



DESIGN MANUAL

2022 v03

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LOGOTYPE - BASIC DEFINITION

Logo is the defining factor of Corporate Identity (company or firm identity). Design Manual specifies the usage of logotype in corporate communication and offers directions on how to use the EUHL and EUHA logos in various applications of corporate communication. Logotype is a graphic constant and thus cannot be modified or used in formats other than those included in this document.



PRIMARY LOGOTYPE EUHA



SECONDARY LOGOTYPE EUHA

LOGOTYPE - BASIC DEFINITION



PRIMARY LOGOTYPE



SECONDARY LOGOTYPE







BW LOGOTYPE EUHL



MONOCHROM LOGOTYPE EUHL



MONOCHROM LOGOTYPE EUHA



ALTERNATIVE VERSIONS OF LOGOTYPE EUHA



LOGO SEKERAS TROPHY PLAYOFFS

LOGOTYPE - GRID

Position of the logo in the grid defines placement of all graphic elements and their respective proportions.



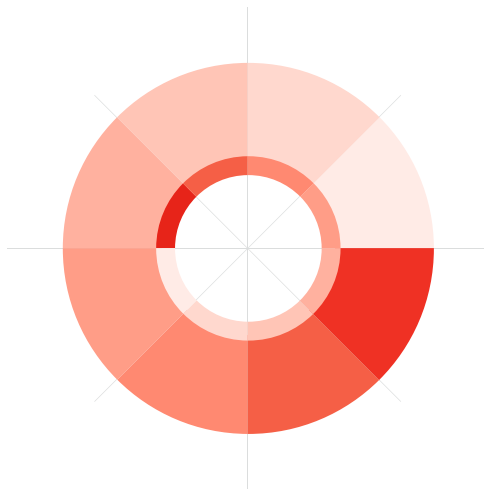
EUHL
EUROPEAN UNIVERSITY HOCKEY LEAGUE



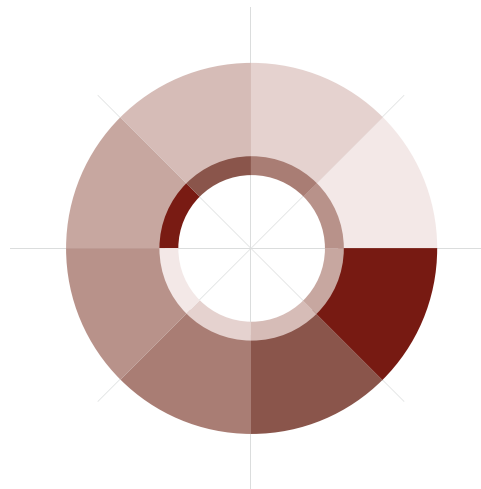
EUHA
EUROPEAN UNIVERSITY HOCKEY ASSOCIATION

LOGOTYPE - COLOR DEFINITION

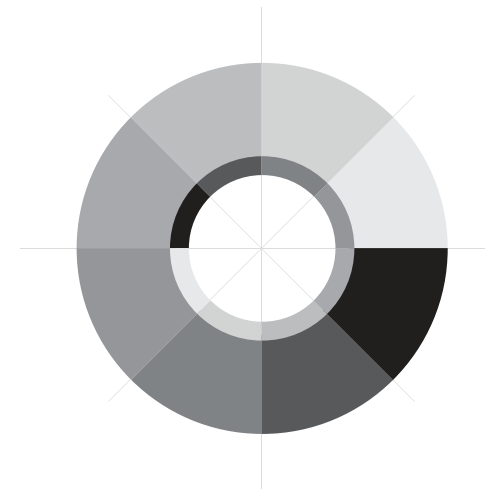
Colors constitute one of the basic visual communication elements and are strictly defined in an unified visual style. Primary color palette is preferred for all full-color printed materials and electronic media. Primary color palette for the EUHL and EUHA logos is defined by red and black color.



