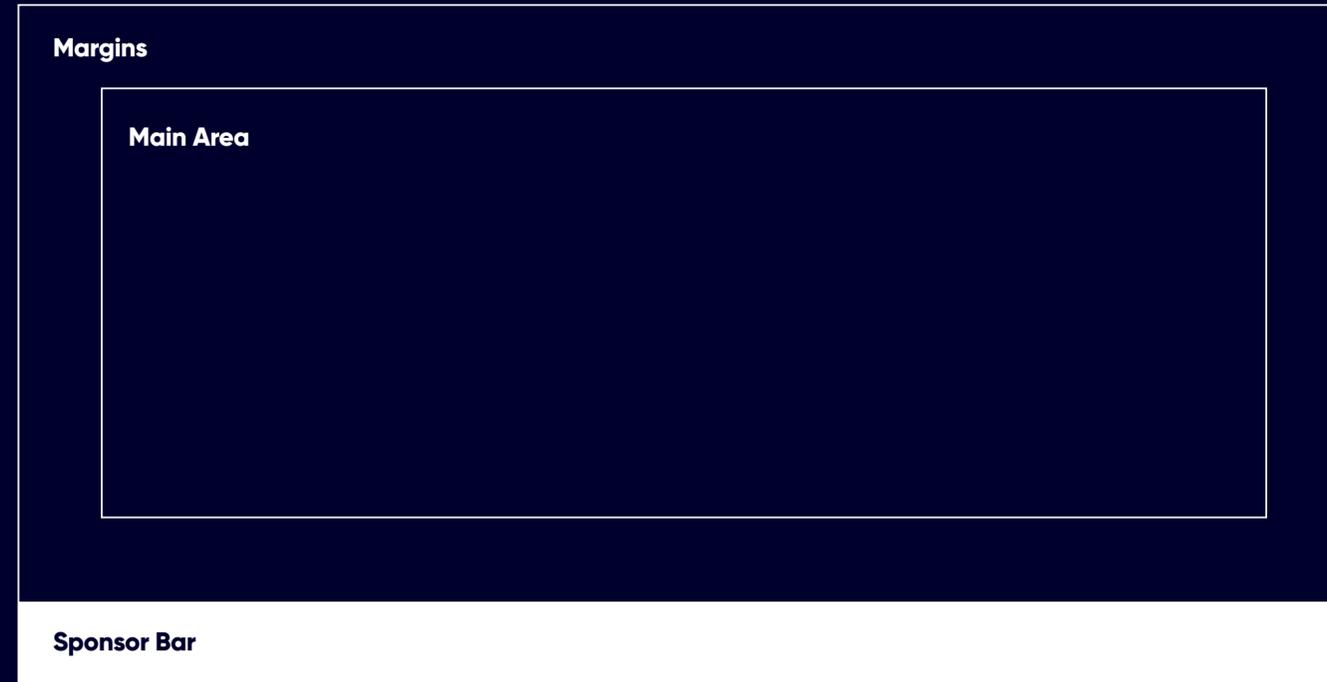


# Sponsor Bar Location

When a piece of communication needs to include multiple sponsors and / or partners, we use the 'sponsor bar'.

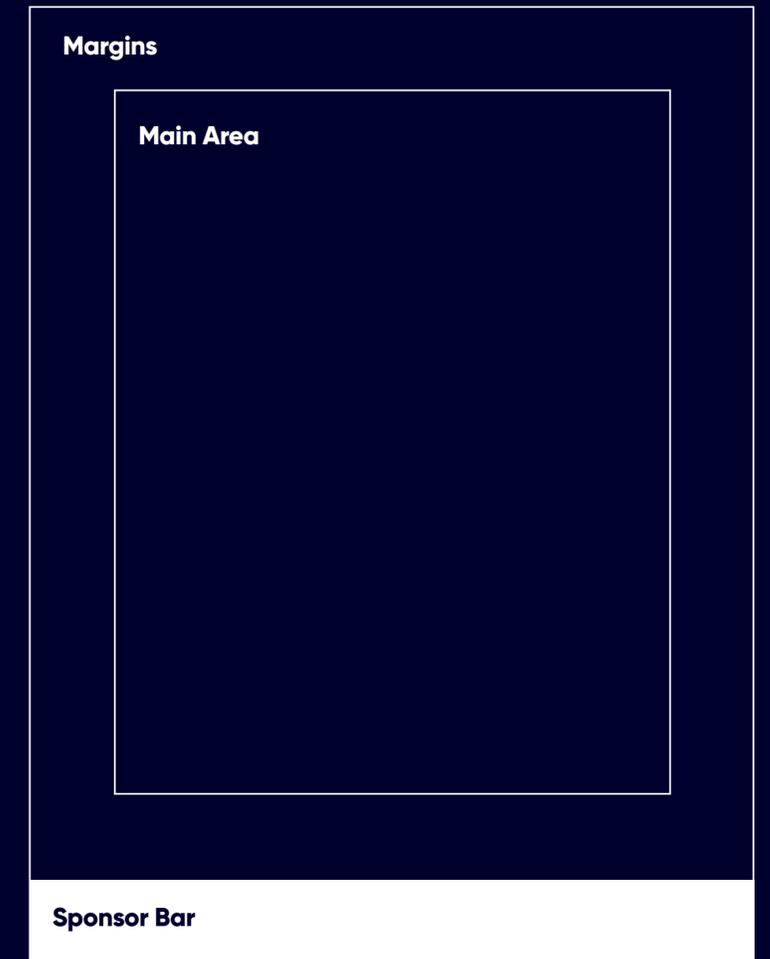
The sponsor bar must always be anchored to the bottom of the format and must take up as little space as possible.

A rough guide for sizing would be to keep the sponsor bar the same height as the document margins.



**Horizontal Format**

**Portrait Format**



# Sponsor Bar Structure

The structure of the sponsor bar is as follows:

- 1 CEV Mother Brand**
- 2 Organisers' and Institutional Logos**
- 3 Other CEV Logos (optional)**
- 4 CEV Sponsors**
- 5 Organisers' Sponsors**

### Seperation Bars

Each logo group is seperated by a small bar to make each individual section clear. seperation bars can be used vertically or horizontally depending on the format.

### Horizontal

When working with horizontal formats where we have a little bit more room to work with, all sponsors can sit on one line.

### Portrait

When working with portrait formats where we have less room to work with, main organisers' and institutional logos can sit on one line and other sponsors can sit on two lines.

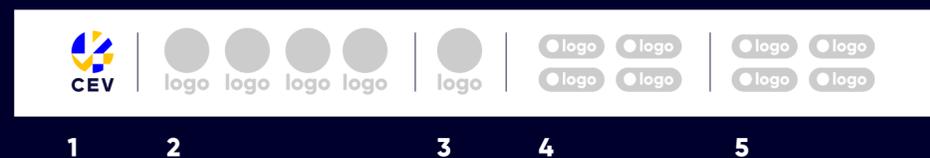
### Tall Formats

When working with tall formats where we have even less room to work with, main organisers' and institutional logos can sit on one line and other sponsors can sit on a smaller line underneath.

## Horizontal



## Portrait



## Tall Formats



# Sponsor Bar Special Circumstances

## 1 Accommodating Lots of Sponsors

When working with lots of sponsors, the size of the sponsor bar can increase in height.

## 2 Accommodating Title Sponsor

The title sponsor can sit within the actual artwork. In these circumstances, the title sponsor should always sit next to the competition logo. Please refer to pages 36 and 37 for spacing.



1.



2.

# Landscape

### Margins

When working with landscape formats we must always use margins around the main content that gives plenty of breathing space for the typography and logo content. Imagery and graphic devices can bleed off the format.

### Typography

Typography should always be anchored to at least one margin (top, left or right).

### Competition Logos

The competition logo must always be anchored to the margins and must always be in a corner of the format.

### Sponsor Bar

When working with partner logos, we use the sponsor bar which bolts on to the bottom of the format. The sponsor bar should be roughly the same size as the margins where possible.

### Sponsor Logos

Logos should be lined up from the left to the right in order of importance. When splitting groups of logos, we can anchor to the right-hand side of the format.



**Sub-headline**  
Location and date information. Anchored to margins.

**Additional Information**  
Ticket information to go here in line with the logo.

**Headline**  
Event headline information. Anchored to margins.

**Margin**  
Clear space / breathing space around the top, left and right of document.

11 –  
13.01.XX

CEV  
EuroSnowVolley  
20XX

Venue Name  
Venue Name  
City Name



**Sponsor Bar**  
Refer to page 89 for sponsor bar structure.

**Main Area**  
Main area should be as big as possible to hero our photography and graphic device.

**Websites / Hashtags**  
Relevant hashtags or websites.

**Competition**  
Should always be anchored to a corner.

# Landscape

## Margins

When working with landscape formats we must always use margins around the main content that gives plenty of breathing space for the typography and logo content. Imagery and graphic devices can bleed off the format.

## Typography

Typography should always be anchored to at least one margin (top, left or right).

## Competition Logos

The competition logo must always be anchored to the margins and must always be in a corner of the format.

## Sponsor Bar

When working with partner logos, we use the sponsor bar which bolts on to the bottom of the format. The sponsor bar should be roughly the same size as the margins where possible.

## Sponsor Logos

Logos should be lined up from the left to the right in order of importance. When splitting groups of logos, we can anchor to the right-hand side of the format.



# Portrait

## Margins

When working with landscape formats we must always use margins around the main content that gives plenty of breathing space for the typography and logo content. Imagery and Graphic Devices can bleed off the format.

## Typography

Typography should always be anchored to at least one margin (top, left or right).

## Competition Logos

The competition logos must always be anchored to the margins and must always be in a corner of the format.

## Sponsor Bar

When working with partner logos, we use the sponsor bar which bolts on to the bottom of the format. The sponsor bar should be roughly the same size as the margins where possible.

## Sponsor Logos

Logos should be lined up from the left to the right in order of importance. When splitting groups of logos, we can anchor to the right-hand side of the format.



### Headline

Event headline information. Anchored to margins.

### Main Area

Main area should be as big as possible to hero our photography and graphic device.

### Sub-headline

Location and date information. Anchored to margins.

