

# **Brand Guidelines**

**EUBC Copyright 2023**

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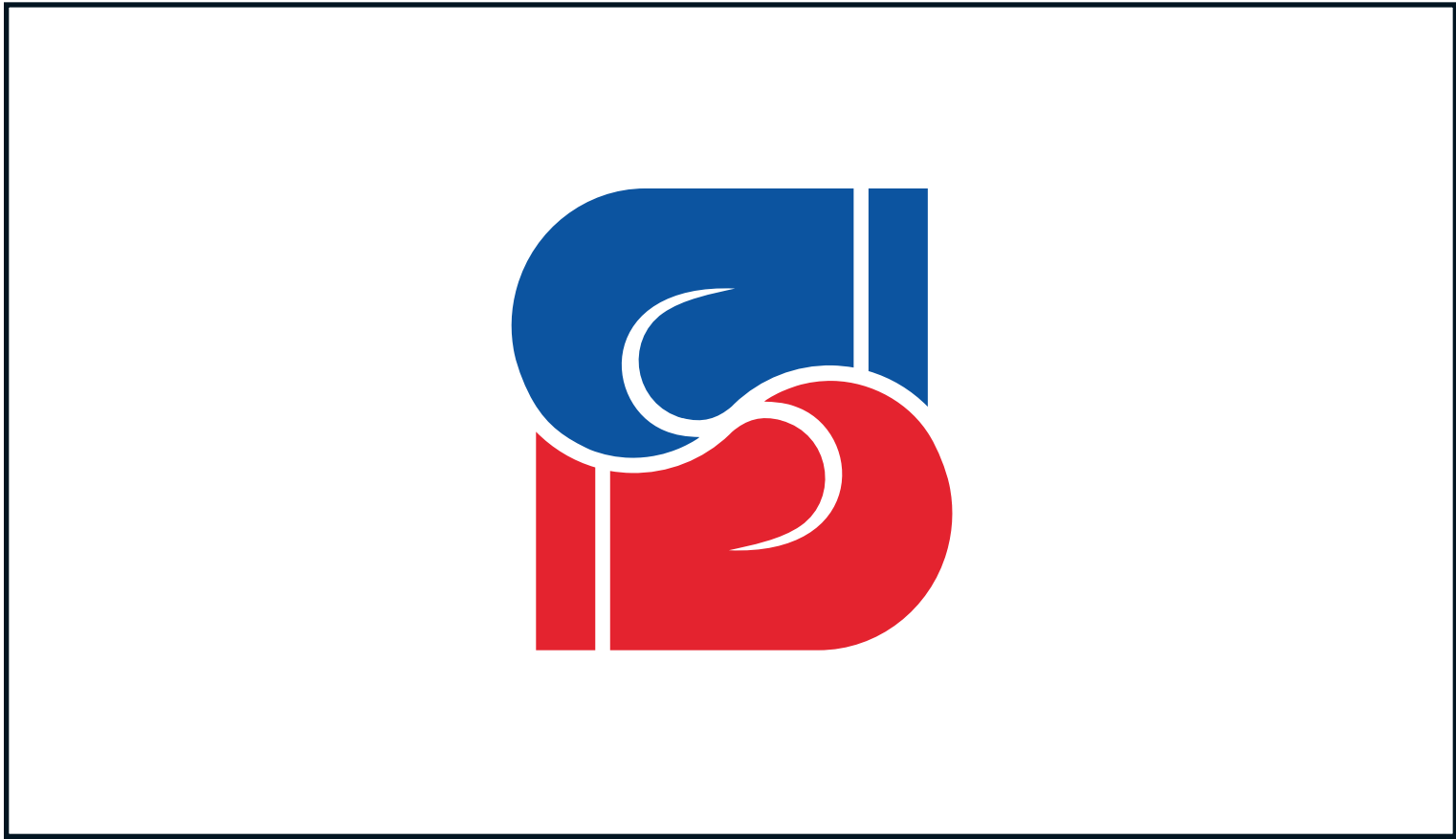


01

Logo



Icon



Horizontal Lockup



A full logo consists of two elements - an icon and a wordmark. Both word and a graphic element may be variations of the logo themselves, playing a secondary role. Icon can be used in the places, where the brand would be recognized without a wordmark.

The full logo has two options - vertical and horizontal.

