



KRAKÓW MAŁOPOLSKA
EG2023
3rd EUROPEAN GAMES





we are unity

logotyp
logotype



logotype standard version



logotype vertical standard version



logotype simplified version



logotype standard version / negative



logotype vertical standard version / negative



logotype simplified version / negative



logotype standard version / monochrome



logotype standard version / monochrome negative



logotype vertical supplementary version / monochrome



logotype vertical supplementary version / monochrome negative



logotype simplified version / monochrome



logotype simplified version / monochrome negative



logomark standard version



logomark standard version / monochrome



logomark standard version / monochrome negative



logotype simplified additional version

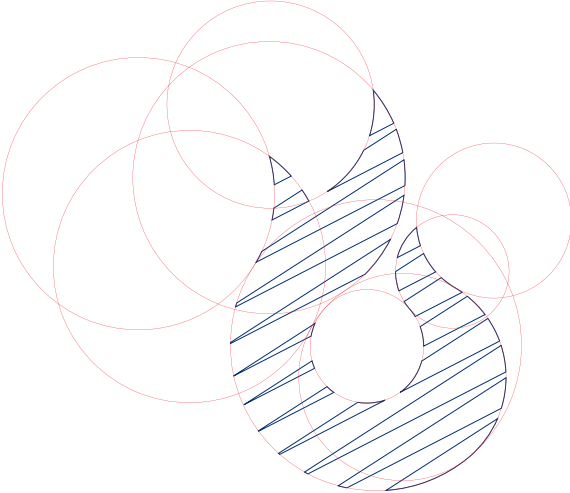
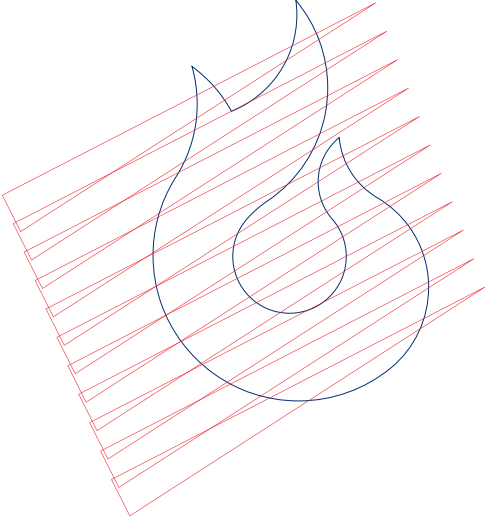
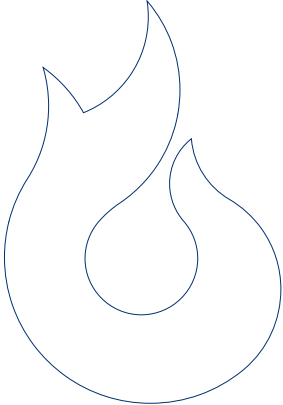
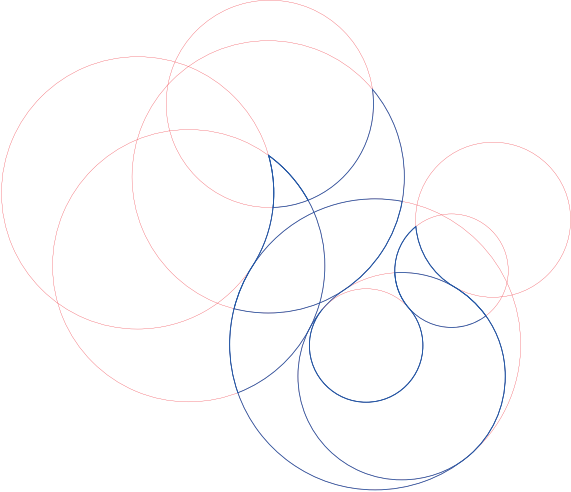


logotype simplified additional version / monochrome



logotype simplified additional version / monochrome negative











logotype protective field design



minimum size The EG 2023 logotype retains its visual legibility in a wide range of sizes.
The logomark of the logo should not be reproduced in a size less than 10mm high.



logotype protective field design



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logotype prohibited modification



not allowed stretching the logotype in any direction



not allowed rotating the logotype in any direction



not allowed changing the colours in the logotype



not allowed changing the proportion of the logotype



not allowed changing the order of logo parts



not allowed changing or creating an extra outline



not allowed using outlines instead of fillings for logotype elements



not allowed applying shadows



not allowed removing individual logotype elements

Examples mentioned before refer to all logotype iterations.

