

## WELCOME MESSAGE

The UEFA European Football Championship™ is without doubt the most important Continental football event for national teams. EURO 2000™ was co-hosted for the first time by two associations, The Netherlands and Belgium, and captured a worldwide cumulative audience of over seven billion viewers, making it one of the most popular sporting events in the world. UEFA EURO 2004™ in Portugal looks set to exceed even these impressive figures.

Since the increase to sixteen national teams was first made, at EURO 96™, the quality of games and the level of excitement for fans have undoubtedly increased. Allowing sixteen countries the opportunity to take part in the final tournament gives football fans and the viewing public more top class football to watch in the summer of 2004, as well as a chance for some of the smaller nations to compete at the highest level. I am a great believer that for such teams playing against the best in Europe is a sure

way to improve their standards and any national team that makes it to Portugal will certainly have earned their place through the qualifying rounds.

The scale of putting on a tournament such as UEFA EURO 2004™ means that all the various organising bodies have to work together very closely over a long period of time. UEFA, EURO 2004 SA in Portugal, the Portuguese FA and the UEFA Marketing Operations Centre are all working towards ensuring that the commercial and logistical aspects will run smoothly. The development of a new logo and mascot for the competition is just one example of the co-operation that is taking place at all levels.

UEFA and its partners are therefore looking forward with energy and excitement to another celebration of European football and a new chapter in European football history.



Gerhard Aigner  
CEO of UEFA

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# GENERAL INFORMATION

## Foreword

All of the graphic elements presented in this Manual are protected by national and international laws and conventions on copyright and trademarks. All reproductions, even partial reproductions, and any use of the Official Marks without prior written consent are strictly prohibited.

## Use of the graphic marks

The Manual of UEFA EURO 2004™ can only be used by authorised parties who have been granted the necessary rights by UEFA. The Manual outlines the graphic principles, the colours, the graphic arrangements and the rules of association between the Official Marks, the Official Designations, logos and host cities names. It is essential to comply with the instructions contained in this Manual and to apply them in accordance with the rights granted to the users in their contract.

The Legal Notice must be used on every item produced or printed to which the Official Marks are applied, according to the instructions contained in this Manual.

## Approval procedures

All use of the Official Marks in this Manual must be submitted to your authorised UEFA EURO 2004™ Representative on the appropriate form. An extensive worldwide trademark registration programme has been conducted by UEFA. The role of the approval form is to ensure that the Official Marks are being used correctly. To assist with the successful completion of the approval form, ensure that all of the questions are answered. The form may subsequently be used as legal proof of use of the Official Marks by the Commercial Affiliates.


## Official Logo Sizes

The logos featured in this Manual are for illustrative purposes only. Please ensure that in all your actual applications, the correct size of Official Logo is always used to ensure proper legibility of the Legal Notice. Thank you.

## Copyright ownership

©UEFA 2002. The content of this Manual is the property of UEFA. No part of this Manual may be reproduced or transmitted by any process or means without the prior written permission of UEFA. All rights reserved.

Each use of the Official Marks must be approved in writing by your authorised UEFA EURO 2004™ Representative.



**UEFA EURO 2004™  
Marks Request Form**

Submitted by: (Name) \_\_\_\_\_  
Date Sent (to be completed by Partner) \_\_\_\_\_  
Please return this completed form by e-mail to [euro2004approvals@uefa.ch](mailto:euro2004approvals@uefa.ch)  
or by fax to +41 22 994 3729

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**Proposed usage and exposure of the Marks:**

<b>Marks Used:</b> Designation(s) used: _____ _____ _____ _____ <input type="checkbox"/> Mascot <input type="checkbox"/> Official Logo <input type="checkbox"/> Composite Logo <input type="checkbox"/> Special Graphic	<b>Medium:</b> <input type="checkbox"/> Print <input type="checkbox"/> TV advertising <input type="checkbox"/> Point of sale <input type="checkbox"/> Internet <input type="checkbox"/> Outdoor <input type="checkbox"/> Packaging <input type="checkbox"/> PR/Event <input type="checkbox"/> Internal usage <input type="checkbox"/> Premium <input type="checkbox"/> Co-promotions <input type="checkbox"/> Other (please specify) _____	<b>Territories:</b> <input type="checkbox"/> Europe: <input type="checkbox"/> Benelux <input type="checkbox"/> France <input type="checkbox"/> Germany <input type="checkbox"/> Italy <input type="checkbox"/> Portugal <input type="checkbox"/> Scandinavia <input type="checkbox"/> Spain <input type="checkbox"/> UK <input type="checkbox"/> Eastern Europe <input type="checkbox"/> Other _____	<b>Rest of World:</b> <input type="checkbox"/> Argentina <input type="checkbox"/> Australia <input type="checkbox"/> Brazil <input type="checkbox"/> China <input type="checkbox"/> Japan <input type="checkbox"/> Korea <input type="checkbox"/> Mexico <input type="checkbox"/> USA <input type="checkbox"/> South Africa <input type="checkbox"/> Other _____
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**Exposure Period:**  
From \_\_\_\_\_ to \_\_\_\_\_

---

**Proposed Promotion:**  
Name of Product within Product Category \_\_\_\_\_ Brand name used \_\_\_\_\_  
Please give brief description of proposed promotion here (including name of third party for co-promotions):  
\_\_\_\_\_  
Please attach appropriate artwork to this document to illustrate proposed usage.

---

**Pre approval checklist:**  
 Is any imagery used clean from third party branding?  
 Have the graphic guidelines been respected?  
 Are the correct legal notices used with the official marks?  
 If the promotion is with a third party, have you complied with the third party guidelines?  
 If it is a Premium, have you complied with the Premium Sourcing Rules?  
 Premium Request Form if proposed usage is a Premium  
 Copy of third party clearance in the case of usage of third party image rights, trade mark or other intellectual property  
 Appropriate artwork to illustrate proposed promotion

**Attachments:**

---

**Third parties, image rights and other trade marks**  
In submitting this form, the Official Partner acknowledges that it is aware that the use of individual players', clubs' or national teams' images and/or uniforms or the use of trade marks or other intellectual property of a third party will require a prior approval by the relevant rights holder(s).

---

**To be completed by UEFA**

Date received \_\_\_\_\_

Approval status:  
 APPROVED  
 APPROVED WITH CONDITIONS  
 NOT APPROVED  
Special comments: \_\_\_\_\_

Signed by: \_\_\_\_\_ Initials: \_\_\_\_\_ Date: \_\_\_\_\_

This is an example, please use the form provided to you by UEFA or UEFA's authorised Representative.

## GLOSSARY OF TERMS

### **Authorised UEFA EURO 2004™ Representative**

A designated representative from UEFA responsible for reviewing and approving the use of the Official Marks of UEFA EURO 2004™ by Commercial Affiliates.

### **Brush Stroke Mark**

The phrase "UEFA EURO 2004™" in its brush stroke format for specific licensing applications only.

### **Commercial Affiliate**

All entities appointed by UEFA as Official Partner, National Supporter or Super Licensee.

For the avoidance of doubt, a Licensee is not a Commercial Affiliate.

### **Composite Logo**

The Official Logo combined with 'Official Partners', 'National Supporters' or 'Broadcasters' Logo.

### **CMYK**

The four colours of the colour printing process,

- "C"- Cyan,
- "M"- Magenta,
- "Y"- Yellow,
- "K"- Key, Black.

### **Corporate Logo**

The name, logo, brand or other identification of an authorised user of this Manual.

### **Exclusion Area**

The defined space which surrounds the UEFA EURO 2004™ Official Logos within which no copy, illustrated background or graphic elements may intrude.

### **Graphic Elements**

A series of six graphic elements designed to accompany the Official Logo and to further develop the UEFA EURO 2004™ visual identity for usage in different applications. They can be used individually or in combination.

### **Host City**

A city designated to host UEFA EURO 2004™ matches.

### **Legal Notice**

The legal reference © to signify designs protected by copyright

law and the legal marking™ to signify that trademark applications have been made.

The Legal Notice is: ©2002 UEFA TM

### **Licensee**

An entity granted the right to affix the Official Marks on approved items of merchandise.

### **Licensing Representative**

The entity(ies) appointed by UEFA to carry out certain tasks and activities in respect of the UEFA EURO 2004™ licensing programme for Official Licensed Product.

### **Manual**

In the following chapters, the UEFA EURO 2004™ Brand Guidelines are referred to as the Manual.

### **Official Broadcasters**

Any television broadcaster that has been granted the right to television coverage of UEFA EURO 2004™ matches.

### **Official Designation**

Approved description of a Commercial Affiliate's relationship with the UEFA EURO 2004™ event.

### **Official Licensed Product**

A product bearing one or more of the Official Marks (and not any brand or company name other than what is necessary to comply with the applicable legal requirements of product manufacturer identification) pursuant to a product licence agreement.

### **Official Licensed Product Logo**

The Official Licensed Product Logo as provided in this Manual.

### **Official Logo**

The Symbol and Word Mark in combination constituting the official event identity for UEFA EURO 2004™.

### **Official Marks**

The collective description of the Official Logo, Mascot, Official Designation, Tag Line, Word Mark, Graphic Elements and Trophy in respect of UEFA EURO 2004™ whether used individually or in combination.

### **Official Mascot**

The official character representing UEFA EURO 2004™.

Each use of the Official Marks must be approved in writing by your authorised UEFA EURO 2004™ Representative.

### **Pantone®**

An international reference system for identifying colours for printing.

### **Photographic Reproduction**

A resolution-dependent image made of pixel shapes created in Adobe Photoshop®.

### **Reproduction Materials**

Authorised original reproduction quality of the Official Logos as contained in the enclosed CD-ROM.

### **RGB**

The three colours of the colour monitor process,

- "R"- Red,
- "G"- Green,
- "B"- Blue.

### **Symbol**

The graphic part of the Official Logo excluding the Word Mark.

### **Tag Line**

The phrase "Live 4 it!™" and its Portuguese equivalent "Vive o 2004!™" selected as the tag line for UEFA EURO 2004™ communications.

### **Trophy**

The Henri Delaunay trophy awarded to the winning team of each UEFA European Football Championship™.

### **Vectorial Reproduction**

A resolution-independent image made of lines and curves typically created in Macromedia Freehand® and Adobe Illustrator®.

### **Word Mark**

The part of the Official Logo which includes the UEFA Arch, the event name, the year and the location of the tournament.

# "Storyline"

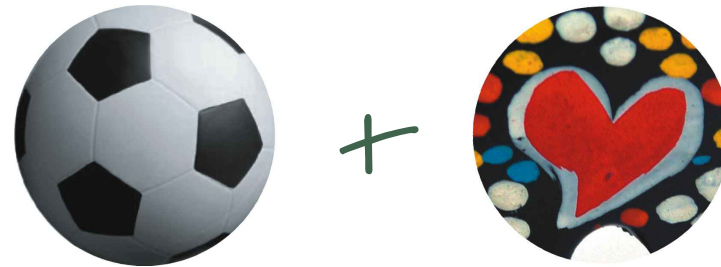
The hype surrounding UEFA EURO 2004™ makes us believe it will be one of the most memorable football events for all those involved. Creating a 'positive atmosphere' that starts before and lasts throughout the event. UEFA EURO 2004™ is a challenge that faces everyone responsible for making it happen. The atmosphere must convey the festive spirit of the event and encourage everyone to participate. One element of the event that highlights this 'positive spirit' are the supporters themselves and it is their passion that makes the event such a phenomenon.

What do supporters feel about football?

“– Passion. We feel passion for football.”

UEFA EURO 2004™ will stir the emotions of everyone involved, whether they are football players or supporters, and passion is going to be the driving force common to all of them: ‘So many emotions, one passion’. Passion for football becomes the conceptual idea, the basis, simple and universal. Therefore we need to feel this passion in everything related to the event. Visual identity will be the unifying element that contributes to this purpose. It will identify, represent and communicate the spirit of the event.





How shall we represent passion for football in a distinctive way?

We analyzed the particularities of these two references and found it necessary to characterize the idea through the event, and not simply through the phenomenon of football itself. First we created a reference basis that was able to represent the idea 'passion'. With a simple association of the two basic references, we communicated the concepts: 'the heart' + 'football'.

Portugal is the differentiating factor. The UEFA EURO 2004™ passion must be communicated through Portugal.



How to communicate the element of passion through the context of Portugal?

After an exhaustive gathering of research on Portuguese culture, from folk art to architecture and to the colours of the flag, we came up with an insignia that is emotive of Portugal, football and passion. With the colours Yellow, Orange, Red and Green (the light, the sun and the country's flag) we have created a unique heart shape to represent UEFA EURO 2004™. Most importantly the heart portrayed here contains the event's most evocative element: the ball. The union of these elements creates a picture of festivity, celebration and the spirit of fun that invites us to participate in an event that is already yearned for by everyone: UEFA EURO 2004™.



## 5 OFFICIAL LOGO: PORTUGUESE CULTURAL REFERENCES

Each use of the Official Marks must be approved in writing by your authorised UEFA EURO 2004™ Representative.

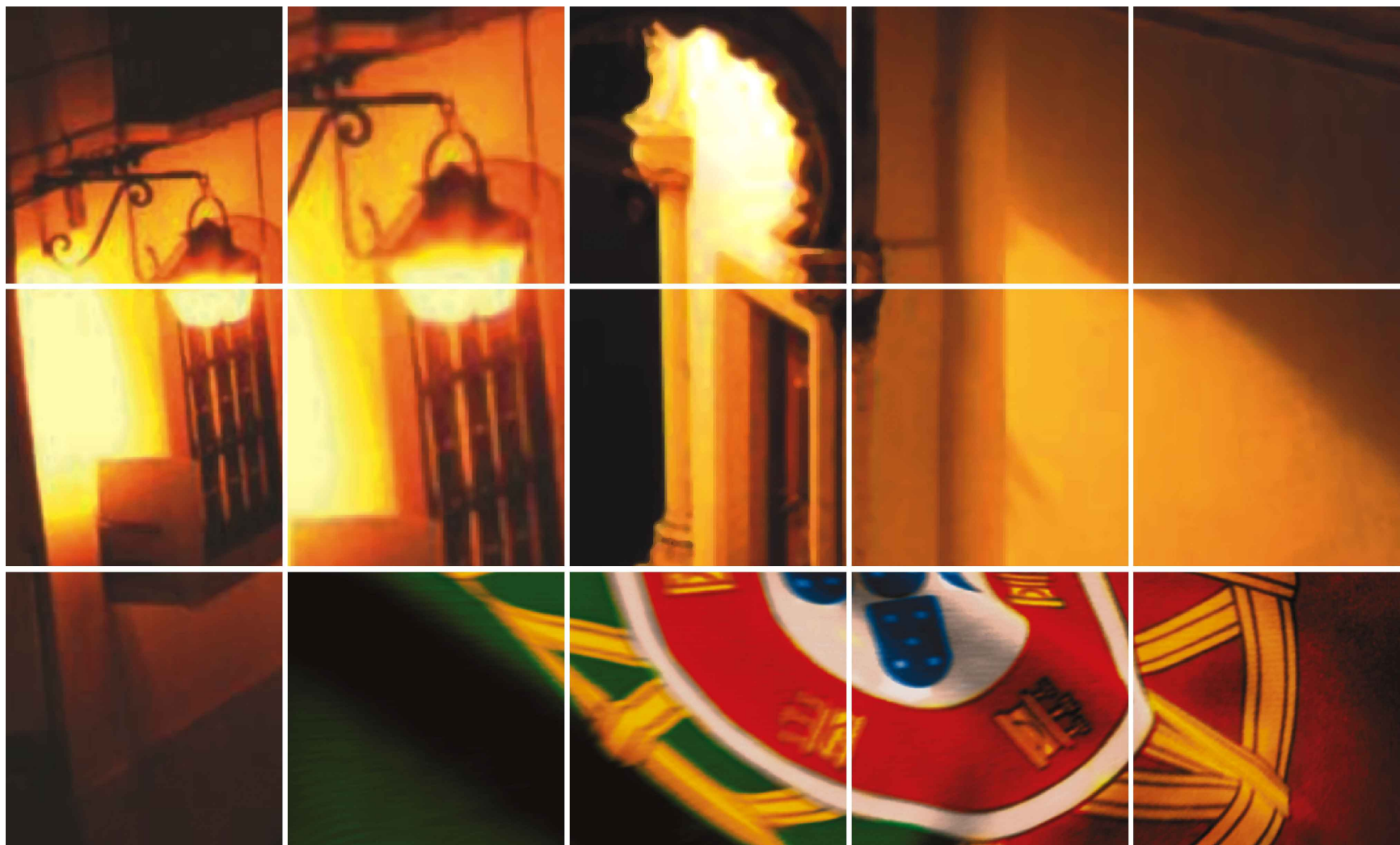


TRADITIONAL ORNAMENTAL AND ARCHITECTURAL ART



## 6 OFFICIAL LOGO: PORTUGUESE CULTURAL REFERENCES

Each use of the Official Marks must be approved in writing by your authorised UEFA EURO 2004™ Representative.



PORTUGUESE LIGHT AND COLOUR ENVIRONMENTS



## 7 OFFICIAL LOGO: PORTRAIT VERSION

### Portrait Version

Approved versions of the Official Logo have been carefully designed to suit a variety of applications. There are two standard versions for the Official Logo: Portrait and Landscape. The portrait version of the Official Logo consists of four inseparable elements:

- The Symbol / Icon
- The UEFA arch
- The event name, year and location
- The Legal Notice © 2002 UEFA TM

There is a fixed relationship between all the elements of the Official Logo; none of these elements may be altered, repositioned or separated in any way except as specifically permitted by this Manual.

No translation of any text in the Official Logo is allowed.

Each use of the Official Marks must be approved in writing by your authorised UEFA EURO 2004™ Representative.



## 8 OFFICIAL LOGO: LANDSCAPE VERSION

### Landscape Version

The landscape version of the Official Logo consists of four inseparable elements:

- The Symbol / Icon
- The UEFA arch
- The event name, year and location
- The Legal Notice © 2002 UEFA TM

On the full colour version, a fifth element is added:

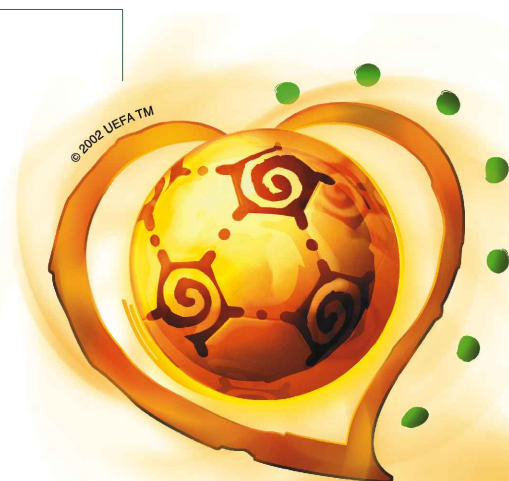
- The light effect

There is a fixed relationship between all the elements of the Official Logo; none of these elements may be altered, repositioned or separated in any way except as specifically permitted by this Manual.

No translation of any text in the Official Logo is allowed.

Each use of the Official Marks must be approved in writing by your authorised UEFA EURO 2004™ Representative.

The Legal Notice



The Symbol/Icon

The UEFA arch

UEFA

The light effect

Euro 2004  
PORTUGAL

The event name, year and location

## 9 OFFICIAL LOGO: FULL COLOUR VERSION PORTRAIT

Wherever possible, please use the full colour version of the Official Logo as this is the preferred and recommended version. Accurate colour reproduction is required to maintain the original quality of the design. The colours of the UEFA EURO 2004™ Logo shall not be modified in any way.

Each use of the Official Marks must be approved in writing by your authorised UEFA EURO 2004™ Representative.



LIGHT BACKGROUND



DARK BACKGROUND



10 OFFICIAL LOGO: FULL COLOUR VERSION LANDSCAPE

Each use of the Official Marks must be approved in writing by your authorised UEFA EURO 2004™ Representative.



LIGHT BACKGROUND



DARK BACKGROUND



## 11 OFFICIAL LOGO: FLAT COLOUR VERSIONS PORTRAIT

Flat versions of the Official Logo (available in 1,3 and 4 flat colours) have been designed for use where the gradation in the 'heart' creates problems in reproduction. This might be the case for non-offset reproduction processes such as silkscreen printing, embroidery, embossing, etc.

For this version, the 'heart' is reproduced in a single, flat colour. All other graphic standards and colour references defined for the Official Logo also apply to this flat version.

The flat version is acceptable in either portrait or landscape format. It must be reproduced in its exact configuration. None of the elements may be altered or repositioned.

Each use of the Official Marks must be approved in writing by your authorised UEFA EURO 2004™ Representative.




Flat 4 colour portrait



LIGHT BACKGROUND



DARK BACKGROUND

	PANTONE®	CMYK	RGB
BRICK	 PANTONE® 1665	C 0 M 80 Y 100 K 5	R 209 G 51 B 9
GREEN	 PANTONE® 354	C 85 M 0 Y 100 K 0	R 0 G 139 B 13
YELLOW	 PANTONE® 123	C 0 M 20 Y 100 K 0	R 250 G 183 B 0
BLACK	 PANTONE® BLACK	C 0 M 0 Y 0 K 100	R 0 G 0 B 0

## 12 OFFICIAL LOGO: FLAT COLOUR VERSIONS LANDSCAPE

Each use of the Official Marks must be approved in writing by your authorised UEFA EURO 2004™ Representative.

Flat 4 colour landscape



LIGHT BACKGROUND

DARK BACKGROUND



# 13 OFFICIAL LOGO: THREE COLOUR FLAT VERSION PORTRAIT AND LANDSCAPE

Each use of the Official Marks must be approved in writing by your authorised UEFA EURO 2004™ Representative.

Flat 3 colour portrait



LIGHT BACKGROUND



DARK BACKGROUND

PANTONE®



BRICK

CMYK

C	0
M	80
Y	100
K	5

RGB

R	209
G	51
B	9

Flat 3 colour landscape



LIGHT BACKGROUND



DARK BACKGROUND

GREEN

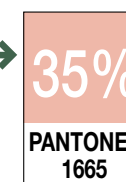


C	85
M	0
Y	100
K	0

R	0
G	139
B	13



PANTONE®  
123



PANTONE®  
1665

C	0
M	28
Y	35
K	0

R	239
G	184
B	169

BLACK



PANTONE®  
BLACK

C	0
M	0
Y	0
K	100

R	0
G	0
B	0

## 14 OFFICIAL LOGO: ONE COLOUR VERSION PORTRAIT

A single colour version of the Official Logo in both configurations (portrait and landscape) is provided for creative flexibility. On a white or light flat background, the Official Logo may be reproduced in the colours presented on this page and the next one.

Each use of the Official Marks must be approved in writing by your authorised UEFA EURO 2004™ Representative.