Wordmark

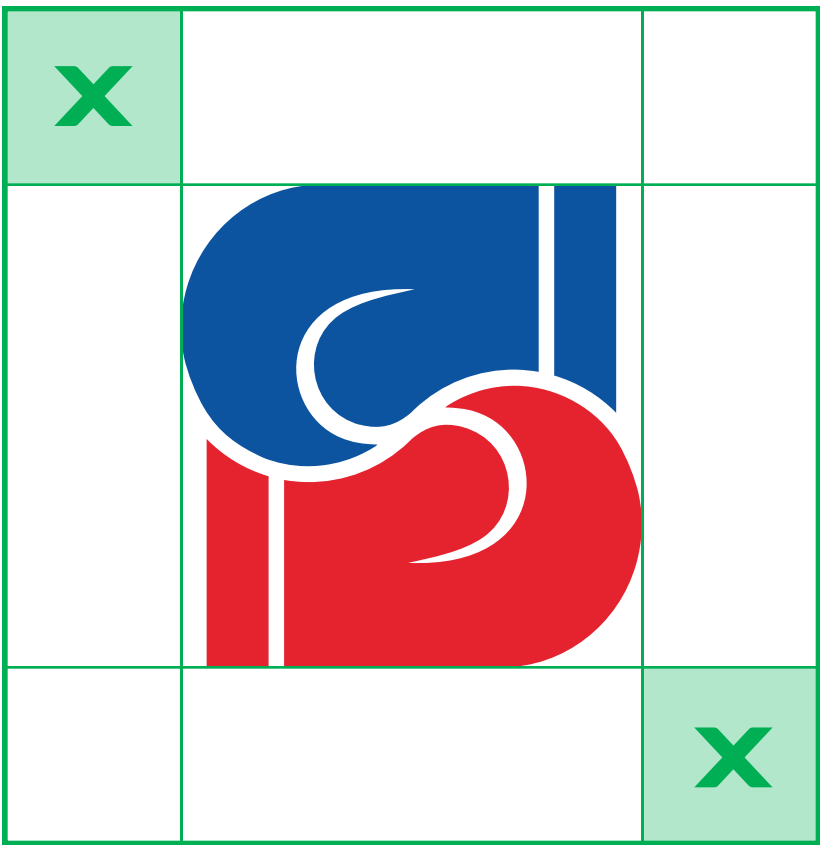


Vertical Lockup



# Clearance Area and Minimum Size

The clearance area for the logo is the area surrounding it that should always be free of any other design elements that may clutter or disrupt the look of the logo. Clearance area for the logo is determined by the height of the E in EUBC. The area to be kept clear should extend from the base of the text to the sides and top of the logo.



To maintain legibility, the height of the full logo should not be less than 10 mm for print or 35 px for digital.

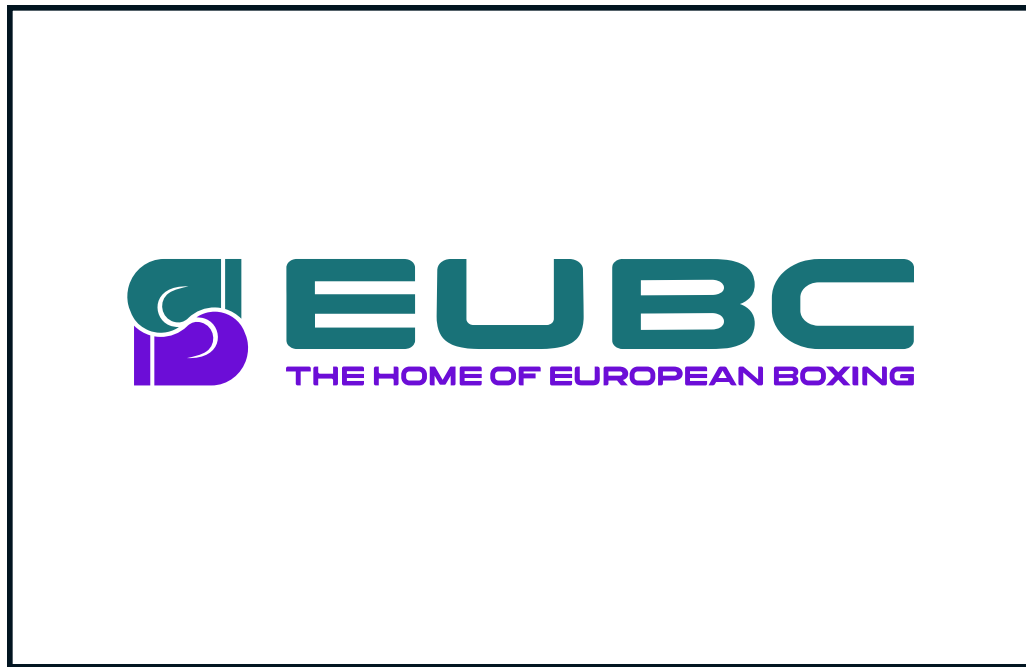
The height of the logo mark should not be less than 8 mm for print or 40 px for digital.