C:0 M:95 Y:100 K:60
R:238 G:49 B:36
#ee3123



C:0 M:90 Y:100 K:60
R:121 G:23 B:0
#791700



C:0 M:0 Y:0 K:100
R:0 G:0 B:0
#000000

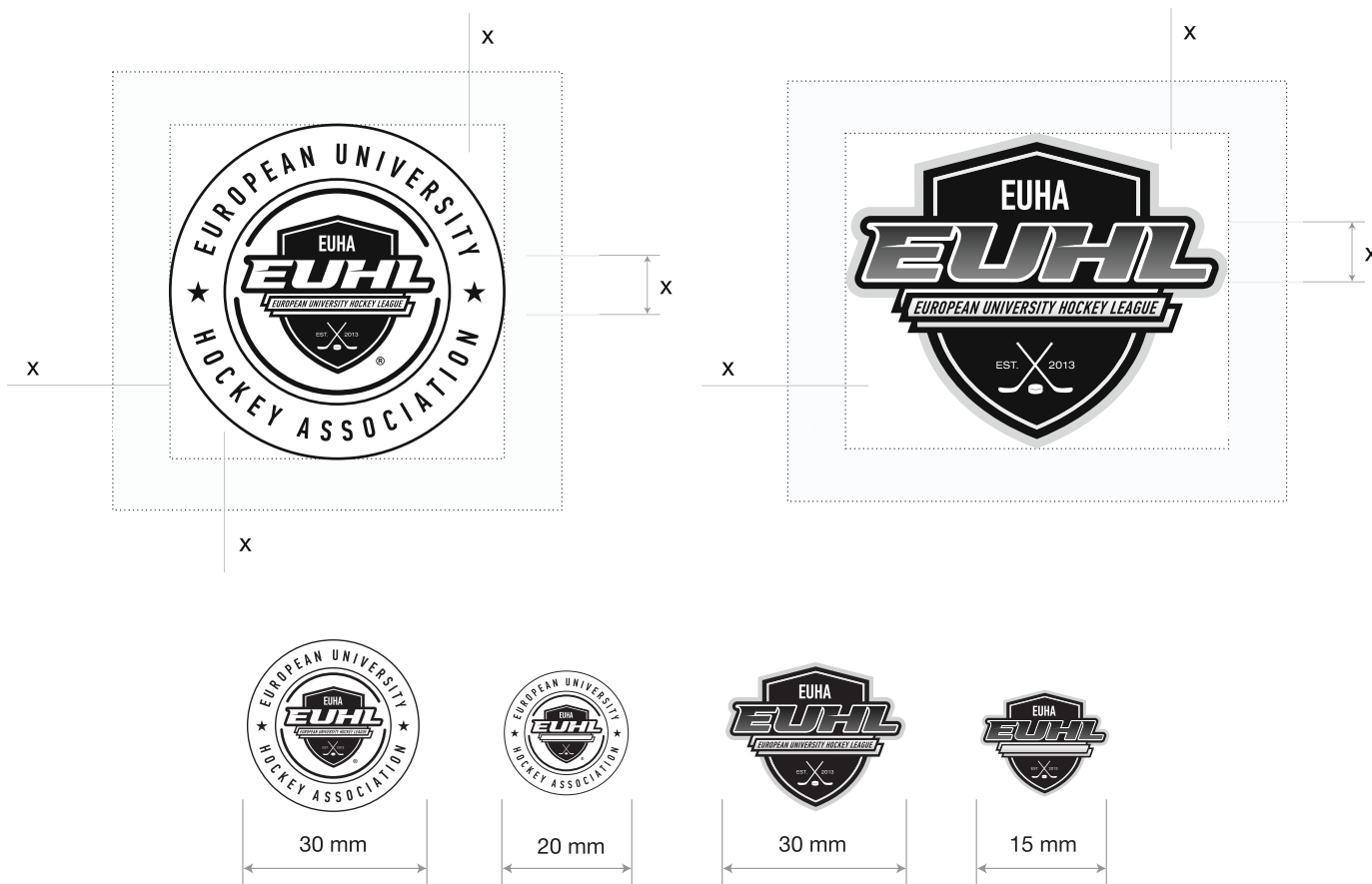
LOGOTYPE - PERMITTED COLOR VARIANTS

If necessary, the following permitted color variants of the logo can be used instead of the primary color palette. Logo must always be used in a way that maintains its distinctness and legibility. The logo cannot blend into the background - in cases of undefined background colors, the logo must be positioned in white exclusion zone. Color modifications beyond the scope of the manual's identity are not allowed.



