



*UNION EUROPÉENNE
DE GYMNASTIQUE
EUROPEAN UNION
OF GYMNASTICS
EUROPÄISCHE
TURNUNION*

The UEG Corporate Design

Manual for using the UEG-Logos and Names



March 2012

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1. Preliminary Remarks

The European Union of Gymnastics has to inform national and international gymnastics and sports organisations, the media, the public and partners from economy and industry by means of performing tools.

In 1995, the UEG has created a new and modern Corporate Design, which is being updated. With this CD, the UEG wants to represent itself in the public, the media and member federations as a dynamic, young and professional representative of European gymnastics.

The Corporate Design forms an integral part of communication. Therefore, the logos and the names and other prescribed forms have to indicate very clearly who is the sender of the message.

The UEG CD has the objective to present its programmes, projects, events and publications clearly as an action of the UEG. This manual helps to give clear and uniform indications about the use of logos and names.

The consistency in the use of the UEG logos on different communication platforms (Corporate Communication) assures a recognition and attracts attention.

2. Introduction

The Manual "UEG Corporate Design" explains the requirements when third parties wish or have to use the UEG names and logos.

The name of the UEG, the insertion of the text and of the logo/name as well as the correct use of colours and typefaces are also indicated.

The wrong or incorrect use, which could harm or discredit the reputation of the UEG could be followed by legal actions.

The UEG Symbol with logo and names as well as the sub-logos are the property of the UEG and are consequently protected by the copyright law. Therefore, any use of the UEG Corporate Identity is submitted to prior consent of the

The UEG uses its symbols to clearly identify its disciplines, events and programmes.

The UEG Corporate Design must remain dynamic and allow – for specific tasks – a modification of the symbols. However, such modifications may exclusively be carried out by the author after previous approval of the UEG.

3. The Logo

The logo is a significant characteristic of the UEG Corporate Design, and as such a distinctive sign of exclusive property of the UEG. It cannot in any case be used for any other purpose or event than the ones expressly approved for by the UEG.

It is composed of five spiral circle segments, which turn dynamically around the word UEG.

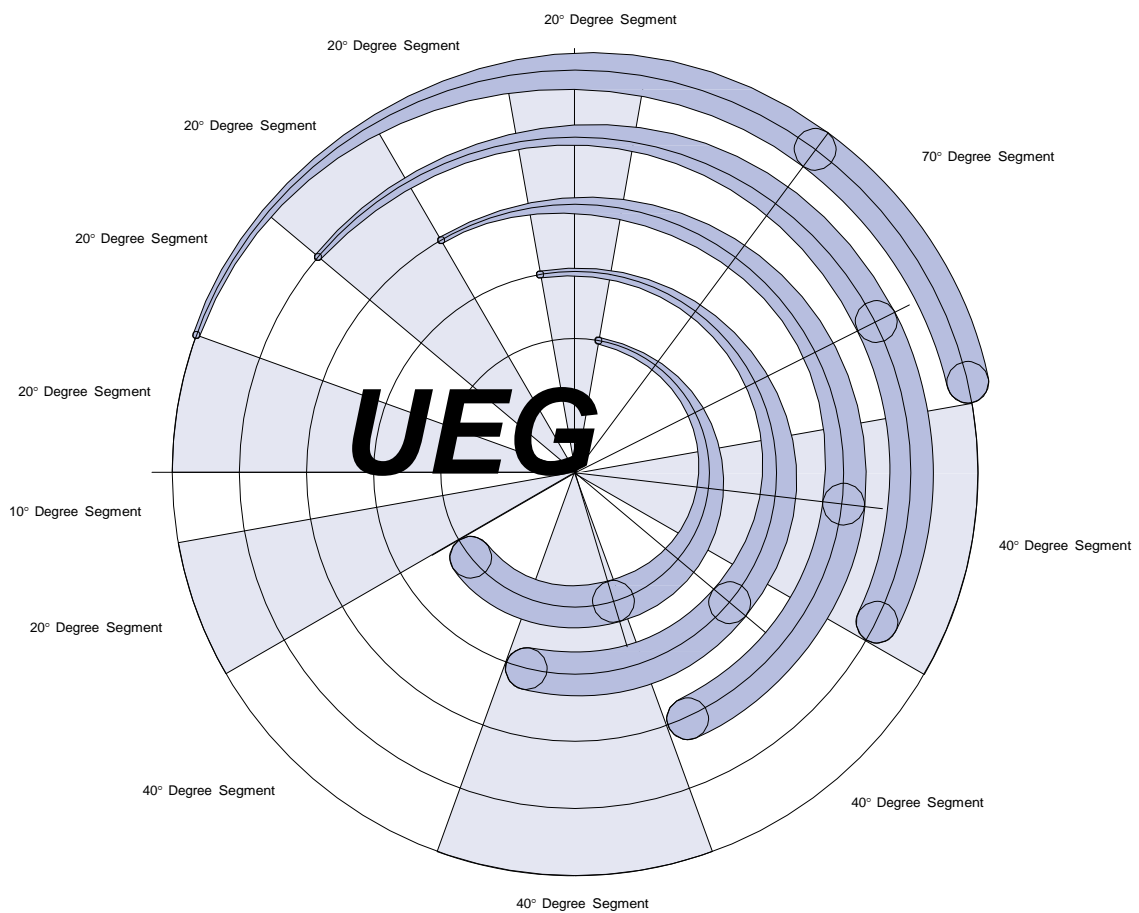
The circle segments as part of the logo are always represented in the distinctive UEG blue (see article 5).

