

# rugby europe

## Corporate Identity

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### **Une nouvelle identité visuelle**

L'association Européenne de Rugby a décidé de se doter d'une nouvelle image : un logo et une identité visuelle.

Ce livret a pour objectif de réunir les principes de base et l'application des règles graphiques et typographiques de sa charte graphique.

Cette charte graphique doit être remise à toute personne en charge de la réalisation d'un support pour l'association Européenne de Rugby afin de développer sa communication avec clarté, cohérence et efficacité.

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# 1 Logotype

## 1.1 Logo

The main logo is used to sign every stationary document (letterhead, business card, email,...) and all the communication documents such as posters, flyers, brochures that will be produced by the federation. You are not allowed to 'rebuild' the logo. These artwork are vector graphics technically available for all kind of reproductions.



## 1.2 Available versions for Printing

The logo is created with vector lines so height can be increased to whatever sizes.

**Minimum height  $\leq 18$  mm** > For technical reasons, under this size please use the 'small' size version.



4 Colors



1 Color • Black  
for reproduction when color is not allowed and background is clear.



1 Color • White  
for reproduction when color is not allowed and background is dark.

### Small sizes

Use it when height size is under 18mm.

**Minimum height  $\leq 8$  mm**



Frame and shadow of the 'shield' have been deleted.

Shadow under text has been deleted.

### 1.3 Available versions for Screen

The colors have been adapted to screen usage (web, tablet, etc...). We provide here some standard size but please don't resize them from the png file.



Height 200 px

Height 150 px



Height 100 px

Height 75 px

Height 50 px

### 1.4 Colors

Pantone® Reflex Blue and Pantone® Yellow are official colors of the EU flag. We have set 3 additional colors used in the logo. The use of these 3 colors is not mandatory but recommended.



Pantone® Reflex Blue  
C 100/M 80/Y 0/B 0  
R 0/G 51/B 153  
#003399



Pantone® Yellow  
C 0/M 0/Y 100/B 0  
R 255/G 204/B 0  
#FFCC00



Light Grey  
C 5/M 0/Y 0/B 10  
R 228/G 232/B 236  
#E4E8EC



Special Black  
C 100/M 100/Y 0/B 100  
R 16/G 0/B 23  
#100017



Cyan  
C 100/M 0/Y 0/B 0  
R 0/G 157/B 224  
#009DE0

This three steps gradient is the 'official' gradient used in the logo. It is composed by Special Black at level 0, Reflex Blue at level 50 and Cyan at level 100. The angle is 27°.



Special Black

Reflex Blue

Cyan

## 1.5 Unauthorized use



Don't stretch logo vertically or horizontally.



Don't apply rotation.



Don't change typeface.



Don't change any of the core elements of the logo.



Don't change any of the provided colors.



Don't put any additional graphics to the logo.

## 1.6 Exclusion area



Choose Height as reference.

Divide height by 5 =  width for runaround.

Then apply this width all around edges of the 'shield'. In this exclusion area nothing should be allowed (graphics, text, etc...).

See example below.





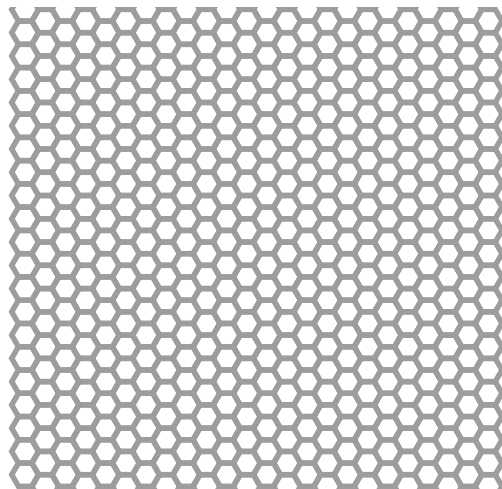
## 1.7 Other design elements

Beside the corporate logo we provide you with different design elements.

# rugby europe

- rugby\_europe\_tagline\_black

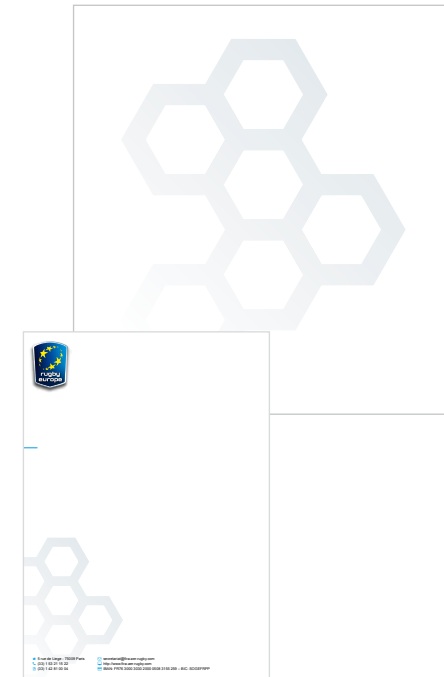
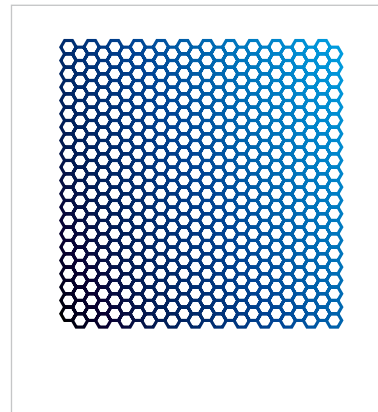
This asset can be changed into all the corporate colors



- rugby\_europe\_textile\_grid

This asset can be changed into all the corporate colors. It will be used to reinforce the identity of the branded materials and stationary assets.

Example of use of the textile grid.



## 2 Stationnary



## 2.1 Associated typeface

For technical reasons, stationary elements will only be created with Arial and Georgia typefaces.

Please use Arial for titles and sub-titles and use Georgia for body text. All variations of the type are allowed (bold, italic, bold italic).

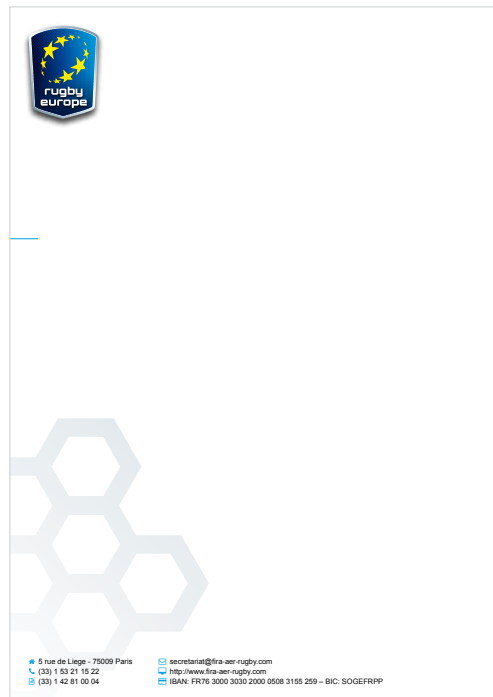
### ARIAL REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()

### GEORGIA REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()

## 2.2 Letterhead



## 2.3 Business card



# 3 Promo items

Items showed here are just examples.



🏠 5 RUE DE LIEGE 75009 PARIS

☎ (33) 1 53 21 15 22

✉ secretariat@fira-aer-rugby.com

📞 (33) 1 42 81 00 04

🌐 <http://www.fira-aer-rugby.com>

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📄 [www.DEVISU.COM](http://www.DEVISU.COM)