LOGOTYPE - EXCLUSION ZONE

The purpose of an exclusion zone is to maintain adequate space between logo and other graphic elements that could potentially disrupt its meaning. The exclusion zone is defined by the basic dimensions of “x”. No other graphic elements (photos, logos, logotypes, etc.) can violate the exclusion zone. Minimum size - in order to maintain legibility, the logo must never be used in a smaller size than the minimum size identified in this identity manual.



LOGOTYPE - INCORRECT USE

Any distortion or color manipulation of the logo is prohibited. The logo cannot be defined by any frame. It is not allowed to use different or modified fonts in the logo. It is not allowed to distort or otherwise change the proportions of the logo.



BASIC FONTS – PRIMARY FONT

Basic primary font of the unified visual style is the PF DIN TEXT PRO in all of its weights (Regular, Bold). The font is a fundamental part of the unified visual style and it is recommended for all corporate print materials.

PF DIN TEXT PRO

AaBbCc0123

abcdefghijklmnopqrstuvwxyz áčďéíĺňóšťúýž
ABCDEFGHIJKLMNOPQRSTUVWXYZ ÁČĎĚÍŇÓŠŤÚÝŽ
0123456789@#\$\$%^&*()_+:"{}<>?

PF DIN TEXT PRO Normal

**abcdefghijklmnopqrstuvwxyz áčďéíĺňóšťúýž
ABCDEFGHIJKLMNOPQRSTUVWXYZ ÁČĎĚÍŇÓŠŤÚÝŽ
0123456789@#\$\$%^&*()_+:"{}<>?**

PF DIN TEXT PRO Medium

*abcdefghijklmnopqrstuvwxyz áčďéíĺňóšťúýž
ABCDEFGHIJKLMNOPQRSTUVWXYZ ÁČĎĚÍŇÓŠŤÚÝŽ
0123456789@#\$\$%^&*()_+:"{}<>?*

PF DIN TEXT PRO Italic

***abcdefghijklmnopqrstuvwxyz áčďéíĺňóšťúýž
ABCDEFGHIJKLMNOPQRSTUVWXYZ ÁČĎĚÍŇÓŠŤÚÝŽ
0123456789@#\$\$%^&*()_+:"{}<>?***

PF DIN TEXT PRO Medium Italic

BASIC FONTS - SECONDARY FONT

In situations, where the PF DIN TEXT PRO corporate font cannot be used for technical reasons, the secondary font to be used is ARIAL. Secondary font can be further used in corporate communications (e-mail, word documents, etc.).

Arial

AaBbCc0123

abcdefghijklmnopqrstuvwxyz áčďéíĺňóšťúýž
ABCDEFGHIJKLMNOPQRSTUVWXYZ ÁČĎÉÍŇÓŠŤÚÝŽ
0123456789@#\$\$%^&*()_+:"{}<>?

Arial Normal

**abcdefghijklmnopqrstuvwxyz áčďéíĺňóšťúýž
ABCDEFGHIJKLMNOPQRSTUVWXYZ ÁČĎÉÍŇÓŠŤÚÝŽ
0123456789@#\$\$%^&*()_+:"{}<>?**

Arial Bold

*abcdefghijklmnopqrstuvwxyz áčďéíĺňóšťúýž
ABCDEFGHIJKLMNOPQRSTUVWXYZ ÁČĎÉÍŇÓŠŤÚÝŽ
0123456789@#\$\$%^&*()_+:"{}<>?*