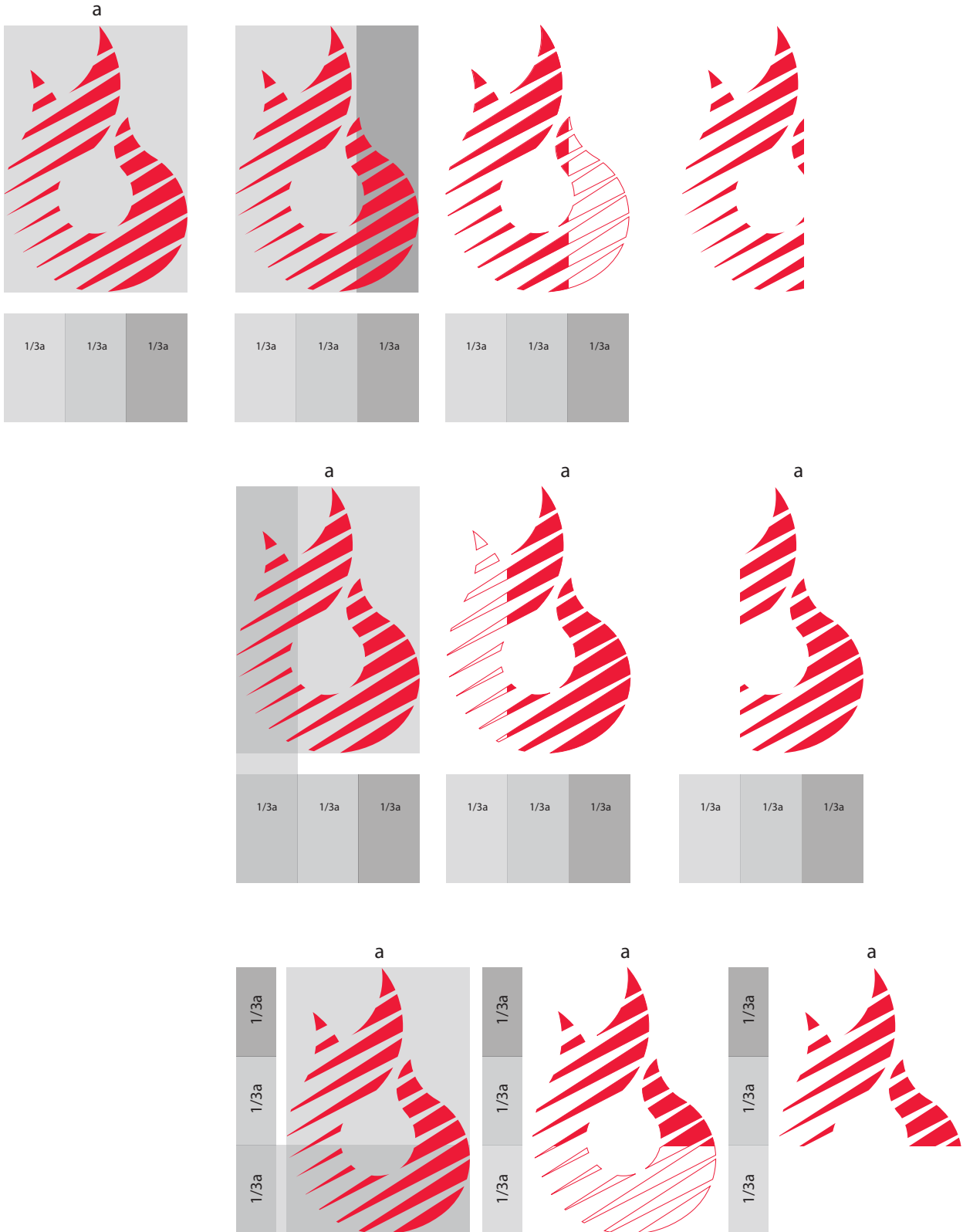
logotype with a background

The basic logotype can be used on white or light backgrounds that maintain an appropriate contrast with the logomark, including photographs. The monochrome version of the logotype is used on dark backgrounds, backgrounds described in the colour palette: primary and secondary and photographs, while maintaining adequate legibility.