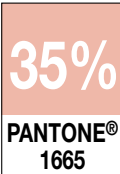
LIGHT BACKGROUND


On a black or dark, flat background it may be reproduced in the solid colours presented on this page and the next one. The colours must be used at 100% of their intensity.


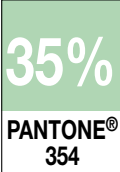


DARK BACKGROUND

	PANTONE®	CMYK	RGB
BRICK		C 0	R 209
		M 80	G 51
		Y 100	B 9
		K 5	

 → 35%		C 0	R 239
		M 28	G 184
		Y 35	B 169
		K 0	

GREEN		C 85	R 0
		M 0	G 139
		Y 100	B 13
		K 0	

 → 35%		C 30	R 166
		M 0	G 214
		Y 35	B 170
		K 0	



# 15 OFFICIAL LOGO: ONE COLOUR VERSION PORTRAIT

Each use of the Official Marks must be approved in writing by your authorised UEFA EURO 2004™ Representative.



LIGHT BACKGROUND



DARK BACKGROUND

	PANTONE®	CMYK	RGB
DARK BRICK	 PANTONE® 181	C 0 M 100 Y 100 K 40	R 128 G 33 B 34
	 PANTONE® 181	C 0 M 35 Y 35 K 14	R 239 G 184 B 169
DARK GREEN	 PANTONE® 350	C 90 M 0 Y 100 K 70	R 37 G 62 B 40
	 35% PANTONE® 350	C 30 M 0 Y 35 K 24	R 179 G 187 B 180
DARK BLUE	 PANTONE® 294	C 100 M 60 Y 0 K 50	R 0 G 53 B 116
	 PANTONE® 294	C 35 M 21 Y 0 K 17	R 166 G 184 B 206

# 16 OFFICIAL LOGO: ONE COLOUR VERSION LANDSCAPE

For the landscape version, the same colour palette may be used.

Each use of the Official Marks must be approved in writing by your authorised UEFA EURO 2004™ Representative.

LIGHT BACKGROUND



PANTONE®	CMYK	RGB
BRICK PANTONE® 1665	C 0 M 80 Y 100 K 5	R 209 G 51 B 9

DARK BACKGROUND



PANTONE® 123	35%	C 0 M 28 Y 35 K 0	R 239 G 184 B 169
--------------	-----	----------------------------	-------------------------

## 17 OFFICIAL LOGO: BLACK AND WHITE VERSION PORTRAIT

For one colour use on a black or white background, two versions of the Official Logo are available:

- Flat black and white
- Halftone

The Official Logo can be reproduced in both configurations, portrait and landscape.

Each use of the Official Marks must be approved in writing by your authorised UEFA EURO 2004™ Representative.

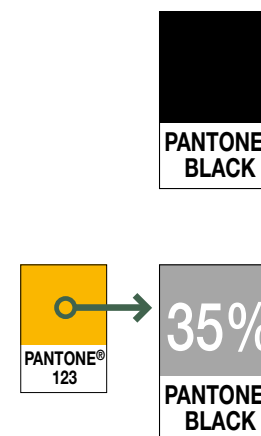
Flat black and white portrait



LIGHT BACKGROUND



DARK BACKGROUND



# 18 OFFICIAL LOGO: BLACK AND WHITE VERSION LANDSCAPE

Each use of the Official Marks must be approved in writing by your authorised UEFA EURO 2004™ Representative.

Flat black and white landscape



LIGHT BACKGROUND



DARK BACKGROUND



## 19 OFFICIAL LOGO: HALFTONE VERSION PORTRAIT

Based on the full colour Official Logo version, the halftone versions are made of different shadows of black.

Each use of the Official Marks must be approved in writing by your authorised UEFA EURO 2004™ Representative.

Halftone portrait



LIGHT BACKGROUND



DARK BACKGROUND

20 OFFICIAL LOGO: HALFTONE VERSION LANDSCAPE

Each use of the Official Marks must be approved in writing by your authorised UEFA EURO 2004™ Representative.

Halftone landscape



UEFA  
**Euro 2004**  
PORTUGAL

LIGHT BACKGROUND



DARK BACKGROUND

## 21 OFFICIAL LOGO: LEGAL NOTICE

The design of the Official Logo is unique and distinctive and is therefore protected. The Legal Notice must appear with the Official Logo at all times in the position shown here (cf illustration). Please note that the Legal Notice is rescaled in different sizes of the Official Logo in order to remain visually consistent throughout all usage. This means that when used in small or very large sizes, beyond the sizes provided, please refer to guidelines (page 24) where it needs to be resized appropriately, to maintain clear and proper legibility.

Each use of the Official Marks must be approved in writing by your authorised UEFA EURO 2004™ Representative.



## 22 OFFICIAL LOGO: LEGAL NOTICE - SPECIAL CASES

When reproduction techniques do not allow the printing of a legible Legal Notice, then the "TM" notice appears next to the Official Logo and "The UEFA EURO 2004™ Official Logo is protected by trademarks and copyright. All rights reserved." appears somewhere else on the item.

Each use of the Official Marks must be approved in writing by your authorised UEFA EURO 2004™ Representative.



X ≥ 7 mm

please note: never exceed the width of the logo

## 23 OFFICIAL LOGO: EXCLUSION AREA

The Official Logo should always be surrounded by a prescribed area of clear space to enable it to remain clean and prominent. Within this Exclusion Area, no copy or graphic element (beyond those provided in this Manual) may be introduced and no variable backgrounds or dark colours may appear.

The dimension of the Exclusion Area applies to the portrait and landscape versions of the Official Logo, for any kind of background.

In certain cases presented in this Manual (e.g. use on selected backgrounds), the Exclusion Area can be reduced.

Each use of the Official Marks must be approved in writing by your authorised UEFA EURO 2004™ Representative.



## 24 OFFICIAL LOGO: SIZE RANGES

### Size Ranges of Official Logo

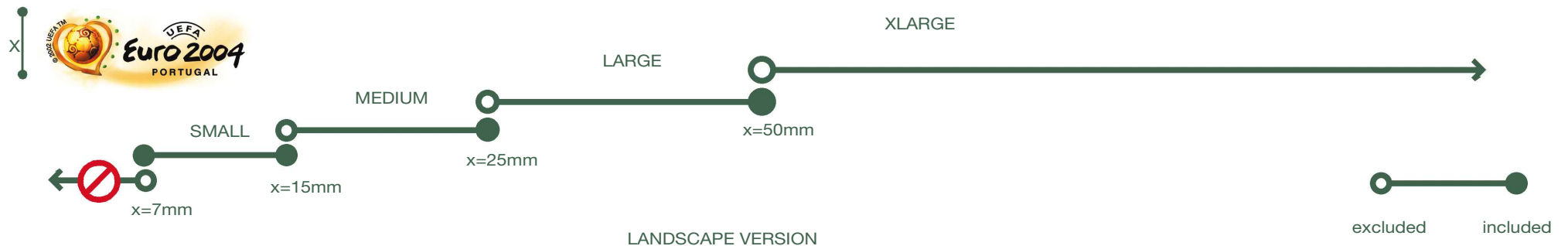
Each version of the Official Logo is saved in different sizes: small, medium, large and extra large.

Please only adapt the size of the artwork within the specified ranges in order to maintain the highest possible quality and to ensure that the Legal Notice is always legible.

Do not use the Official Logo in any size smaller than the minimum size.

Each use of the Official Marks must be approved in writing by your authorised UEFA EURO 2004™ Representative.

PORTRAIT VERSION





## 25 OFFICIAL LOGO: USE ON COLOUR BACKGROUNDS

### Colour range system

Use this visual scheme to choose the right Official Logo for the background colours you want to apply. Please note that above all, clarity of reproduction is essential. Please ensure that all elements of the Official Logo (including the Legal Notice) are highly visible at all times.

Each use of the Official Marks must be approved in writing by your authorised UEFA EURO 2004™ Representative.



LIGHT BACKGROUND

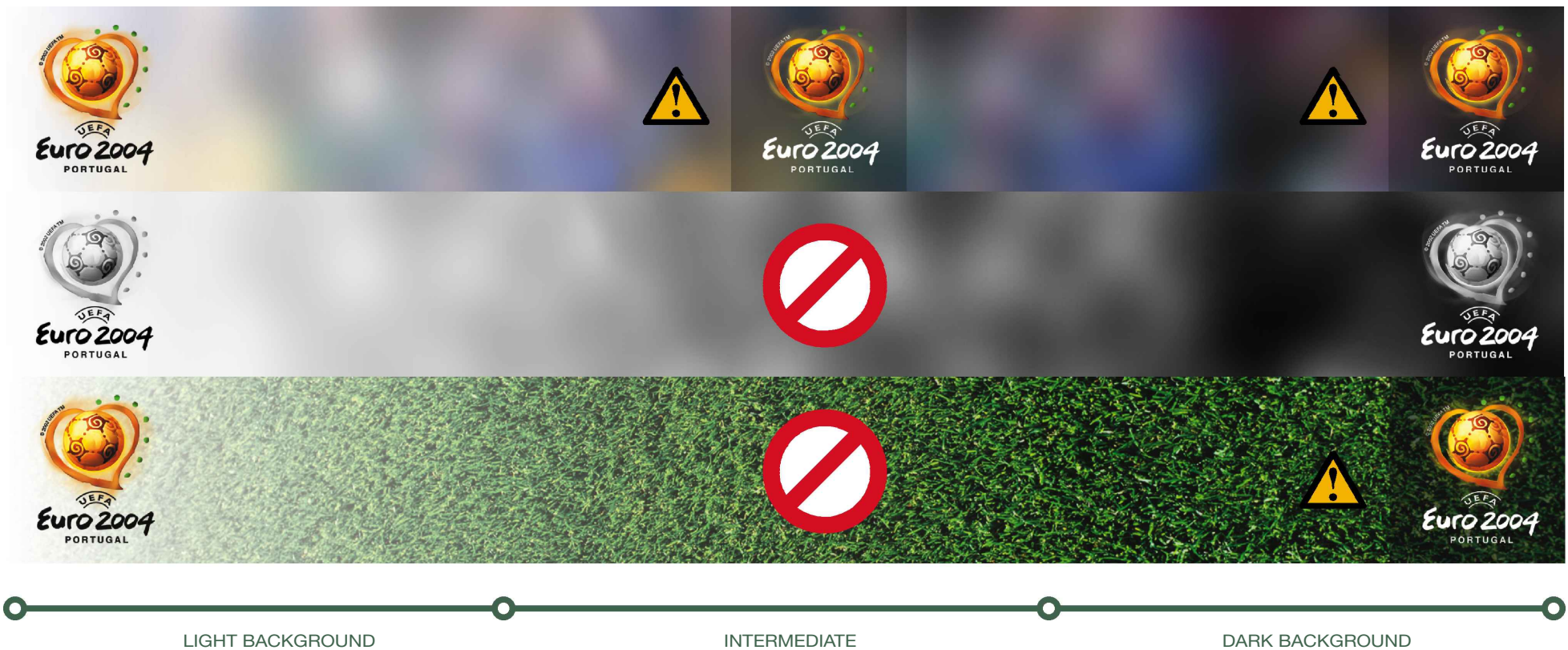
INTERMEDIATE

DARK BACKGROUND

## 26 OFFICIAL LOGO: USE ON PHOTOGRAPHIC BACKGROUNDS

When using the Official Logo on any photographic background, please follow this scheme with special attention for problematic backgrounds, too complicated to use. In this case, a black halftone multiplied box must be created to protect the Official Logo.

Each use of the Official Marks must be approved in writing by your authorised UEFA EURO 2004™ Representative.



## 27 OFFICIAL LOGO: OFFICIAL TYPEFACE

None of the texts within the Official Logo may be modified.  
The Legal Notices and the Official Designations in the Composite  
Logos are typeset in HELVETICA.

Each use of the Official Marks must  
be approved in writing by your  
authorised UEFA EURO 2004™  
Representative.

**Aa**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890**

HELVETICA BOLD

**Aa**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890**

HELVETICA MEDIUM

**Aa**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890**

HELVETICA ROMAN

**Aa**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890**

HELVETICA LIGHT



## 28 OFFICIAL LOGO: USE OF WORD MARK

The Word Mark can be used to replace the Official Logo in special cases like very small applications. Here are the main rules for its usage.

The Word Mark may only be reproduced in the black and white versions set out on this page.

It is imperative, however, that the statement “The UEFA EURO 2004™ Official Logo is protected by trademarks and copyright. All rights reserved.” appears somewhere else on the item.

Each use of the Official Marks must be approved in writing by your authorised UEFA EURO 2004™ Representative.



15 mm

### MAXIMUM SIZE REDUCTION



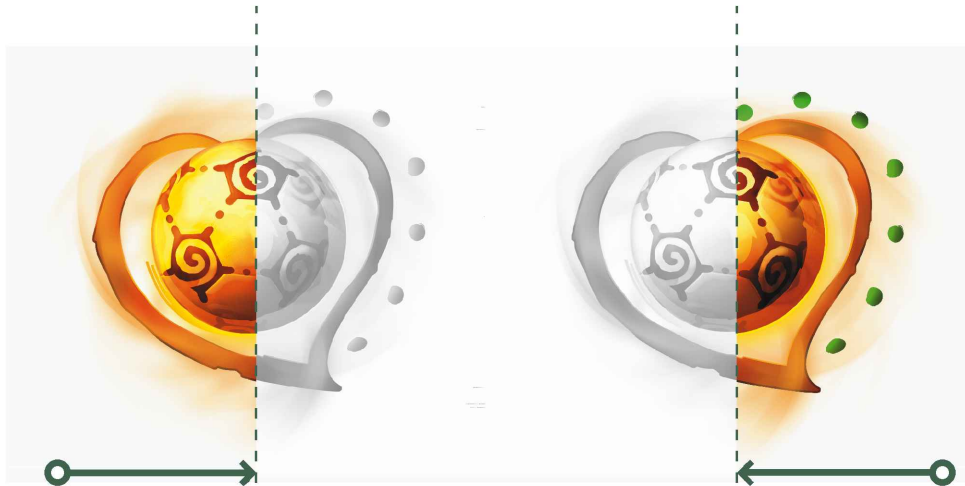
### EXCLUSION AREA

## 29 OFFICIAL LOGO: USE OF THE SYMBOL AS A GRAPHIC ELEMENT

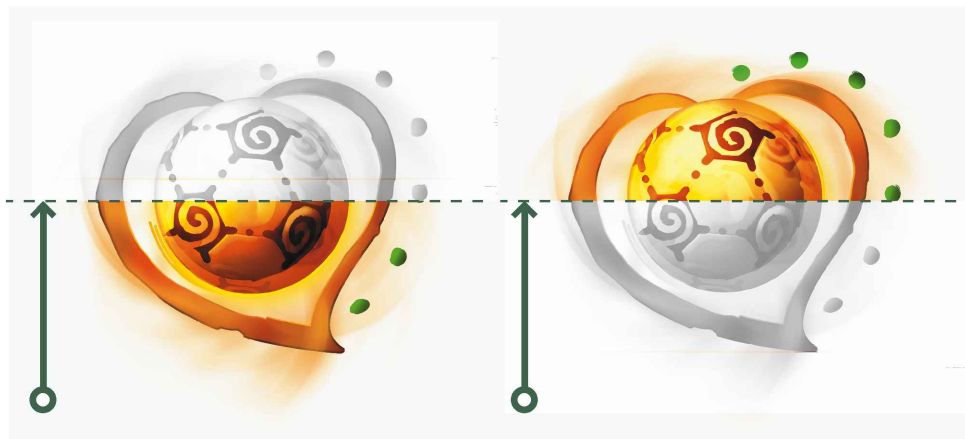
The Symbol may be used as a graphic element, but it must be complemented by the Official Logo application. This use is considered as a secondary graphic application. The symbol may be cropped ensuring that at least 25% of it is visible. The Official Logo must appear on the same page. The Symbol can not be used as a pattern device.

When using the crop version of the Official Logo, the Legal Notice must be positioned in a visible manner in proximity to the Official Logo. There is no specific requirement for the positioning of the Legal Notice. Please refer to your UEFA EURO 2004™ Representative for further information.

Each use of the Official Marks must be approved in writing by your authorised UEFA EURO 2004™ Representative.



MAXIMUM VERTICAL CROP



MAXIMUM HORIZONTAL CROP



MINIMUM 25% LOGO CROP

## 30 OFFICIAL LOGO: SPECIAL VERSIONS - BLACK AND WHITE LINE

### Special Version

Special versions have been created when reproduction techniques do not allow usage of official versions presented above in this chapter.

They are available in portrait and landscape versions.

The Legal Notice should be replaced as indicated on page 22.

Each use of the Official Marks must be approved in writing by your authorised UEFA EURO 2004™ Representative.



BLACK LINE PORTRAIT  
(embossing version)



WHITE LINE PORTRAIT  
(debossing version)



BLACK LINE LANDSCAPE  
(embossing version)



WHITE LINE LANDSCAPE  
(debossing version)



## 31 OFFICIAL LOGO: SPECIAL VERSIONS - SIZE RANGES

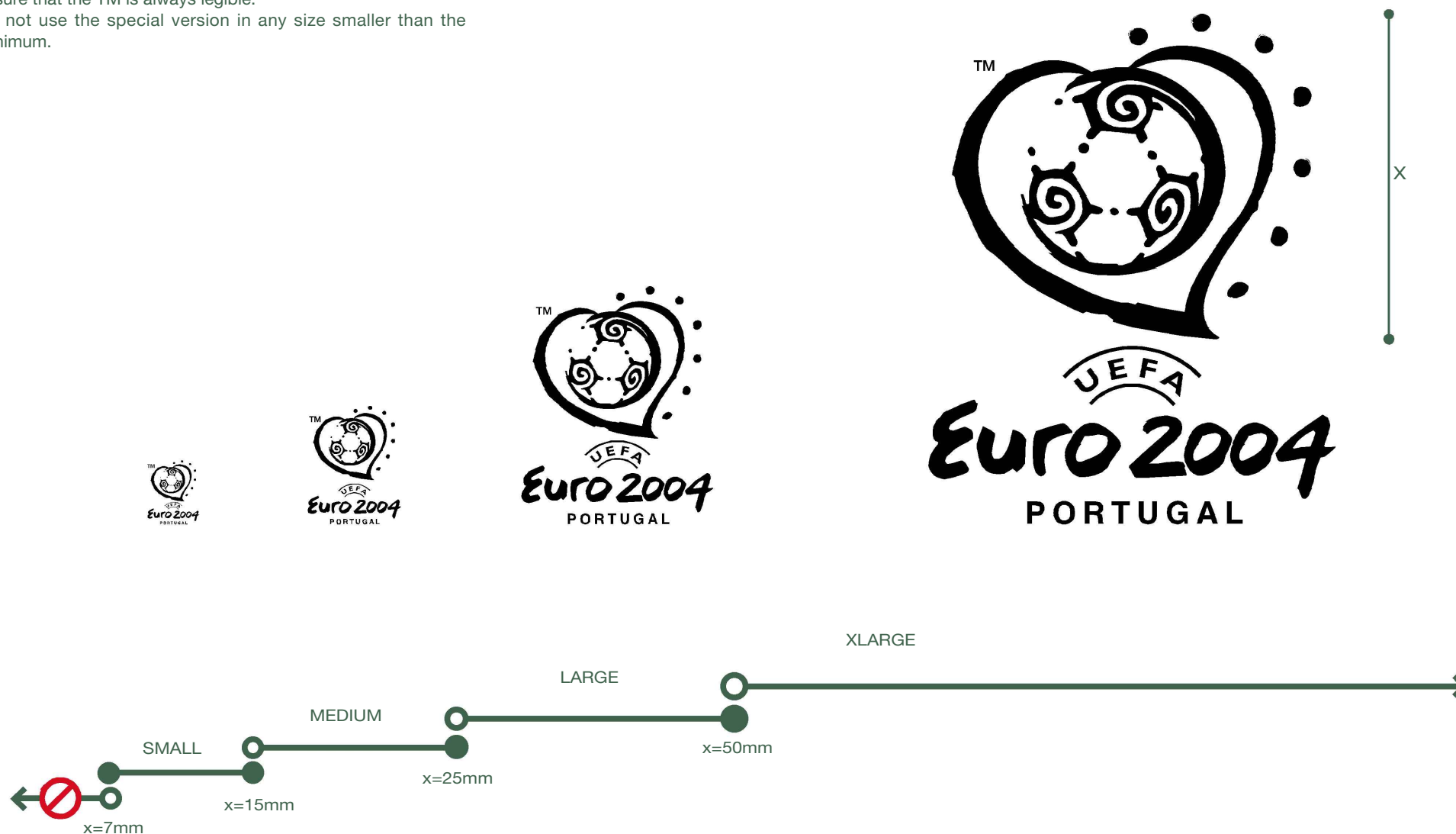
### Size Ranges

The special version Logo is saved in different sizes: small, medium, large and xlarge.

Please only adapt the size of the artwork within the specified ranges in order to maintain the highest possible quality and to ensure that the TM is always legible.

Do not use the special version in any size smaller than the minimum.

Each use of the Official Marks must be approved in writing by your authorised UEFA EURO 2004™ Representative.



## 32 OFFICIAL LOGO: UNACCEPTABLE USE - COLOURS

The success of the UEFA EURO 2004™ Official Logo relies on the clarity and consistency with which it is implemented. Distorting or changing the Official Logo reduces its legal protection. The following examples illustrate some potential mistakes which should be avoided. Please note that no attempt should be made to redraw, modify or separate any elements of the Official Logo.

Each use of the Official Marks must be approved in writing by your authorised UEFA EURO 2004™ Representative.



Do not use the full colour Logo over a bright yellow background.



Do not use non-approved colours within the Official Symbol.



Do not use non-approved colours within the Official Word Mark.



Do not use other negative logos than the ones presented in this Manual (see page 14).



Avoid having patterned or complex backgrounds.


### 33 OFFICIAL LOGO: UNACCEPTABLE USE - SHAPES

Each use of the Official Marks must be approved in writing by your authorised UEFA EURO 2004™ Representative.




 Do not distort the Official Logo.



 Do not invert the positions of the symbol and logotype in landscape version.



 Do not substitute the logotype with another typeface.




 Do not separate the Symbol from the Word Mark.




 Do not rotate or flip the Symbol.




 Do not use the Symbol without specific guidance.



 Do not use the Official Logo without the Legal Notice unless expressly permitted in this Manual.



 Do not use the Symbol as a repetitive graphic element or pattern device.



## 1 INTRODUCING THE FAMILY OF GRAPHIC ELEMENTS

### The Graphic Elements Family

Based on traditional Portuguese icons, we have created a family of 6 Graphic Elements.

### Copyright notice

When using Graphic Elements, please ensure that the statement "©2002 UEFA" appears within the usage.

### The Pattern

These 6 elements will mix freely, creating an atmosphere of fantasy and magic.