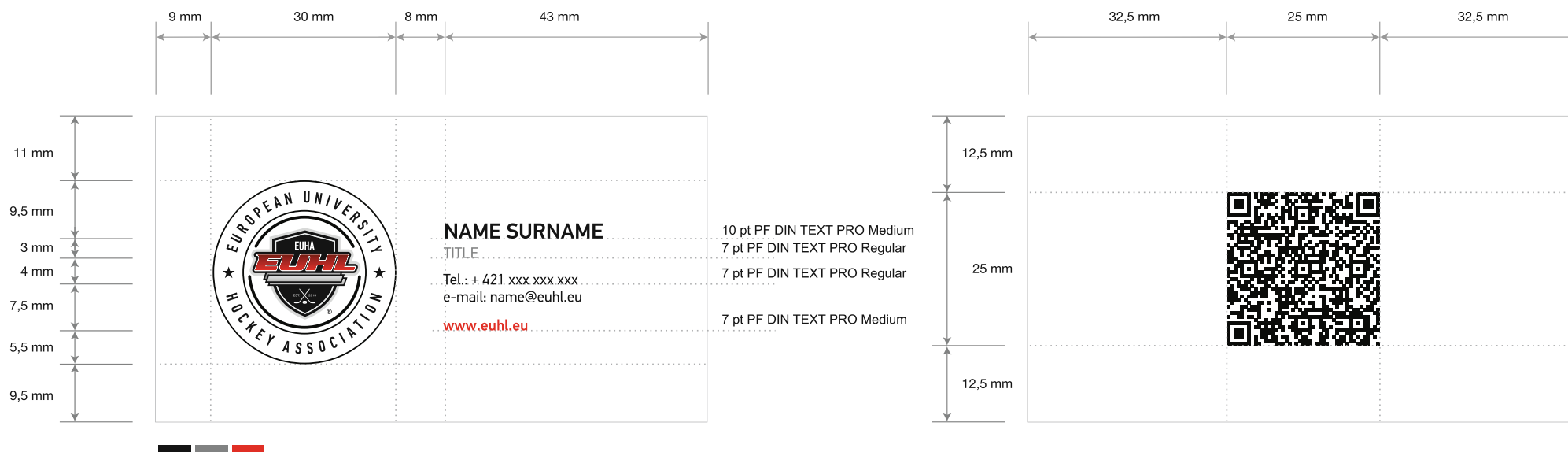
Arial Italic

***abcdefghijklmnopqrstuvwxyz áčďéíĺňóšťúýž
ABCDEFGHIJKLMNOPQRSTUVWXYZ ÁČĎÉÍŇÓŠŤÚÝŽ
0123456789@#\$\$%^&*()_+:"{}<>?***

Arial Bold Italic

PRINTED MATERIALS - BUSINESS CARDS

Collection of administrative and merchandise print materials is designed to emphasize corporate identity. All forms of printed materials are linked through elements of the unified visual style - brand, color palette and typography. Business cards constitute an important element of the corporate presentation of EUHL and EUHA. Logo placement, style and structure of the text and corresponding dimensions are visualized below. Business card dimensions are 90 x 50 mm.





