



SCHOOL
VOLLEY
BALL

play volleyball
grow with it

BRAND GUIDELINE BROCHURE



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CEV School Volleyball Logo

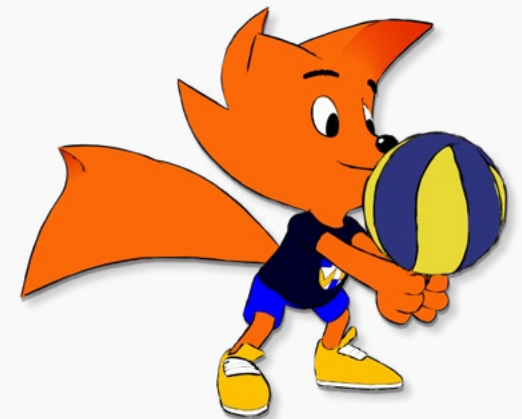
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CEV SCHOOL VOLLEYBALL LOGO

The logo includes colours relating to any learning process and children in general, the silhouette of a young Volleyball player, and a number of other elements recalling the movements and actions of someone who is playing the game. It also conveys the message that playing Volleyball is a cool activity and kids can have a lot of fun with it, regardless of their physical and technical abilities.

Joao Manuel Teixeira
Designer of the logo

BASIC LOGO



MOTTO

play volleyball
grow with it

CEV SCHOOL VOLLEYBALL LOGO



BASIC LOGO

BASIC LOGO WITH MOTTO

DEFINITION

Whenever you use the logo, it should be surrounded with **clear space** to ensure its visibility and impact. No graphic elements of any kind should invade this zone.

COMPUTATION

To work out the clearspace take the height of the logo and divide it in third. (Clearspace = $X/3$).

The clearspace between the logo and pay-off = $\frac{(X/3)}{2}$



CEV SCHOOL VOLLEYBALL LOGO

CORPORATE COLOR SYSTEM



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PRIMARY COLOR
LIGHT BLUE

COLOR CODES

Pantone : process Cyan C
CMYK : 100-0-0-0
RGB : 0-159-227



PRIMARY COLOR
YELLOW

COLOR CODES

Pantone : Yellow c
CMYK : 0-10-95-0
RGB : 255-222-0



PRIMARY COLOR
GREEN

COLOR CODES

Pantone : 375 c
CMYK : 50-0-100-0
RGB : 150-193-30



PRIMARY COLOR
PURPLE

COLOR CODES

Pantone : process magenta C
CMYK : 0-100-0-0
RGB : 229-12-126



CEV SCHOOL VOLLEYBALL LOGO

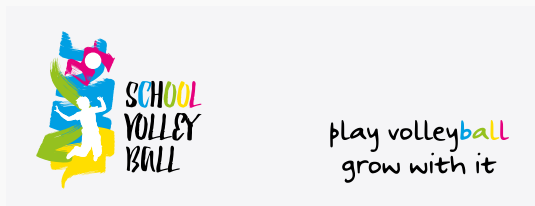
LOGO WITH MOTTO

Primarily, the motto shall be used together with the logo as displayed on page 16 . However, it may be used separately on the artwork depending on the art of the promotional material.

Dark Background



Light Background



Light Color Background



White Background



Dark Background



Light Background
Light Color Background
White Background



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CEV CORPORATE IDENTITY

THE LOGO IS THE KEY BUILDING BLOCK OF CEV'S IDENTITY, THE PRIMARY VISUAL ELEMENT THAT IDENTIFIES THE EUROPEAN VOLLEYBALL. THE SIGNATURE IS A COMBINATION OF THE THE SYMBOL ITSELF AND OUR NAME - THEY HAVE A FIXED RELATIONSHIP THAT SHOULD NEVER BE CHANGED IN ANY WAY.

The CEV logo is a bold, modern symbol of courage, leadership, ambition, integrity, completeness and strong collaboration.

The logo is made up two parts: the symbol (named as volleymark) and the "CEV wordmark".

The primary logo exists in 2 versions: stacked and horizontal.

The CEV primary logo is to be used for all common activities and promotions of CEV and for everything else that is fan-facing.

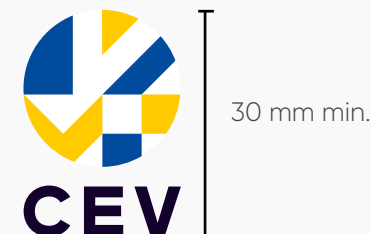


The CEV institutional logo is used to support an official institutional activities.

