



Roma Athletics
IDENTITY BOOK
version 20 July 2023

1. CORE ASSETS

- 1.1 Core Assets
- 1.2 Core Assets
- 1.3 Core Assets

1. CORE ASSETS

1.1 Core Assets

1. UNIQUE CORE ASSETS

Event Icon



1. UNIQUE CORE ASSETS

Event Logo



1. UNIQUE CORE ASSETS

Host Wordmark

roma 2024

1. UNIQUE CORE ASSETS

Event Colours

primary colours



secondary colours



SUPPORTING CORE ASSETS

Typeface

AaBbCcDd
123456789

AaBbCcDd
123456789

SUPPORTING CORE ASSETS

Icon



SUPPORTING CORE

Logo See You



SUPPORTING CORE ASSETS

Logo Volunteers



COMMON CORE ASSETS

Header Graphic



COMMON CORE ASSETS

Footer Graphic



COMMON CORE ASSETS

Left Graphic



COMMON CORE ASSETS

Right Graphic



1. CORE ASSETS

1.2 Core Assets

1. CORE ASSETS

1.2.1 Header Graphic



1. CORE ASSETS

1.2.2 Footer Graphic



1. CORE ASSETS

1.2.3 Left Graphic



1. CORE ASSETS

1.2.4 Right Graphic



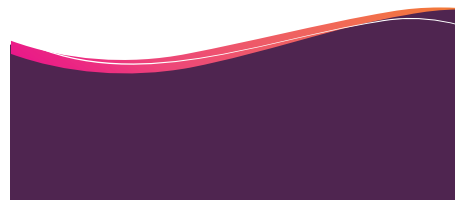
1. CORE ASSETS

1.2.5 Header Graphic



1. CORE ASSETS

1.2.6 Footer Graphic



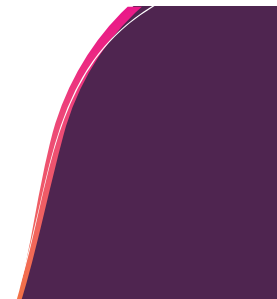
1. CORE ASSETS

1.2.7 Left Graphic



1. CORE ASSETS

1.2.8 Right Graphic



1. CORE ASSETS

1.3 Core Assets

1. CORE ASSETS

1.3.1 Header Graphic Mix 1



1. CORE ASSETS

1.3.2 Footer Graphic Mix 1



1. CORE ASSETS

1.3.3 Left Graphic Mix 1



1. CORE ASSETS

1.3.4 Right Graphic Mix 1



1. CORE ASSETS

1.3.5 Header Graphic Mix 2



1. CORE ASSETS

1.3.6 Footer Graphic Mix 2



1. CORE ASSETS

1.3.7 Left Graphic Mix 2



1. CORE ASSETS

1.3.8 Right Graphic Mix 2





2. EVENT LOGO

2.1 Overview

2.2 Logo

2.3 One Color

2.4 Logo Landscape

2.5 Logo Landscape One Color

2.6 One Line Format

2.7 One Line Format One Color

2.8 Colour Palettes

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2.14 See You

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2.16 See You One Line

2. EVENT LOGO

2.1 Overview

2. EVENT LOGO

2.1.1 Portrait Symbol Positive



2. EVENT LOGO

2.1.2 Portrait Symbol Negative



2. EVENT LOGO

2.2 Logo

2.2.1 Portrait Logo Positive



2.2.2 Portrait Logo Negative



2. EVENT LOGO

2.3 One Color

2. EVENT LOGO

2.3.1 Color Positive



2. EVENT LOGO

2.3.2 Color Negative



2. EVENT LOGO

2.4 Logo Landscape

2. EVENT LOGO

2.4.1 Logo Landscape Positive



2. EVENT LOGO

2.4.2 Logo Landscape Negative



2. EVENT LOGO

2.5 Logo Landscape One Color

2. EVENT LOGO

2.5.1 Landscape One Color Positive



2. EVENT LOGO

2.5.1 Landscape One Color Negative



2. EVENT LOGO

2.6 One Line Format

2. EVENT LOGO

2.6.1 One Line Format Positive



2. EVENT LOGO

2.6.2 One Line Format Negative



2. EVENT LOGO

2.7 One Line Format One Color

2. EVENT LOGO

2.7.1 O.L.Format One Color Positive