NAME SURNAME

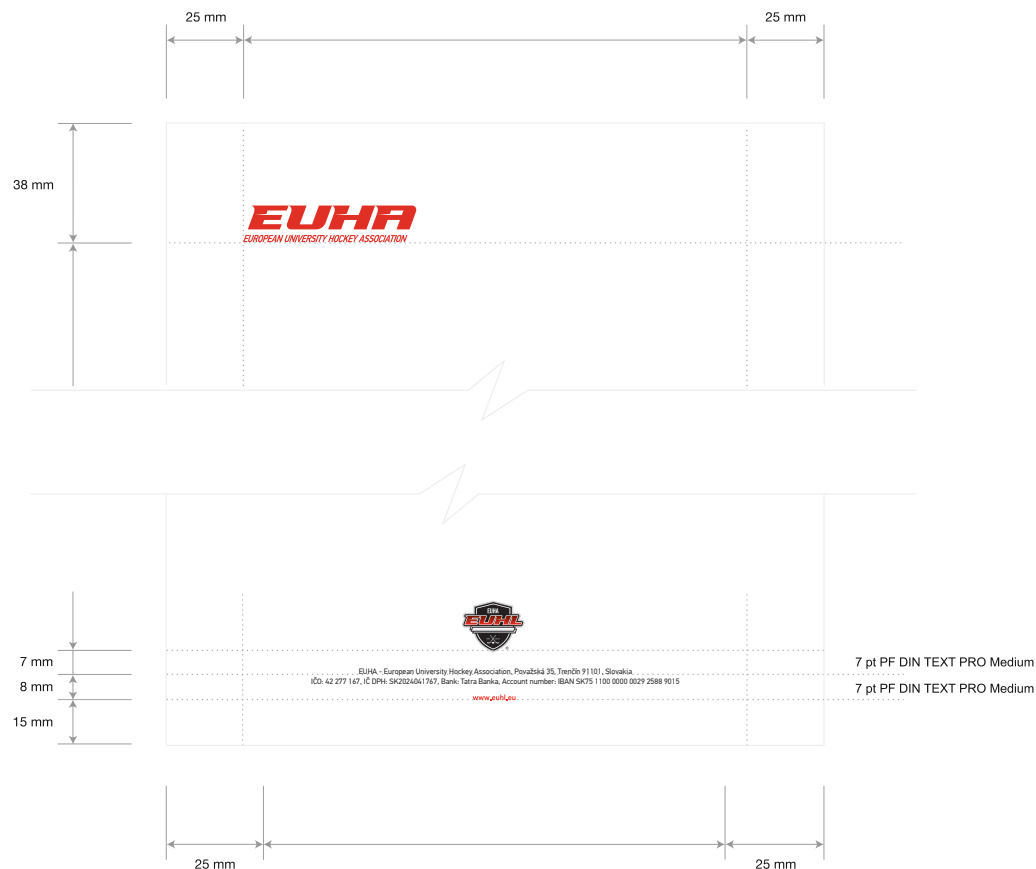
TITLE

Tel.: + 421 xxx xxx xxx

e-mail: name@euha.eu

www.euha.eu

PRINTED MATERIALS - LETTERHEAD





Bratislava

Výhovuľa / letter:

Náše značka:

Všet list značek / 20 dňa:

VEC: Lorem ipsum

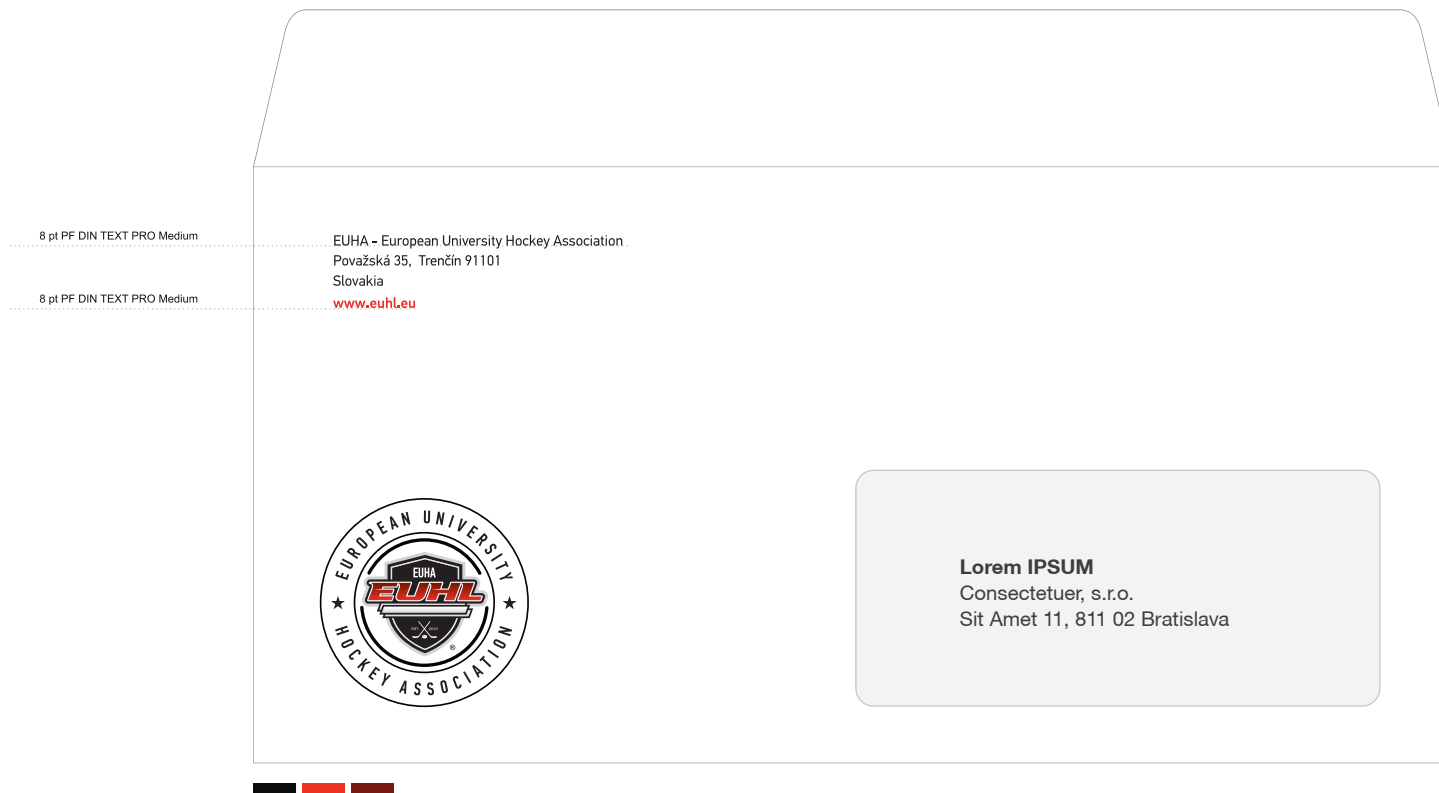
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec at nisi eget enim tempor pulvinar. Praesent sit amet augue quis eros accumsan laculis. Aliquam a nisi sed lacus molestie porttitor. Nullam ut nunc. Phasellus sed diam in pede rutrum sagittis. Nulla sit amet pede. Sed felis tortor, sollicitudin tempor, tincidunt vel, hendrent et, ante. In non neque vitae nulla feugiat viverra. Proin du turpis, rutrum sed, lobortis a, varius quis, neque.