### Sponsor Bar

Refer to page 89 for sponsor bar structure.

### Margin

Clear space / breathing space around the top, left and right of document.

### EuroSnowVolley Logo

Should always be anchored to a corner.

# Editorial

We use a simple template when it comes to creating editorial pieces, but the same rules apply as the rest of the brand.

## Imagery

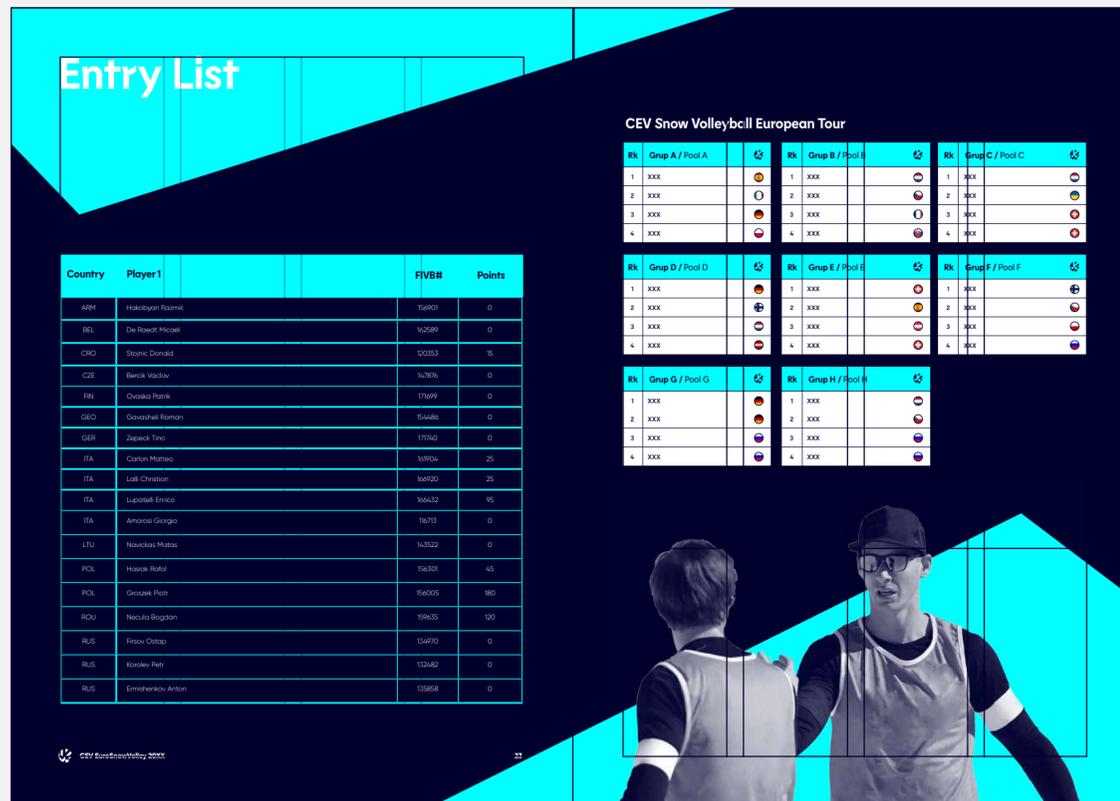
Try to vary the use of images through all photography and graphic device styles to ensure the editorial piece feels unique but still part of the Snow Volleyball brand.

## Tables

Tables have a simple and clear style that utilises a full colour bar and a keyline table.

## Typography

Headlines are generally anchored to the top left or top right of a spread. When working with feature spreads, be more creative with headline placement, but always try to anchor it to an inside or outside margin.



# Editorial

We use a simple template when it comes to creating editorial pieces, but the same rules apply as the rest of the brand.

## Imagery

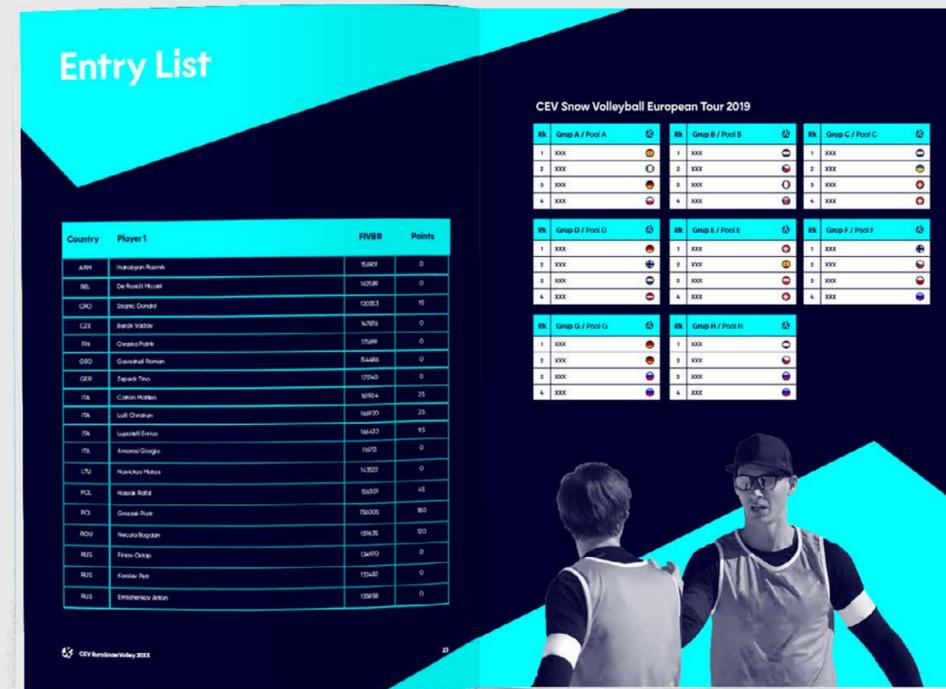
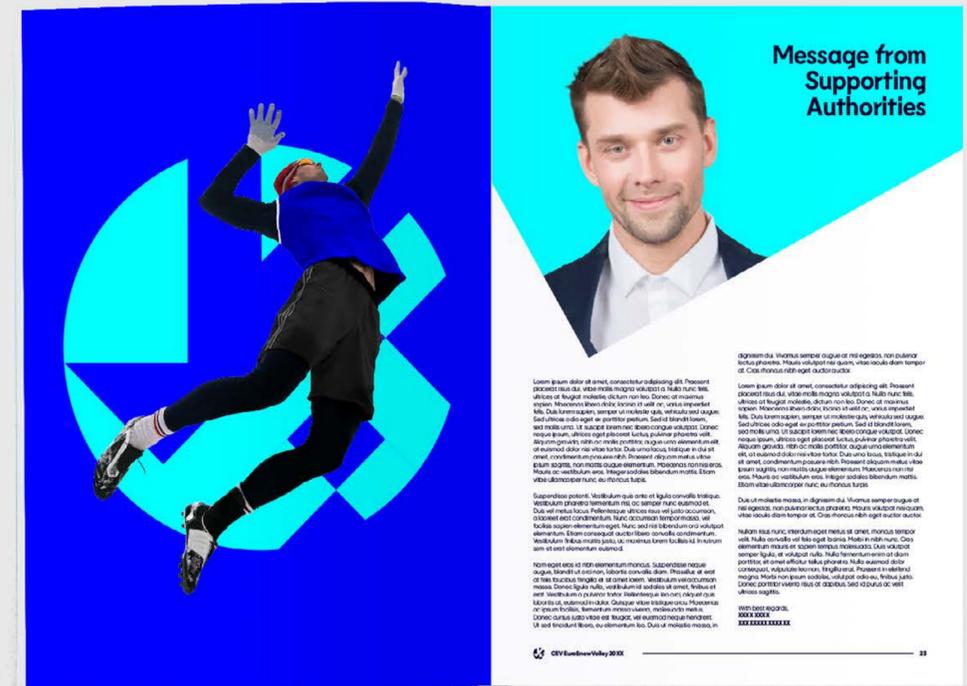
Try to vary the use of images through all photography and graphic device styles to ensure the editorial piece feels unique but still part of the Snow Volleyball brand.

## Tables

Tables have a simple and clear style that utilises a full colour bar and a keyline table.

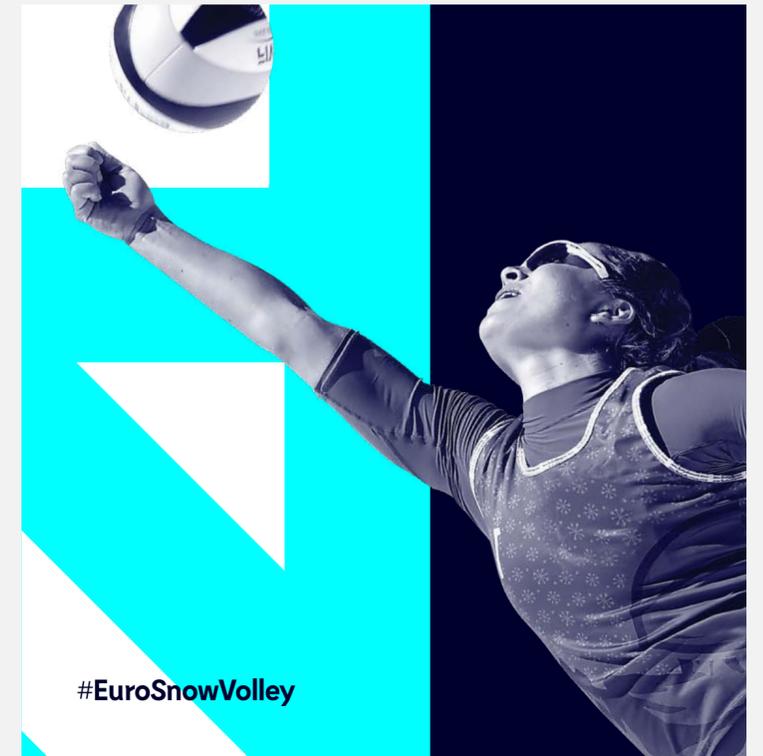
## Typography

Headlines are generally anchored to the top left or top right of a spread. When working with feature spreads, be more creative with headline placement, but always try to anchor it to an inside or outside margin.