roma 24  EUROPEAN ATHLETICS CHAMPIONSHIPS

2. EVENT LOGO

2.7.2 O.L.Format One Color Negative

roma 24  EUROPEAN ATHLETICS CHAMPIONSHIPS

2. EVENT LOGO

2.8 Colour Palettes

Palettes

A list of PANTONE colours have been identified within the two colour versions of the logo, each with their respective HSB, RGB, LAB, and CMYK values.

The 3rd primary colour is created by an optical effect that happens when looking at the “0” from a distance, the base colours of the “0” and the running track lines visually blend together, creating a new colour.

PANTONE S. C. 2582 C + PANTONE S. C. 219 C
= PANTONE S. C. 2385 C

PANTONE S. C. 2597 C + PANTONE S. C. 219 C
= PANTONE S. C. 248 C

2. EVENT LOGO

2.8.1 Logo Positive Version



primary colours

PANTONE Solid coated 262 C
HSB: 300, 50, 31
RGB: 80, 40, 80
LAB: 23, 25, -17
CMYK: 70, 92, 39, 34

PANTONE Solid coated 151 C
HSB: 30, 95, 99
RGB: 252, 132, 12
LAB: 69, 43, 82
CMYK: 0, 58, 100, 0

PANTONE Solid coated 2582 C
HSB: 292, 54, 89
RGB: 210, 104, 227
LAB: 60, 59, -47
CMYK: 31, 67, 0, 0

PANTONE Solid coated 219 C
HSB: 238; 86, 84
RGB: 215, 31, 130
LAB: 49, 74, -7
CMYK: 10, 100, 10, 0

primary color created by optical effect

PANTONE Solid coated 2385 C
HSB: 314, 67, 87
RGB: 223, 73, 188
LAB: 56, 70, -31
CMYK: 19, 82, 0, 0

secondary colours

PANTONE Solid coated 249 C
HSB: 321, 73, 53
RGB: 134, 36, 100
LAB: 48, 100, 32, 12
CMYK: 48, 100, 32, 12

2. EVENT LOGO

2.8.2 Logo Negative Version



primary colours

PANTONE Solid coated 000 C
HSB: 0, 0, 100
RGB: 255, 255, 255
LAB: 100, 0, 0
CMYK: 0, 0, 0, 0

PANTONE Solid coated 151 C
HSB: 30, 95, 99
RGB: 252, 132, 12
LAB: 69, 43, 82
CMYK: 0, 58, 100, 0

PANTONE Solid coated 2597 C
HSB: 279, 90, 58
RGB: 101, 15, 149
LAB: 26, 55, -57
CMYK: 75, 100, 0, 0

PANTONE Solid coated 219 C
HSB: 238; 86, 84
RGB: 215, 31, 130
LAB: 49, 74, -7
CMYK: 10, 100, 10, 0

primary color created by optical effect

PANTONE Solid coated 248 C
HSB: 314, 68, 68
RGB: 173, 56, 145
LAB: 44, 57, 25
CMYK: 33, 95, 0, 0

secondary colours

PANTONE Solid coated 218 C
HSB: 328, 62, 88
RGB: 225, 85, 160
LAB: 57, 63, -12
CMYK: 6, 83, 0, 0

PANTONE Solid coated 2582 C
HSB: 292, 54, 89
RGB: 210, 104, 227
LAB: 60, 59, -47
CMYK: 31, 67, 0, 0

background colours

PANTONE Solid coated 7449 C
HSB: 312, 37, 20
RGB: 51, 32, 47
LAB: 15, 12, -6
CMYK: 87, 96, 67, 47

2. EVENT LOGO

2.9 Colour Formats - Versions

Versions

The European Athletics Championships Logo is available in four different colour formats. These colour formats are:

1. Full Colour flat on light background.
2. Full Colour flat for on dark background.
3. 1 Colour Black.
4. 1 Colour White

The colour formats displayed here apply to all versions of the logo.