Cras dignissim nisi at velit. Suspendisse arcu. Donec in nisi. Aenean vel pede. Suspendisse potenti. Suspendisse potenti. Nam pretium velit ut mauris. Donec pretium orci eget nulla. Mauris laculis, elit sed commodo ullamcorper, risus magna volutpat odio, a semper velit risus et augue. Donec ipsum. Phasellus lectus urna, pharetra vel, convallis nec, luctus id, sem. Integer posuere lorem nec urna. Nunc mollis tincidunt magna. Proin nulla eros, dignissim ac, semper sed, lobortis et, tortor. Sed pharetra orci id lectus blandit vulputate. Duis tempor.

Integer tempus nisi quis diam. Cras velit nunc, feugiat nec, mollis nec, tincidunt eget, est. Curabitur ac nisi. Nullam est mi, semper vel, ornare eu, eleifend adipiscing, nibh. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Sed a ipsum.

v Bratislave dňa 28.2.2014

PRINTED MATERIALS - ENVELOPES



ENVELOPE DL (110X220 mm)

8 pt PF DIN TEXT PRO Medium

EUHA - European University Hockey Association
Považská 35, Trenčín 91101
Slovakia

8 pt PF DIN TEXT PRO Medium

www.euhl.eu

Lorem IPSUM

Consectetur, s.r.o.

Sit Amet 11, 811 02 Bratislava



ENVELOPE C5 (162X229 mm)