They convey the message of passion that involves everyone following and participating in the UEFA EURO 2004™ event.

Each use of the Official Marks must be approved in writing by your authorised UEFA EURO 2004™ Representative.



*"They will play a unifying role."*

## 2 GRAPHIC ELEMENTS: INDIVIDUAL SYMBOL CONSTRUCTION

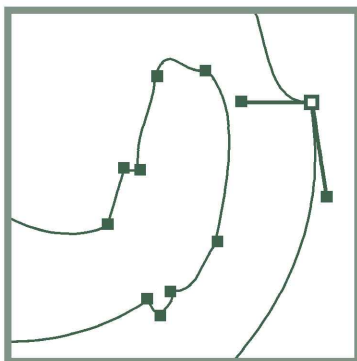
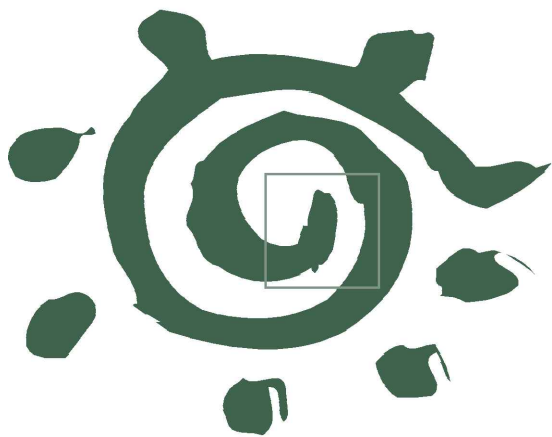
### Vectorial Shape

The rough artistic style of the symbols for all the shapes have been converted to vectorial form. It is completely forbidden to distort the vectorial shape.

### Individual Graphic Rotation

The symbols can be rotated in both ways (clockwise and counterclockwise) in any degree value.

Each use of the Official Marks must be approved in writing by your authorised UEFA EURO 2004™ Representative.



### 3 GRAPHIC ELEMENTS: INDIVIDUAL SHAPE APPLICATION

Individual Graphics size

1. The individual reproduction of the icons cannot be smaller than 4 mm high.
2. There is no limit for the enlargement of the icon.

Each use of the Official Marks must be approved in writing by your authorised UEFA EURO 2004™ Representative.








## 4 GRAPHIC ELEMENTS: INDIVIDUAL USE - FLAT ONE COLOUR VERSION

The following palette of colours are the recommended flat colour treatments for the Graphic Elements.

Each use of the Official Marks must be approved in writing by your authorised UEFA EURO 2004™ Representative.

	PANTONE®	CMYK	RGB
	BRICK PANTONE® 1665	C 0 M 80 Y 100 K 5	R 209 G 51 B 9
	GREEN PANTONE® 354	C 85 M 0 Y 100 K 0	R 0 G 139 B 13
	YELLOW PANTONE® 123	C 0 M 20 Y 100 K 0	R 250 G 183 B 0
	BLACK PANTONE® BLACK	C 0 M 0 Y 0 K 100	R 0 G 0 B 0
	DARK BRICK PANTONE® 181	C 0 M 100 Y 100 K 40	R 102 G 33 B 34
	DARK GREEN PANTONE® 350	C 90 M 0 Y 100 K 70	R 37 G 62 B 40
	DARK BLUE PANTONE® 294	C 100 M 60 Y 0 K 50	R 0 G 53 B 116



### Official Colour Palette

The symbols can be reproduced in all the Official Colours in this Manual.



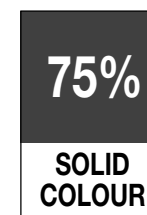
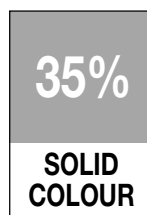
Any other colour variations must be submitted to UEFA for approval.

## 5 GRAPHIC ELEMENTS: INDIVIDUAL USE - HALFTONE VERSION

Each use of the Official Marks must be approved in writing by your authorised UEFA EURO 2004™ Representative.

LIGHT BACKGROUND

DARK BACKGROUND



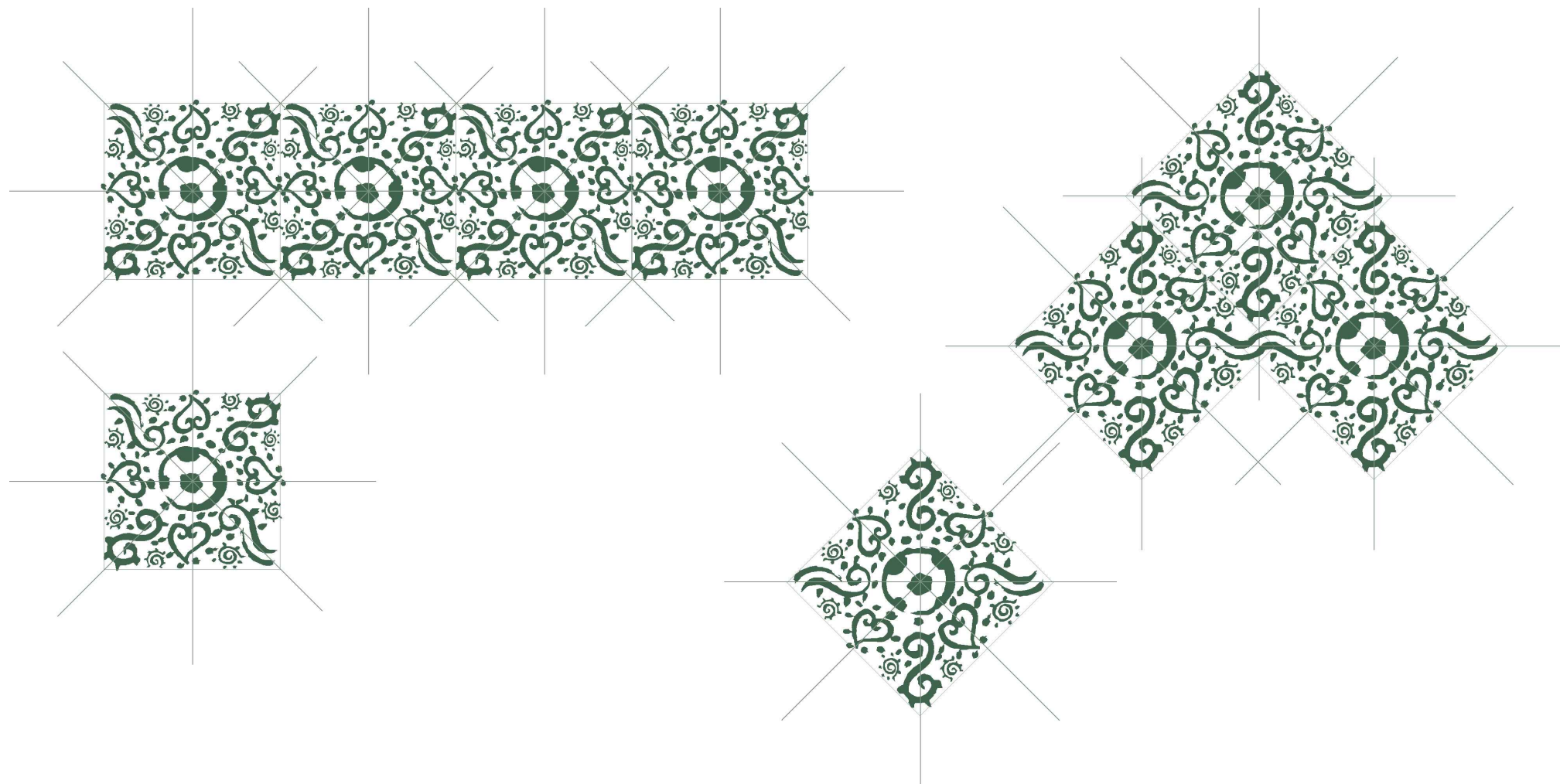
### Halftone Application

The symbols can be reproduced in any solid or halftone colour. The application over light background must be 35% of the solid colour and over dark background must be 75% of the solid colour.

## 6 GRAPHIC ELEMENTS: COMPOSITION USE - THE PATTERN

The following examples demonstrate fixed pattern usage (and their formation).

Each use of the Official Marks must be approved in writing by your authorised UEFA EURO 2004™ Representative.



### **Perpendicular Pattern**

This pattern can be developed in both axis (landscape and portrait) and in diagonal.

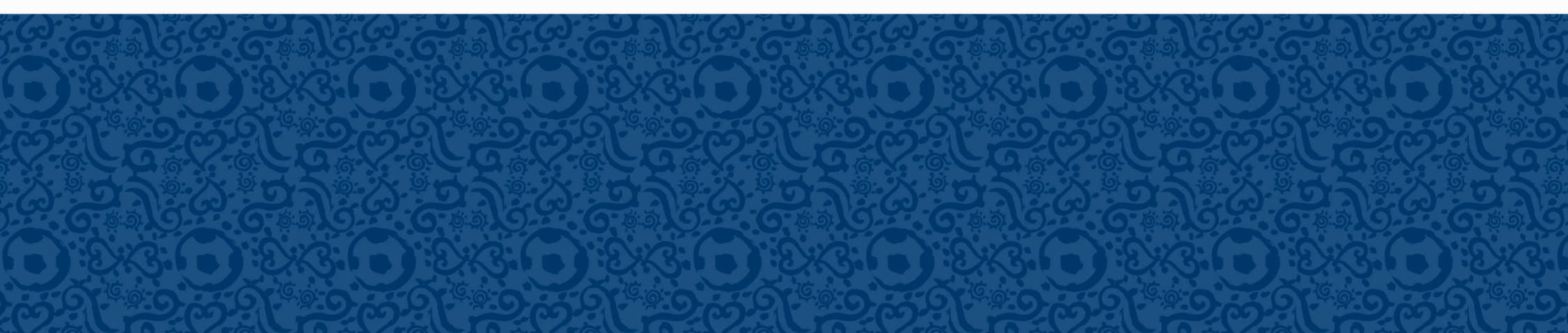


## 7 GRAPHIC ELEMENTS: COMPOSITION USE - THE PATTERN

### Pattern Application

The pattern can be applied as background wallpaper without fixed pattern usage.

Each use of the Official Marks must be approved in writing by your authorised UEFA EURO 2004™ Representative.





## 8 GRAPHIC ELEMENTS: COMPOSITION USE - ONE COLOUR SPIRAL FORM

### **Spiral Form**

The 6 elements can be mixed freely to create a spiral effect which communicates the spirit of fantasy and magic.

Each use of the Official Marks must be approved in writing by your authorised UEFA EURO 2004™ Representative.

### **The Spiral Effect**

All 6 elements must be used to create different shape combinations. Each one can be changed, rotated and scaled but not distorted. The spiral is defined by a curve line that indicates the orientation.



This effect is not easy to apply. All new spirals created must be approved by UEFA.

## 9 GRAPHIC ELEMENTS: COMPOSITION USE - FULL COLOUR SPIRAL FORM

Each use of the Official Marks must be approved in writing by your authorised UEFA EURO 2004™ Representative.

### The Spiral Form

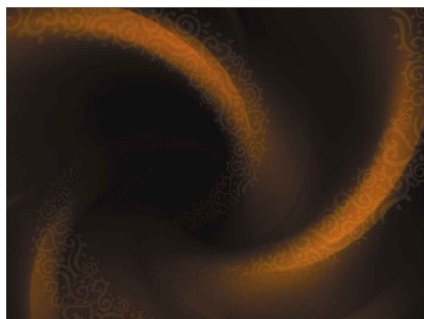
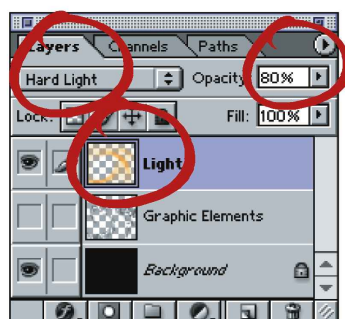
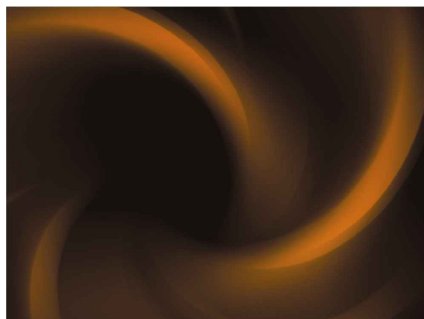
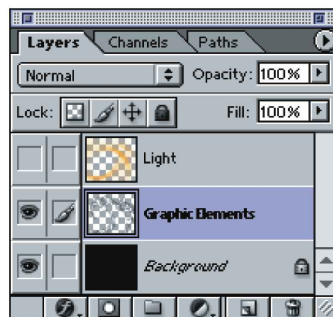
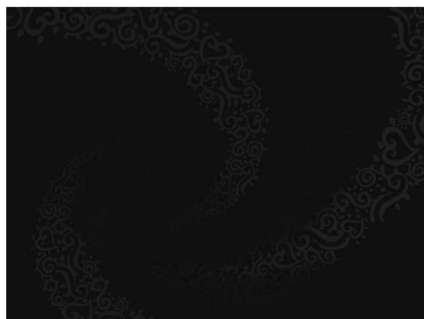
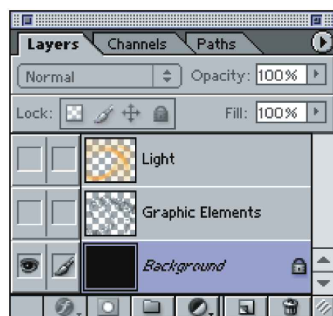
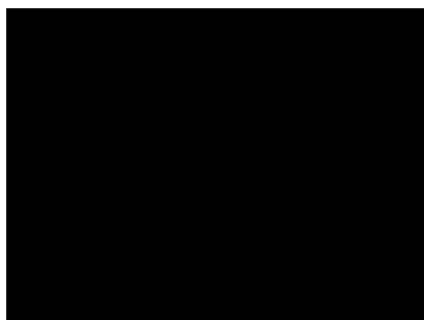
The family of Graphic Elements was created to be combined with the Official Logo. This specific application must be subjected to the same rules as the Official Logo usage, always preserving the best perception for the Official Logo.



UEFA  
**Euro 2004**  
PORTUGAL



## 10 GRAPHIC ELEMENTS: COMPOSITION USE - FULL COLOUR SPIRAL CONSTRUCTION



Each use of the Official Marks must be approved in writing by your authorised UEFA EURO 2004™ Representative.

### Photographic Construction

1. The background must be a dark colour.
2. The Graphic Elements must be lighter than the background. It is possible to create mask effects in the Graphic Elements.
3. The light effects must be in a bright yellow and create sufficient contrast over the Graphic Elements.
4. The photographic effect will be completed when the layers become one flat document.
5. The Official Logo must be positioned in the most neutral area over the elements.



Please note that any colour variation must be submitted to UEFA for approval.

# 11 GRAPHIC ELEMENTS: EDITORIAL USE

Paragraph breaks, indent graphics and page margins are available to highlight your text pages.

Page margins

Graphic indents

Paragraph breaks



Each use of the Official Marks must be approved in writing by your authorised UEFA EURO 2004™ Representative.



## 12 GRAPHIC ELEMENTS: EDITORIAL USE

Each use of the Official Marks must be approved in writing by your authorised UEFA EURO 2004™ Representative.

### Paragraph Breaks Sizes

Paragraph breaks are available in two versions: short and long.



LONG



SHORT

### Page Margins Sizes

Two sizes of page margins are available: medium and thin. Both can be used for top, bottom or side of the pages. The size of the margin can be adjusted to fit your pages.



MEDIUM



THIN

### Individual Symbol Reference

The individual symbols can also be applied as paragraph breaks or indent graphics.



### Colours

The Official Colour Palette and the Halftone versions from pages 4 and 5 can be used. See examples below.



BLACK ELEMENTS ON WHITE

HALFTONE ELEMENTS ON WHITE



WHITE ELEMENTS ON BLACK

HALFTONE ELEMENTS ON BLACK



COLOUR ELEMENTS ON WHITE

WHITE ELEMENTS ON COLOUR



## 13 VECTORIAL VS. PHOTOGRAPHIC APPLICATION: PRINT

Each use of the Official Marks must be approved in writing by your authorised UEFA EURO 2004™ Representative.



**Vectorial**  
For a glass with vinyl overlay, the vectorial application is used.



**Photographic**  
For a panel with digital print, the photographic application is used.

## 14 GRAPHIC ELEMENTS: VECTORIAL USE - INTERNET



Special conditions apply for usage on internet website, please see relevant chapter.

Each use of the Official Marks must be approved in writing by your authorised UEFA EURO 2004™ Representative.

### Vectorial (FLASH)

The vectorial application can be used to create flash animated banners

Standard banners: 142x52 pixels



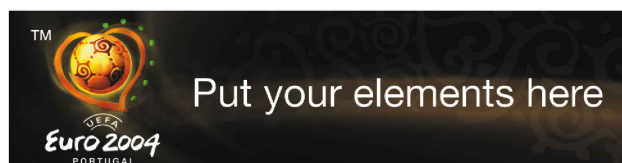
### Photographic (HTML)

The photographic application can be used to create the banner background

UEFA EURO 2004™ banner: 468x60 pixels



UEFA EURO 2004™ banner: 234x60 pixels



# 15 VECTORIAL VS. PHOTOGRAPHIC APPLICATION: INTERNET

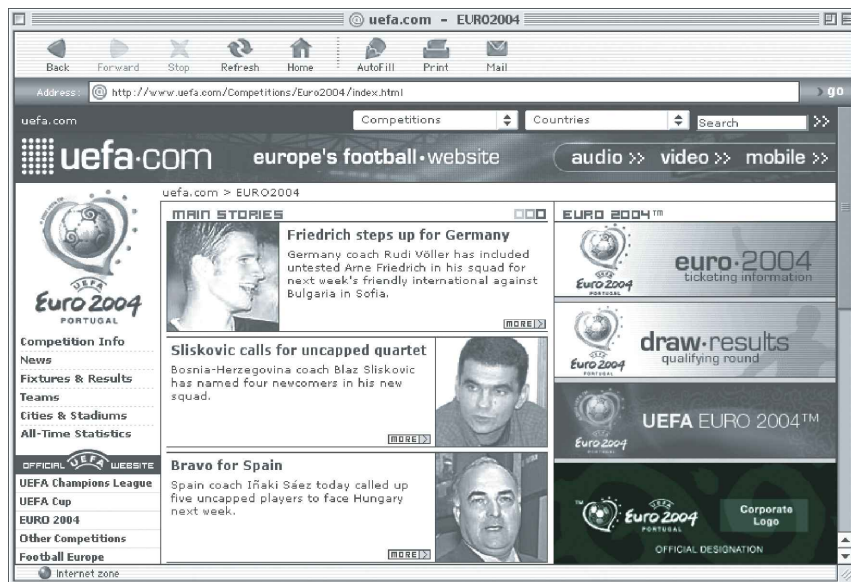


Special conditions apply for usage on internet website, please see relevant chapter.

Each use of the Official Marks must be approved in writing by your authorised UEFA EURO 2004™ Representative.

## Vectorial (FLASH)

Example of vectorial use



## Photographic (HTML)

Examples of photographic use

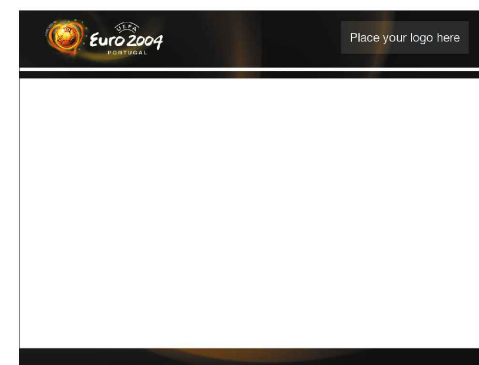
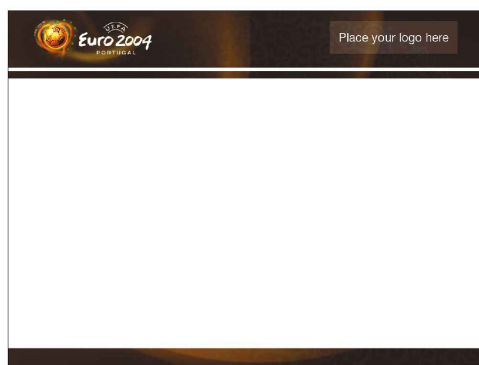
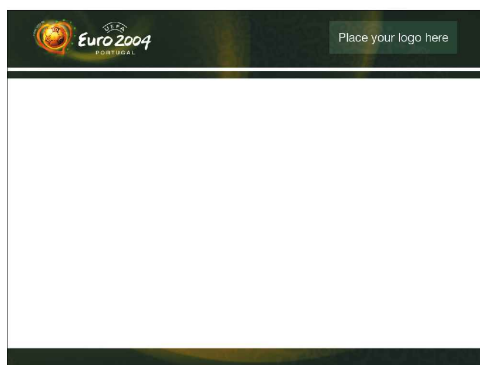
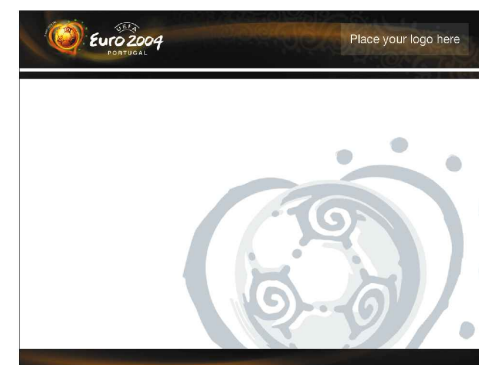
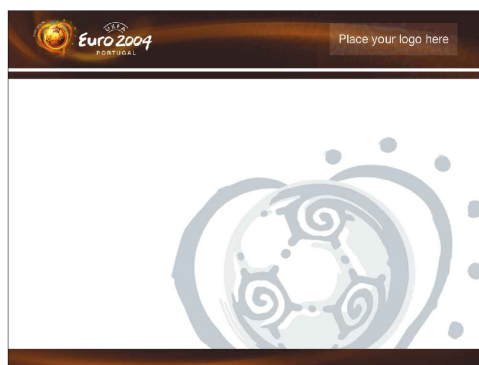
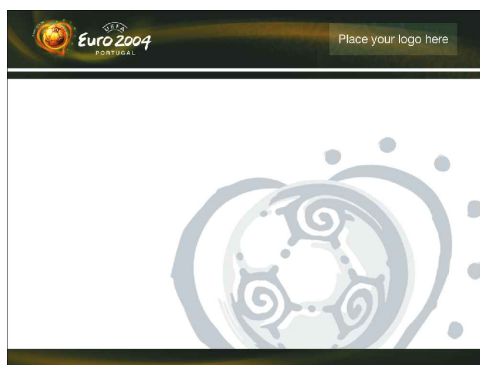




## 16 GRAPHIC ELEMENTS: POWERPOINT TEMPLATE

The templates below have been designed to enable you to create presentations using the Official Logo and the light effect.