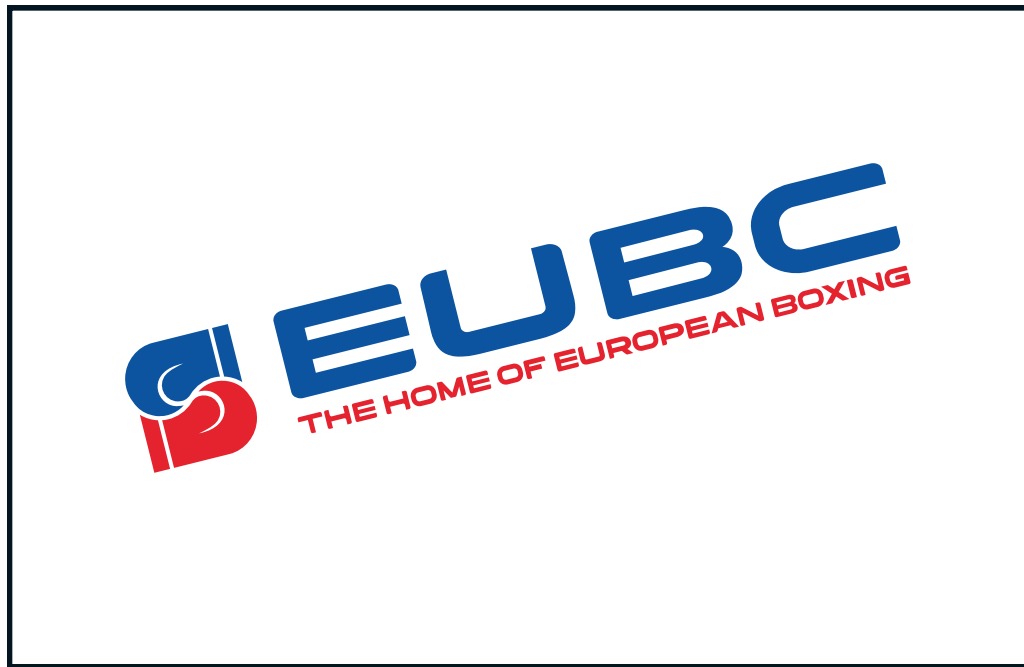
Do not stretch or squish the logo.



Do not use an unapproved color.



Do not remove the elements.



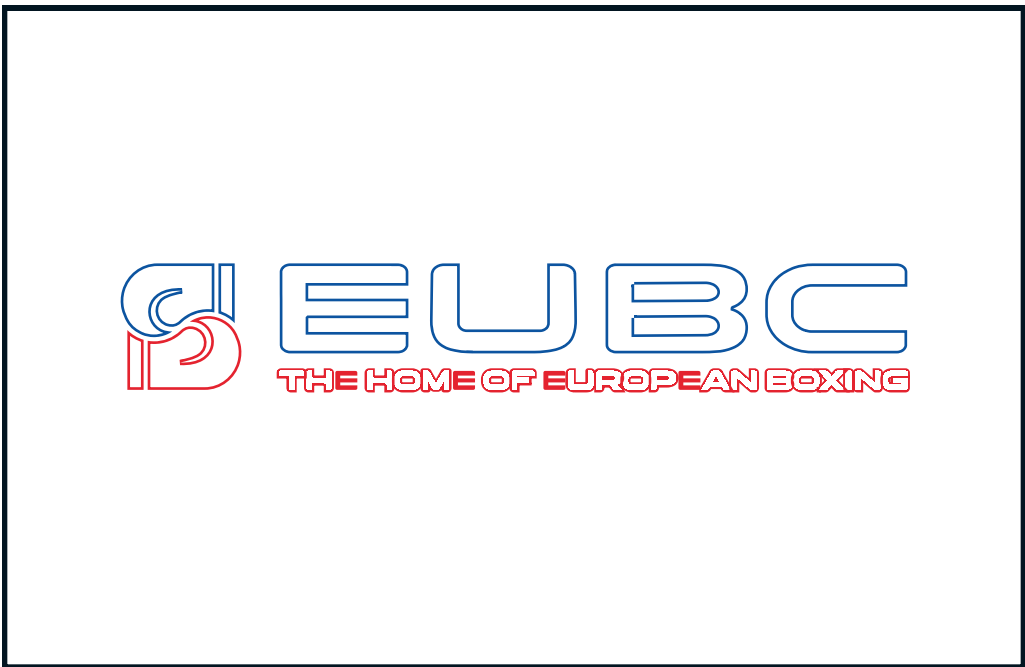
Do not rotate the logo.