PRINTED MATERIALS - FOLDER

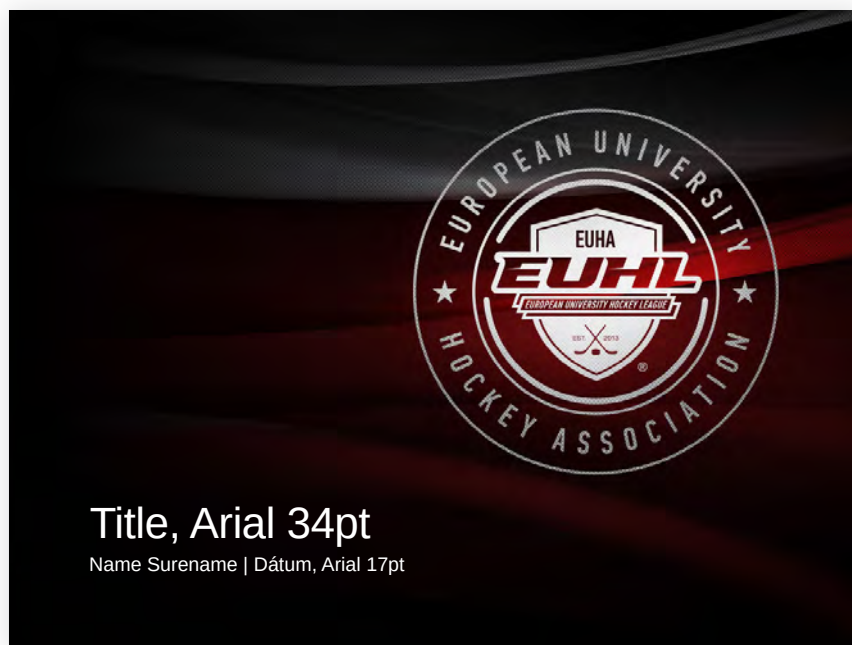
7 pt PF DIN TEXT PRO Medium





PRESENTATION – POWERPOINT

PowerPoint presentation is an adequate and effective medium for distribution of the unified visual style of EUHL and EUHA.



Lorem ipsum dolor sit amet,
consectetur, Arial 32pt

Lorem ipsum dolor sit amet, consectetur, Arial18pt

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas vel velit purus, at laoreet augue. Mauris sit amet magna ut purus eleifend tincidunt id at libero. Curabitur ac ipsum id turpis pulvinar fermentum eget a turpis. Maecenas luctus varius sollicitudin. Pellentesque in consequat arcu. Vivamus quis turpis et ipsum consectetur tristique. Etiam eget ipsum diam. Nullam eget risus sem, Arial 16 pt





Title, Arial 34pt

Name Surname | Dátum, Arial 17pt

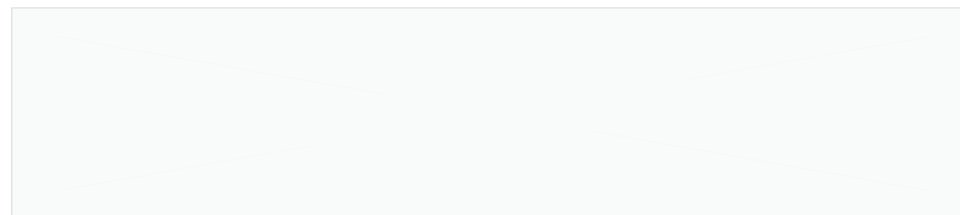
Lorem ipsum dolor sit amet,
consectetur, Arial 32pt

Lorem ipsum dolor sit amet, consectetur, Arial 18pt

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas vel velit purus, at laoreet augue. Mauris sit amet magna ut purus eleifend tincidunt id at libero. Curabitur ac ipsum id turpis pulvinar fermentum eget a turpis. Maecenas luctus varius sollicitudin. Pellentesque in consequat arcu. Vivamus quis turpis et ipsum consectetur tristique. Etiam eget ipsum diam. Nullam eget risus sem, Arial 16 pt



COMMUNICATION – EMAIL SIGNATURE



EUHA - European University Hockey Association

Považská 35
91101 Trenčín
Slovakia

mobil.: +421 xxx xxx xxx
e-mail: meno@euha.eu

www.euha.eu



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APPLICATIONS - MERCHANDISE





APPLICATIONS - T-SHIRTS





APPLICATIONS - MERCHANDISE







DESIGN MANUAL OF THE PLAYER

HOCKEY HELMET

77

PLAYER NUMBER



HOCKEY LEAGUE
TEAM LOGO
(40x40 mm)

77

PLAYER NUMBER



HOCKEY LEAGUE
TEAM LOGO
(40x40 mm)



NATIONAL FLAG
OF YOUR UNIVERSITY TEAM
(40x30 mm)



EUHA/EUHL LOGO
(40x40 mm)
* OPTIONS:

* TWO OPTIONS: CONSEQUENCE TO COLOUR OF JERSEY

ICE HOCKEY JERSEY



* TWO OPTIONS: CONSEQUENCE TO COLOUR OF JERSEY

PANTS & PANT SHELL



EUHA/EUHL LOGO
* OPTIONS:



* TWO OPTIONS: CONSEQUENCE TO COLOUR OF JERSEY