# Dialling Up & Down

Examples show how we can dial the brand from more corporate materials through to bold commercial executions.



# 7.0 Brand Activation

|     |               |
|-----|---------------|
| 7.1 | Print Media   |
| 7.2 | Event Design  |
| 7.3 | Uniforms      |
| 7.4 | Merchandise   |
| 7.5 | Digital Media |
| 7.6 | Social Media  |

# Print Media

## Adshell

**CEV  
EuroSnowVolley  
20XX**

**11 – 13.01.XX**  
Venue Name  
Venue Name  
City Name

**Free Entrance**

CEV  
EuroSnowVolley 20XX

CEV | logo logo logo logo | logo | logo logo | logo logo | logo logo

# Print Media

## Adshell

**CEV  
Snow Volleyball  
European Tour  
20XX**

**11 – 13.01.XX**  
Venue Name  
Venue Name  
City Name

**Free Entrance**

CEV  
Snow Volleyball  
European Tour  
20XX

CEV | logo logo logo logo | logo | logo logo | logo logo | logo logo

# Print Media Billboard



# Print Media Billboard



# Print Media Billboard

- 1 Billboard
- 2 Adshell



1



2

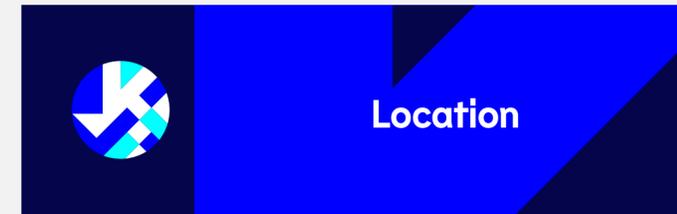
# Event Design

## EuroSnowVolley

### Court Banners

All banners have to be produced with the dimension of 300 x 100 cm.

The banner has to be printed on heavy, waterproof non-transparent material and fixed properly stretched on the support.



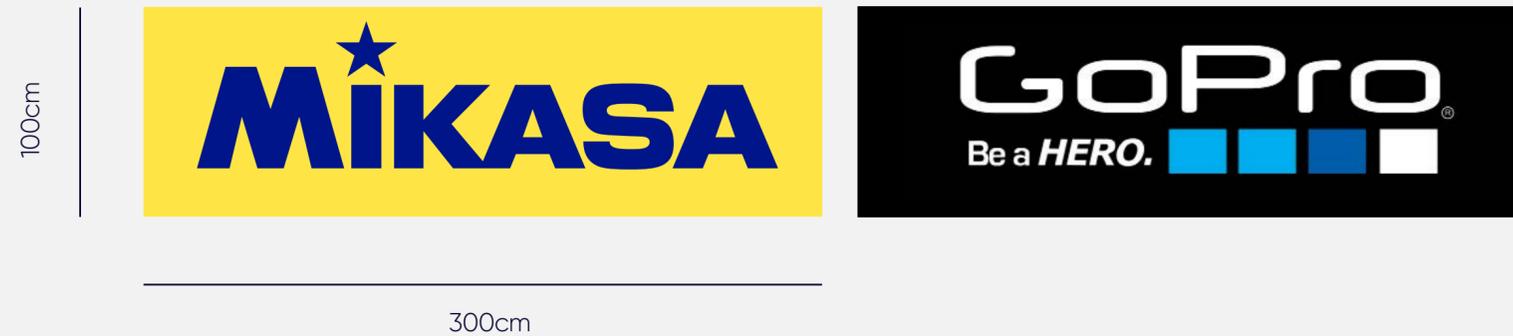
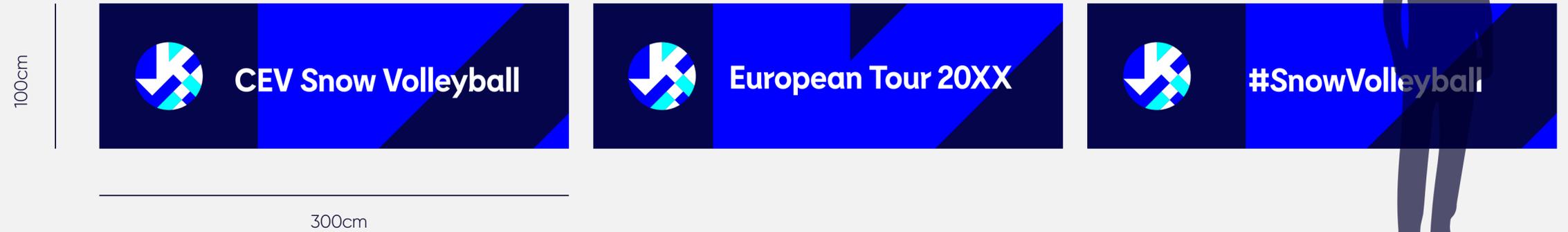
# Event Design

## European Tour

### Court Banners

All banners have to be produced with the dimension of 300 x 100 cm.

The banner has to be printed on heavy, waterproof non-transparent material and fixed properly stretched on the support.



## Event Design Court Banners

The centre court and all side courts' layout have to comply with the valid competition regulations in terms of technical, organisational and commercial aspects.

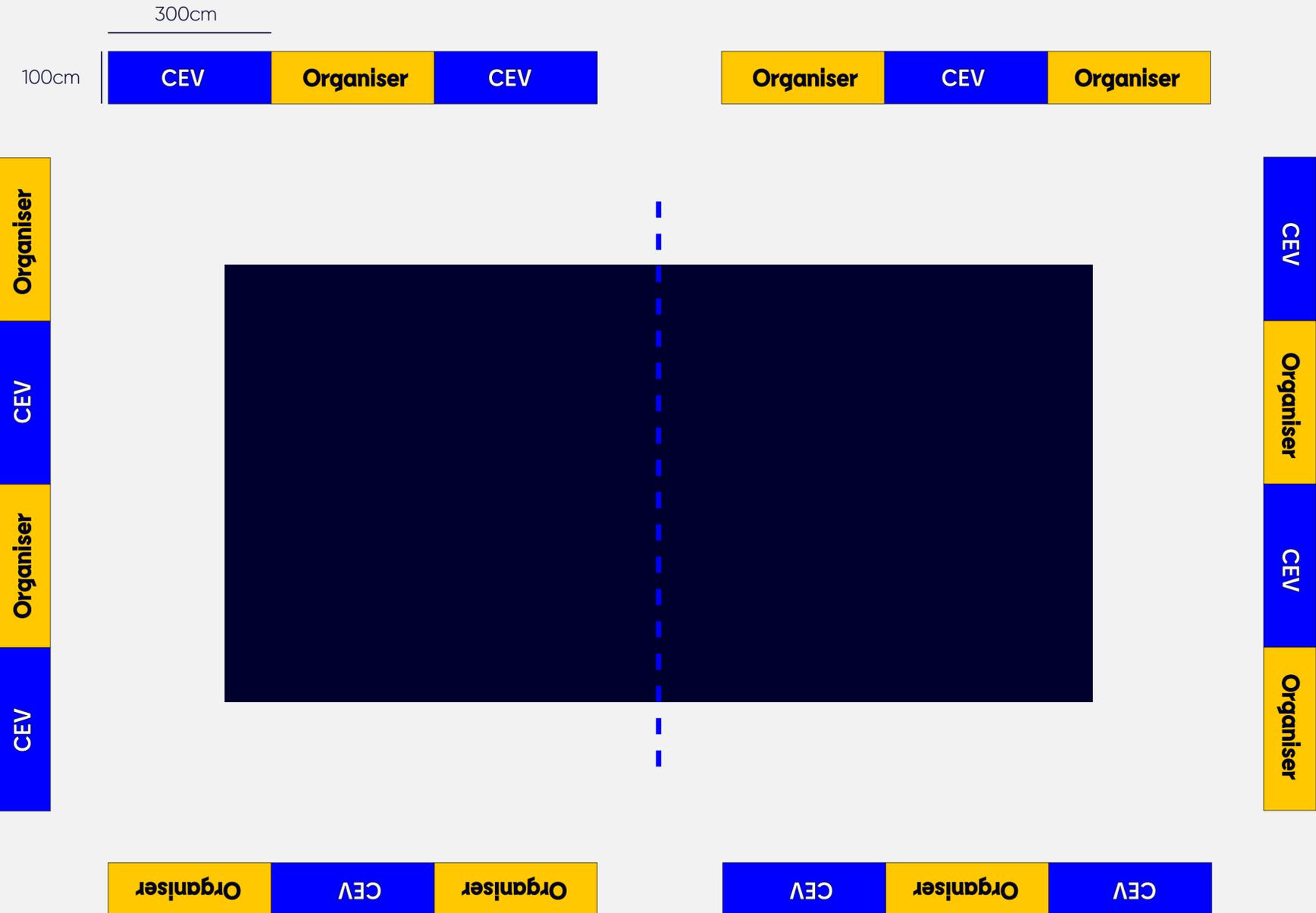


# Event Design

## EuroSnowVolley

### Court Layout

The exact content, dimensions, commercial rights distribution and banners' positions on the centre court and all side courts are defined in the CEV Snow Volleyball Guidelines.

