



# LOGO GUIDELINES

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# 1. BRAND INSPIRATION



# A SPECIAL EDITION

In 2020 UEFA will celebrate the 60th anniversary of its UEFA European Football Championship™.

To celebrate this milestone, the tournament will be played across all corners of Europe, from north to south and from east to west. The UEFA EURO 2020™ tournament will be closer to fans than ever before, inviting everyone to take part in the celebration.

The festivity of the tournament spreads across the continent where 13 host cities are all connected in one event.

In the summer of 2020 all football fans will be united in the celebration of the best of European culture and football.



# BRAND INSPIRATION

Connection and unity form the inspiration for the **UEFA EURO 2020™** brand. The universal symbol for connection and at the heart of the brand is the bridge.

Bridges can become iconic landmarks that form an important part of the identity of a city. The **UEFA EURO 2020™** brand connects the bridges of all 13 host cities through football while celebrating their cultural diversity.

# FOOTBALL BRIDGING EUROPE



- 2.1 THE LOGO
- 2.2 LOGOTYPE
- 2.3 WORD MARK

## 2. OFFICIAL MARKS



## 2.1 THE LOGO

The bridge forms the basis of the UEFA EURO 2020™ Logo. It supports the Henri Delaunay Cup that is at the centre, surrounded by celebrating fans.



### The Henri Delaunay Cup

- The prestigious prize for the winners.

### The Fans

- All who are taking part in the event: together with players, volunteers and many more.

### The Bridge

- The symbol of connection and unity.

# 2.1 THE LOGO

The logo consists of four elements:

- Symbol
- UEFA arch
- Legal notice, "TM"
- Event name and year

The UEFA EURO 2020™ Logo should always be reproduced in its complete form, with no modifications to any of the elements or to the spacing between them.



..... Symbol

..... Legal notice

..... UEFA arch

..... Event name and year



## 2.1 THE LOGO

### OFFICIAL MARKS

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1. The UEFA EURO 2020™ Logo



2. The Logotype



3. The Word Mark

## 2.1 THE LOGO

### PORTRAIT FULL COLOUR VERSION

The portrait competition logo is the preferred version. It is available for dark and light backgrounds.

LIGHT BACKGROUND



DARK BACKGROUND



# 2.1 THE LOGO

## PORTRAIT LOGO VERSIONS OVERVIEW

The portrait version in full colour is the preferred version of the official logo.  
Flat colour versions have been designed for situations where the full colour logo cannot be used.

LIGHT BACKGROUND



FULL COLOUR

7 COLOUR

5 COLOUR

FLAT 1 COLOUR

BLACK

- Pantone 3135c
- Pantone 427c
- Pantone 368c
- Pantone 152c
- Pantone 130c
- Pantone 2573c
- Pantone 3115c

- Pantone 3135c
- Pantone 427c
- Pantone 368c
- Pantone 152c
- Pantone 3115c

- Pantone 3135c

# 2.1 THE LOGO

## PORTRAIT LOGO VERSIONS OVERVIEW

The portrait version in full colour is the preferred version of the official logo.  
Flat colour versions have been designed for situations where the full colour logo cannot be used.



FULL COLOUR	7 COLOUR	5 COLOUR	FLAT 1 COLOUR	WHITE
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- Pantone 3135c
- Pantone 427c
- Pantone 368c
- Pantone 152c
- Pantone 130c
- Pantone 2573c
- Pantone 3115c

- Pantone 3135c
- Pantone 427c
- Pantone 368c
- Pantone 152c
- Pantone 3115c

- Pantone 3115c

## 2.1 THE LOGO

### LANDSCAPE FULL COLOUR VERSION

---

LIGHT BACKGROUND



DARK BACKGROUND



# 2.1 THE LOGO

## LANDSCAPE LOGO VERSIONS OVERVIEW

Flat colour versions have been designed for situations where the full colour logo cannot be used.

LIGHT BACKGROUND



FULL COLOUR



7 COLOUR

- Pantone 3135c
- Pantone 427c
- Pantone 368c
- Pantone 152c
- Pantone 130c
- Pantone 2573c
- Pantone 3115c

5 COLOUR

- Pantone 3135c
- Pantone 427c
- Pantone 368c
- Pantone 152c
- Pantone 3115c

FLAT 1 COLOUR

- Pantone 3135c

BLACK

# 2.1 THE LOGO

## LANDSCAPE LOGO VERSIONS OVERVIEW

Flat colour versions have been designed for situations where the full colour logo cannot be used.