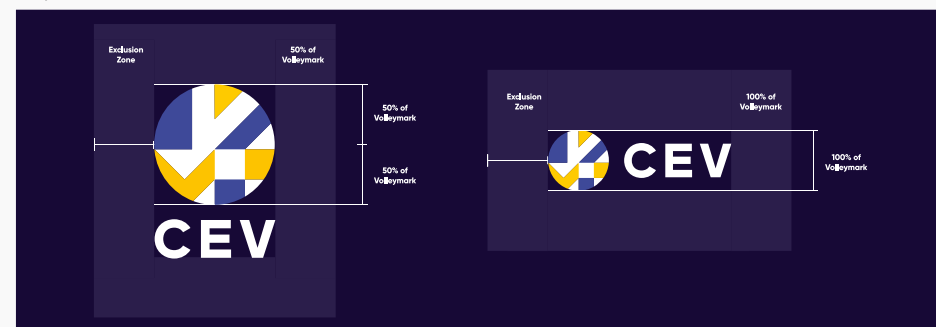
The CEV stacked logo should never be reproduced at a height less than 30mm, whenever possible.

The CEV horizontal logo should never be reproduced at a height less than 10mm, whenever possible.

The CEV logo must be printed on all official material (print material, merchandising articles, banners, etc.) produced by the organiser.



The CEV logo exclusion zones have to be observed and they are defined as the area around the logo that excludes other graphics and typography as explained below:



For more details check the CEV Brand Guidelines at <https://inside.cev.eu>

CEV CORPORATE COLOUR SYSTEM

THE CEV HAS 4 OFFICIAL PRIMARY COLOURS: MIDNIGHT BLUE, COBALT BLUE, SUNSHINE YELLOW AND WHITE. THESE COLORS HAVE BECOME A RECOGNISABLE IDENTIFIER FOR THE CEV.

Colour plays an important role in the CEV's corporate identity program. The colors below are recommendations for various media. A palette of primary colors has been developed, which comprise the "One Voice" color scheme. Consistent use of these colors will contribute to the cohesive and harmonious look of the CEV's brand identity across all relevant media. Check with your designer or printer when using the corporate colors that they will be always be consistent.



**PRIMARY COLOR
MIDNIGHT BLUE**

COLOUR CODES

Pantone : 276C
CMYK : 100-100-10-70
RGB : 0-0-45



**PRIMARY COLOR
COBALT BLUE**

COLOUR CODES

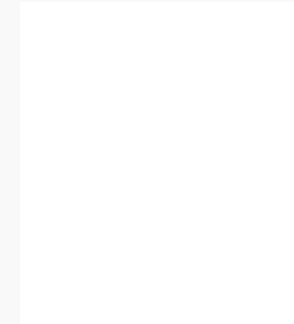
Pantone : 300C
CMYK : 100-73-0-0
RGB : 0-0-255



**PRIMARY COLOR
SUNSHINE YELLOW**

COLOUR CODES

Pantone : yellow 012C
CMYK : 0-21-100-0
RGB : 255-200-0



**PRIMARY COLOR
WHITE**

COLOUR CODES

Pantone : white
CMYK : 0-0-0-0
RGB : 255-255-255

Certain colours cannot be expressed within a particular colour model in some PC (colors can be out of gamut). It means some colours can be expressed in the RGB/CMYK colour space but cannot be expressed in the CMYK/RGB color space.

This is the reason why the colour presentation in RGB colour space in some computers may distinguish from CMYK or Pantone colours.

For more details check the CEV Brand Guidelines at <https://inside.cev.eu>

ERASMUS+ IDENTIFICATION

Erasmus+ is the EU's programme to support education, training, youth and sport in Europe. It offers exciting international opportunities to study, work, teach, train, and exchange ideas and good practice. With the aim to modernise education, training and youth work across Europe, Erasmus+ is open to organisations across all sectors of lifelong learning. Erasmus+ is managed at European level by the European Commission.