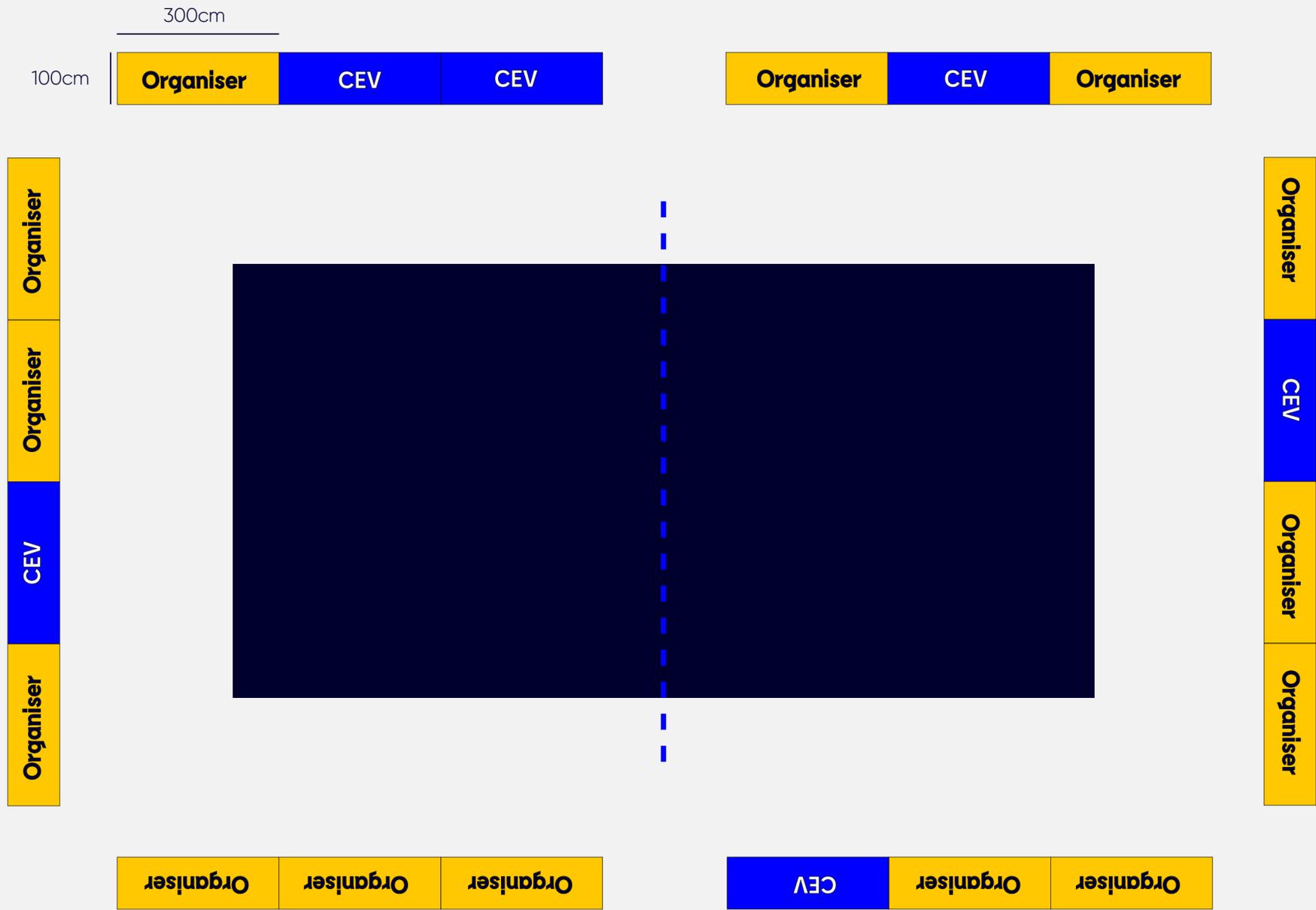


# Event Design

## European Tour

### Court Layout

The exact content, dimensions, commercial rights distribution and banners' positions on the centre court and all side courts are defined in the CEV Snow Volleyball Guidelines.



# Event Design

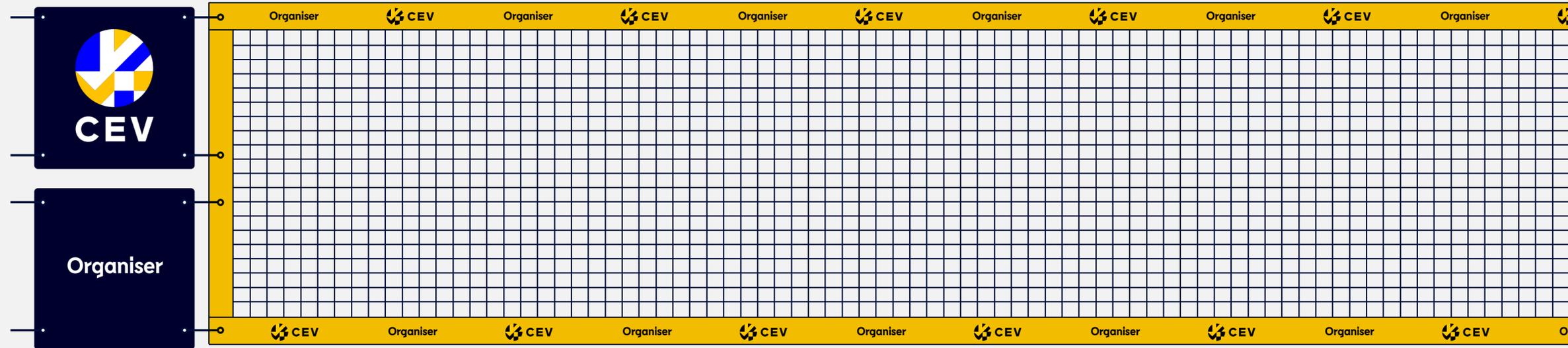
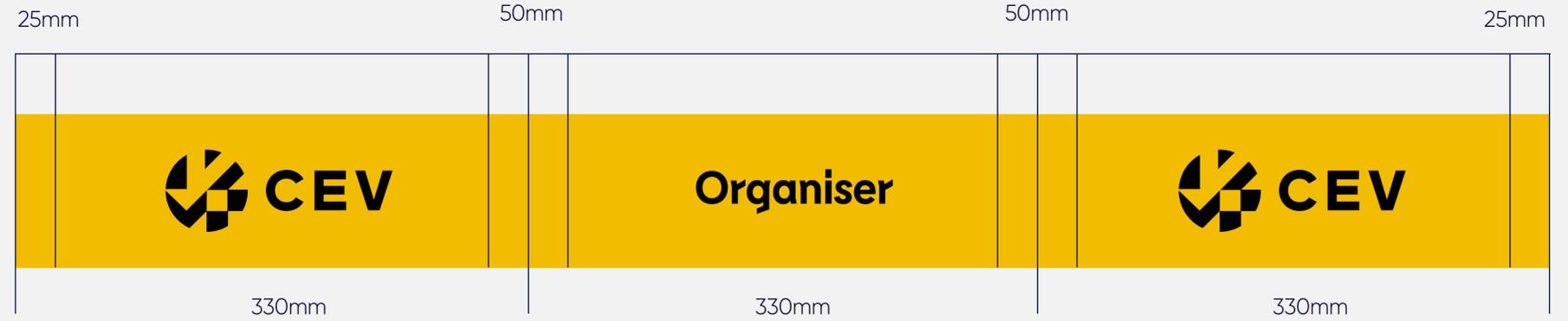
## Net and Net Bands

### Net Advertising - upper and lower bands:

The Organiser is granted the exclusive right to display advertisement on net bands alternating 50% CEV and 50% Organiser according to the Layout described in this guideline, in case of using any Advertising on the upper and lower bands. Net advertising on the net meshes needs to be approved by CEV.

### Net scapers:

Optional. Size and shape to be approved by CEV.



# Event Design

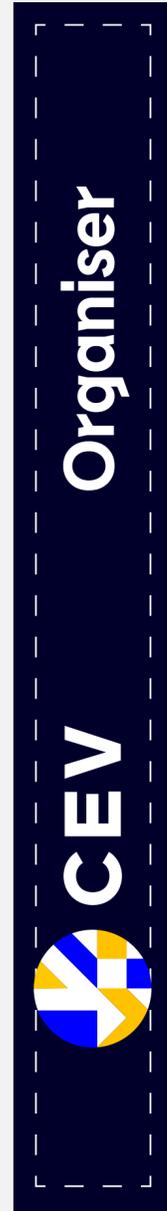
## Net Post Paddings and Referee Chair Advertisings

**Net Post Padding Advertising:**

Alternating 50% CEV and 50% Organiser.

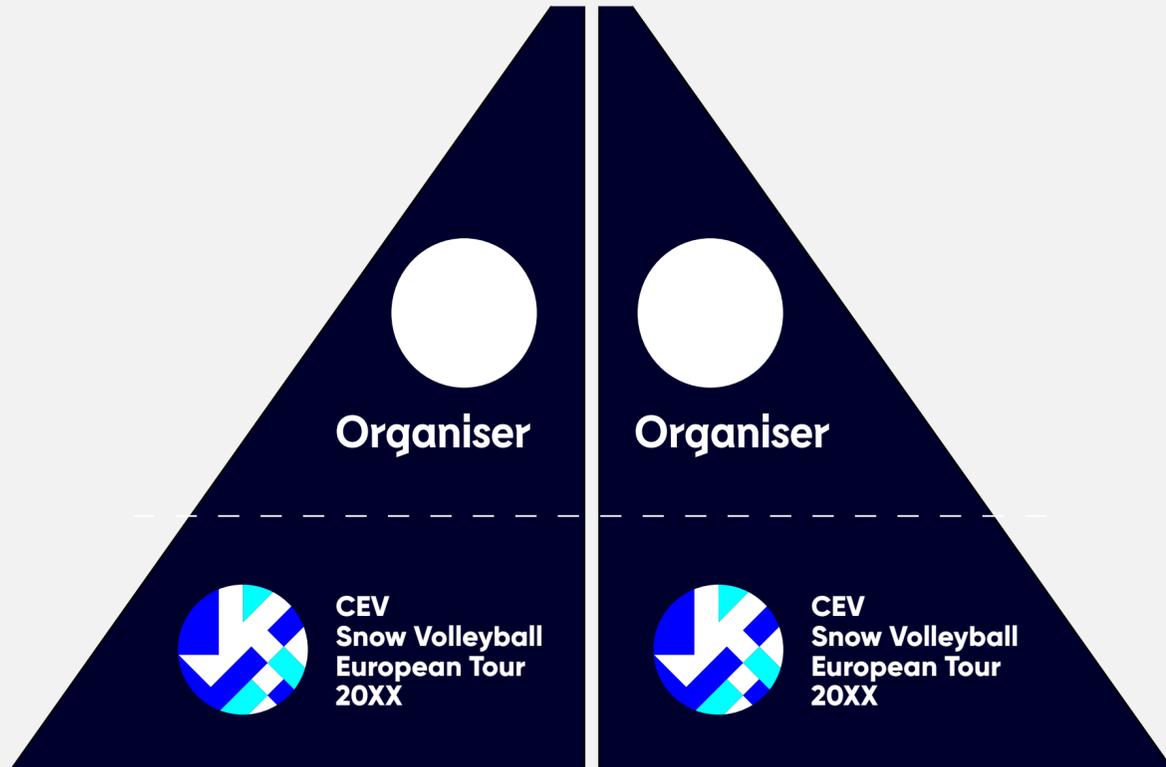
**Referee Chair Advertising:**

Alternating 50% CEV and 50% Organiser.