The word UEG is written in black.



3.1. The Logo – the structure

The proportions in the UEG logo are fixed. The following drawing allows a reconstruction when the digital final artwork cannot be used.



3.2. The Logo – the sizes

The Logo can be used in all sizes, according to the medium and the use.

In order to assure a uniform overall picture on the different forms and for the different uses, two sizes have been defined for the official letter paper and one size for the standard posters.

4 cm



Size 4 cm: letter paper, 1st page, Bulletin etc.

2,8cm

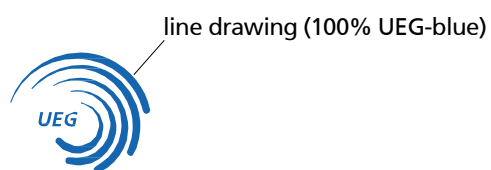
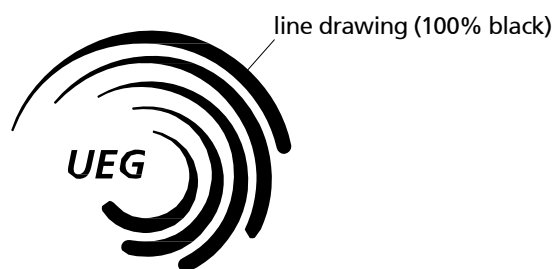
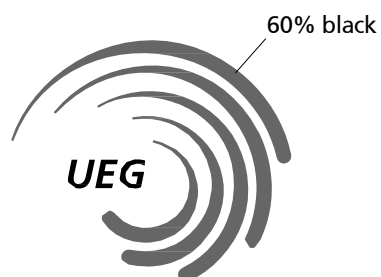


Size 2.8 cm: letter paper, 2nd page, visiting cards etc.

3.3. The Logo – the realisation

The logo is used as follows:

- in colour, UEG-blue with black letters
- as half-tone alternative in grey (60% black) with black letters
- as line-drawing black or, as an exception, in 100% UEG-blue



4. The Name

The name of the UEG is of its exclusive property. It cannot in any case be used for any other purpose or event than the ones expressly approved for by the UEG.

- The Name of the UEG is always in three languages in the following order:
 - French
 - English
 - German
- It can be in one or two lines.
- It is always indicated together with the logo as information about the sender
- It may not be used without the logo
- It must be written in capital letters