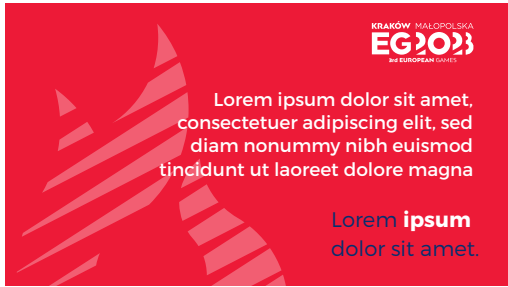
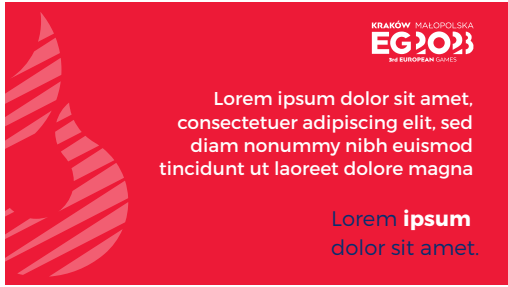
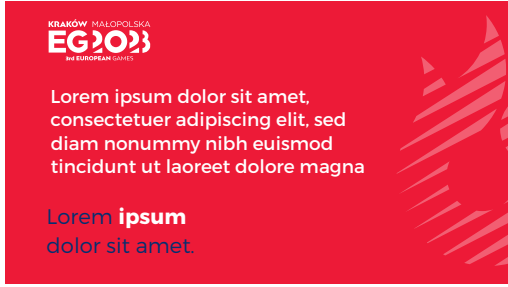


logomark cropping

The symbol is one of the basic elements of Visual Identity. It can be used as a background it is recommended to use the signet as a background element at the edges of layouts. The signet should be trimmed in $\frac{1}{3}$ of its entirety. Below are examples of permitted cropping of the logomark. It is not permitted to trim the signet ring other than as shown below.



logomark cropping



typografia
typography



AaBb

An extremely important element that serves the visual identity is typography. The visual identity uses the simple, sans-serif **Montserrat** font from **the Google Fonts**.

AĄBCĆDEEĘFGHIJKLŁMNŃ
OÓPQRSŚTUVWXYZŹŻ
aąbcćdeęfghijklłmnń
oópqrsśtuvwxyzźź
1234567890

Montserrat Thin

Thin

Montserrat Light

Light

Montserrat Regular

Regular

Montserrat Bold

Bold

Montserrat Black

Black

Aa Bb

Recommended font sizes for use in digital space as well as in printed materials.

However, printed materials should always be checked for legibility, and the sizes given are only a recommendation.

When selecting font sizes and typefaces, the readability of the text should be a primary consideration of the text.

Lorem **ipsum**
dolor sit amet.

Montserrat Light + Bold / Size: 48 pt / Leading: 58 pt

Lorem **ipsum**
dolor sit amet.

Montserrat Light + Bold / Size: 36 pt / Leading: 44 pt

Lorem **ipsum**
dolor sit amet.

Montserrat Light + Bold / Size: 24 pt / Leading: 28 pt

Lorem **ipsum**
dolor sit amet.

Montserrat Light + Bold / Size: 14 pt / Leading: 18 pt

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip

Montserrat Light 8 pt / Leading: 10 pt

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip

Montserrat Regular 8 pt / Leading: 10 pt

AaBb

For media where font selection is limited (i.e. PowerPoint Word, etc.)
it is not allowed to use system font **Verdana**

AĄBCĆDEĘFGHIJKLŁMNŃ
OÓPQRSŚTUVWXYZŹŻ
aąbcćdeęfghijklłmnń
oópqrsśtuvwxyzźź
1234567890