Each use of the Official Marks must be approved in writing by your authorised UEFA EURO 2004™ Representative.



# 1 OFFICIAL PARTNERS COMPOSITE LOGO: GRAPHIC DESCRIPTION

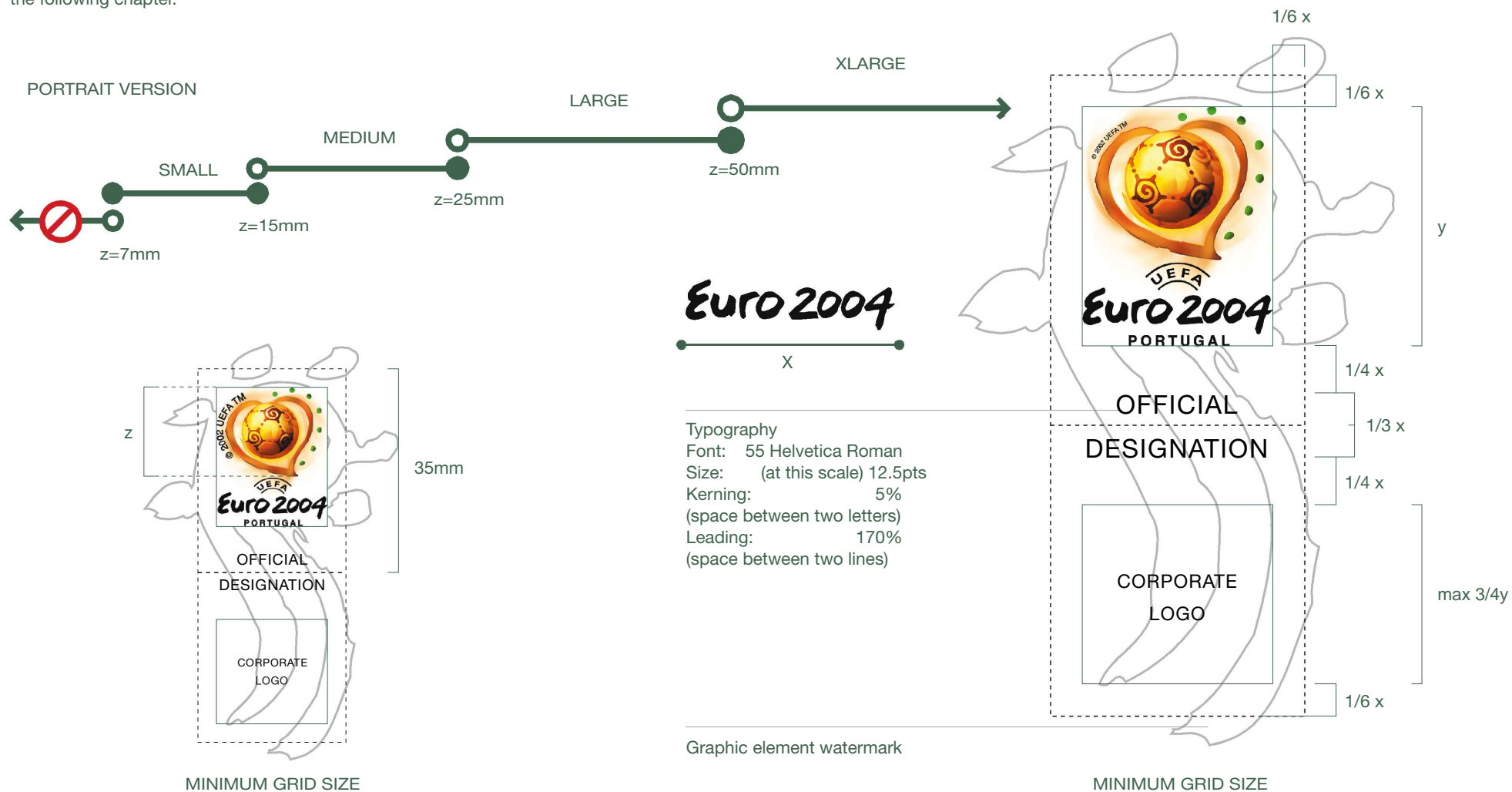
## Graphic Description

In order to support their involvement and gain association with the event, Official Partners of UEFA EURO 2004™ may combine their name or Corporate Logo with the Official Logo to form a Composite Logo.

The graphic standards and colour references defined in this Manual also apply to the Official Logo used within the Composite Logo.

It can be reproduced in a portrait or landscape format integrating the Official Logo according to the graphic guidelines defined in the following chapter.

Each use of the Official Marks must be approved in writing by your authorised UEFA EURO 2004™ Representative.



## 2 OFFICIAL PARTNERS COMPOSITE LOGO: AUTHORISED USE

### Authorised use

The Official Partners Composite Logo must be reproduced in its exact configuration; none of the elements may be altered or repositioned.

The Legal Notice must appear with the Official Logo at all times as explained above in this Manual.

The guidelines set out below must be adhered to when forming the Composite Logos. They can be reproduced in a portrait or landscape format, integrating either the portrait or landscape version of the Official Logo accordingly.

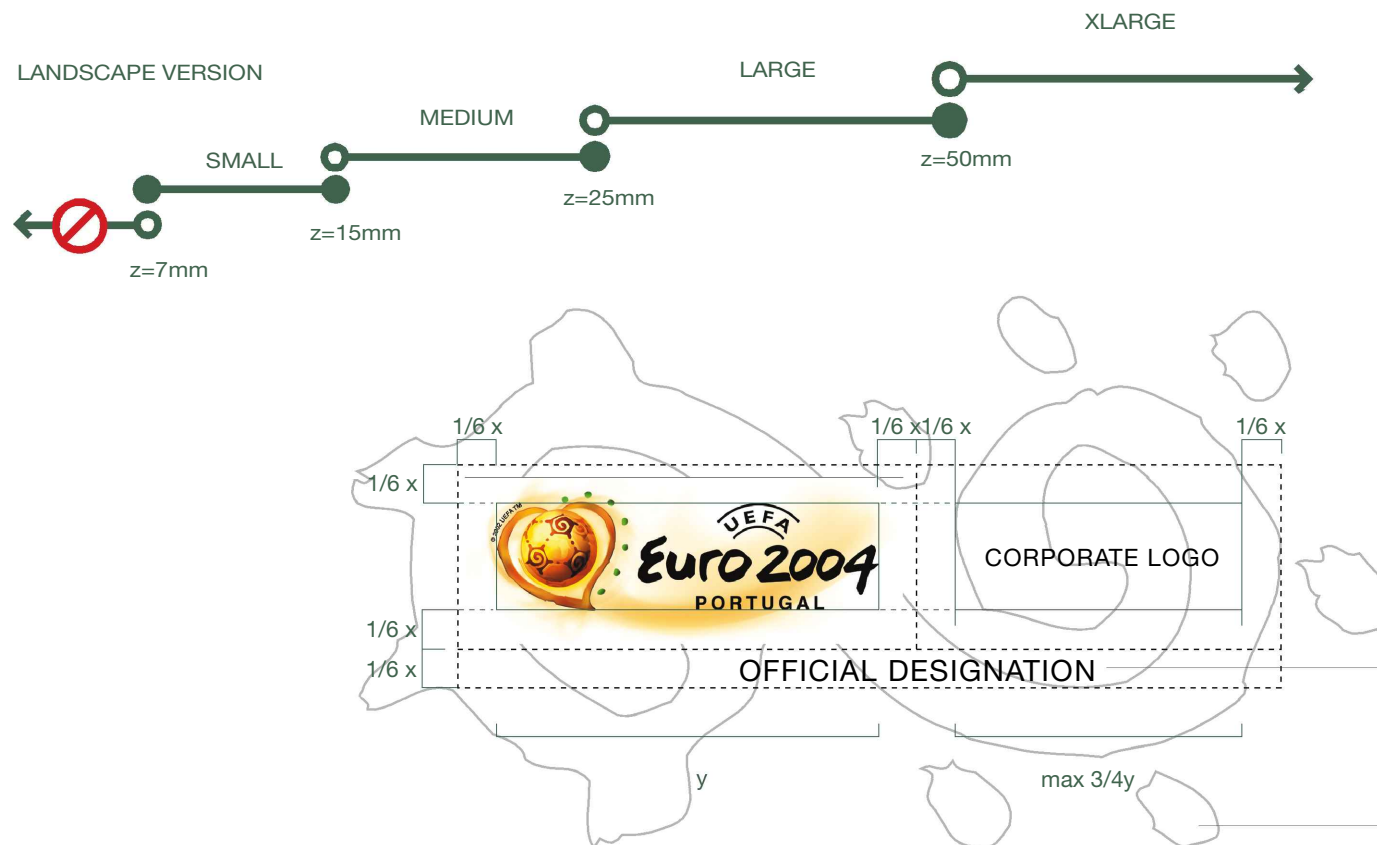
In the portrait format, the Official Partners Corporate Logo appears below the Official Logo, in an area no larger than indicated.

In the landscape format, the Official Partners Corporate Logo is reproduced on the right hand side. The area designated for the Corporate Logo should be no larger than that indicated. As an Official Partner, any further Composite Logos beyond those offered in this Manual should be submitted to UEFA for approval. Please contact your authorised UEFA EURO 2004™ Representative to discuss possible creative.

To preserve the integrity of the Composite Logo, a minimum size has been defined.

Each use of the Official Marks must be approved in writing by your authorised UEFA EURO 2004™ Representative.

Use of the Official Logo and Official Designation is subject to the terms detailed in your agreement, please refer to the relevant pages.



Typography  
 Font: 55 Helvetica Roman  
 Size: (at this scale) 11pts  
 Kerning: 5%

Graphic element watermark

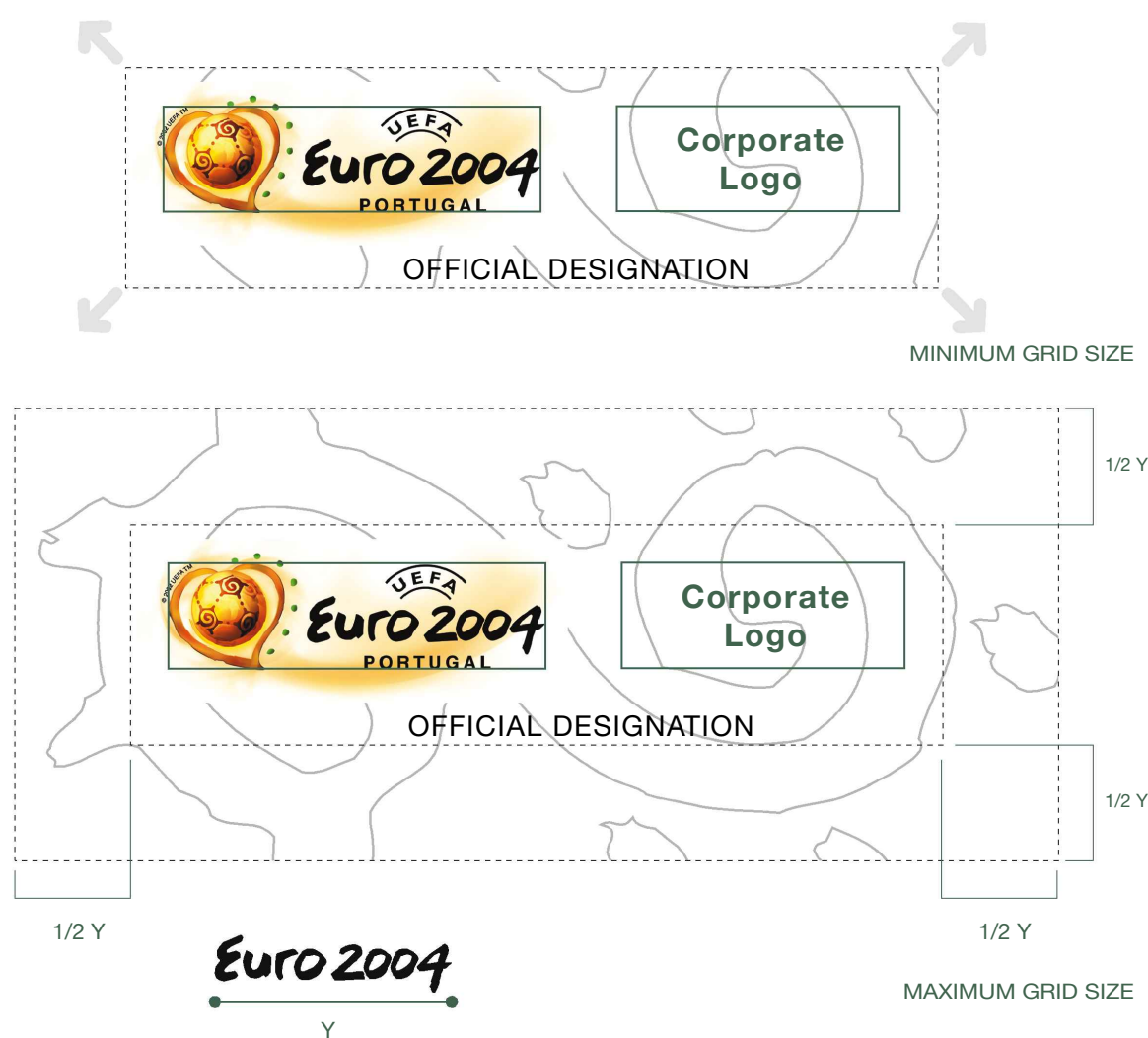


### 3 OFFICIAL PARTNERS COMPOSITE LOGO: AUTHORISED USE

Each use of the Official Marks must be approved in writing by your authorised UEFA EURO 2004™ Representative.



**Euro 2004**



**Euro 2004**



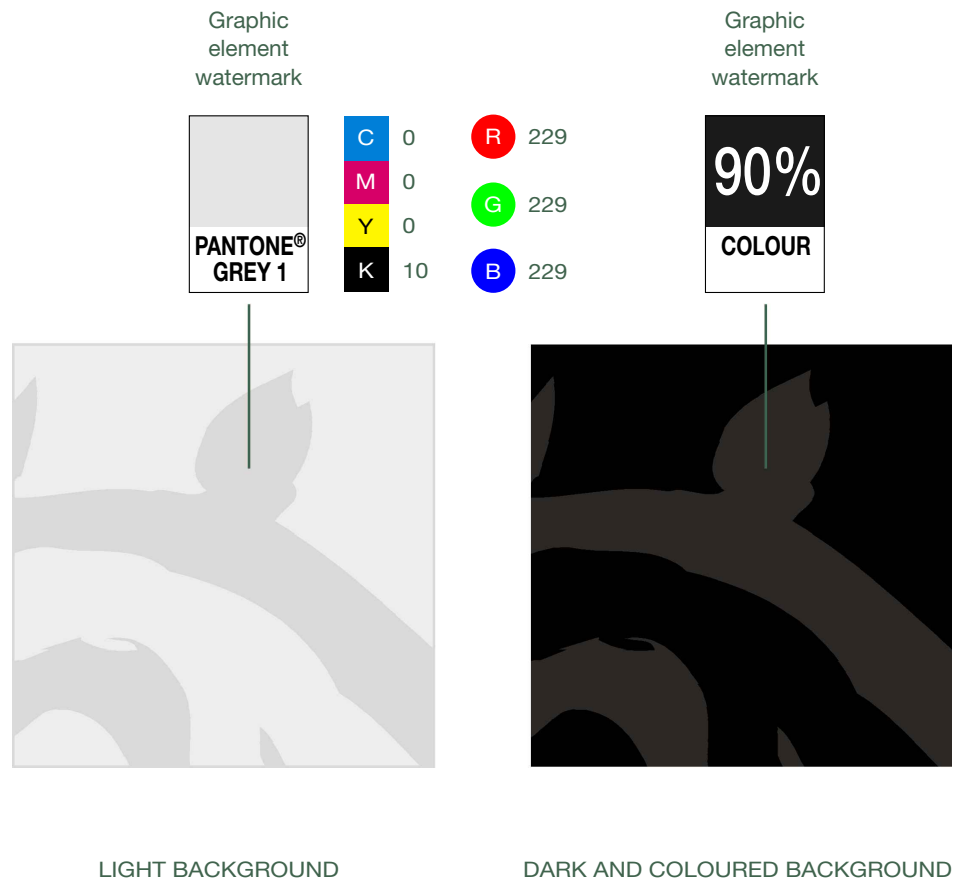
## 4 OFFICIAL PARTNERS COMPOSITE LOGO: COLOUR USE





### Colour use

The Composite Logos have been designed for use in :

- full colour: light, dark, dark green, dark brick and dark blue background
- flat colour: light and dark background
- one colour flat: light, dark, dark green, dark brick and dark blue background
- black and white and halftone: light and dark background

Each use of the Official Marks must be approved in writing by your authorised UEFA EURO 2004™ Representative.



	PANTONE®	CMYK	R	G	B
BLACK	 PANTONE® BLACK	C 0 M 0 Y 0 K 100	0	0	0
DARK BRICK	 PANTONE® 181	C 0 M 100 Y 100 K 40	102	33	34
DARK GREEN	 PANTONE® 350	C 90 M 0 Y 100 K 70	37	62	40
DARK BLUE	 PANTONE® 294	C 100 M 60 Y 0 K 50	0	53	116

## 5 OFFICIAL PARTNERS COMPOSITE LOGO: FULL COLOUR LIGHT BACKGROUND PORTRAIT AND LANDSCAPE VERSIONS

The following pages illustrate the different Composite Logo possibilities.

Please submit all your Composite Logo requests to your UEFA EURO 2004™ Representative.

Each use of the Official Marks must be approved in writing by your authorised UEFA EURO 2004™ Representative.



MINIMUM GRID SIZE



MAXIMUM GRID SIZE



MINIMUM GRID SIZE



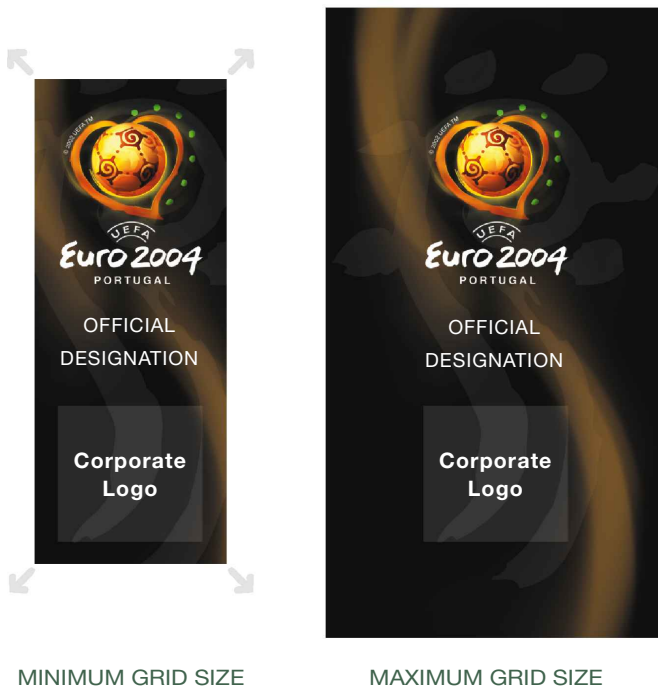
MAXIMUM GRID SIZE



## 6 OFFICIAL PARTNERS COMPOSITE LOGO: FULL COLOUR DARK BACKGROUND PORTRAIT AND LANDSCAPE VERSIONS

If necessary, a thin white line around the Composite Logo can be used when the Composite Logo is placed over a similar background.

Each use of the Official Marks must be approved in writing by your authorised UEFA EURO 2004™ Representative.



# 7 OFFICIAL PARTNERS COMPOSITE LOGO: FULL COLOUR DARK GREEN BACKGROUND PORTRAIT AND LANDSCAPE VERSIONS

Each use of the Official Marks must be approved in writing by your authorised UEFA EURO 2004™ Representative.



MINIMUM GRID SIZE



MAXIMUM GRID SIZE



MINIMUM GRID SIZE



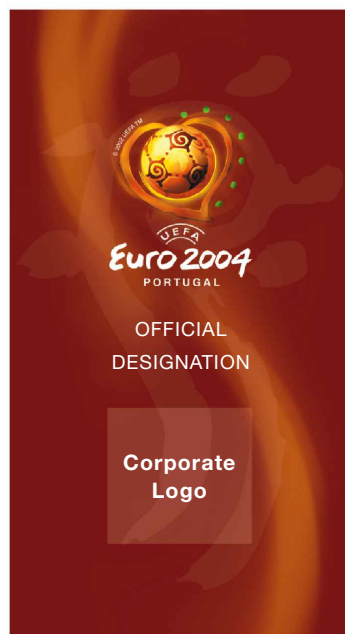
MAXIMUM GRID SIZE

# 8 OFFICIAL PARTNERS COMPOSITE LOGO: FULL COLOUR DARK BRICK BACKGROUND PORTRAIT AND LANDSCAPE VERSIONS

Each use of the Official Marks must be approved in writing by your authorised UEFA EURO 2004™ Representative.



MINIMUM GRID SIZE



MAXIMUM GRID SIZE



MINIMUM GRID SIZE



MAXIMUM GRID SIZE

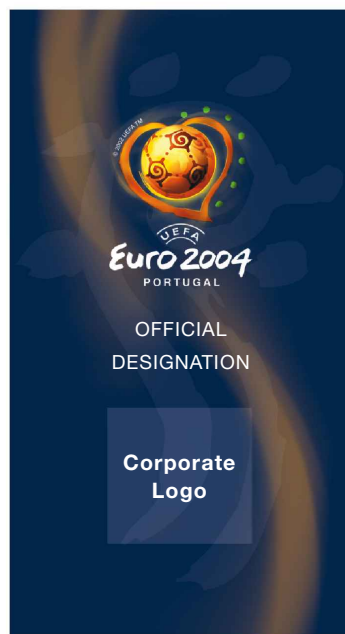


# 9 OFFICIAL PARTNERS COMPOSITE LOGO: FULL COLOUR DARK BLUE BACKGROUND PORTRAIT AND LANDSCAPE VERSIONS

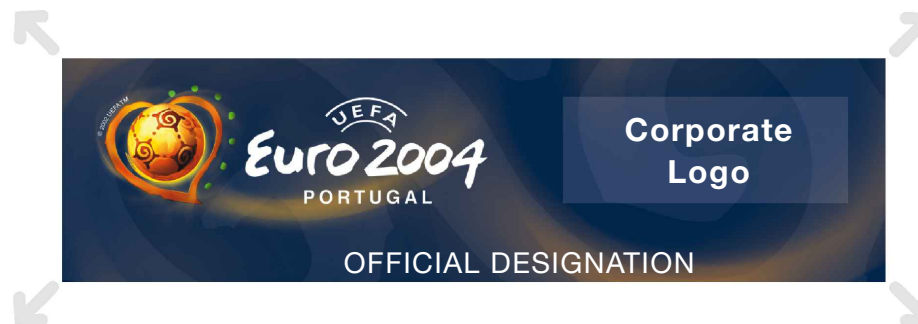
Each use of the Official Marks must be approved in writing by your authorised UEFA EURO 2004™ Representative.