7 COLOUR

- Pantone 3135c
- Pantone 427c
- Pantone 368c
- Pantone 152c
- Pantone 130c
- Pantone 2573c
- Pantone 3115c

5 COLOUR

- Pantone 3135c
- Pantone 427c
- Pantone 368c
- Pantone 152c
- Pantone 3115c

FLAT 1 COLOUR

- Pantone 3115c

WHITE

## 2.2 LOGOTYPE

### VERSIONS OVERVIEW

A logotype has been developed to be used where space/layouts do not allow the use of the logo.

LIGHT BACKGROUND



FULL COLOUR

FLAT 1 COLOUR

BLACK

● Pantone 3135c

DARK BACKGROUND



FULL COLOUR

FLAT 1 COLOUR

WHITE

● Pantone 3115c



## 2.3 WORD MARK

### VERSIONS OVERVIEW

To complement the official logo and visual identity, a word mark has been developed. This can be used in single flat colour.

LIGHT BACKGROUND

**UEFA EURO 2020™**

**UEFA EURO 2020™**

**UEFA EURO 2020™**

FULL COLOUR

FLAT 1 COLOUR

BLACK

● Pantone 3135c

DARK BACKGROUND

**UEFA EURO 2020™**

**UEFA EURO 2020™**

**UEFA EURO 2020™**

FULL COLOUR

FLAT 1 COLOUR

WHITE

● Pantone 3115c

An isometric illustration of a vibrant city scene. A prominent suspension bridge with orange towers and white cables spans across a light blue river. The city features various colorful buildings, including a clock tower, a modern skyscraper, and a bus stop. There are green trees, a red bus, and a soccer field visible in the foreground. The background is a dark purple with large, light purple circular patterns.

3.1 USAGE PRINCIPLES

3.2 LEGAL NOTICE

3.3 CLEAR AREA

3.4 UNAUTHORIZED USAGE

# 3. USAGE PRINCIPLES

# 3.1 USAGE PRINCIPLES

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## • FOREWORD

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## • USE OF THE UEFA EURO 2020™ LOGO

These guidelines should always be used by authorised parties who have been granted the necessary rights by UEFA. They outline the graphic principles, colours and graphic arrangements of the Official Marks. It is essential to comply with the instructions contained in these guidelines and to apply them in accordance with the rights granted to the users in their contract. "The Legal Notice (as shown in 3.2 below) must always be used for any of the three versions of the Official Marks and on any medium, whether it is printed or stitched.

## • OFFICIAL LOGO SIZES AND IMAGERY

The logos featured in these guidelines are for illustrative purposes only. Please ensure that in all your actual applications, the correct size of the Official Marks is always used to ensure proper legibility of the legal notice. All images in these guidelines are for reference only. Please refer to the artwork files provided for correct colour saturation and light gradation.

## • COPYRIGHT OWNERSHIP

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## • APPROVAL PROCEDURES

All proposals for the use of Official Marks need to be submitted for approval in order to maintain consistency and accurate representation.

## 3.2 LEGAL NOTICE

The design of the Official Marks is unique and distinctive and is therefore protected.

The ™ symbol on each of the three versions of the Official Marks is an important part of each design and should not be repositioned and/or removed.



## 3.3 CLEAR AREA

The width of the "0" in 2020 is the minimum exclusion area that has been created around the UEFA EURO 2020™ logo to ensure visibility and distinctiveness.

This area should always be kept free of any graphic elements and/or message.

The dimensions of the exclusion area applies to the portrait and landscape versions of the official logo for any kind of background.



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# 3.4 UNAUTHORIZED USAGE



Do not move any elements within the symbol or logotype.



Do not change the colours.



Do not crop the symbol.



Do not flip the logo



Avoid complex backgrounds.



Do not use the logo without the Trademark.



Do not distort the logo.



Do not try to recreate the symbol or the logotype



UEFA  
ROUTE DE GENÈVE 46  
CH-1260 NYON 2  
SWITZERLAND  
TELEPHONE: +41 848 00 27 27  
TELEFAX: +41 848 01 27 27  
[UEFA.com](http://UEFA.com) [UEFA.org](http://UEFA.org)

WE CARE ABOUT FOOTBALL