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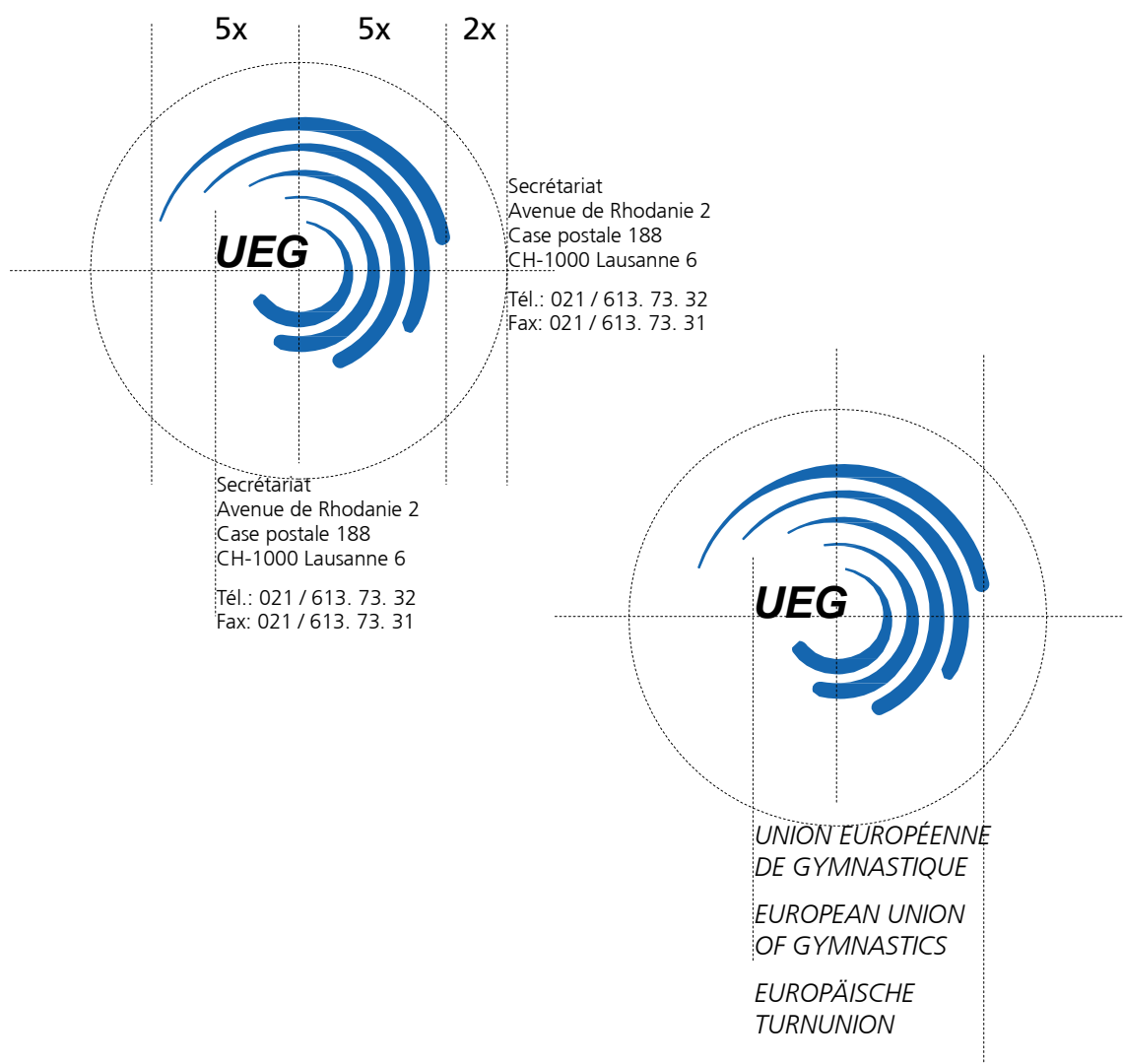
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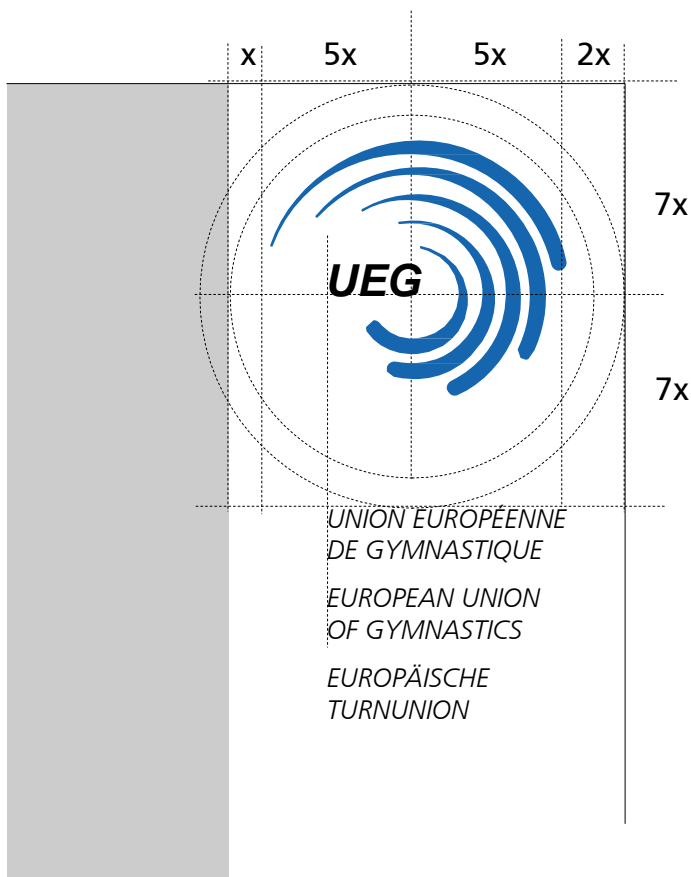
4.1. The Text with regard to the logo