Organiser  
Logo  
**50%**

CEV Logo  
**50%**



Organiser  
Logo  
**50%**

CEV  
Competition  
Logo  
**50%**

Background Recommendation :  
CEV Navy Blur Colour

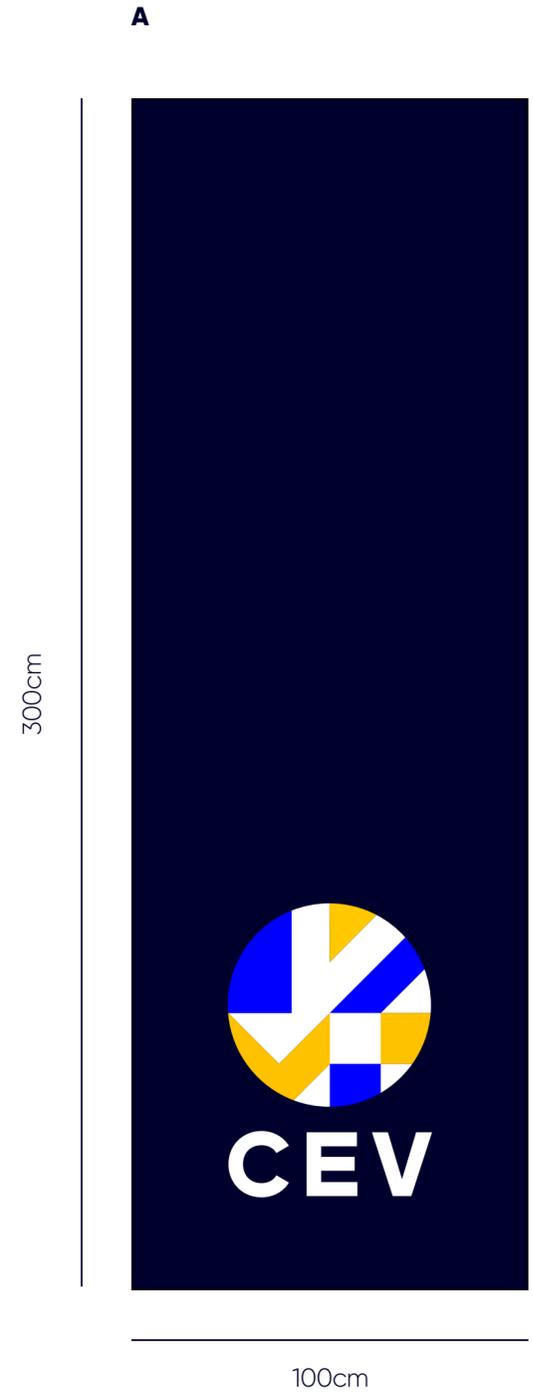
# Event Design

## CEV Flags

The CEV Flags shall be produced and displayed in 2 basic dimensions:

- A** Horizontal hoisting with height of 2 m
- B** Vertical hoisting with the height of 3 m

Any other way of hoisting and dimension shall be approved by CEV prior producing.



## Event Design Drop Flags

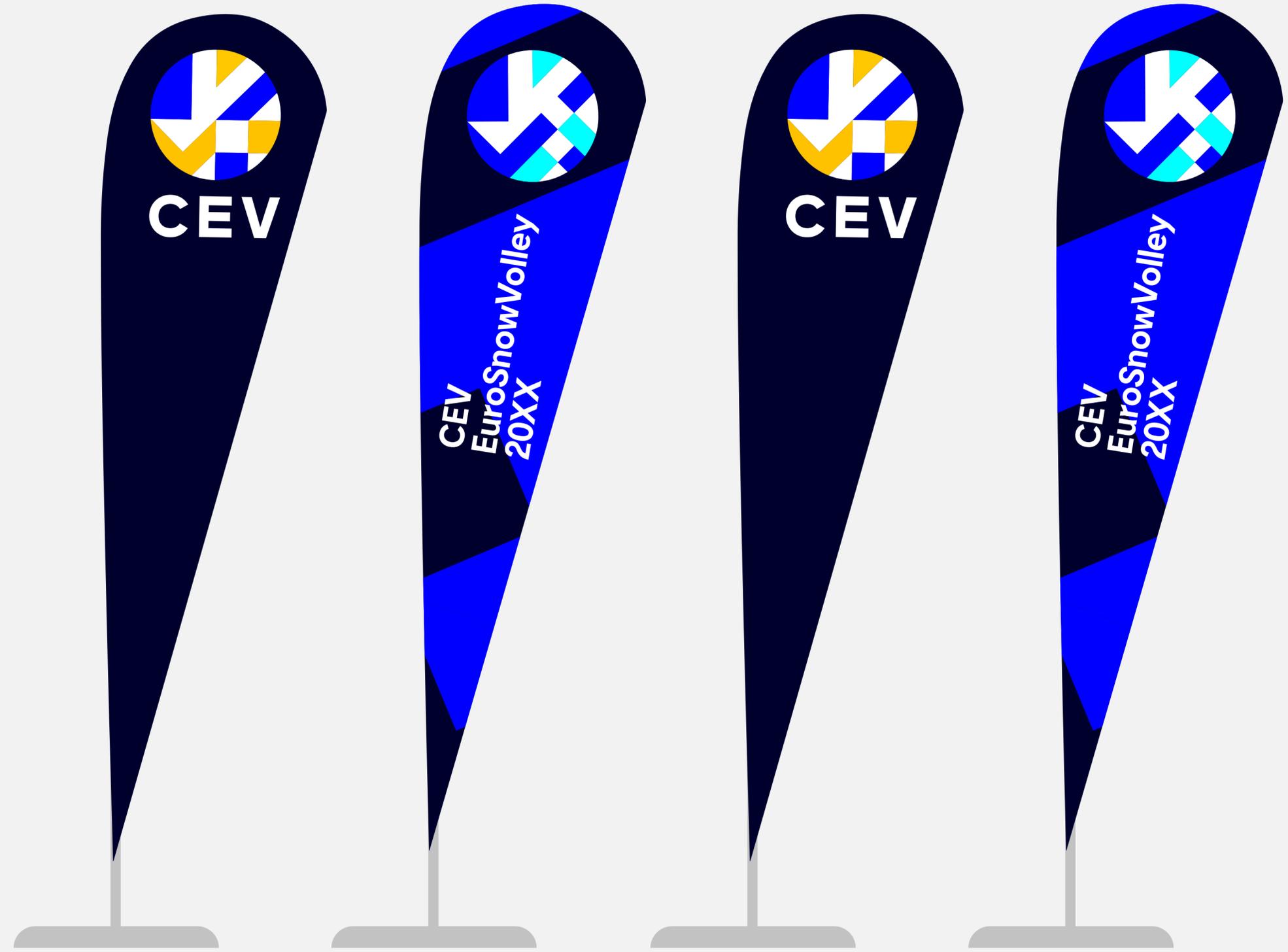
### CEV Mother Brand

The CEV logo shall be displayed always at the right angle and as big as possible. The hoisting and dimension shall be approved by CEV prior to producing.

### EuroSnowVolley

The Volleymark shall be displayed always at the right angle and as big as possible. Supporting headline can sit at an angle.

The number of flags, dimensions and positions are defined in the CEV Snow Volleyball Guidelines.