Do not apply effects on the logo.



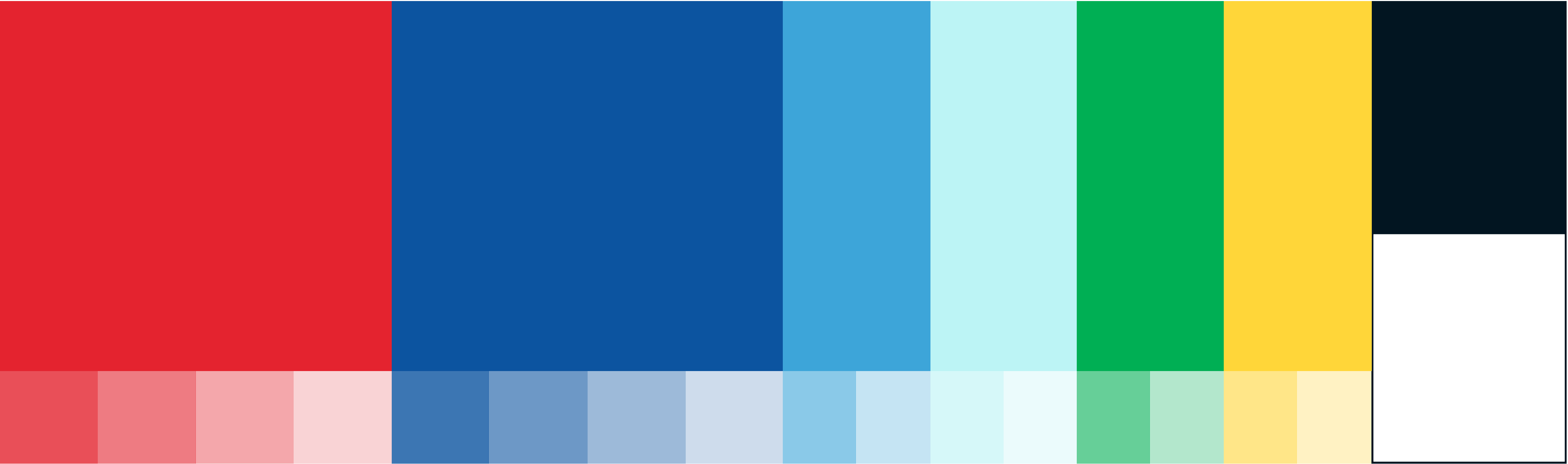
Do not change the placement of elements relative to each other.



Do not apply any stroke to the logo.

02

Colours





Red Fury

HEX	#E4232F
RGB	228 35 47
CMYK	0 85 79 11
Pantone	1795 C

Champion Blue

HEX	#0C54A0
RGB	12 84 160
CMYK	82 70 0 55
Pantone	2945 C

The colors of EUBC reflect the essence of the brand: dynamic, aggressive, sporty, strong and bold. **Red Fury** represents the passion, energy and courage of the boxers, as well as the excitement and thrill of the sport. **Champion Blue** symbolizes the excellence, professionalism and confidence of the organization, as well as the loyalty and trust of the fans. These colors are used in the logo and all the marketing assets to create a consistent and distinctive visual identity for EUBC.

Victory Blue		Winning Ice		Knockout Green		Golden Gloves	
HEX	#3DA5D9	HEX	#BCF4F5	HEX	#00AF54	HEX	#FFD639
RGB	61 165 217	RGB	188 244 245	RGB	0 175 84	RGB	255 214 57
CMYK	72 24 0 15	CMYK	23 0 0 4	CMYK	100 0 52 31	CMYK	0 16 78 0
Pantone	298 C	Pantone	317 C	Pantone	7481 C	Pantone	122 C

The secondary colors add variety and richness to the brand’s palette, while still maintaining harmony and coherence with the primary colors. **Victory Blue** is a lighter and brighter shade of blue that evokes the freedom of movement. **Winning Ice** is a cool tone that suggests clarity, purity and freshness. **Knockout Green** is a vibrant and lively hue that conveys growth, vitality and success. **Golden Gloves** is a warm and radiant color that expresses prestige, quality and achievement. These colors are used as accents to highlight, emphasize or differentiate certain elements of the brand’s communication. The secondary colors should be used sparingly and strategically, avoiding overuse or confusion. They should also be compatible with the primary colors, avoiding clashes or inconsistencies.