Verdana Thin

Regular

Verdana Light

Light

Verdana Regular

Regular

Verdana Bold

Bold

kolorystyka

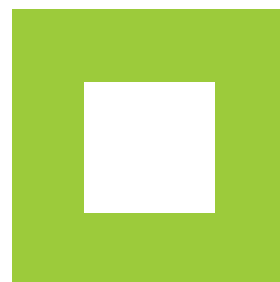
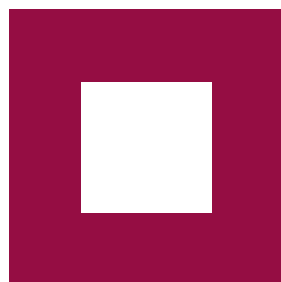
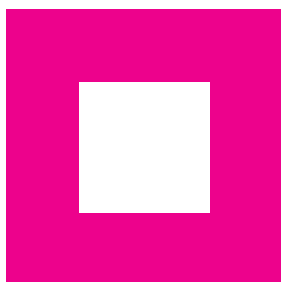
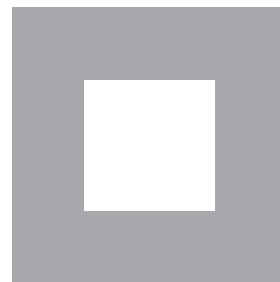
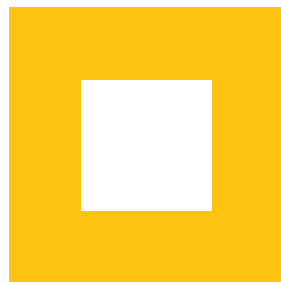
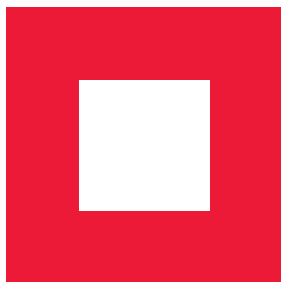
colors





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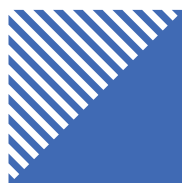
Colours are an essential element of the Visual Identity System. The system has a developed range of colours to be used, and its colours scheme is based on the colours associated with Malopolska, which is the main organiser of the Games.



Colours specifications vary depending on the media used, it is important to use the correct mode as described in the main colour systems.



CMYK 100/78/0/40
 RGB 12/47/106
 HEX 0C2F6A
 PANTONE Reflex Blue C



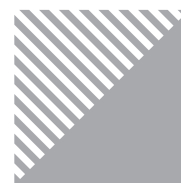
CMYK 80/60/0/0
 RGB 69/101/173
 HEX 4565AD
 PANTONE 2726C



CMYK 100/0/0/0
 RGB 0/159/227
 HEX v009FE3
 PANTONE 299C



CMYK 44/0/100/0
 RGB 165/199/21
 HEX A5C715
 PANTONE 375C



CMYK 44/0/0/0
 RGB 172/173/176
 HEX ACADBO
 PANTONE Cool Gray 5C



CMYK 0/100/0/0
 RGB 230/0/126
 HEX E6007E
 PANTONE 219C



CMYK 0/100/82/0
 RGB 228/3/43
 HEX E4032B
 PANTONE 032C



CMYK 0/25/100/0
 RGB 253/195/0
 HEX FDC300
 PANTONE 116C



CMYK 20/100/50/30
 RGB 133/0/62
 HEX 85003E
 PANTONE 194C

Basic palette is red and dark blue, the palette most often used for simplified versions of the logo.



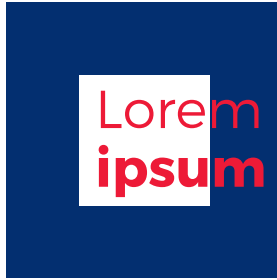
Secondary palette

The additional palette is interchangeable and complementary.

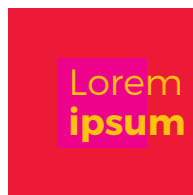
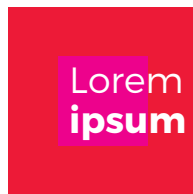


Colour codes

permissible colour combinations, and how to combine them. The basic colour pairing is red on navy blue and should be used with priority. It is not allowed to combine colours in any other way than specified in the Brand book. The following scheme also specifies prohibited colour combinations.