## Event Design Drop Flags

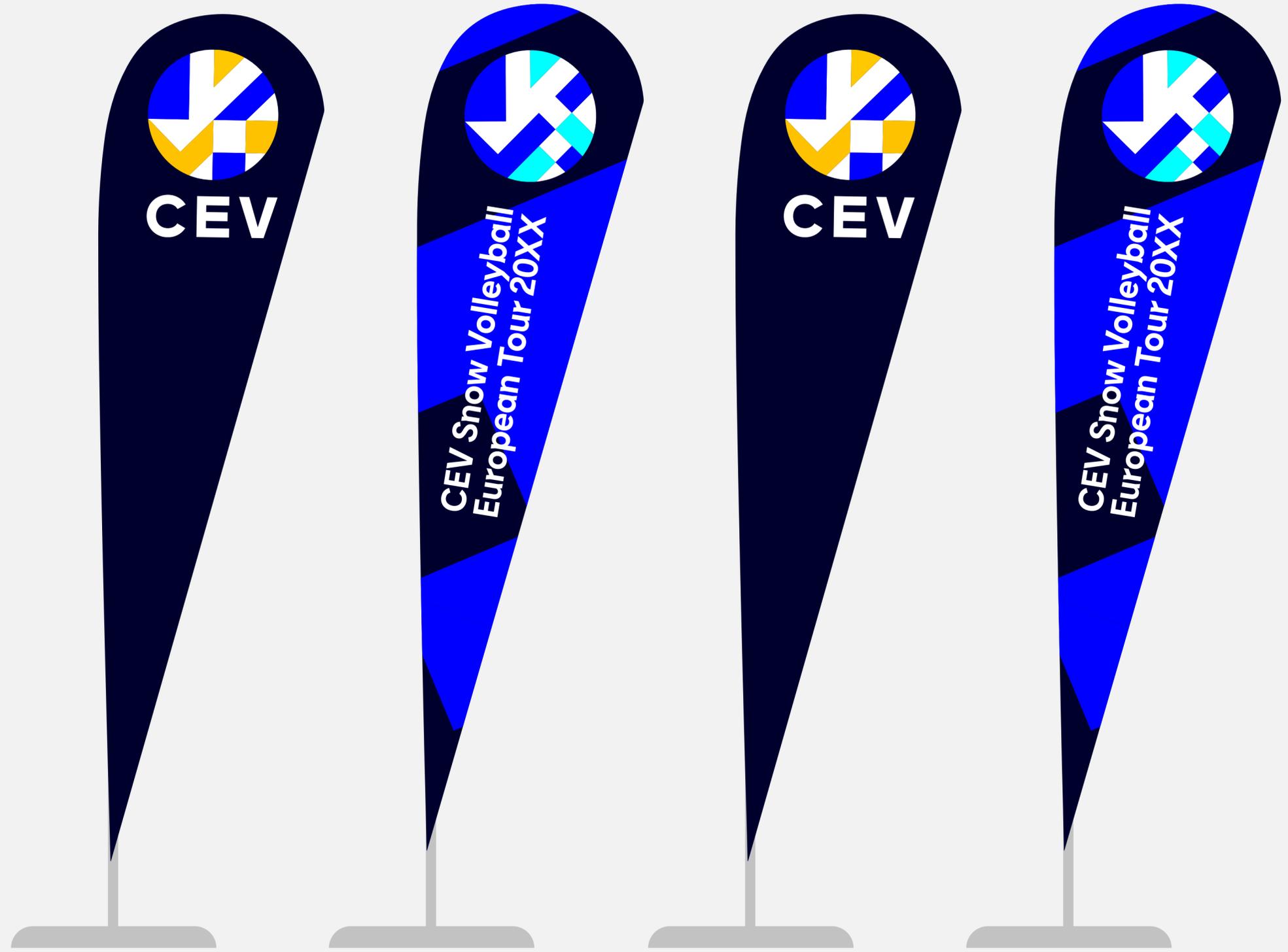
### CEV Mother Brand

The CEV logo shall be displayed always at the right angle and as big as possible. The hoisting and dimension shall be approved by CEV prior to producing.

### Snow Volleyball European Tour

The Volleymark shall be displayed always at the right angle and as big as possible. Supporting headline can sit at an angle.

The number of flags, dimensions and positions are defined in the CEV Snow Volleyball Guidelines.



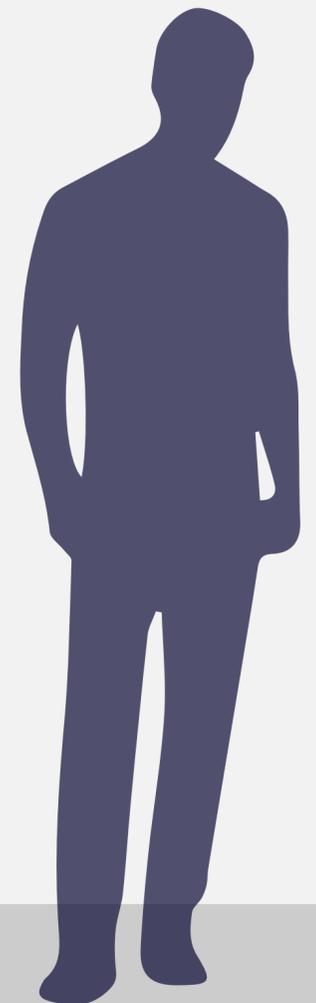
# Event Design EuroSnowVolley Backdrop (optional)

The exact content, commercial rights distribution and positions on the backdrop are defined in the CEV Snow Volleyball Guidelines.

400cm



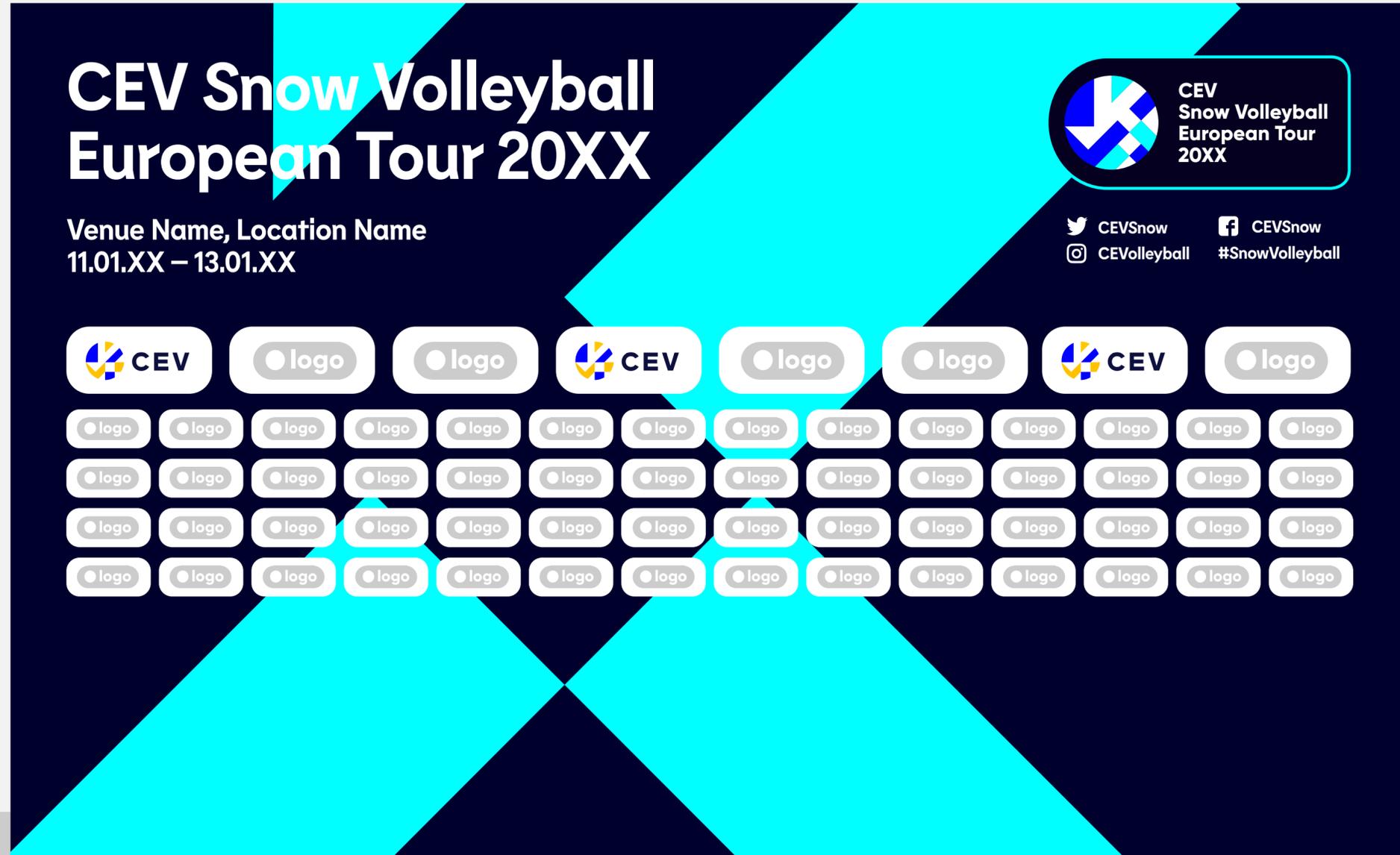
230cm



# Event Design European Tour Backdrop (optional)

The exact content, commercial rights distribution and positions on the backdrop are defined in the CEV Snow Volleyball Guidelines.