Nightfall Black

HEX

#021521

RGB

2 21 33

CMYK

94 36 0 87

Pantone

Black 6 C

Pure White

HEX

#FFFFFF

RGB

255 255 255

CMYK

0 0 0 0

The neutral colors provide a solid and elegant foundation for the brand’s palette, while also enhancing the contrast and legibility of the other colors. **Nightfall Black** is a deep and dark shade of black that reflects the strength, sophistication and seriousness of the brand. **Pure White** is a simple color that represents the clarity, simplicity and honesty of the brand. These colors are used as backgrounds, texts or borders to create a clean aesthetic for the brand’s communication, as well as to support the hierarchy and readability of the information.

03

**Typography**

# Roboto Condensed

The primary typeface is **Roboto Condensed**, a modern and versatile sans serif font that complements the brand’s personality and message. Roboto Condensed is used for subheadings, body texts and captions. The font should be applied with consistency and clarity, avoiding distortion or alteration. The font should also be paired with appropriate colors, sizes and weights to create contrast and hierarchy.



**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 1 2 3 4 5 6 7 8 9 0

**Medium**

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 1 2 3 4 5 6 7 8 9 0

**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 1 2 3 4 5 6 7 8 9 0

**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 1 2 3 4 5 6 7 8 9 0

# Metropolis

The secondary typeface is **Metropolis**, a modern and geometric sans serif font that adds variety and elegance to the brand’s palette. Metropolis is used for titles and headings, to create a strong and distinctive impression for the brand’s communication. The font should be applied with consistency and clarity, avoiding distortion or alteration. The font should also be paired with appropriate colors, sizes and weights to create contrast and hierarchy.



## Black

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 1 2 3 4 5 6 7 8 9 0

## 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 1 2 3 4 5 6 7 8 9 0

## Medium

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 1 2 3 4 5 6 7 8 9 0

## 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 1 2 3 4 5 6 7 8 9 0

# Tahoma

The system typeface is **Tahoma**, a humanist sans serif font. Tahoma is a font that can be used as a fallback option when Metropolis or Roboto Condensed are not available for use. The font should be applied with consistency and clarity, avoiding distortion or alteration. The font should also be paired with appropriate colors, sizes and weights to create contrast and hierarchy.



## 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 1 2 3 4 5 6 7 8 9 0

## 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 1 2 3 4 5 6 7 8 9 0



## Metropolis Black

Header

## Metropolis Semibold

Subheader

## Roboto Condensed Regular

Paragraph

## Metropolis Bold

Header

## Roboto Condensed Regular

Paragraph

## Metropolis Semibold

Header

## Roboto Condensed Light

Paragraph

## Tahoma Bold

Header

## Tahoma Regular

Paragraph

It is essential to maintain these type pairings. These pairings create contrast and balance in the typography, keeping the hierarchy of text and making the text easy to read.

It is possible to use ALL CAPS for headers to increase the visual contrast between the elements, especially if the subhead is included.