Allowed



Prohibited

Monochrome palette

In exceptional cases, monochrome palette may be used based on black and its shades.



outdoor & posters



Outdoor layouts

Examples of the use of layouts on the most popular outdoor formats.

Billboards 300 x 600cm and 200 x 400 cm as well as citylight 120 x 180 cm



Outdoor layouts

Examples of the use of layouts on the most popular outdoor formats

Billboards 300 x 600 cm and 200 x 500 cm as well as citylight 120 x 180 cm



5x2



3x6



citylight

Outdoor layouts

Examples of the use of layouts on the most popular outdoor formats

Billboards 300 x 600 cm and 200 x 500 cm as well as citylight 120 x 180 cm



5x2



3x6



citylight

Vertical layouts

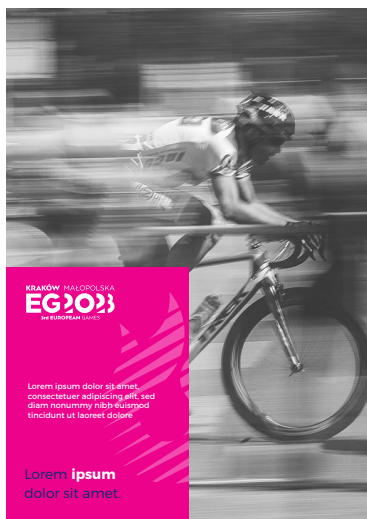
The diagram below shows the layout options for A4 format print advertising.



Vertical layouts

The diagram below shows the layout options for A4 format print advertising.

use of colour coding examples



Vertical layouts

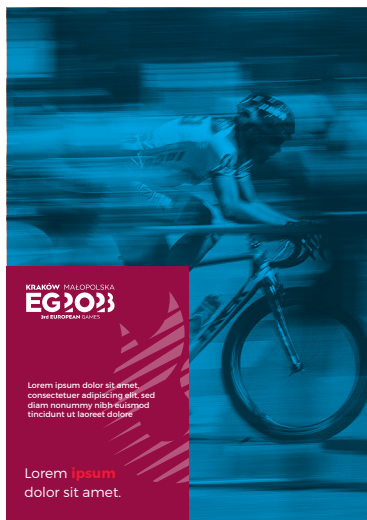
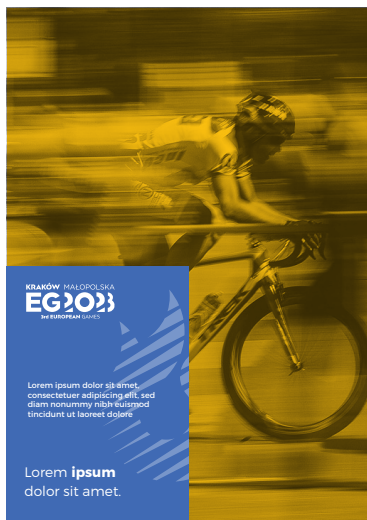
The diagram below shows the layout options for A4 format print advertising.



Vertical layouts

The diagram below shows the layout options for A4 format print advertising.

use of colour coding examples



pattern - exhibition backgrounds
walls / stands / prisms / digital backgrounds



pattern - exhibition backgrounds
walls / stands / prisms / digital backgrounds



pattern - exhibition backgrounds
walls / stands / prisms / digital backgrounds



pattern - exhibition backgrounds
walls / stands / prisms / digital backgrounds



social media & digital



SOCIAL MEDIA templates

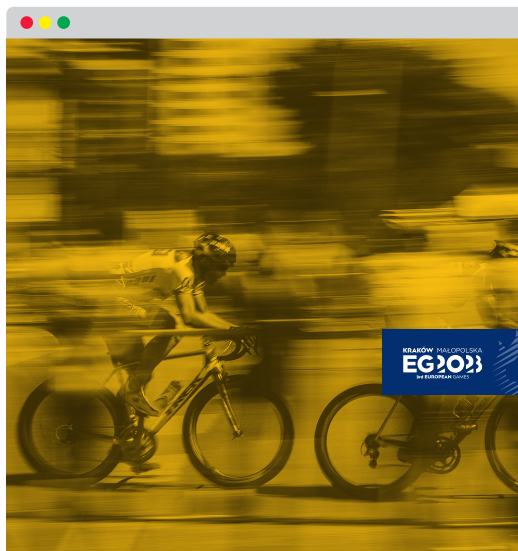
This diagram shows the possibilities of creating graphics with a photo and text.