400cm

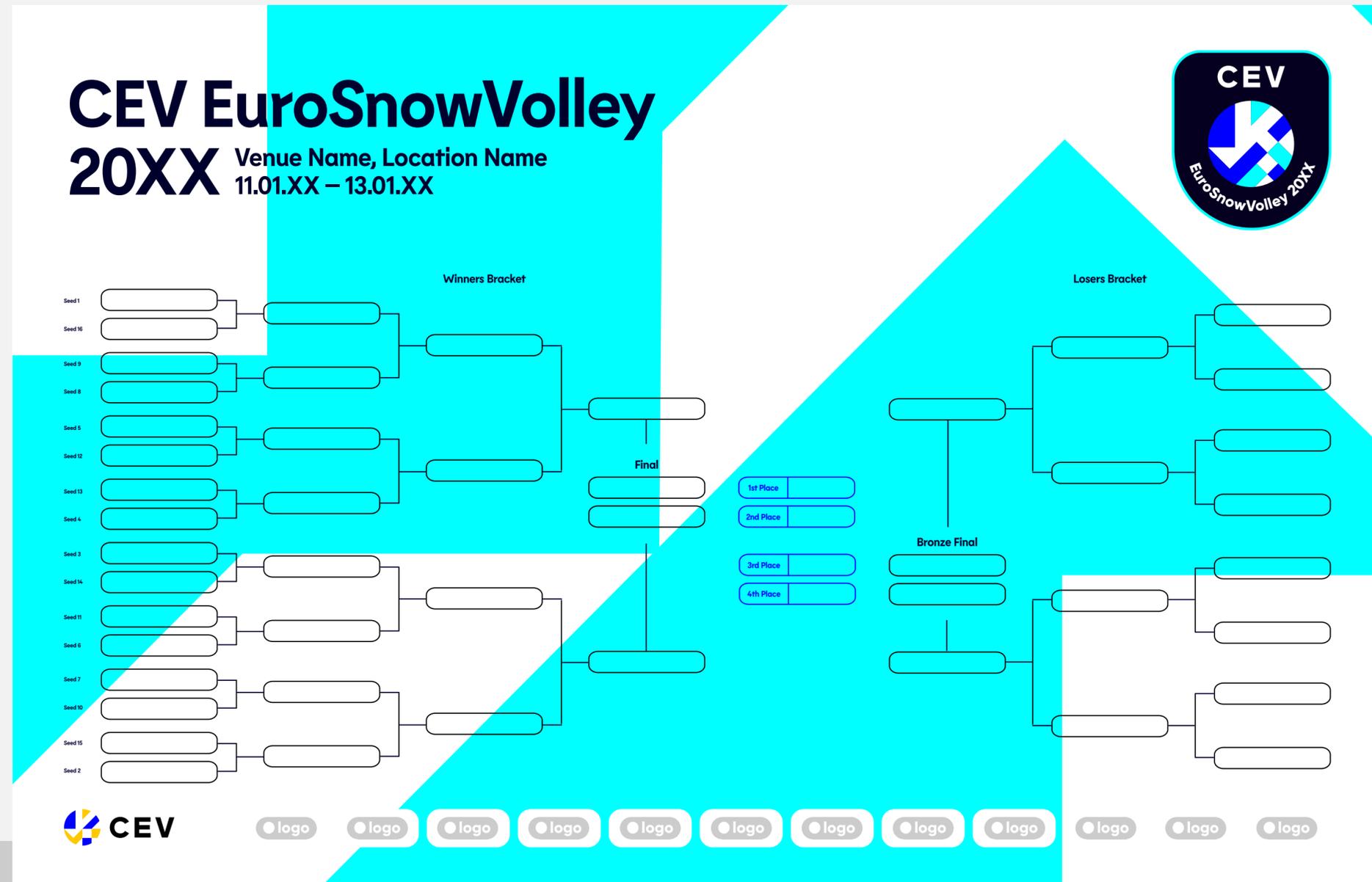


230cm

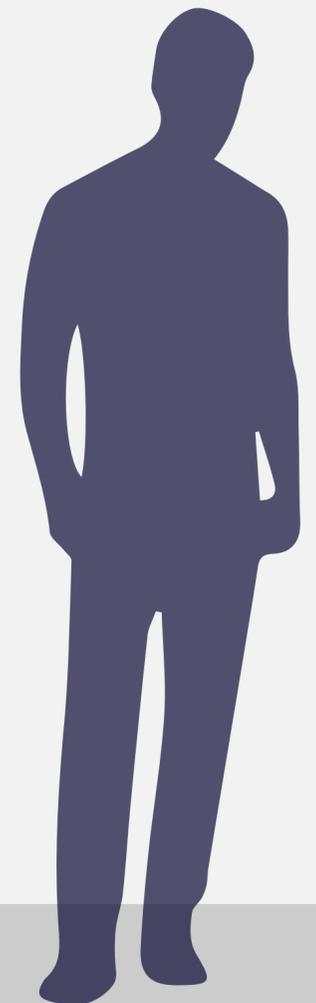
# Event Design Results Board

The results board(s) must be produced and present during the entire respective competition. The Organiser has to propose the layout of the competition roster. The results board(s) must display the results, the official competition title, competition logo, CEV logo as well as the logos of the CEV partners.

400cm



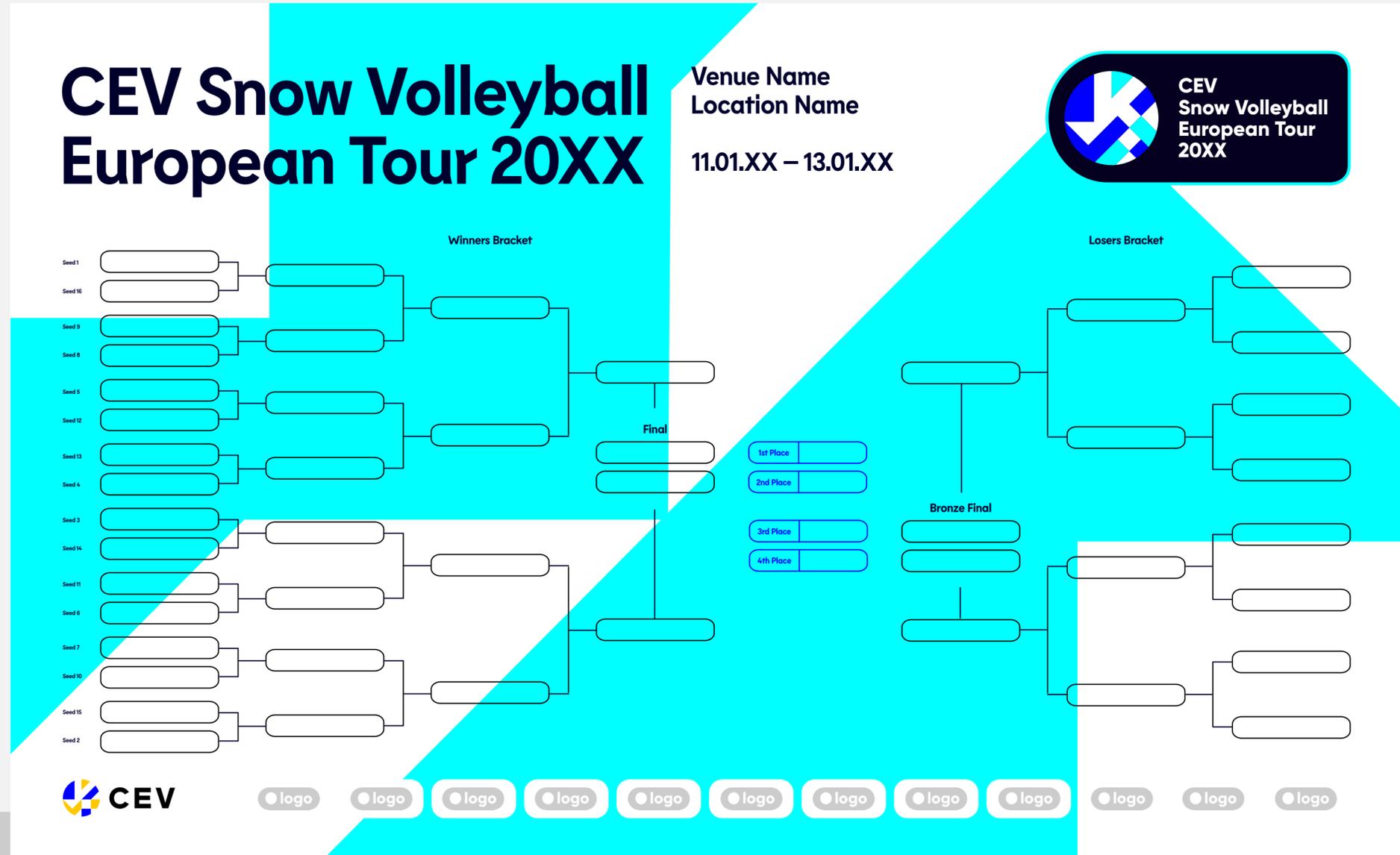
230cm



# Event Design Results Board

The results board(s) must be produced and present during the entire respective competition. The Organiser has to propose the layout of the competition roster. The results board(s) must display the results, the official competition title, competition logo, CEV logo as well as the logos of the CEV partners.

400cm



230cm

# Uniforms Women

The final layout must be sent to CEV for approval before printing and producing. All positions and dimensions have to be observed as specified on the drawing shown in this document. The Organiser has to produce the uniforms in 2 different colours per player. No country codes are needed for the Qualification phase.



# Uniforms Men

The final layout must be sent to CEV for approval before printing and producing. All positions and dimensions have to be observed as specified on the drawing shown in this document. The Organiser has to produce the uniforms in 2 different colours per player. No country codes are needed for the Qualification phase.



# Uniforms

The final layout must be sent to CEV for approval before printing and producing. All positions and dimensions have to be observed as specified on the drawing shown in this document. The Organiser has to produce the uniforms in 2 different colours per player. No country codes are needed for the Qualification phase.