**H1** Metropolis Black 64 pt 0% Letter spacing 120% Line height

**EUBC EXTRAORDINARY CONGRESS 2023**

**H2** Metropolis Bold 48 pt 0% Letter spacing 120% Line height

**EUBC Extraordinary Congress 2023**

**H3** Metropolis Semibold 32 pt 2% Letter spacing 120% Line height

**EUBC Extraordinary Congress 2023**

**BODY1** Roboto Condensed Regular 32 pt 0% Letter spacing 120% Line height

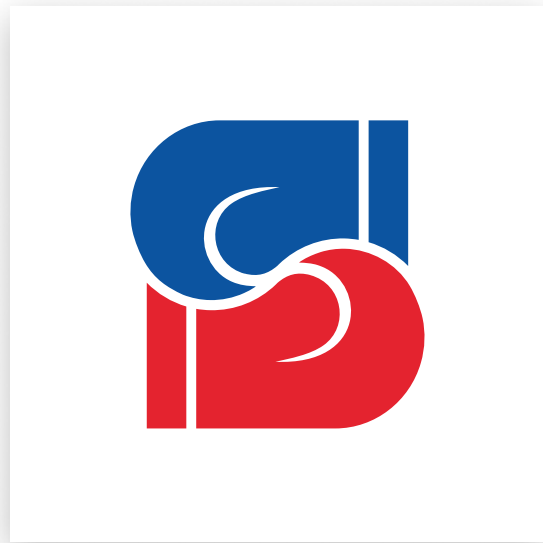
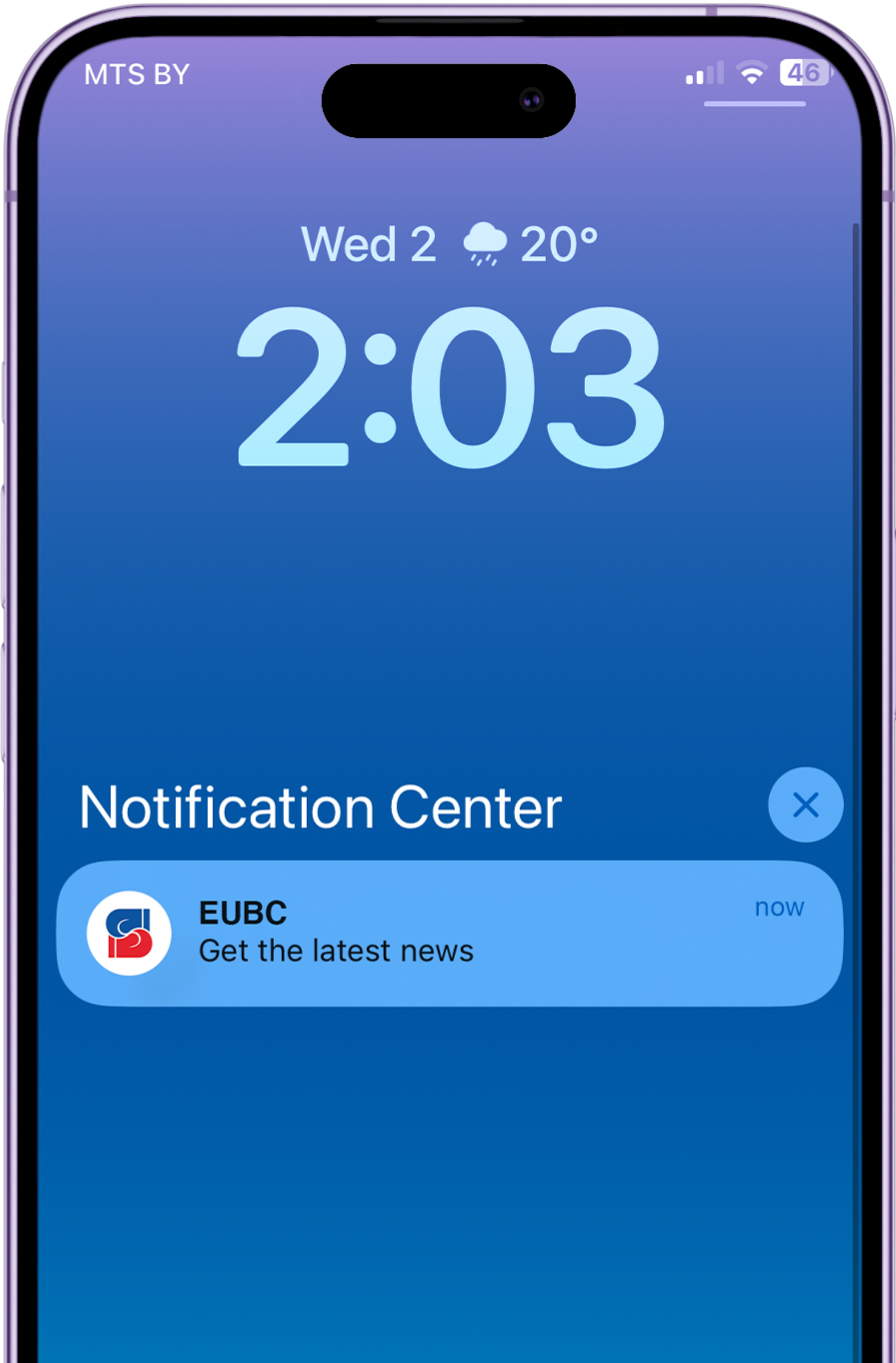
The EUBC Board of Directors has convened the Extraordinary Congress in Istanbul on July 13, 2023. The Congress will vote on amendments of the EUBC Constitution.