posty Facebook / Instagram

SOCIAL MEDIA templates

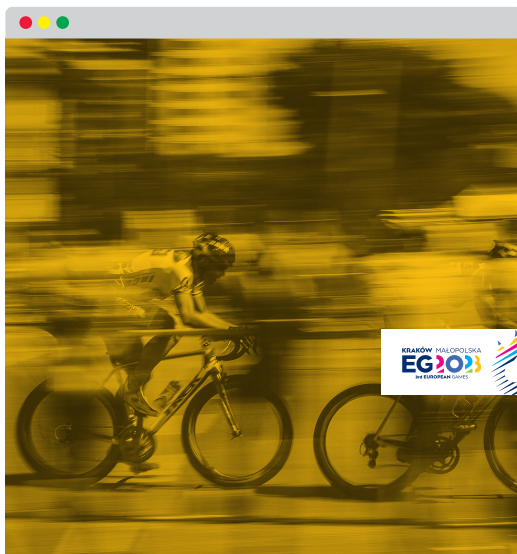
This diagram shows the possibilities of creating graphics with a photo and text.



Facebook / Instagram posts

SOCIAL MEDIA templates

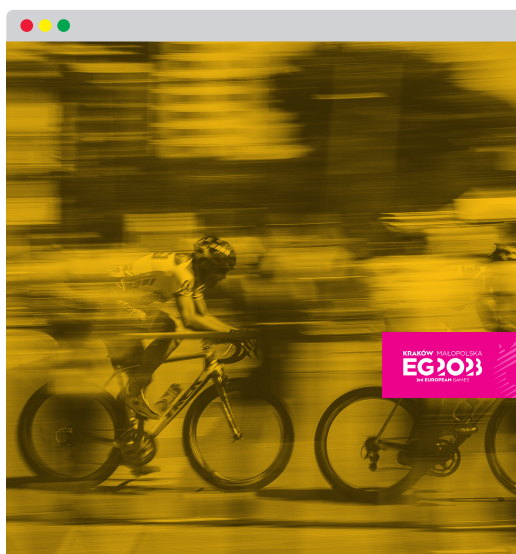
This diagram shows the possibilities of creating graphics with a photo and text.



Facebook / Instagram posts

SOCIAL MEDIA templates

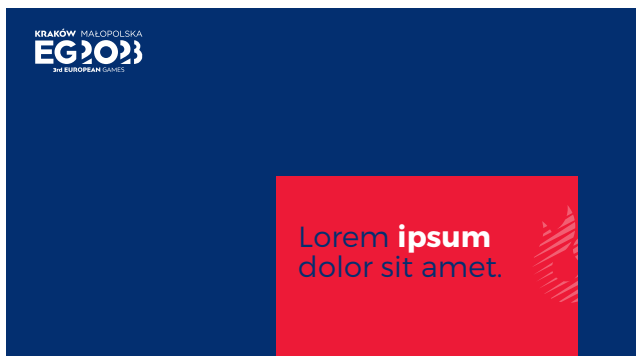
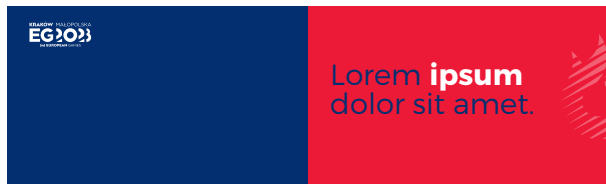
This diagram shows the possibilities of creating graphics with a photo and text.



Facebook / Instagram posts

Web banners

The corporate identity is designed to enable adaptation of different formats. This is useful for creating web banners of different sizes.



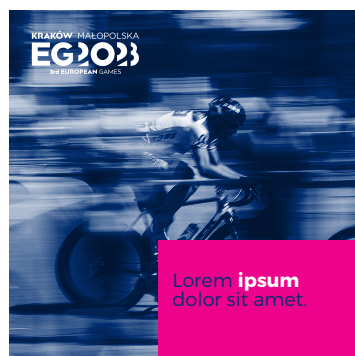
Web banners

The corporate identity is designed to enable adaptation of different formats. This is useful for creating web banners of different sizes.