# Merchandise Bags

Example



# Merchandise Bags

Example



# Merchandise T-Shirts

Example



# Merchandise T-Shirts

Example



# Merchandise T-Shirts

Example



# Merchandise T-Shirts

Example



# Merchandise Jackets

Example

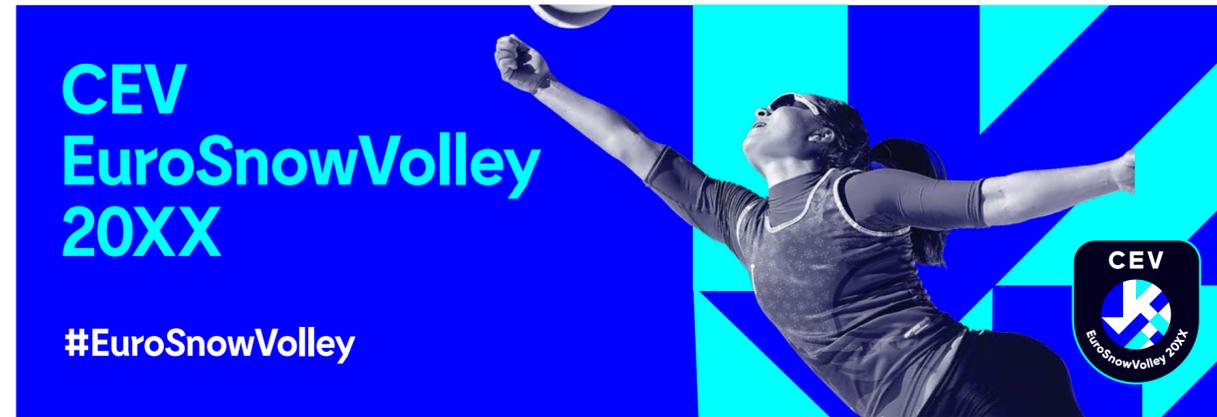


# Merchandise Jackets

Example



# Digital Media Website Banners



# Digital Media Website Banners

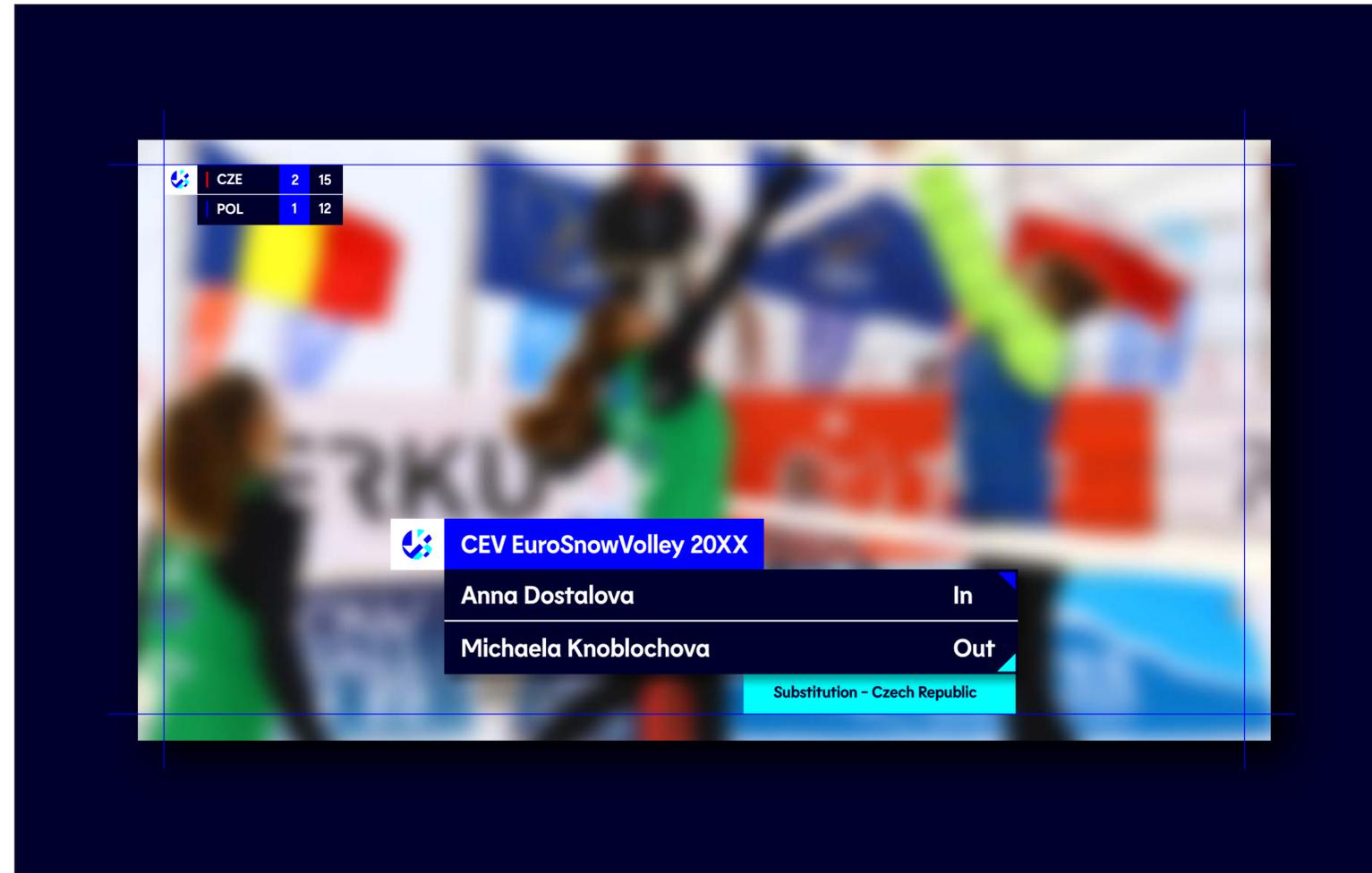


# Digital Media TV Graphics

TV graphics are an instance where we use the Volleymark on its own.

For larger TV graphics, such as the substitution graphic (1), the Volleymark is accompanied by the competition title.

For smaller TV graphics, such as the scorecard (2), the Volleymark can be used on its own.



1



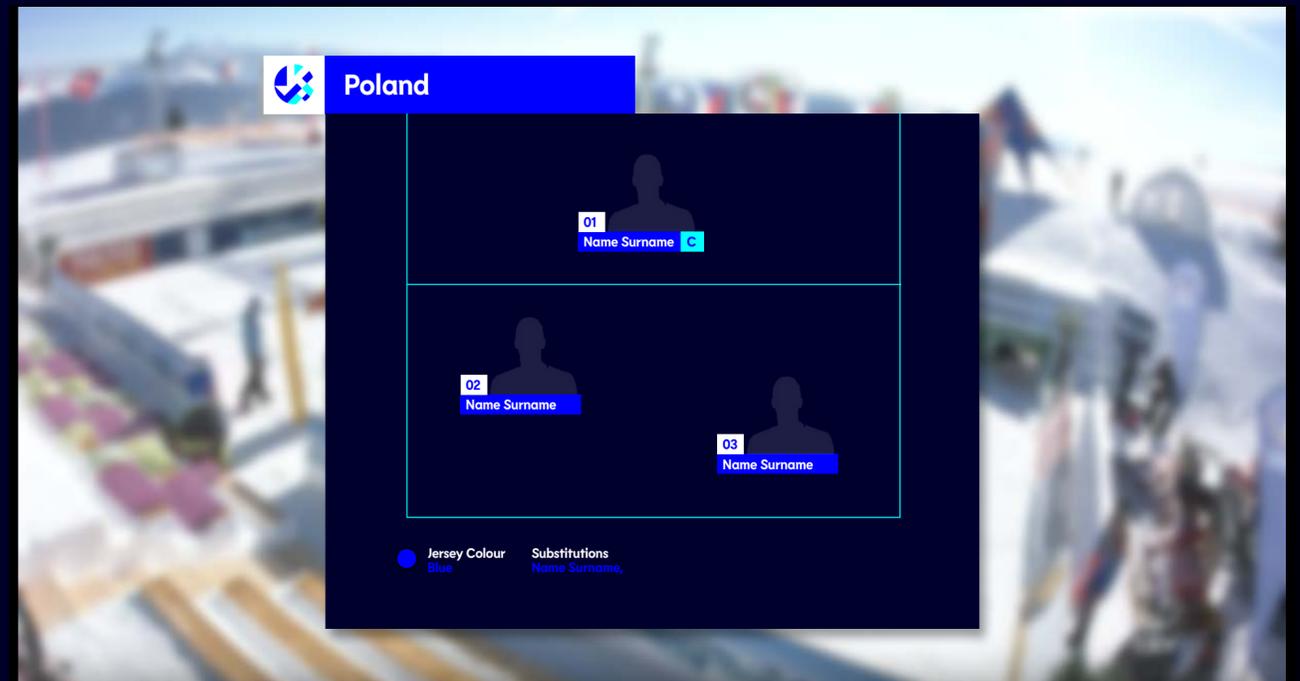
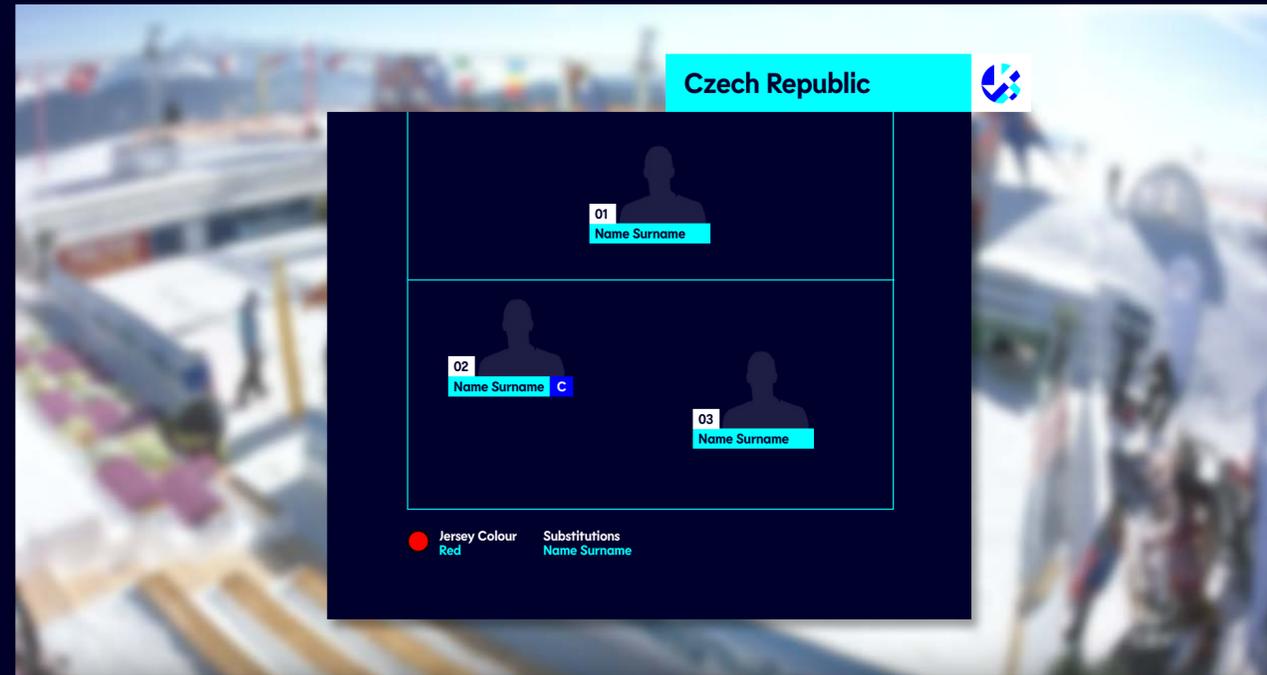
2

# Digital Media TV Graphics

TV graphics are an instance where we use the Volleymark on its own.

For larger TV graphics, such as the substitution graphic (1), the Volleymark is accompanied by the competition title.

For smaller TV graphics, such as the scorecard (2), the Volleymark can be used on its own.



# Digital Media

## TV Graphics

TV graphics are an instance where we use the Volleymark on its own.

For larger TV graphics, such as the substitution graphic (1), the Volleymark is accompanied by the competition title.

For smaller TV graphics, such as the scorecard (2), the Volleymark can be used on its own.



## Social Media

For all general communication concerning the CEV SnowVolleyball: **#SnowVolleyball**

For the communication concerning the CEV Snow Volleyball Tour: **#SnowVolleyball**

For the communication concerning the CEVEuroSnow Volley: **#EuroSnowVolley**

Social media specific platforms accounts which shall be used by Organisers whenever posting or tweeting about the respective CEV Snow Volleyball competition are Facebook and Twitter. Both accounts make use of a "CEVSnow" handle.

Alongside this, the CEV main account is live on Facebook, Twitter, Instagram and Youtube, under the handle of "CEVolleyball".

For more details contact the CEV Communications Department

# #SnowVolleyball

# #EuroSnowVolley

# #EuroSnow



# Thank You

For all other cases which are not described or mentioned in the brand book, the Organisers should consult the respective design solution with CEV before producing.

All promotion material (print, digital) shall be approved by CEV before producing.