MINIMUM GRID SIZE



MAXIMUM GRID SIZE



MINIMUM GRID SIZE



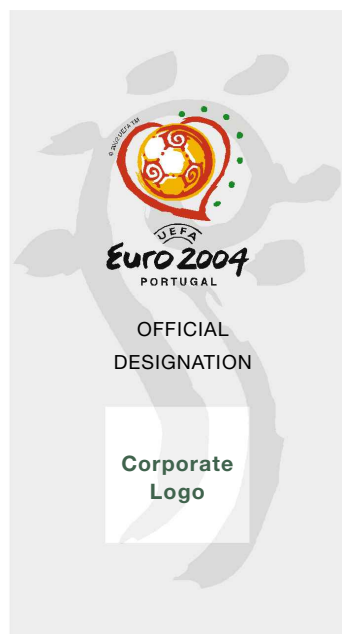
MAXIMUM GRID SIZE

# 10 OFFICIAL PARTNERS COMPOSITE LOGO: FLAT COLOUR LIGHT BACKGROUND PORTRAIT AND LANDSCAPE VERSIONS

Each use of the Official Marks must be approved in writing by your authorised UEFA EURO 2004™ Representative.



MINIMUM GRID SIZE



MAXIMUM GRID SIZE



MINIMUM GRID SIZE



MAXIMUM GRID SIZE

# 11 OFFICIAL PARTNERS COMPOSITE LOGO: FLAT COLOUR DARK BACKGROUND PORTRAIT AND LANDSCAPE VERSIONS

If necessary, a thin white line around the Composite Logo can be used when the Composite Logo is placed over a similar background.

Each use of the Official Marks must be approved in writing by your authorised UEFA EURO 2004™ Representative.



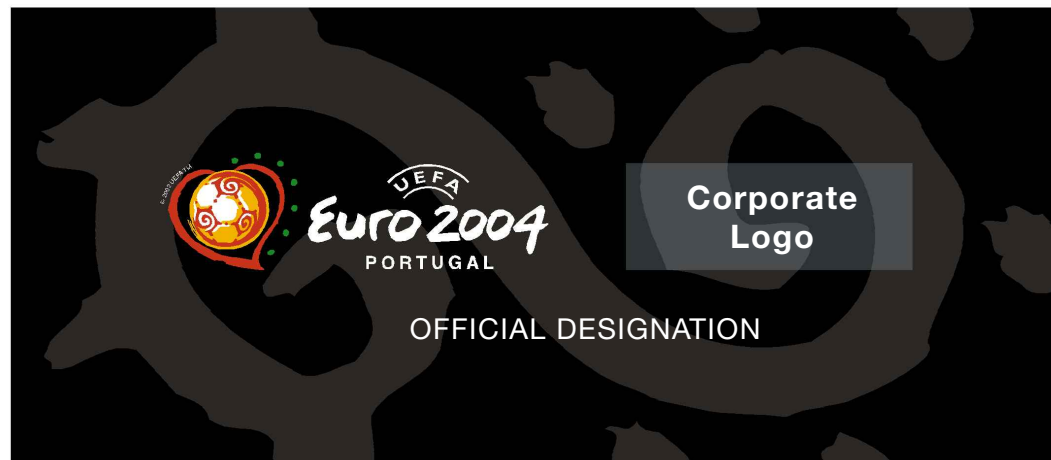
MINIMUM GRID SIZE



MAXIMUM GRID SIZE



MINIMUM GRID SIZE



MAXIMUM GRID SIZE



# 12 OFFICIAL PARTNERS COMPOSITE LOGO: FLAT COLOUR DARK GREEN BACKGROUND PORTRAIT AND LANDSCAPE VERSIONS

Each use of the Official Marks must be approved in writing by your authorised UEFA EURO 2004™ Representative.

PANTONE 350 C  
90c - 0m - 100y - 70k  
PANTONE 350 C (90%)  
81c - 0m - 90y - 63k



MINIMUM GRID SIZE



MAXIMUM GRID SIZE



MINIMUM GRID SIZE



MAXIMUM GRID SIZE

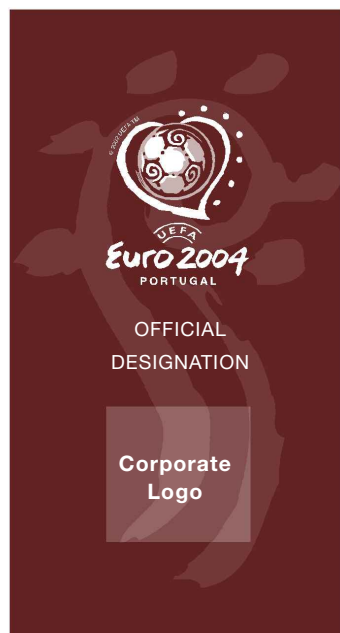
# 13 OFFICIAL PARTNERS COMPOSITE LOGO: FLAT COLOUR DARK BRICK BACKGROUND PORTRAIT AND LANDSCAPE VERSIONS

Each use of the Official Marks must be approved in writing by your authorised UEFA EURO 2004™ Representative.

PANTONE 181 C  
0c - 100m - 100y - 40k  
PANTONE 181 C (90%)  
0c - 90m - 90y - 36k



MINIMUM GRID SIZE



MAXIMUM GRID SIZE



MINIMUM GRID SIZE



MAXIMUM GRID SIZE

# 14 OFFICIAL PARTNERS COMPOSITE LOGO: FLAT COLOUR DARK BLUE BACKGROUND PORTRAIT AND LANDSCAPE VERSIONS

Each use of the Official Marks must be approved in writing by your authorised UEFA EURO 2004™ Representative.

PANTONE 294 C  
100c - 60m - 0y - 50k  
PANTONE 294 C (90%)  
90c - 54m - 0y - 45k



MINIMUM GRID SIZE



MAXIMUM GRID SIZE



MINIMUM GRID SIZE

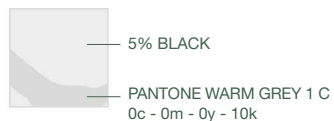


MAXIMUM GRID SIZE



# 15 OFFICIAL PARTNERS COMPOSITE LOGO: BLACK AND WHITE LIGHT BACKGROUND PORTRAIT AND LANDSCAPE VERSIONS

Each use of the Official Marks must be approved in writing by your authorised UEFA EURO 2004™ Representative.



MINIMUM GRID SIZE



MAXIMUM GRID SIZE



MINIMUM GRID SIZE



MAXIMUM GRID SIZE

# 16 OFFICIAL PARTNERS COMPOSITE LOGO: BLACK AND WHITE DARK BACKGROUND PORTRAIT AND LANDSCAPE VERSIONS

Each use of the Official Marks must be approved in writing by your authorised UEFA EURO 2004™ Representative.



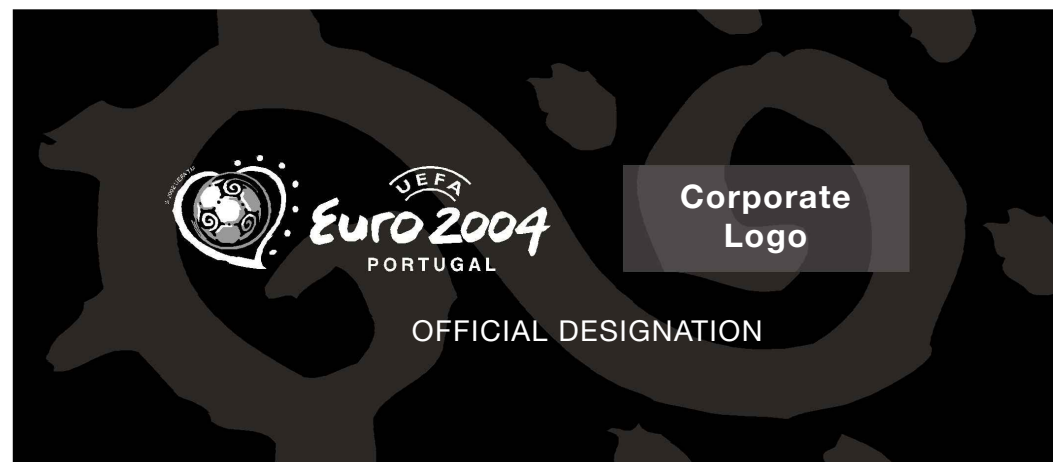
MINIMUM GRID SIZE



MAXIMUM GRID SIZE



MINIMUM GRID SIZE



MAXIMUM GRID SIZE

# 17 OFFICIAL PARTNERS COMPOSITE LOGO: HALFTONE LIGHT BACKGROUND PORTRAIT AND LANDSCAPE VERSIONS

Each use of the Official Marks must be approved in writing by your authorised UEFA EURO 2004™ Representative.



MINIMUM GRID SIZE



MAXIMUM GRID SIZE



MINIMUM GRID SIZE



MAXIMUM GRID SIZE



# 18 OFFICIAL PARTNERS COMPOSITE LOGO: HALFTONE DARK BACKGROUND PORTRAIT AND LANDSCAPE VERSIONS

Each use of the Official Marks must be approved in writing by your authorised UEFA EURO 2004™ Representative.



MINIMUM GRID SIZE



MAXIMUM GRID SIZE



MINIMUM GRID SIZE



MAXIMUM GRID SIZE

## 19 OFFICIAL PARTNERS COMPOSITE LOGO: UNACCEPTABLE USE


The following examples illustrate unacceptable usage of the Official Logo. Always refer to your UEFA EURO 2004™ Representative for further guidance.

Each use of the Official Marks must be approved in writing by your authorised UEFA EURO 2004™ Representative.




 Do not distort the Composite Logo




 Do not reproduce any version without the Legal Notice unless expressly permitted in this Manual.




 Do not use background colours not presented in this chapter.



 Do not ignore the minimum grid size and its alignment.



 Do not substitute the “Official Designation” approved typeface by another typeface.

# 1 NATIONAL SUPPORTERS COMPOSITE LOGO: PORTRAIT VERSION

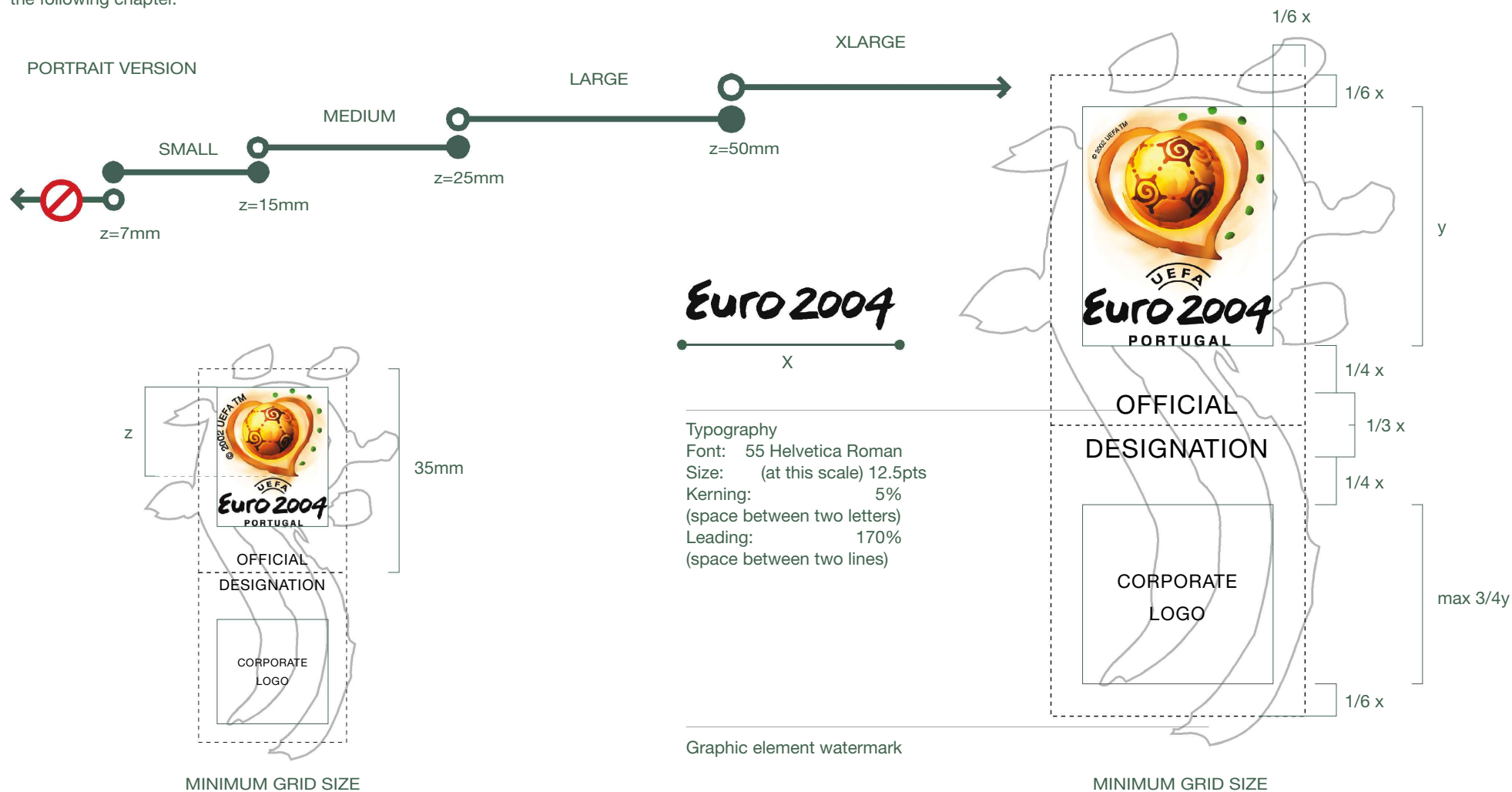
## Graphic Description

In order to support their involvement and gain association with the event, National Supporters of UEFA EURO 2004™ may combine their name or Corporate Logo with the Official Logo to form a Composite Logo.

The graphic standards and colour references defined in this Manual also apply to the Official Logo used within the Composite Logo.

It can be reproduced in a portrait or landscape format integrating the Official Logo according to the graphic guidelines defined in the following chapter.

Each use of the Official Marks must be approved in writing by your authorised UEFA EURO 2004™ Representative.





## 2 NATIONAL SUPPORTERS COMPOSITE LOGO: LANDSCAPE VERSION

### Authorised use

The National Supporters Composite Logo must be reproduced in its exact configuration; none of the elements may be altered or repositioned.

The Legal Notice must appear with the Official Logo at all times as explained above in this Manual.

The Composite Logos illustrated on this chapter are the only approved formats for use by National Supporters.

The guidelines set out below must be adhered to when forming the Composite Logos. They can be reproduced in a portrait or landscape format, integrating either the portrait or landscape version of the Official Logo accordingly.

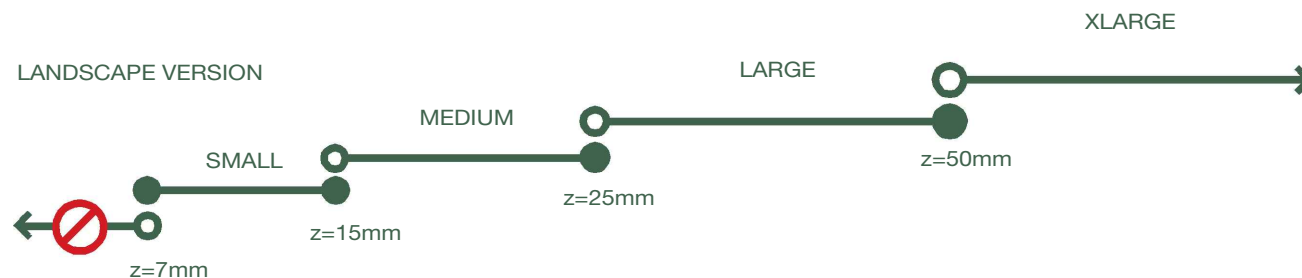
In the portrait format, the National Supporters Corporate Logo appears below the Official Logo, in an area no larger than indicated.

In the landscape format, the National Supporters Corporate Logo is reproduced on the right hand side. The area designated for the Corporate Logo should be no larger than that indicated. To preserve the integrity of the Composite Logo, a minimum size has been defined.

Use of the Official Logo and Official Designation is subject to the terms detailed in your agreement, please refer to the relevant pages.

If you have any questions regarding proposed usage, please contact your authorised UEFA EURO 2004™ Representative.

Each use of the Official Marks must be approved in writing by your authorised UEFA EURO 2004™ Representative.

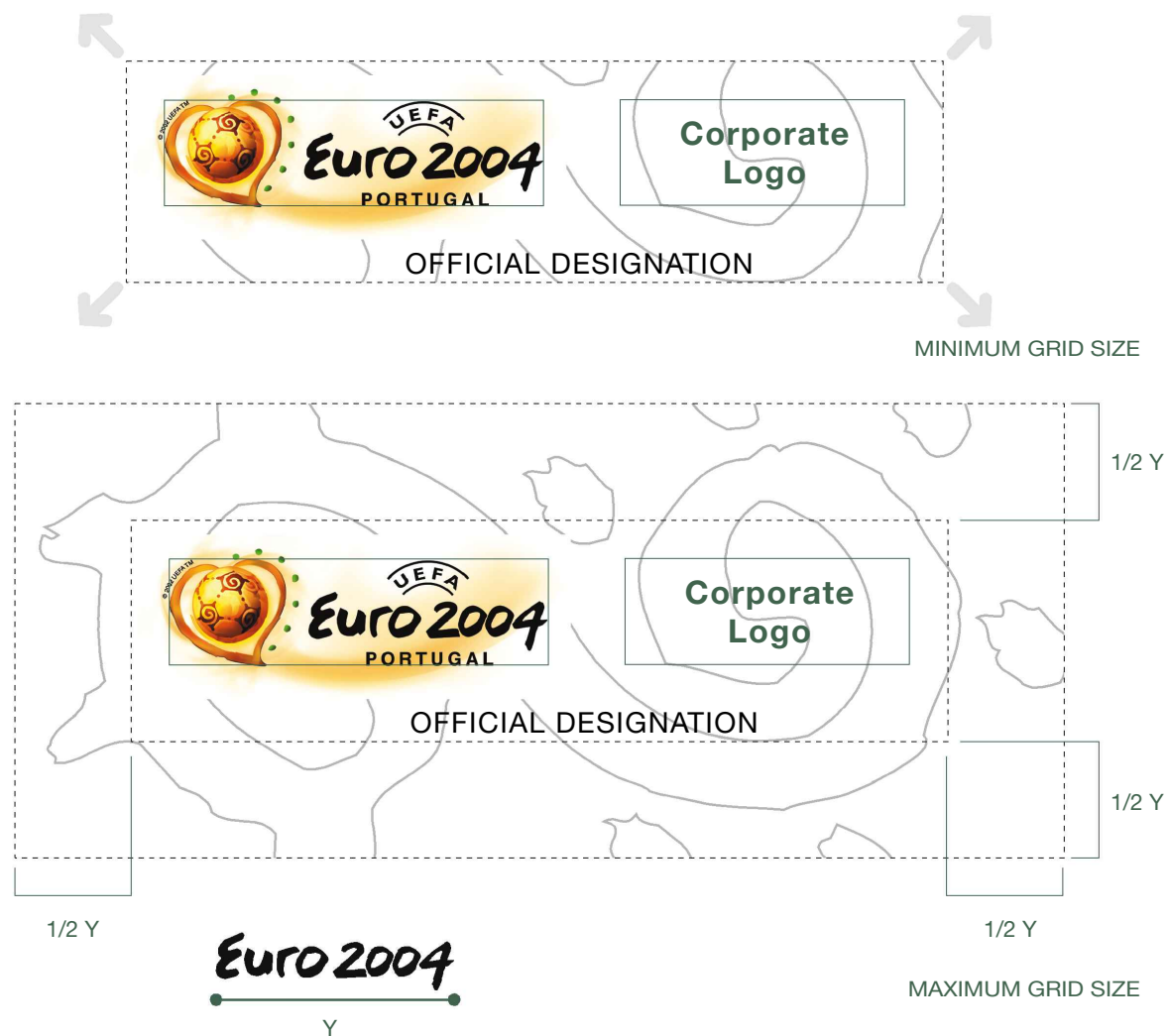
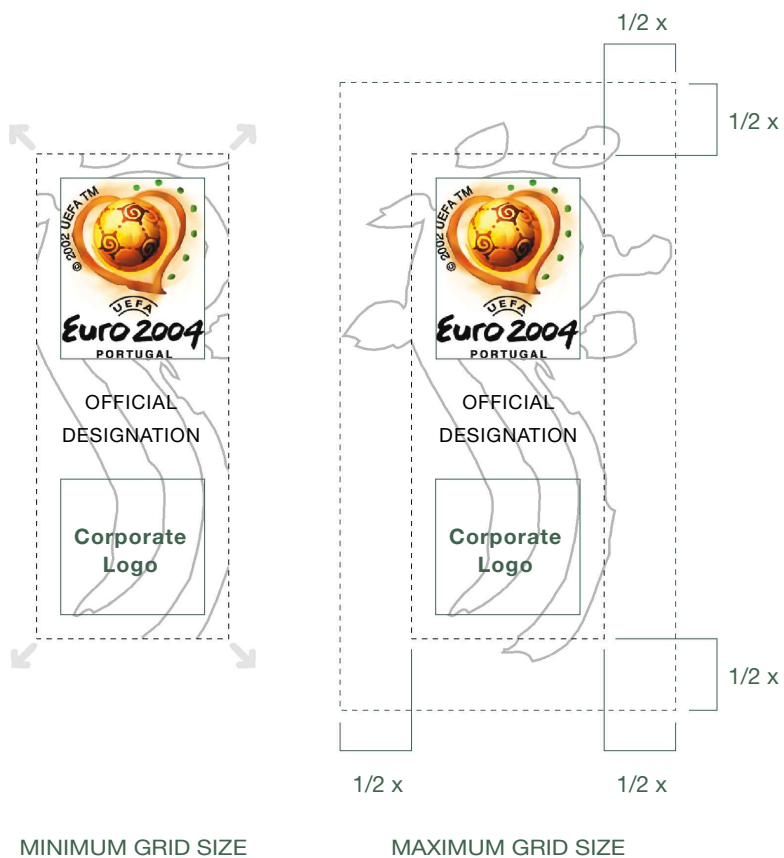


Typography  
 Font: 55 Helvetica Roman  
 Size: (at this scale) 11pts  
 Kerning: 5%

Graphic element watermark

### 3 NATIONAL SUPPORTERS COMPOSITE LOGO: AUTHORISED USE

Each use of the Official Marks must be approved in writing by your authorised UEFA EURO 2004™ Representative.