The text has to be placed as follows when used with the logo:

- the name has to appear in the three languages
- the address (see for example the letter paper)

The below mentioned minimum distances must be respected.

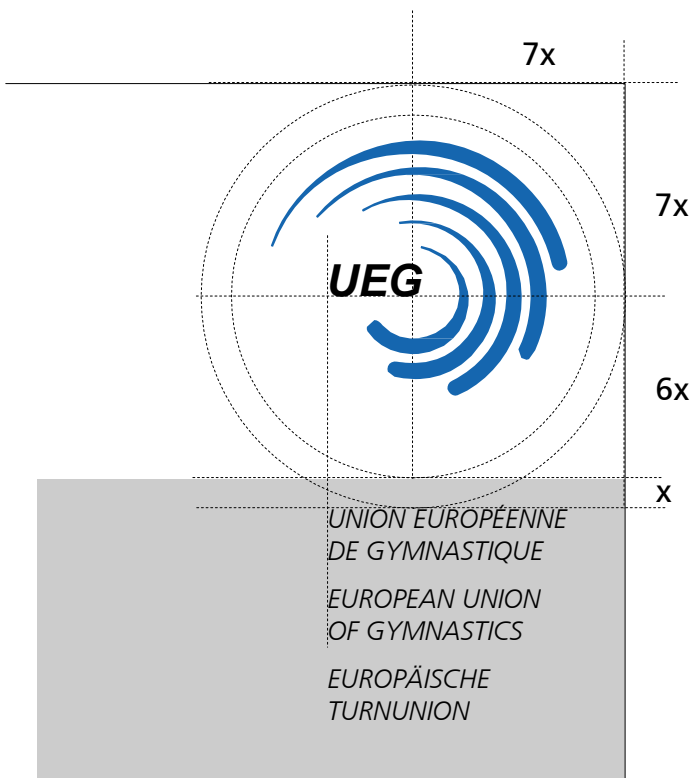




The proportions of the logo on the poster correspond to the size on the letter paper:

DIN A 4 : $10x = 40$ mm
DIN A 2: $10x = 80$ mm
etc.

The drafts on your left show the dispositions for a poster in vertical format.



4.2. Placing of the logo

On all prints, the Logo (circle segments and name) must appear on the right top edge.

The exact place of the logo is fixed by the text (see 4.1).