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Official Programme Logo



Erasmus+

Blue color



Erasmus+

Black color

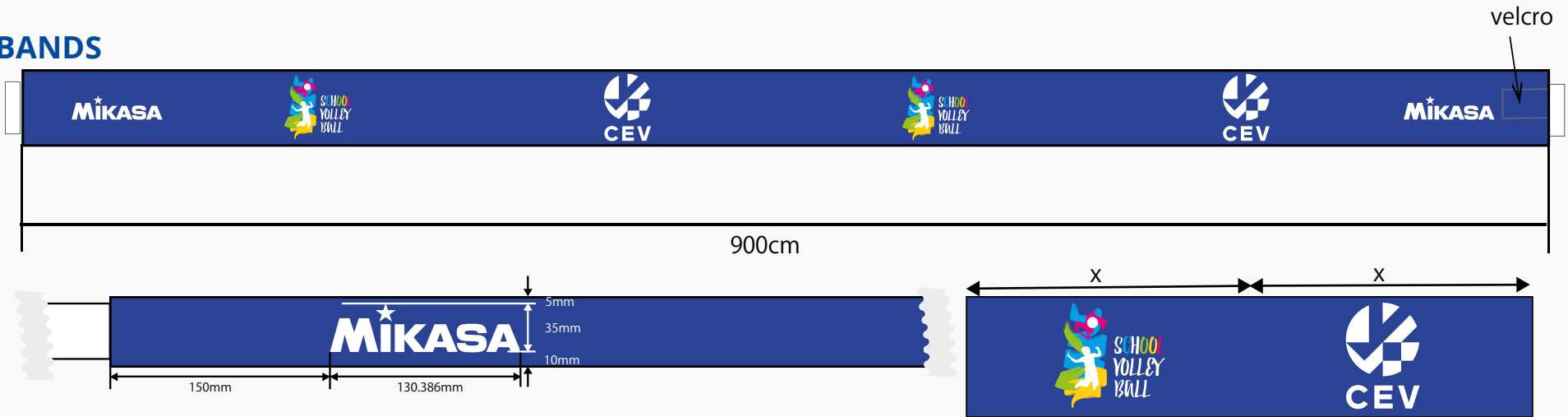


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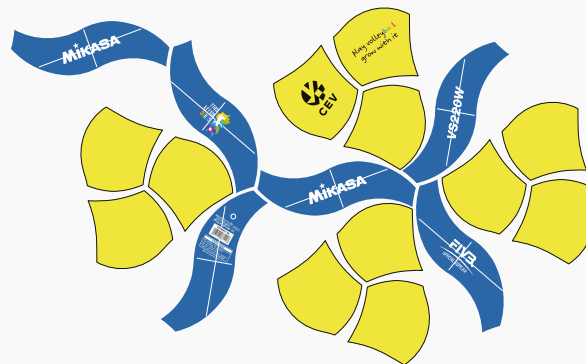
ON THE COURT

The CEV together with Mikasa, Japan prepared special designed indoor and outdoor volleyball nets and balls VS220W for all Organisers of the CEV School VolleyBall .

NET BANDS



BALLS VS220W



ON THE COURT

The CEV and School Volleyball Flags shall be displayed alongside the activity.

Please check <https://cloud.cev.eu/url/cevbranding> for more information how to use CEV flags.

The CEV and School Volleyball Flags

Both shall be produced and displayed in the vertical hoisting with the height of 3 m and width of 1 m.

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



Drop-Flags

The logos shall be displayed always at the right angle and as big as possible.

The hoisting and dimension shall be approved by CEV prior producing.

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PROMOTION

TO IDENTIFY CORRECTLY THE SCHOOL VOLLEY BALL PROJECTS IT IS NECESSARY TO DISPLAY THE CORRECT CEV LOGO ALONG WITH THE SCHOOL VOLLEYBALL LOGO ON ALL PROMOTIONAL MATERIAL, NEVERTHELESS THE CEV LOGO MIGHT NOT BE PLACED AS A PART OF THE SCHOOL VOLLEYBALL LOGO.



IT WILL BE ALSO ALWAYS WELCOMED AND RECOMMENDED TO DISPLAY FAIR PLAY AND GREEN WAY CAMPAIGN LOGOS AND DEVELOP A POSITIVE ATTITUDE OF YOUNG PEOPLE TOWARDS ENVIRONMENTAL SUSTAINABILITY AND FAIR PLAY.



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Sources of pictures inserted in this publication: Databases CEV, CVF, TVF, FVA

@CEVDevelopment



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