Euro 2004



Euro 2004



## 4 NATIONAL SUPPORTERS COMPOSITE LOGO: COLOUR USE

### Colour use


The National Supporters Composite Logo can be reproduced in landscape or portrait format.

The Composite Logos have been designed for use in:

- full colour: light, dark, dark green, dark brick and dark blue background
- flat colour: light and dark background
- one colour flat: light, dark, dark green, dark brick and dark blue background
- black and white and halftone: light and dark background

Each use of the Official Marks must be approved in writing by your authorised UEFA EURO 2004™ Representative.

Graphic element watermark




**PANTONE® GREY 1**

C	0	R	229
M	0	G	229
Y	0	B	229
K	10		





LIGHT BACKGROUND

Graphic element watermark



**90% COLOUR**

DARK AND COLOURED BACKGROUND

	PANTONE®	CMYK																
BLACK	 <b>PANTONE® BLACK</b>	<table border="1"> <tr><td>C</td><td>0</td><td>R</td><td>0</td></tr> <tr><td>M</td><td>0</td><td>G</td><td>0</td></tr> <tr><td>Y</td><td>0</td><td>B</td><td>0</td></tr> <tr><td>K</td><td>100</td><td></td><td></td></tr> </table>	C	0	R	0	M	0	G	0	Y	0	B	0	K	100		
C	0	R	0															
M	0	G	0															
Y	0	B	0															
K	100																	
DARK BRICK	 <b>PANTONE® 181</b>	<table border="1"> <tr><td>C</td><td>0</td><td>R</td><td>102</td></tr> <tr><td>M</td><td>100</td><td>G</td><td>33</td></tr> <tr><td>Y</td><td>100</td><td>B</td><td>34</td></tr> <tr><td>K</td><td>40</td><td></td><td></td></tr> </table>	C	0	R	102	M	100	G	33	Y	100	B	34	K	40		
C	0	R	102															
M	100	G	33															
Y	100	B	34															
K	40																	
DARK GREEN	 <b>PANTONE® 350</b>	<table border="1"> <tr><td>C</td><td>90</td><td>R</td><td>37</td></tr> <tr><td>M</td><td>0</td><td>G</td><td>62</td></tr> <tr><td>Y</td><td>100</td><td>B</td><td>40</td></tr> <tr><td>K</td><td>70</td><td></td><td></td></tr> </table>	C	90	R	37	M	0	G	62	Y	100	B	40	K	70		
C	90	R	37															
M	0	G	62															
Y	100	B	40															
K	70																	
DARK BLUE	 <b>PANTONE® 294</b>	<table border="1"> <tr><td>C</td><td>100</td><td>R</td><td>0</td></tr> <tr><td>M</td><td>60</td><td>G</td><td>53</td></tr> <tr><td>Y</td><td>0</td><td>B</td><td>116</td></tr> <tr><td>K</td><td>50</td><td></td><td></td></tr> </table>	C	100	R	0	M	60	G	53	Y	0	B	116	K	50		
C	100	R	0															
M	60	G	53															
Y	0	B	116															
K	50																	



## 5 NATIONAL SUPPORTERS COMPOSITE LOGO: FULL COLOUR LIGHT BACKGROUND PORTRAIT AND LANDSCAPE VERSIONS

The following pages illustrate the different Composite Logo possibilities.  
Please submit all your Composite Logo requests to your UEFA EURO 2004™ Representative.

Each use of the Official Marks must be approved in writing by your authorised UEFA EURO 2004™ Representative.



MINIMUM GRID SIZE



MAXIMUM GRID SIZE



MINIMUM GRID SIZE



MAXIMUM GRID SIZE

## 6 NATIONAL SUPPORTERS COMPOSITE LOGO: FULL COLOUR DARK BACKGROUND PORTRAIT AND LANDSCAPE VERSIONS

If necessary, a thin white line around the Composite Logo can be used when the Composite Logo is placed over a similar background.

Each use of the Official Marks must be approved in writing by your authorised UEFA EURO 2004™ Representative.



MINIMUM GRID SIZE



MAXIMUM GRID SIZE



MINIMUM GRID SIZE



MAXIMUM GRID SIZE

# 7 NATIONAL SUPPORTERS COMPOSITE LOGO: FULL COLOUR DARK GREEN BACKGROUND PORTRAIT AND LANDSCAPE VERSIONS

Each use of the Official Marks must be approved in writing by your authorised UEFA EURO 2004™ Representative.



MINIMUM GRID SIZE



MAXIMUM GRID SIZE



MINIMUM GRID SIZE



MAXIMUM GRID SIZE



# 8 NATIONAL SUPPORTERS COMPOSITE LOGO: FULL COLOUR DARK BRICK BACKGROUND PORTRAIT AND LANDSCAPE VERSIONS

Each use of the Official Marks must be approved in writing by your authorised UEFA EURO 2004™ Representative.



MINIMUM GRID SIZE



MAXIMUM GRID SIZE



MINIMUM GRID SIZE



MAXIMUM GRID SIZE

# 9 NATIONAL SUPPORTERS COMPOSITE LOGO: FULL COLOUR DARK BLUE BACKGROUND PORTRAIT AND LANDSCAPE VERSIONS

Each use of the Official Marks must be approved in writing by your authorised UEFA EURO 2004™ Representative.



MINIMUM GRID SIZE



MAXIMUM GRID SIZE



MINIMUM GRID SIZE



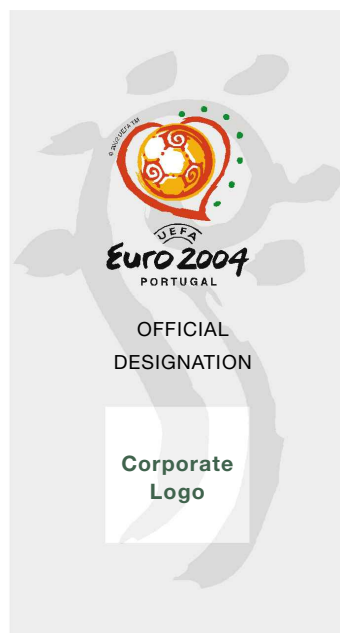
MAXIMUM GRID SIZE

# 10 NATIONAL SUPPORTERS COMPOSITE LOGO: FLAT COLOUR LIGHT BACKGROUND PORTRAIT AND LANDSCAPE VERSIONS

Each use of the Official Marks must be approved in writing by your authorised UEFA EURO 2004™ Representative.



MINIMUM GRID SIZE



MAXIMUM GRID SIZE



MINIMUM GRID SIZE



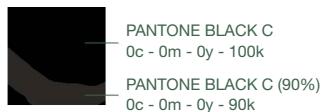
MAXIMUM GRID SIZE



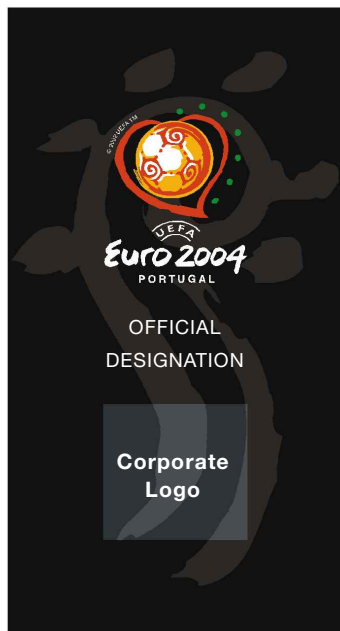
# 11 NATIONAL SUPPORTERS COMPOSITE LOGO: FLAT COLOUR DARK BACKGROUND PORTRAIT AND LANDSCAPE VERSIONS

If necessary, a thin white line around the Composite Logo can be used when the Composite Logo is placed over a similar background.

Each use of the Official Marks must be approved in writing by your authorised UEFA EURO 2004™ Representative.



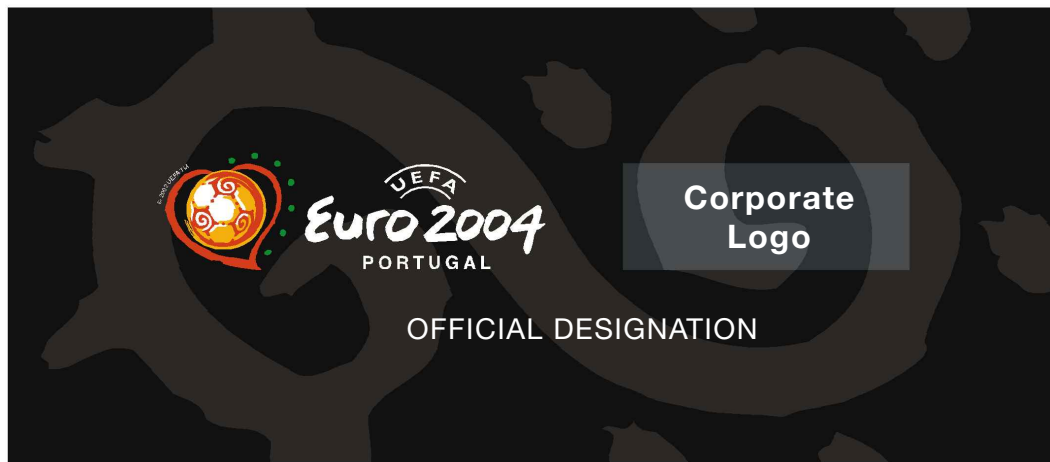
MINIMUM GRID SIZE



MAXIMUM GRID SIZE



MINIMUM GRID SIZE



MAXIMUM GRID SIZE

# 12 NATIONAL SUPPORTERS COMPOSITE LOGO: FLAT COLOUR DARK GREEN BACKGROUND PORTRAIT AND LANDSCAPE VERSIONS

Each use of the Official Marks must be approved in writing by your authorised UEFA EURO 2004™ Representative.

PANTONE 350 C  
90c - 0m - 100y - 70k  
PANTONE 350 C (90%)  
81c - 0m - 90y - 63k



MINIMUM GRID SIZE



MAXIMUM GRID SIZE



MINIMUM GRID SIZE



MAXIMUM GRID SIZE

# 13 NATIONAL SUPPORTERS COMPOSITE LOGO: FLAT COLOUR DARK BRICK BACKGROUND PORTRAIT AND LANDSCAPE VERSIONS

Each use of the Official Marks must be approved in writing by your authorised UEFA EURO 2004™ Representative.

PANTONE 181 C  
0c - 100m - 100y - 40k  
PANTONE 181 C (90%)  
0c - 90m - 90y - 36k



MINIMUM GRID SIZE



MAXIMUM GRID SIZE



MINIMUM GRID SIZE



MAXIMUM GRID SIZE



# 14 NATIONAL SUPPORTERS COMPOSITE LOGO: FLAT COLOUR DARK BLUE BACKGROUND PORTRAIT AND LANDSCAPE VERSIONS

Each use of the Official Marks must be approved in writing by your authorised UEFA EURO 2004™ Representative.

PANTONE 294 C  
100c - 60m - 0y - 50k  
PANTONE 294 C (90%)  
90c - 54m - 0y - 45k



MINIMUM GRID SIZE



MAXIMUM GRID SIZE



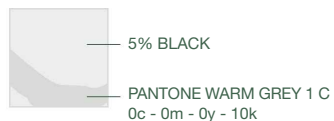
MINIMUM GRID SIZE



MAXIMUM GRID SIZE

# 15 NATIONAL SUPPORTERS COMPOSITE LOGO: BLACK AND WHITE LIGHT BACKGROUND PORTRAIT AND LANDSCAPE VERSIONS

Each use of the Official Marks must be approved in writing by your authorised UEFA EURO 2004™ Representative.



MINIMUM GRID SIZE



MAXIMUM GRID SIZE



MINIMUM GRID SIZE



MAXIMUM GRID SIZE

# 16 NATIONAL SUPPORTERS COMPOSITE LOGO: BLACK AND WHITE DARK BACKGROUND PORTRAIT AND LANDSCAPE VERSIONS

Each use of the Official Marks must be approved in writing by your authorised UEFA EURO 2004™ Representative.



MINIMUM GRID SIZE



MAXIMUM GRID SIZE



MINIMUM GRID SIZE



MAXIMUM GRID SIZE



# 17 NATIONAL SUPPORTERS COMPOSITE LOGO: HALFTONE LIGHT BACKGROUND PORTRAIT AND LANDSCAPE VERSIONS

Each use of the Official Marks must be approved in writing by your authorised UEFA EURO 2004™ Representative.



MINIMUM GRID SIZE



MAXIMUM GRID SIZE



MINIMUM GRID SIZE



MAXIMUM GRID SIZE

# 18 NATIONAL SUPPORTERS COMPOSITE LOGO: HALFTONE DARK BACKGROUND PORTRAIT AND LANDSCAPE VERSIONS

Each use of the Official Marks must be approved in writing by your authorised UEFA EURO 2004™ Representative.



MINIMUM GRID SIZE



MAXIMUM GRID SIZE



MINIMUM GRID SIZE



MAXIMUM GRID SIZE

## 19 NATIONAL SUPPORTERS COMPOSITE LOGO: UNACCEPTABLE USE


The following examples illustrate unacceptable usage of the Official Logo. Always refer to your UEFA EURO 2004™ Representative for further guidance.

Each use of the Official Marks must be approved in writing by your authorised UEFA EURO 2004™ Representative.




 Do not distort the Composite Logo




 Do not reproduce any version without the Legal Notice unless expressly permitted in this Manual.




 Do not use background colours not presented in this chapter.



 Do not ignore the minimum grid size and its alignment.



 Do not substitute the "Official Designation" approved typeface by another typeface.



# 1 OFFICIAL BROADCASTERS COMPOSITE LOGO: PORTRAIT VERSION

## Graphic Description

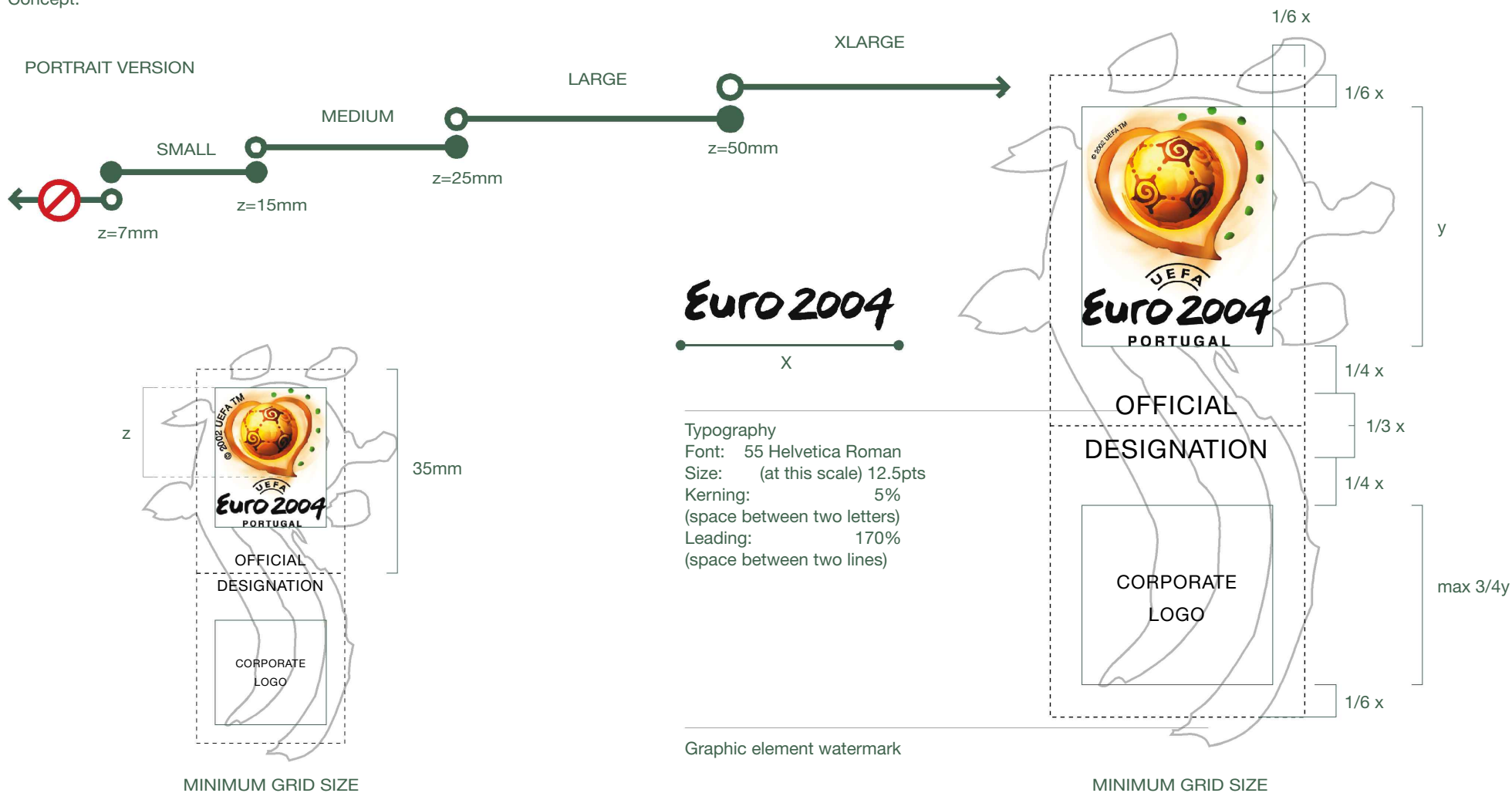
In order to support their involvement and gain association with the event, Official Broadcasters of UEFA EURO 2004™ may combine their name or Corporate Logo with the Official Logo to form a Composite Logo.

The graphic standards and colour references defined in this Manual also apply to the Official Logo used within the Composite Logo.

The illustrations in this chapter are only for print applications. All other applications will be determined in the Broadcast Design Concept.

It can be reproduced in a portrait or landscape format integrating the Official Logo according to the graphic guidelines defined in the following chapter.

Each use of the Official Marks must be approved in writing by your authorised UEFA EURO 2004™ Representative.



## 2 OFFICIAL BROADCASTERS COMPOSITE LOGO: LANDSCAPE VERSION

### Authorised Use

The Official Broadcasters Composite Logo must be reproduced in its exact configuration; none of the elements may be altered or repositioned.

The Legal Notice must appear with the Official Logo at all times as explained above in this Manual.

The Composite Logos illustrated in this chapter are the only approved formats for use by Official Broadcasters.

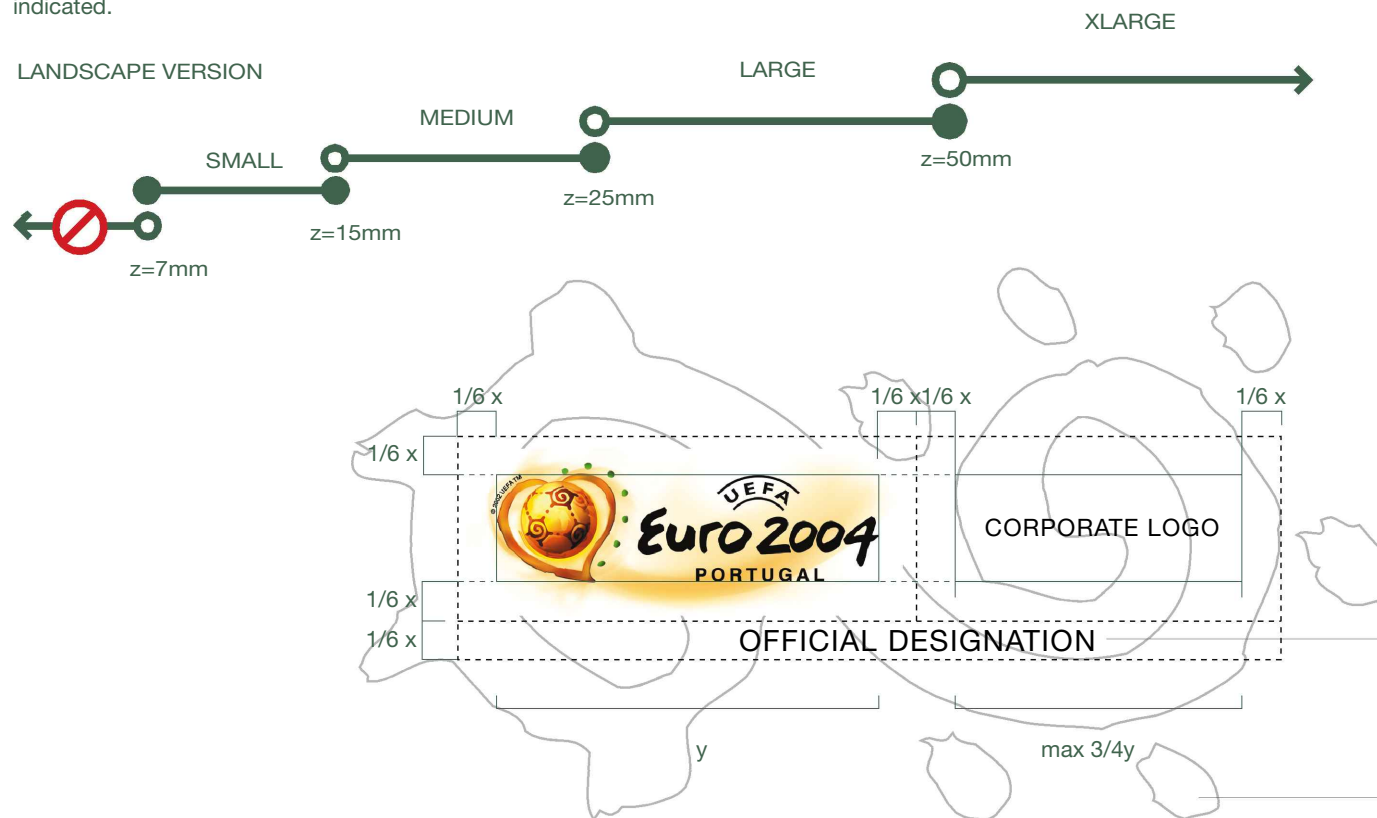
The guidelines set out below must be adhered to when forming the Composite Logos. They can be reproduced in a portrait or landscape format, integrating either the portrait or landscape version of the Official Logo accordingly.

In the portrait format, the Official Broadcasters Corporate Logo appears below the Official Logo, in an area no larger than indicated.

In the landscape format, the Official Broadcasters Corporate Logo is reproduced on the right hand side. The area designated for the Corporate Logo should be no larger than that indicated. To preserve the integrity of the Composite Logo, a minimum size has been defined.