**BODY2** Roboto Condensed Light 32 pt 0% Letter spacing 100% Line height

The EUBC Board of Directors has convened the Extraordinary Congress in Istanbul on July 13, 2023The Congress will vote on amendments of the EUBC Constitution, but there will be other important topics in the agenda such as the presentation of the Integrity Code and the project of an additional office. The Ethics Committee will also take the stage with a presentation, followed by an open debate, on the eligibility of athletes

04

Iconography







Phone



Email



Adress



Website



These icons are used in all the printed and digital materials where needed.



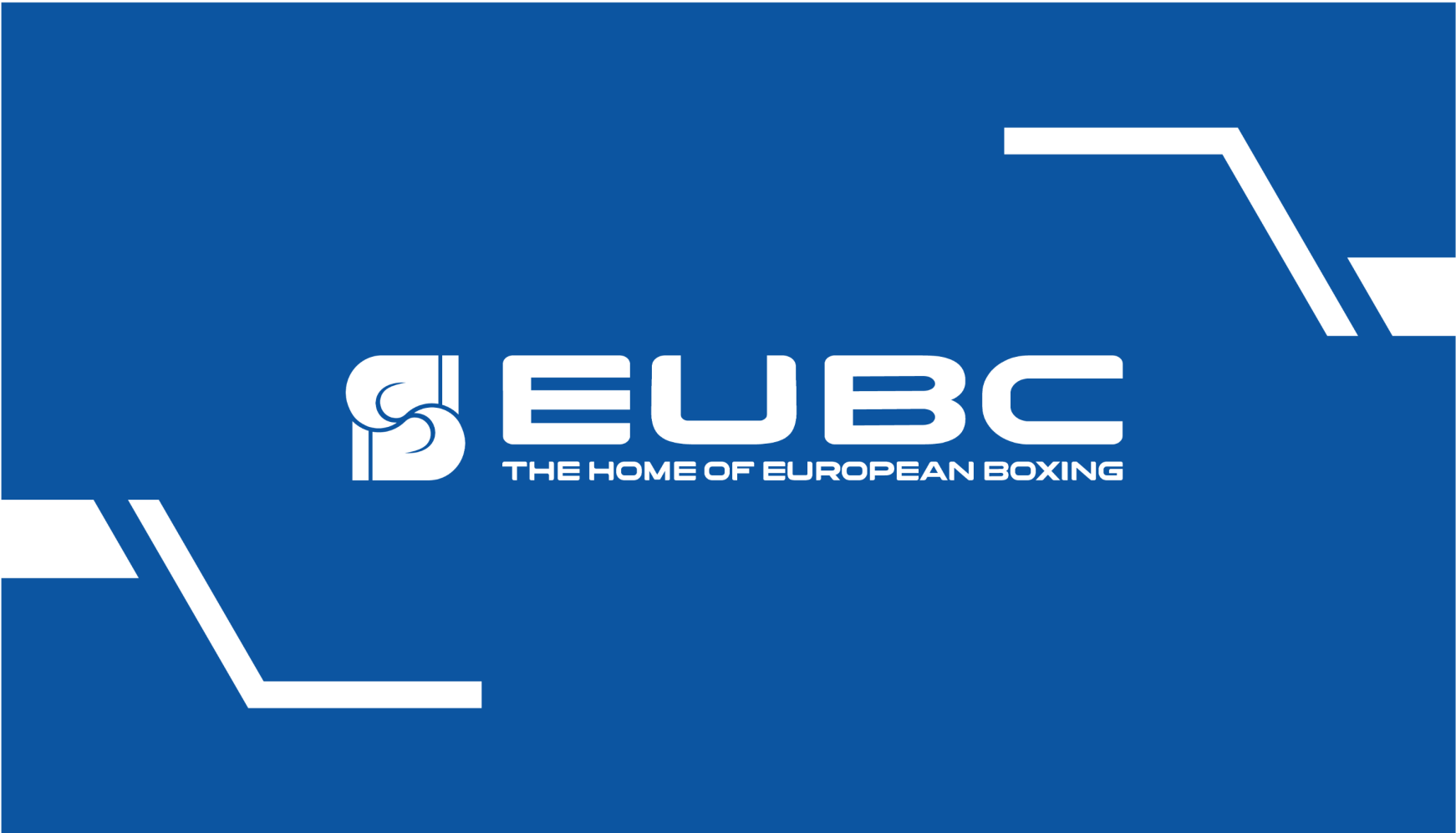
05

Stationery

## 24



Business Card

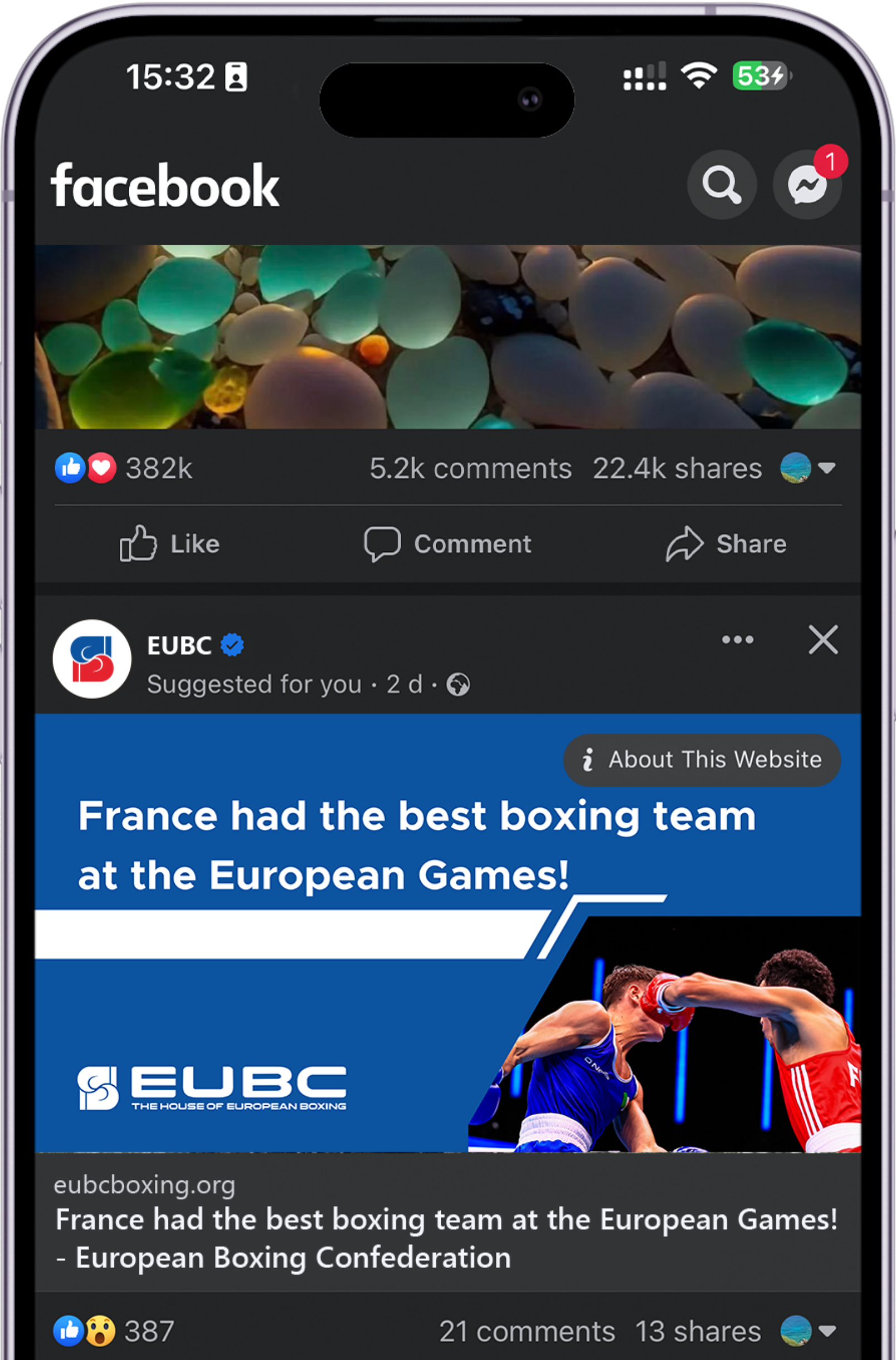






**Social Media**





Post Categories

- News
- Videos
- Articles
- Announcements

Post/Ad Size



### EUBC announces new office in Monaco



### Junior European Championships started in Ploiesti



### France had the best boxing team at the European Games!





**EUBC**  
THE HOME OF EUROPEAN BOXING

**European Boxers contest  
for Olympic spots**

 **Nowy Targ, Poland**  
*June 23 - July 2, 2023*



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