2. EVENT LOGO

2.9.1 Full Color on Light Background



2. EVENT LOGO

2.9.2 Full Color on Dark Background



2. EVENT LOGO

2.9.3 One Color Black



2. EVENT LOGO

2.9.4 One Color White



2. EVENT LOGO

2.10 Colour Recommended Usage

Colour Usage

Monochrome logo suggested use:
the one color logo can be recolored with
the primary colors of the logo
Do not use any other color variants outside
these indications

2. EVENT LOGO

2.10.1 OneColour on light background



2. EVENT LOGO

2.10.2 White on colour background



2. EVENT LOGO

2.11 Exclusion Areas

Exclusion Areas

The exclusion area is the required amount of clear space surrounding the logo. No other logos, symbols, or any other graphic element may be placed inside this specific area.

The exclusion area is equal to 10% of the width of the logo, this percentage is the minimum required and should be increased whenever possible.

This principle applies to all versions of the logo.

2. EVENT LOGO

2.11.1 With Portrait Logo



2. EVENT LOGO

2.11.2 With Landscape Logo



2. EVENT LOGO

2.11.3 With One Line Logo



2. EVENT LOGO

2.12 Readability & Size

Readability and Size

The European Athletics Championships Logo available in two sizes: large & small. The large version have no maximum size limit, but it does have a minimum size of 55mm. To maintain the best legibility of the logo, the large version must not be used in smaller than the size indicated.

The small version have a maximum size of 54mm and a minimum size of 25mm. The small version of the logo must not be used on sizes larger than the ones indicated. In the small version the icon have been simplified by removing the running track lines, the European Athletics Championship script is also simplified and the gaps between elements increased to ensure the best legibility at smaller sizes.

2. EVENT LOGO

2.12.1 Positive



Without running track lanes
to be used below 3 cm

roma2024_logoSmall_CMYK-positive



With running track lanes
not to be used below 3 cm

2. EVENT LOGO

2.12.2 Negative



Without running track lanes
to be used below 3 cm

roma2024_logoSmall_1 color- negative



With running track lanes
not to be used below 3 cm

2. EVENT LOGO

2.13 Incorrect Usage

2. EVENT LOGO

2.13.1 NO rearrange elements



2. EVENT LOGO

2.13.2 NO crop the logo



2. EVENT LOGO

2.13.3 NO breach the exclusion area



2. EVENT LOGO

2.13.4 NO overlay with colours



2. EVENT LOGO

2.13.5 NO use different colours



2. EVENT LOGO

2.13.6 NO apply outlines



2. EVENT LOGO

2.13.7 NO rotate the logo



2. EVENT LOGO

2.13.8 NO shadow, 3D or textures



2. EVENT LOGO

2.13.9 NO bend or warp the logo



2. EVENT LOGO

2.13.10 NO create tone on tone



2. EVENT LOGO

2.14 See You

2. EVENT LOGO

2.14.1 See You Positive Version



2. EVENT LOGO

2.14.2 See You Negative Version



2. EVENT LOGO

2.15 See You Landscape

2. EVENT LOGO

2.15.1 See You Landscape Positive



2. EVENT LOGO

2.15.2 See You Landscape Negative



2. EVENT LOGO

2.16 One Line See You

2. EVENT LOGO

2.16.1 One Line See You Positive



2. EVENT LOGO

2.16.2 One Line See You Negative



7. MOCKUPS & APPLICATIONS

7.1 T-Shirt

7.2 Hats & Pins

7.3 Water Can & Gazebo

7. MOCKUPS & APPLICATIONS

7.1 T-Shirt

7.1.1 Small Logo



7. MOCKUPS & APPLICATIONS

7.2 Hats & Pins

7.2.1 Hats



7.2.2 Pins



7. MOCKUPS & APPLICATIONS

7.3 Water Can & Gazebo

7.3.1 Water Can



7.3.2 Gazebo