Use of the Official Logo and Official Designation is subject to the terms detailed in the UEFA/EBU Broadcast Design Concept. If you have any questions regarding proposed usage, please contact your authorised UEFA EURO 2004™ Representative.

Each use of the Official Marks must be approved in writing by your authorised UEFA EURO 2004™ Representative.



Typography  
 Font: 55 Helvetica Roman  
 Size: (at this scale) 11pts  
 Kerning: 5%

Graphic element watermark

### 3 OFFICIAL BROADCASTERS COMPOSITE LOGO: AUTHORISED USE

Each use of the Official Marks must be approved in writing by your authorised UEFA EURO 2004™ Representative.



MAXIMUM GRID SIZE



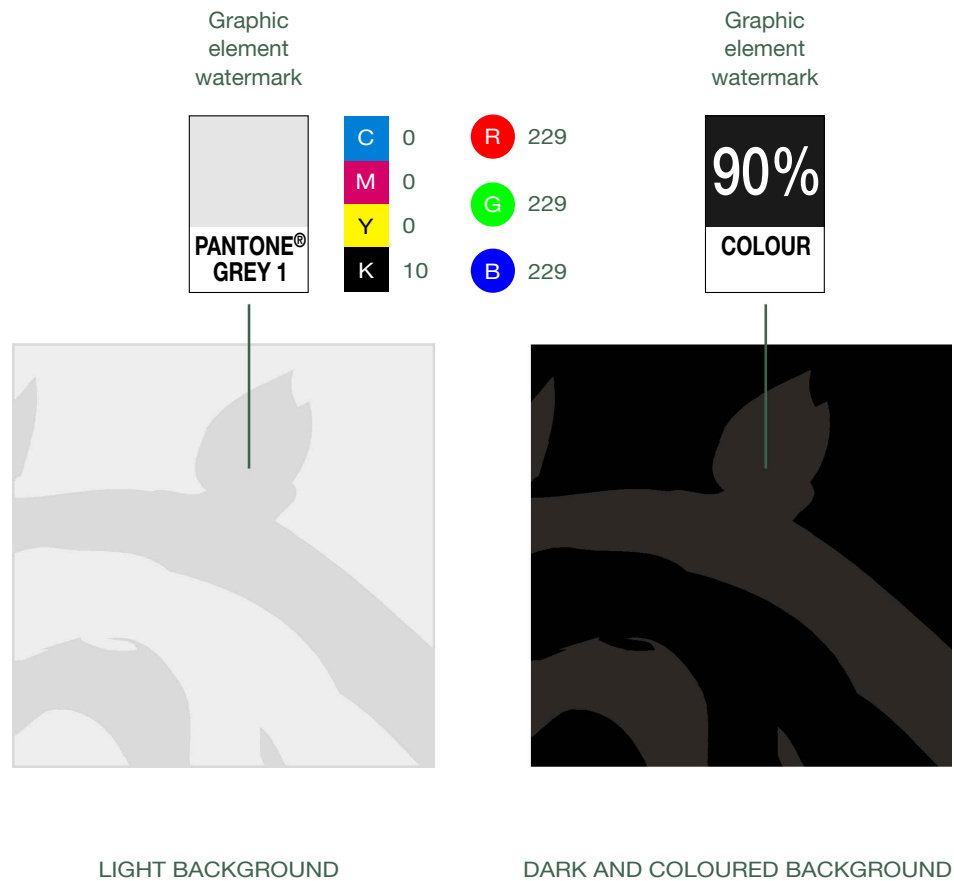
## 4 OFFICIAL BROADCASTERS COMPOSITE LOGO: COLOUR USE





### Colour use

The Composite Logos have been designed for use in:

- full colour: light, dark, dark green, dark brick and dark blue background
- flat colour: light and dark background
- one colour flat: light, dark, dark green, dark brick and dark blue background
- black and white and halftone: light and dark background

Each use of the Official Marks must be approved in writing by your authorised UEFA EURO 2004™ Representative.



	PANTONE®	CMYK																	
BLACK	 PANTONE® BLACK	<table border="1"> <tr><td>C</td><td>0</td><td>R</td><td>0</td></tr> <tr><td>M</td><td>0</td><td>G</td><td>0</td></tr> <tr><td>Y</td><td>0</td><td>B</td><td>0</td></tr> <tr><td>K</td><td>100</td><td></td><td></td></tr> </table>	C	0	R	0	M	0	G	0	Y	0	B	0	K	100			
C	0	R	0																
M	0	G	0																
Y	0	B	0																
K	100																		
DARK BRICK	 PANTONE® 181	<table border="1"> <tr><td>C</td><td>0</td><td>R</td><td>102</td></tr> <tr><td>M</td><td>100</td><td>G</td><td>33</td></tr> <tr><td>Y</td><td>100</td><td>B</td><td>34</td></tr> <tr><td>K</td><td>40</td><td></td><td></td></tr> </table>	C	0	R	102	M	100	G	33	Y	100	B	34	K	40			
C	0	R	102																
M	100	G	33																
Y	100	B	34																
K	40																		
DARK GREEN	 PANTONE® 350	<table border="1"> <tr><td>C</td><td>90</td><td>R</td><td>37</td></tr> <tr><td>M</td><td>0</td><td>G</td><td>62</td></tr> <tr><td>Y</td><td>100</td><td>B</td><td>40</td></tr> <tr><td>K</td><td>70</td><td></td><td></td></tr> </table>	C	90	R	37	M	0	G	62	Y	100	B	40	K	70			
C	90	R	37																
M	0	G	62																
Y	100	B	40																
K	70																		
DARK BLUE	 PANTONE® 294	<table border="1"> <tr><td>C</td><td>100</td><td>R</td><td>0</td></tr> <tr><td>M</td><td>60</td><td>G</td><td>53</td></tr> <tr><td>Y</td><td>0</td><td>B</td><td>116</td></tr> <tr><td>K</td><td>50</td><td></td><td></td></tr> </table>	C	100	R	0	M	60	G	53	Y	0	B	116	K	50			
C	100	R	0																
M	60	G	53																
Y	0	B	116																
K	50																		

## 5 OFFICIAL BROADCASTERS COMPOSITE LOGO: FULL COLOUR LIGHT BACKGROUND PORTRAIT AND LANDSCAPE VERSIONS

The following pages illustrate the different Composite Logo possibilities.

Please submit all your Composite Logo requests to your UEFA EURO 2004™ Representative.

Each use of the Official Marks must be approved in writing by your authorised UEFA EURO 2004™ Representative.



MINIMUM GRID SIZE



MAXIMUM GRID SIZE



MINIMUM GRID SIZE



MAXIMUM GRID SIZE

## 6 OFFICIAL BROADCASTERS COMPOSITE LOGO: FULL COLOUR DARK BACKGROUND PORTRAIT AND LANDSCAPE VERSIONS

If necessary, a thin white line around the Composite Logo can be used when the Composite Logo is placed over a similar background.

Each use of the Official Marks must be approved in writing by your authorised UEFA EURO 2004™ Representative.



MINIMUM GRID SIZE



MAXIMUM GRID SIZE



MINIMUM GRID SIZE



MAXIMUM GRID SIZE



# 7 OFFICIAL BROADCASTERS COMPOSITE LOGO: FULL COLOUR DARK GREEN BACKGROUND PORTRAIT AND LANDSCAPE VERSIONS

Each use of the Official Marks must be approved in writing by your authorised UEFA EURO 2004™ Representative.



MINIMUM GRID SIZE



MAXIMUM GRID SIZE



MINIMUM GRID SIZE



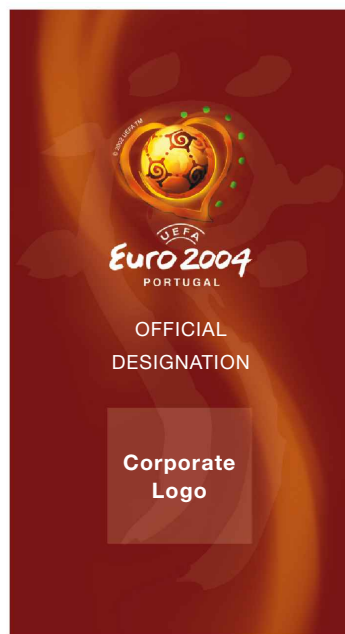
MAXIMUM GRID SIZE

# 8 OFFICIAL BROADCASTERS COMPOSITE LOGO: FULL COLOUR DARK BRICK BACKGROUND PORTRAIT AND LANDSCAPE VERSIONS

Each use of the Official Marks must be approved in writing by your authorised UEFA EURO 2004™ Representative.



MINIMUM GRID SIZE



MAXIMUM GRID SIZE



MINIMUM GRID SIZE



MAXIMUM GRID SIZE

# 9 OFFICIAL BROADCASTERS COMPOSITE LOGO: FULL COLOUR DARK BLUE BACKGROUND PORTRAIT AND LANDSCAPE VERSIONS

Each use of the Official Marks must be approved in writing by your authorised UEFA EURO 2004™ Representative.



MINIMUM GRID SIZE



MAXIMUM GRID SIZE



MINIMUM GRID SIZE

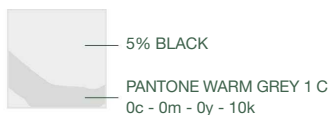


MAXIMUM GRID SIZE

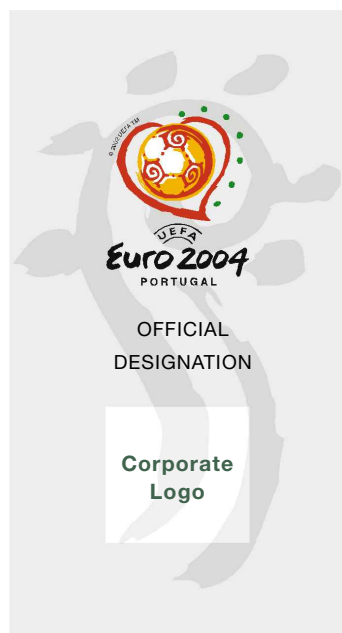


# 10 OFFICIAL BROADCASTERS COMPOSITE LOGO: FLAT COLOUR LIGHT BACKGROUND PORTRAIT AND LANDSCAPE VERSIONS

Each use of the Official Marks must be approved in writing by your authorised UEFA EURO 2004™ Representative.



MINIMUM GRID SIZE



MAXIMUM GRID SIZE



MINIMUM GRID SIZE

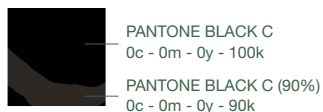


MAXIMUM GRID SIZE

# 11 OFFICIAL BROADCASTERS COMPOSITE LOGO: FLAT COLOUR DARK BACKGROUND PORTRAIT AND LANDSCAPE VERSIONS

If necessary, a thin white line around the Composite Logo can be used when the Composite Logo is placed over a similar background.

Each use of the Official Marks must be approved in writing by your authorised UEFA EURO 2004™ Representative.



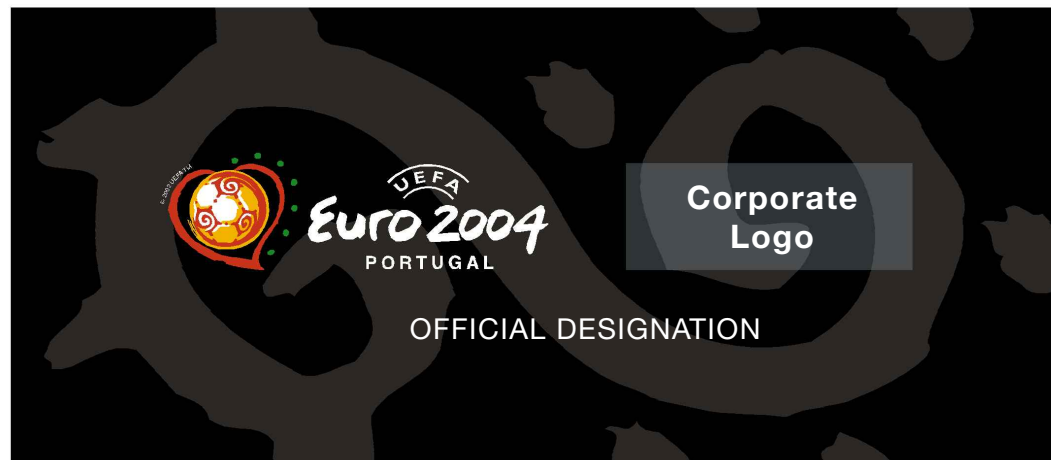
MINIMUM GRID SIZE



MAXIMUM GRID SIZE




MINIMUM GRID SIZE



MAXIMUM GRID SIZE

# 12 OFFICIAL BROADCASTERS COMPOSITE LOGO: FLAT COLOUR DARK GREEN BACKGROUND PORTRAIT AND LANDSCAPE VERSIONS

Each use of the Official Marks must be approved in writing by your authorised UEFA EURO 2004™ Representative.


 PANTONE 350 C  
 90c - 0m - 100y - 70k  
 PANTONE 350 C (90%)  
 81c - 0m - 90y - 63k



MINIMUM GRID SIZE



MAXIMUM GRID SIZE



MINIMUM GRID SIZE



MAXIMUM GRID SIZE



# 13 OFFICIAL BROADCASTERS COMPOSITE LOGO: FLAT COLOUR DARK BRICK BACKGROUND PORTRAIT AND LANDSCAPE VERSIONS

Each use of the Official Marks must be approved in writing by your authorised UEFA EURO 2004™ Representative.

PANTONE 181 C  
0c - 100m - 100y - 40k  
PANTONE 181 C (90%)  
0c - 90m - 90y - 36k



MINIMUM GRID SIZE



MAXIMUM GRID SIZE



MINIMUM GRID SIZE



MAXIMUM GRID SIZE

# 14 OFFICIAL BROADCASTERS COMPOSITE LOGO: FLAT COLOUR DARK BLUE BACKGROUND PORTRAIT AND LANDSCAPE VERSIONS

Each use of the Official Marks must be approved in writing by your authorised UEFA EURO 2004™ Representative.

PANTONE 294 C  
100c - 60m - 0y - 50k  
PANTONE 294 C (90%)  
90c - 54m - 0y - 45k



MINIMUM GRID SIZE



MAXIMUM GRID SIZE



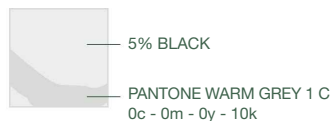
MINIMUM GRID SIZE



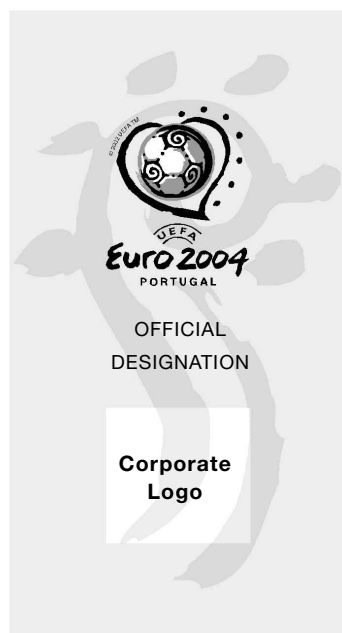
MAXIMUM GRID SIZE

# 15 OFFICIAL BROADCASTERS COMPOSITE LOGO: BLACK AND WHITE LIGHT BACKGROUND PORTRAIT AND LANDSCAPE VERSIONS

Each use of the Official Marks must be approved in writing by your authorised UEFA EURO 2004™ Representative.



MINIMUM GRID SIZE



MAXIMUM GRID SIZE



MINIMUM GRID SIZE



MAXIMUM GRID SIZE



# 16 OFFICIAL BROADCASTERS COMPOSITE LOGO: BLACK AND WHITE DARK BACKGROUND PORTRAIT AND LANDSCAPE VERSIONS

Each use of the Official Marks must be approved in writing by your authorised UEFA EURO 2004™ Representative.



MINIMUM GRID SIZE



MAXIMUM GRID SIZE



MINIMUM GRID SIZE



MAXIMUM GRID SIZE

# 17 OFFICIAL BROADCASTERS COMPOSITE LOGO: HALFTONE LIGHT BACKGROUND PORTRAIT AND LANDSCAPE VERSIONS

Each use of the Official Marks must be approved in writing by your authorised UEFA EURO 2004™ Representative.



MINIMUM GRID SIZE



MAXIMUM GRID SIZE



MINIMUM GRID SIZE



MAXIMUM GRID SIZE

# 18 OFFICIAL BROADCASTERS COMPOSITE LOGO: HALFTONE DARK BACKGROUND PORTRAIT AND LANDSCAPE VERSIONS

Each use of the Official Marks must be approved in writing by your authorised UEFA EURO 2004™ Representative.



MINIMUM GRID SIZE



MAXIMUM GRID SIZE



MINIMUM GRID SIZE



MAXIMUM GRID SIZE



## 19 OFFICIAL BROADCASTERS COMPOSITE LOGO: UNACCEPTABLE USE


The following examples illustrate unacceptable usage of the Official Logo. Always refer to your UEFA EURO 2004™ Representative for further guidance.

Each use of the Official Marks must be approved in writing by your authorised UEFA EURO 2004™ Representative.




 Do not distort the Composite Logo




 Do not reproduce any version without the Legal Notice unless expressly permitted in this Manual.




 Do not use background colours not presented in this chapter.



 Do not ignore the minimum grid size and its alignment.



 Do not substitute the "Official Designation" approved typeface by another typeface.

# 1 ACCOMMODATION AGENCY: PORTRAIT VERSION

## Graphic Description

The Accommodation Agency Logo has been created on the basis of the UEFA EURO 2004™ Official Logo.

The Accommodation Agency Logo has been created in three versions:

- a Full Colour version with light background and dark background;
- a Black and White flat version;
- a Halftone version.

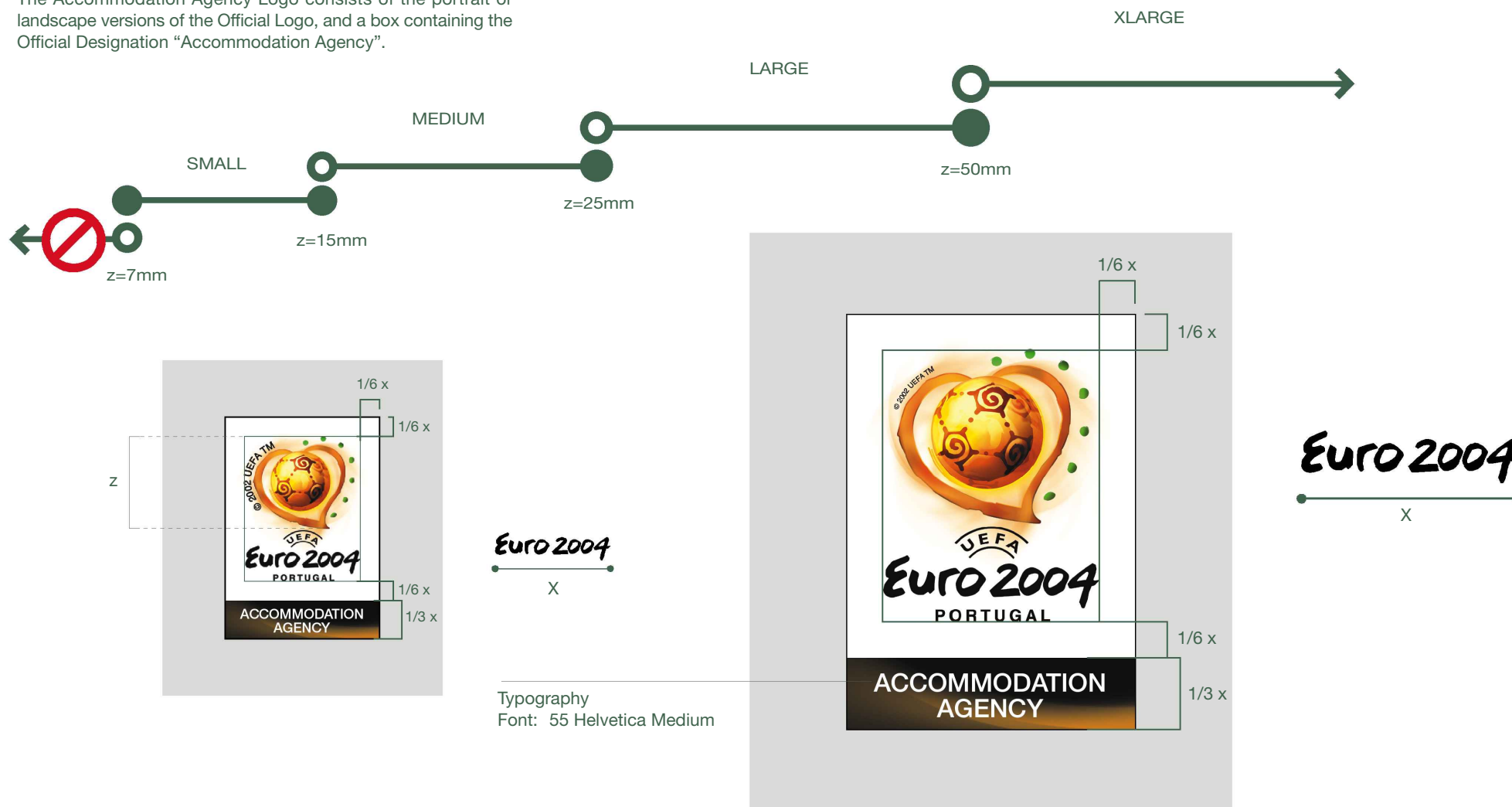
The Accommodation Agency Logo consists of the portrait or landscape versions of the Official Logo, and a box containing the Official Designation "Accommodation Agency".

The Accommodation Agency Logo exists in both portrait and landscape versions. Portrait is the preferred version; please use this in the majority of applications. Only use the landscape version when height restrictions dictate.

## Authorised use

Usage of the Accommodation Agency Logo is strictly in accordance with the terms of the agreement applicable to the Accommodation Agency. No other usage will be permitted.

Each use of the Accommodation Agency Logo must be approved in writing by your authorised UEFA EURO 2004™ Representative.