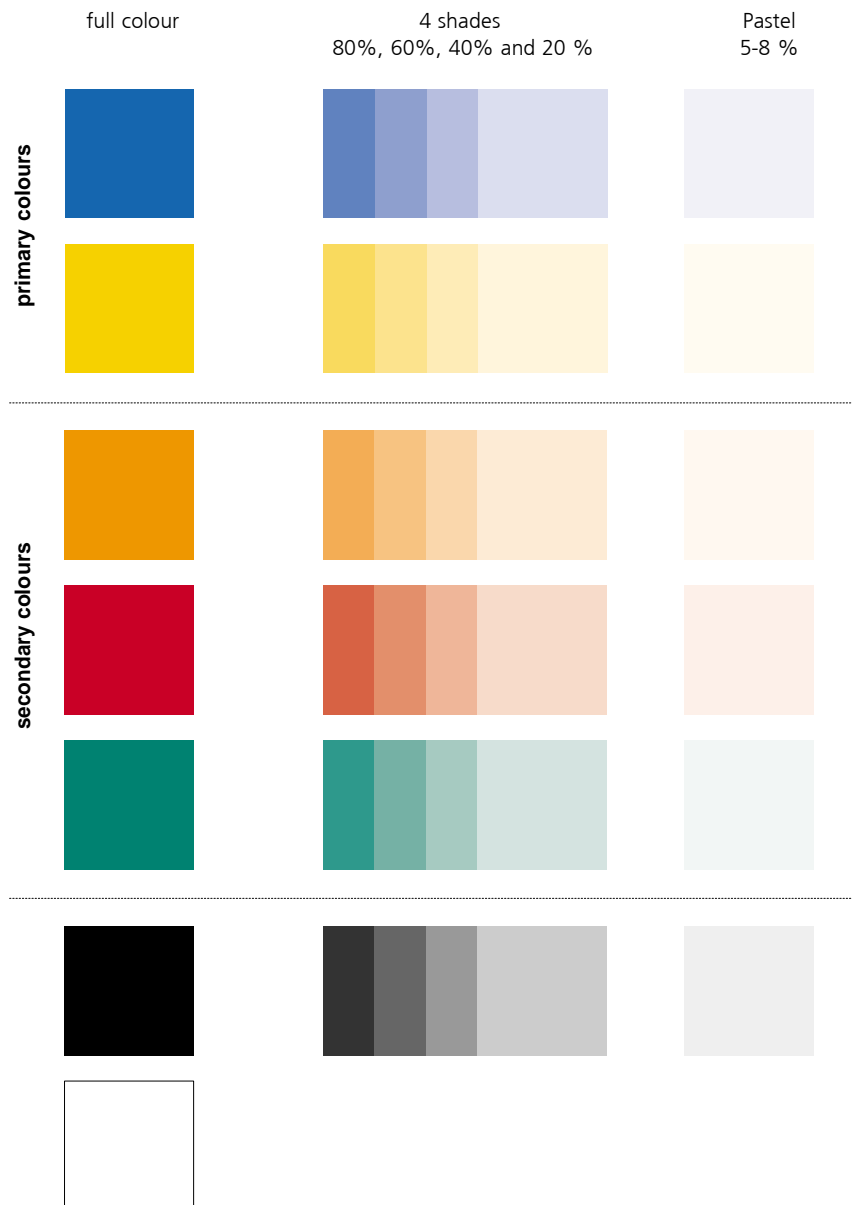


Exemplary position of the logo on the cover of the Bulletin.




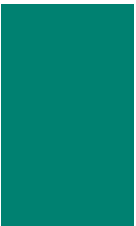




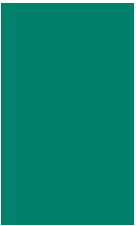

5. The UEG colours

The primary colours of the UEG are blue and yellow, the secondary colours are orange, red and green. All colours together form the dynamic colour series of the UEG colour system. They can also be used as shades.

The colours are defined with the values of the Euroscale and HKS (see following pages)



5.1. The UEG colours for the printer

	UEG yellow	UEG orange	UEG red	UEG green	UEG blue
Euroscale 4c					
yellow:	100%	100%	100%	65%	----
magenta:	25%	60%	100%	----	60%
cyan:	----	----	----	100%	100%
black:	----	----	15%	30%	----
HKS values (for full colour reproduction)					
	HKS 4	HKS 7	HKS 15 *)	HKS 55	HKS 44 **)
yellow:	100%	100%	80%	70%	----
magenta:	20%	60%	100%	----	50%
cyan:	----	----	----	100%	100%
black:	----	----	10%	30%	----

*) HKS 15 is only an indication; it is possible that it has to be adapted by adding yellow from the Euroscale.

**) It is possible that the percentage of red has to be increased in HKS 44, in order to reach the Euroscale definition.

6. The UEG Typeface

The official UEG typeface is Frutiger. It is used in publications, on banners and displays.

The typeface "Arial" can also be used.

7. The UEG Circles

The circles are composed of five circle segments and represent, removed from the logo, many new constellations.

The UEG circles, as creative elements, mark in a very decisive way the visual presentations of the UEG and show her as a lively, modern and dynamic European sports organisation. They are therefore part of the Corporate visual Identity of the UEG and cannot in any case be used without the express consent of the UEG.

The following examples show the possibilities:

- Obligation: all five circles of the logo must be used.
All circles start with a clockwise swing.



- without obligation: the circles can freely whirl around, in different sizes and in the UEG colours in different shades.



Or for example
as a 2-coloured motive
on a **T-Shirt**.