Web banners

The corporate identity is designed to enable adaptation of different formats. This is useful for creating web banners of different sizes.



akcydens

office prints



Business cards
format 85x55mm
double-sided printing
finishing with matt foil on both sides

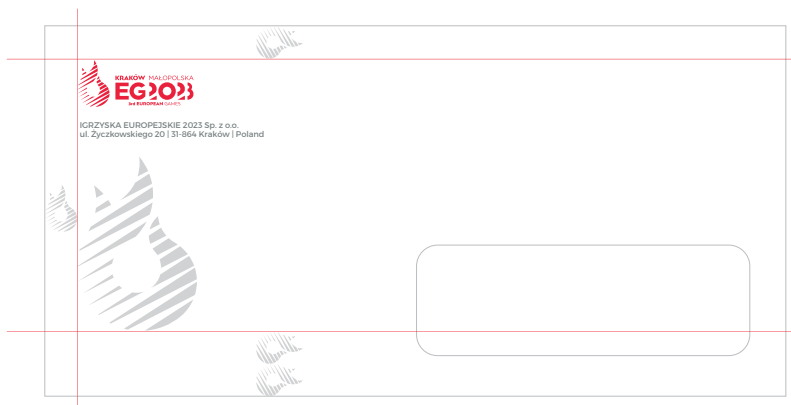


reverse

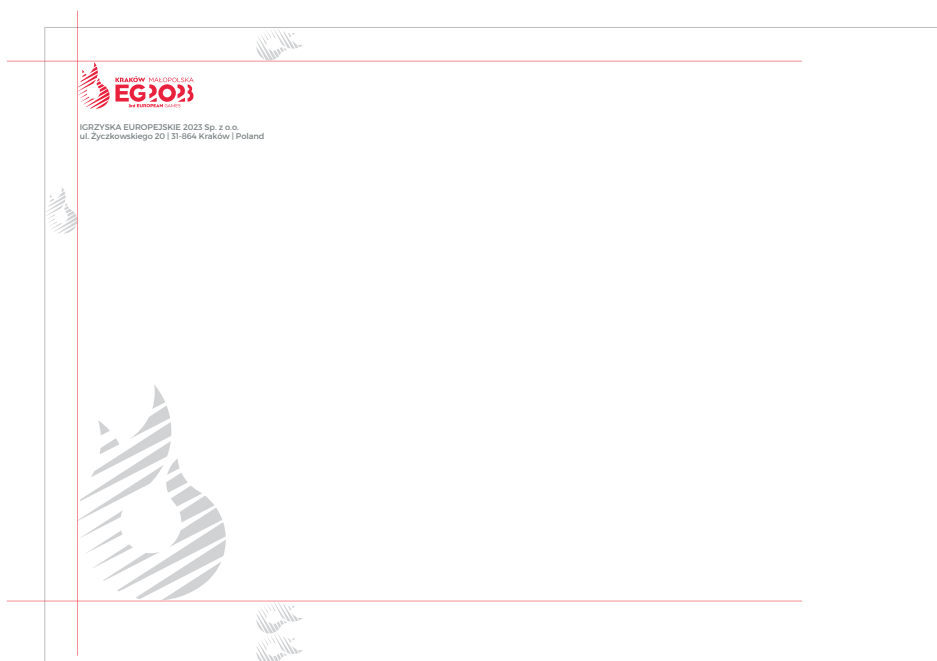


obverse

Envelopes
for all envelope formats
we use the imprint layout shown below.



DL 110 x 220mm



C5 229 x 162mm

Tauron Arena Kraków
Stanisława Lema 7
31-571 Kraków



Igrzyska Europejskie 2023 sp. z o.o.
ul. Życzkowskiego 20
31-864 Kraków

Sąd Rejonowy dla Krakowa - Śródmieścia w Krakowie,
Wydział Gospodarczy pod numerem KRS: 0000947256
REGON: 521030271, NIP: 676 261 02 20,
Kapitał zakładowy: 23.000.000,00 PLN

office@ie2023.pl

Official folder





we are unity