Games without limits: the UEG circles as an artistic motive
for invitations and info files.



8. The UEG Sub-logos

Based on the UEG logos were created distinct Sub-logos for the UEG Event TeamGym, the UEG Youth Festival EUROGYM, the Golden Age Gym Festival and the Youth Trainingscamps.

These sub-logos are part of the UEG Visual Identity and as such are of the exclusive property of the UEG. They cannot in any case be used for any other purpose or event than the ones expressly approved for by the UEG.










8.1. Example of the Aerobic-Logo

The logo is characterised by an element, which is typical for this discipline. The UEG circles form the background. The different numbers of circles indicate the Aerobic category, i.e. individuals, pairs, trios and groups (composed of 6 persons).



8.1.1. The UEG colours in Aerobic

Two colours are added to the UEG colour system explained under 5. / 5.1.

	UEG yellow	UEG orange	UEG red	UEG green	UEG blue
					
yellow	100%	100%	100%	65%	----
magenta	25%	60%	100%	----	60%
cyan	----	----	----	100%	100%
black	----	----	15%	30%	----
					
yellow	100%	----			
magenta	----	60%			
cyan	45%	100%			
black	----	40%			

8.2. Example of the Logo for the UEG Training Camps

The basic figure is based on the youthful play with the UEG circles which take an informal order around a central point.

The Logo symbolises joint experience, youthful atmosphere and dynamism.



9. The UEG Presentation at European Championships and other Events

The UEG Events, in particular the European Championships, present gymnastics to a broad public.

As the responsible organiser, the UEG assumes, together with the local organiser, a particular responsibility towards the media, the reporters, the participants and the spectators. The UEG as the European umbrella federation represents the common interests of gymnastics and shall therefore be recognised in this important function.

For the presentation of the UEG within such events, the following is to be provided:

- UEG Advertising Boards
- Press Conference Wall
- Interview Corner (Kiss & Cry Corner)
- UEG Flags
- UEG Standard Banners
- UEG Deco Banners

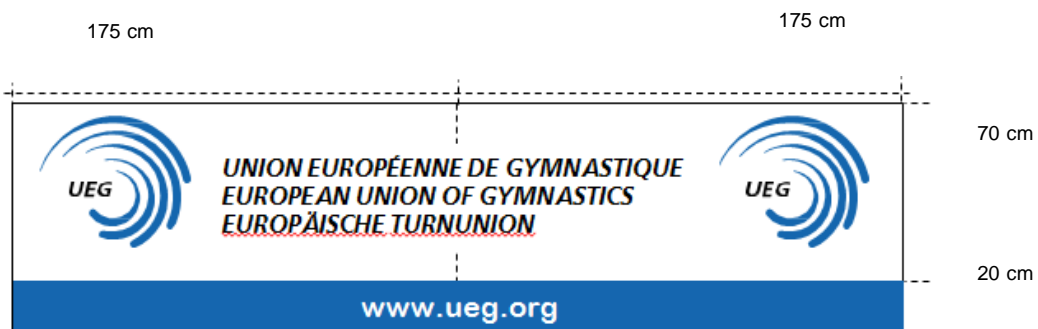
The Press Conference Wall and the Kiss & Cry Corner have to consider the importance of the main sponsors.

9.1. The UEG Advertising Board

The UEG Advertising Board respects the standard dimensions of 350 x 90 cm . Due to logistical reasons it is recommended to realise this board in two parts.

The realization has to be carried out in two colours: UEG-blue and black. The Internet address is an important part.

Respecting the contractually fixed sponsor packages, the Advertising Board has to be placed in a central position for the UEG's own presentation.



9.2. The Press Conference Wall

The Press Conference Wall presents the sponsors, with the necessary self-presentation of the UEG and the organiser.

The following example shows the desired realization during the 2011 Berlin European Championship. It should serve as an example for oncoming events.



*G-Press Conference Wall with 80 cm elements: 480 x 220 cm
Sponsor Stickers 80 x 20 cm*

The wall can be realised with individual stickers or panels.
The following points have to be respected:

- a white background
- the dimensions of approximately 480 x 220 cm.

9.3. The Interview Corner (Kiss & Cry Corner)

Besides the Press Conference Wall, the Interview Corner is an important element for the media-adapted presentation of the Event. The gymnasts waiting for their scores are always an eye-catcher for TV-cameras.

The Press Conference Wall can serve as an example for the realization of the Interview Corner with individual stickers or panels (see chapter 9.2).

The following example was realized for the 2011 Berlin European Championships and can be used as a model for future events.



*UEG Interview Corner: 400 x 220 cm
Sponsor Sticker: 80 x 20 cm*

9.4. The UEG Flags

The UEG Flags guarantee the presentation of the UEG in the centre of the event area. They are an important part of the direct communication with the spectators, the reporters and the participants.



The Organisers receive the UEG Flags in due time; they should be hang up close to the electronic result board and the event logo.

Dimensions: 200 x 600 cm.

Another flag which can be used for the opening and closing ceremonies.



Dimension: 600 x 350 cm

9.5. The UEG Standard Banner

Besides the large UEG Flags, the UEG puts Standard Banners at the disposal for different festivities (as the opening ceremonies). They can also be used as a flag.

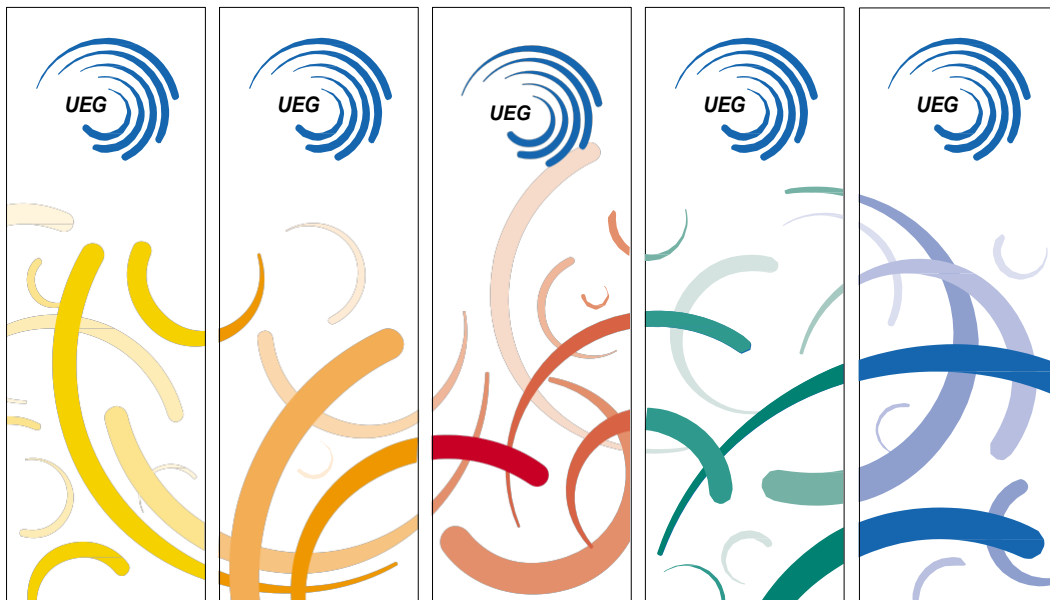


Dimensions: 100 x 300 cm.

9.6. The UEG-Deco Banner

The UEG Corporate Design allows numerous possibilities for a dynamic and lively presentation of the UEG and therefore of gymnastics. There is no limit to imagination, only the elementary rules of the Corporate Design have to be respected.

An example for this are the UEG Deco-Banners:



Deco-Banner 1

Colours of the Logo:
UEG blue and black
Colours of the circles:
UEG-yellow (different shades)

Size: 100 x 300 cm
Printed on one side only;
only to be used inside,
on a wall

Deco-Banner 2

Colours of the Logo:
UEG blue and black
Colours of the circles:
UEG orange (different shades)

Size: 100 x 300 cm
Printed on one side only;
only to be used inside,
on a wall

Deco-Banner 3

Colours of the Logo:
UEG blue and black
Colours of the circles:
UEG red (different shades)

Size: 100 x 300 cm
Printed on one side only;
only to be used inside,
on a wall

Deco-Banner 4

Colours of the Logo:
UEG blue and black
Colours of the circles:
UEG green (different shades)

Size: 100 x 300 cm
Printed on one side only;
only to be used inside,
on a wall

Deco-Banner 5

Colours of the Logo:
UEG blue and black
Colours of the circles:
UEG blue (different shades)

Size: 100 x 300 cm
Printed on one side only;
only to be used inside,
on a wall