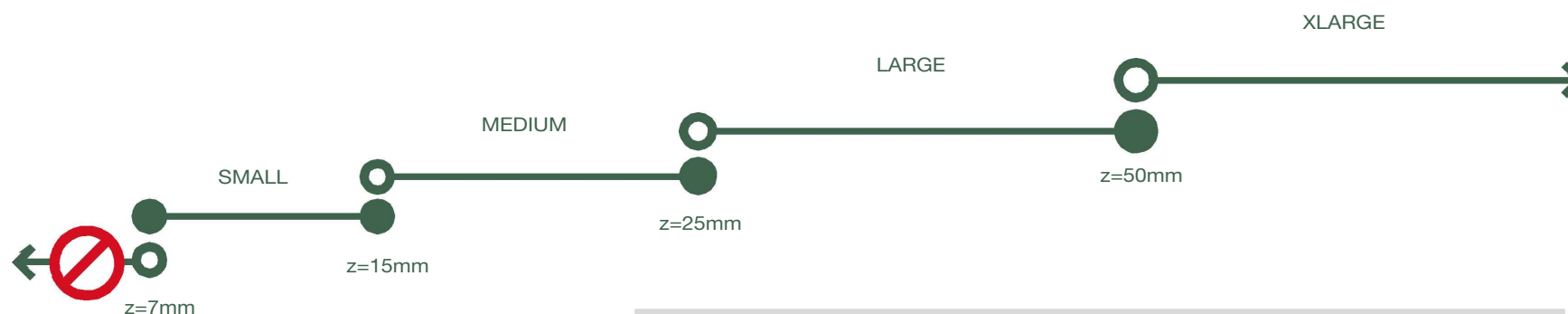
Typography  
Font: 55 Helvetica Medium

## 2 ACCOMMODATION AGENCY: LANDSCAPE VERSION

### Colour use

When reproduced in full colour, the box containing the Official Designation "Accommodation Agency" must have the black background with the light effect underlining the Designation; the text of the Designation is reversed out in white.

Each use of the Accommodation Agency Logo must be approved in writing by your authorised UEFA EURO 2004™ Representative.



**Euro 2004**  
X

Typography  
Font: 55 Helvetica Medium



**Euro 2004**  
X



### 3 ACCOMMODATION AGENCY: FULL COLOUR PORTRAIT VERSION

Each use of the Accommodation Agency Logo must be approved in writing by your authorised UEFA EURO 2004™ Representative.



LIGHT BACKGROUND

DARK BACKGROUND

## 4 ACCOMMODATION AGENCY: FULL COLOUR LANDSCAPE VERSION

Each use of the Accommodation Agency Logo must be approved in writing by your authorised UEFA EURO 2004™ Representative.



LIGHT BACKGROUND



DARK BACKGROUND

## 5 ACCOMMODATION AGENCY: BLACK AND WHITE PORTRAIT AND LANDSCAPE VERSIONS

Each use of the Accommodation Agency Logo must be approved in writing by your authorised UEFA EURO 2004™ Representative.



LIGHT BACKGROUND

DARK BACKGROUND



## 6 ACCOMMODATION AGENCY: HALFTONE PORTRAIT AND LANDSCAPE VERSIONS

Each use of the Accommodation Agency Logo must be approved in writing by your authorised UEFA EURO 2004™ Representative.



LIGHT BACKGROUND

DARK BACKGROUND

## 7 ACCOMMODATION AGENCY: LEGAL NOTICE AND OFFICIAL TYPEFACE

### Legal Notice

The design of the Official Logo is unique and distinctive and is therefore protected. The Legal Notice must appear with the Official Logo at all times in the position shown here (see illustration). Please note that the Legal Notice is rescaled in different sizes of the Official Logo in order to remain visually consistent throughout all usage. This means that when you wish to use the Official Logo in small or very large sizes, beyond the sizes provided, you should refer to your authorised UEFA EURO 2004™ Representative for further guidance.

### Official Typeface

None of the texts within the Official Logo may be modified. The Legal Notices and the Official Designations in the Composite Logos are typeset in HELVETICA.

Each use of the Accommodation Agency Logo must be approved in writing by your authorised UEFA EURO 2004™ Representative.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

HELVETICA MEDIUM



## 8 ACCOMMODATION AGENCY: USE ON COLOUR BACKGROUNDS

### Colour range system

Use this visual scheme to choose the right Accommodation Agency Logo for the background colours you want to apply. Please note that above all, clarity of reproduction is essential. Please ensure that all elements of the Official Logo (including the Legal Notice) are highly visible at all times.

Each use of the Accommodation Agency Logo must be approved in writing by your authorised UEFA EURO 2004™ Representative.



LIGHT BACKGROUND

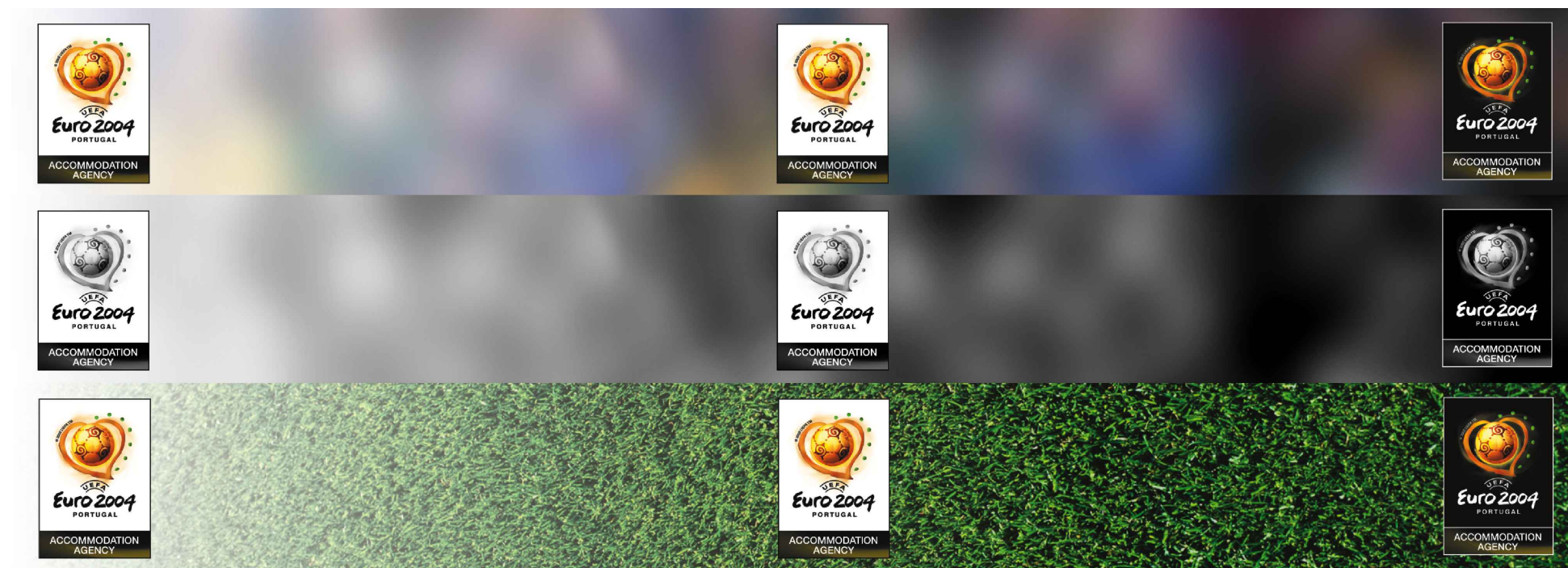
INTERMEDIATE

DARK BACKGROUND



## 9 ACCOMMODATION AGENCY: USE ON PHOTOGRAPHIC BACKGROUNDS

Each use of the Accommodation Agency Logo must be approved in writing by your authorised UEFA EURO 2004™ Representative.



LIGHT BACKGROUND

INTERMEDIATE

DARK BACKGROUND

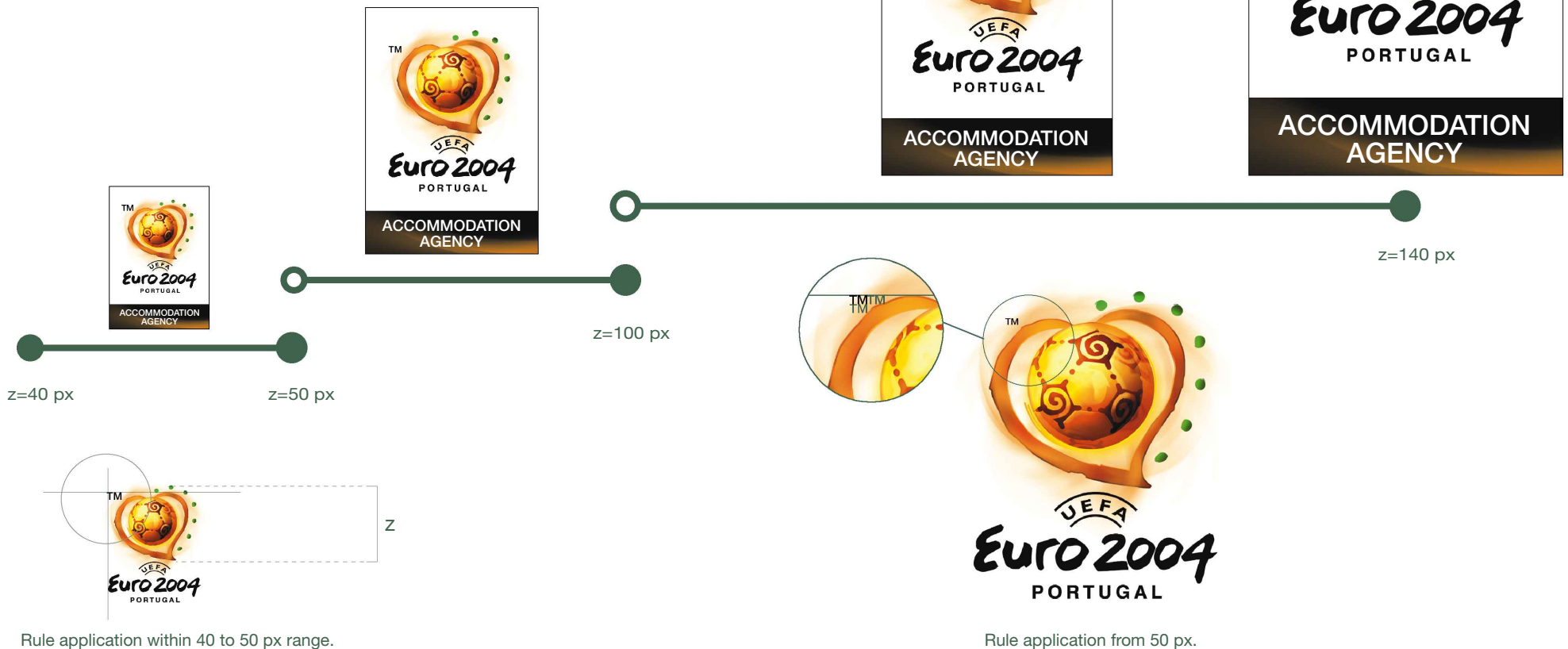
## 10 ACCOMMODATION AGENCY: WEB PAGE

Usage of the Accommodation Agency Logo in its approved versions presents specific challenges in a web environment, particularly on the legibility of the Legal Notice. For this reason, we have created special versions of the Accommodation Agency Logo as described below.

Please note that in contrast to offline usage, it is permissible to use the Official Logo without the Legal Notice in the manner indicated in this page. It is imperative, however, that the statement "The UEFA EURO 2004™ Official Logo is protected by trademarks and copyright. All rights reserved." appears at the bottom of each and every page on which the Official Logo features. When submitting web pages featuring the Official Logo for

approval to your UEFA EURO 2004™ Representative, please ensure that both the Logo and the special Legal Notice are featured.

Each use of the Accommodation Agency Logo must be approved in writing by your authorised UEFA EURO 2004™ Representative.





Each use of the Accommodation Agency Logo must be approved in writing by your authorised UEFA EURO 2004™ Representative.



PORTRAIT VERSION



LANDSCAPE VERSION

LIGHT BACKGROUND



PORTRAIT VERSION



LANDSCAPE VERSION

DARK BACKGROUND



## 12 ACCOMMODATION AGENCY: UNACCEPTABLE USE


The following examples illustrate unacceptable usage of the Accommodation Agency Logo. Always refer to your UEFA EURO 2004™ Representative for further guidance.

Each use of the Accommodation Agency Logo must be approved in writing by your authorised UEFA EURO 2004™ Representative.



 Do not distort the Accommodation Agency Logo.




 Do not reproduce any version without the Legal Notice unless expressly permitted.




 Do not use unapproved logo versions.




 Do not use background colours not presented.



 Do not ignore the grid sizes and its alignments.



 Do not substitute the "Official Designation" approved typeface by another typeface.

# 1 OFFICIAL LICENSED PRODUCT: AUTHORISED USE

Each use of the Official Marks must be approved in writing by UEFA's Licensing Representative.

## Authorised use

The Official Licensed Product Logo must be used for identification/authentication purposes on products, packaging, containers and hang tags as well as in relation to advertising and promotional materials. All usage will be subject to this Manual and each Licensee's agreement with UEFA.

These guidelines will enable Licensees to correctly use the Official Marks. By following these guidelines and adhering to the approval procedures and turnaround times, Licensees will avoid costly errors in producing Official Licensed Products and related advertising and promotional material. Should Licensees have any further questions, they are requested to contact UEFA's Licensing Representative.

## Official Licensed Product Logo

### Basic applications

The Official Licensed Product Logo must appear at least once on each Official Licensed Product. This identifies it clearly as an Official Licensed Product, regardless of which Official Mark is used in the design.

The identification of the Licensee (what is necessary to comply with applicable legal requirements of product manufacturer identification) must be permanently displayed on each Official Licensed Product. However, it must never be placed adjacent to the Official Licensed Product Logo in such a manner that it creates a Composite Logo and it must not be prominent in appearance.

## Products

The following elements must appear on every single Official Licensed Product:

- The Official Licensed Product Logo with Legal Notice, (except in case of technical constraints) and must be subject to UEFA prior approval.
- The name or Corporate Logo of the Licensee preceded by the statement 'Manufactured under licence' by (Licensee's name and/or Corporate Logo of the Licensee). Made in (country of manufacture)'.
  - The statement 'The UEFA EURO 2004™ Official Logo is protected by trademarks and copyright. All rights reserved'.

These elements may appear (printed or embroidered) on the form label sewn-on and permanently affixed to the garment for all apparel, headgear and accessories. With regard to other Official Licensed Products, this identification may be printed on the products.

## Packaging or containers

The Official Licensed Product Logo shall be used on all Official Licensed Products' packaging, (e.g. polybag, blister pack, card, box etc.)

The following elements must appear on every single packaging of the Official Licensed Product:

- The Official Licensed Product Logo.
- The name or Logo of the Licensee preceded by the statement 'Manufactured under licence by (Licensee's name and/or Logo). Made in (country of manufacture)'.
  - The statement 'The UEFA EURO 2004™ Official Logo is protected by trademarks and copyright. All rights reserved'.

## Hang-tags

With regard to textile and apparel Official Licensed Products, a hang-tag may be used as packaging and be affixed to all clothing and headgear. The Official Licensed Product Logo must appear on the front of the hang-tag.

The back of the hang-tag will show the Licensee's company name and/or Logo preceded by the statement 'Manufactured under licence by (Licensee's name and/or Logo). Made in (country of manufacture)' as well as the statement 'The UEFA EURO 2004™ Official Logo is protected by trademarks and copyright. All rights reserved'.

Both statements must be printed using the official typeface.

## Advertising and Promotions

In all advertising and promotional material such as catalogues, advertisements, TV commercials, point of sale material and printed matter, etc. only the Official Licensed Product Logo may be used.

The sole purpose of such advertisements is to identify, promote and sell the Official Licensed Product. They may therefore not be used in association with any other product or service manufactured or performed by a Licensee or any other third party. For this reason, the placement of the Official Licensed Product Logo is important and should be directly associated with the depiction or naming of the Official Licensed Product. In the display, the Official Logo must be sufficiently prominent to identify clearly the Official Licensed Product being promoted. The Official Licensed Product Logo must not be over dominant in relation to the depiction of the Official Licensed Product. The overall image must be well balanced.

Cross promotions or joint promotions are not permitted, unless a specific authorisation has been obtained in writing from UEFA through the Licensing Representative.

## 2 OFFICIAL LICENSED PRODUCT: AUTHORISED USE

Each use of the Official Marks must be approved in writing by UEFA's Licensing Representative.

### Official Designation

Licensees may use the Official Designation "Official Licensed Product of UEFA EURO 2004™" for advertising and promotional purposes. This is the only designation that a Licensee is entitled to use and any departure therefrom or reference to being an "official licensee" is strictly prohibited. Licensees may not, under any circumstances, replace the words 'Official Licensed Product' as used above with the name of or description of any specific products. The Official Designation may be translated into local language subject to UEFA approval.

### Brand identification

Other than for Commercial Affiliates, branding is not permitted – the license granted is a product license, not a promotional license – in order to avoid any confusion or misleading of the general public as to the nature of the association of the Licensee with UEFA EURO 2004™.

The Licensee identification may not be placed in close proximity to the Official Licensed Product Logo, to avoid the creation of a Composite Logo, and may not be prominent in appearance in relation to the Official Logo.

### Third party identification

No third party identification (name, logo, brand or any other identification device) is permitted to appear on Official Licensed Products, on the packaging or in advertising thereof.

### Use of the Official Licensed Product Logo:

Apparel Product Labels (incl. neck labels)	required
Non-reversible sewn-on labels or patches	permitted
Hang tags	required
Non apparel Product	required
Packaging or containers	required
Advertising	required
Promotions	required
Stationery or business cards	not permitted

### AUTHENTICATION OF UEFA EURO 2004™ OFFICIAL LICENSED PRODUCT BY A HOLOGRAPHIC SYSTEM

#### Programme Implementation

A hang tag or a sticker with a holographic reproduction of the Official Licensed Product Logo must be affixed to each Official Licensed Product. These will have to be sourced through the manufacturer under Licence.

The hang tags hologram stickers shall be affixed to the products.

The hang tags should be affixed to the aforementioned products whenever possible, the hologram stickers being affixed to the rest of the products.

### Description of Holograms

#### A. Hang tags (7 cm x 5 cm)

The Front

- One full colour reproduction of the Official Licensed Product Logo;
- One holographic reproduction of the Official Licensed Product Logo;
- A system of sequential numbers for the purpose of tracking down products.

The Back

The following statements written in black on a white background using the official typeface:

- UEFA ownership statement in English:  
The UEFA word, the UEFA EURO 2004™ Official Logo, the Official Mascot and the UEFA European Football Championship™ Trophy are protected by trademarks and copyright. All rights reserved.
- Licensee's identification in English:  
Manufactured under licence
- Made in

#### B. Hologram Sticker (2.5 cm x 2.5 cm)

- One holographic reproduction of the UEFA EURO 2004™ Official Licensed Product Logo;
- A system of sequential numbers for the purpose of tracking down products.

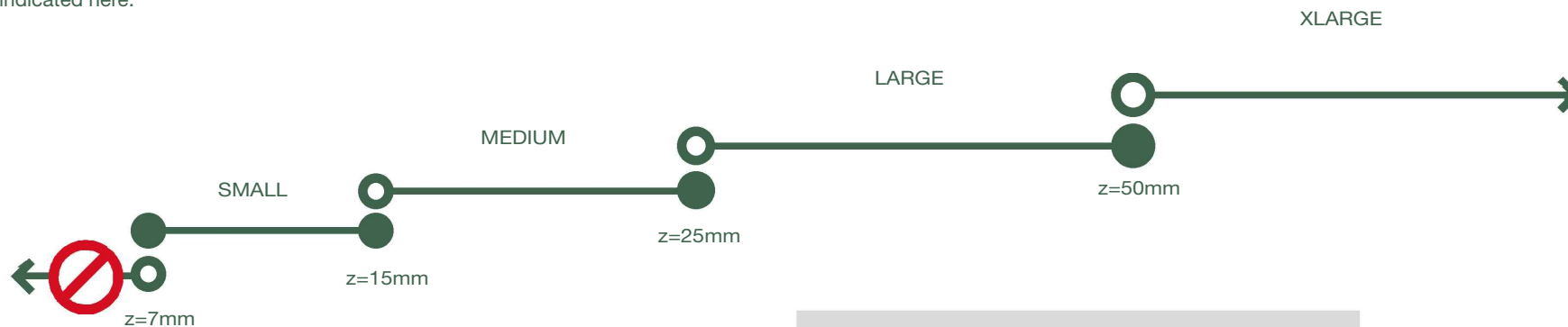


### 3 OFFICIAL LICENSED PRODUCT: PORTRAIT VERSION

The Official Licensed Product Logo consists of the portrait or landscape version of the Official Logo, and a box containing the Official Designation 'Official Licensed Product'. These elements are arranged in a precise manner that may not be modified (please refer to the drawings on the following pages to ensure correct use of the Official Licensed Product Logos).  
The Official Licensed Product Logo must be reproduced in its exact configuration. The Legal Notice must appear legibly in the position indicated here.

None of the elements may be altered or repositioned. The Official Licensed Product Logo must be reproduced in its entirety.

Each use of the Official Marks must be approved in writing by UEFA's Licensing Representative.

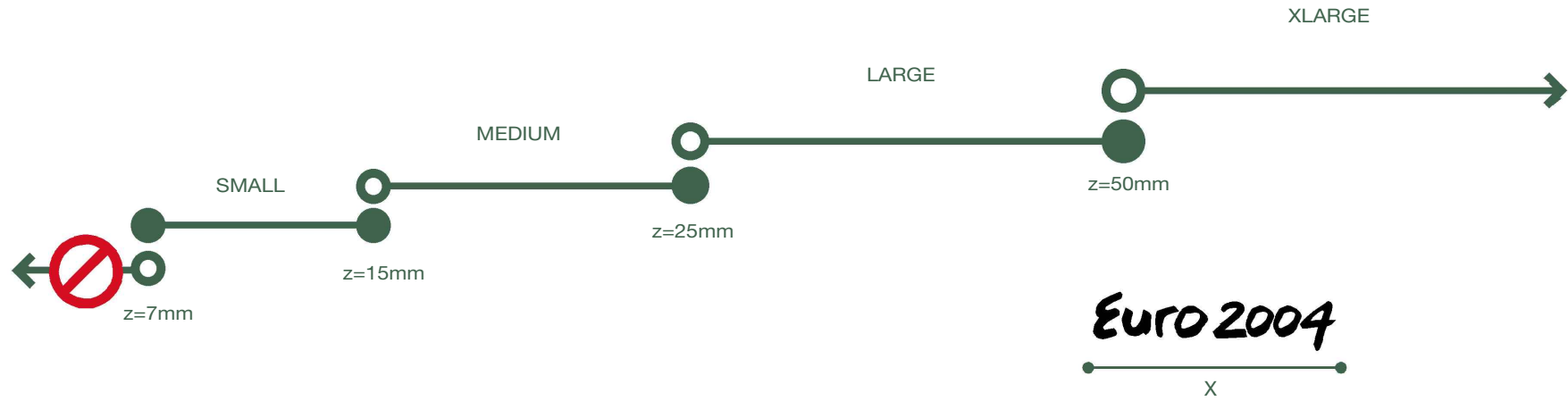


Typography  
Font: 55 Helvetica Medium

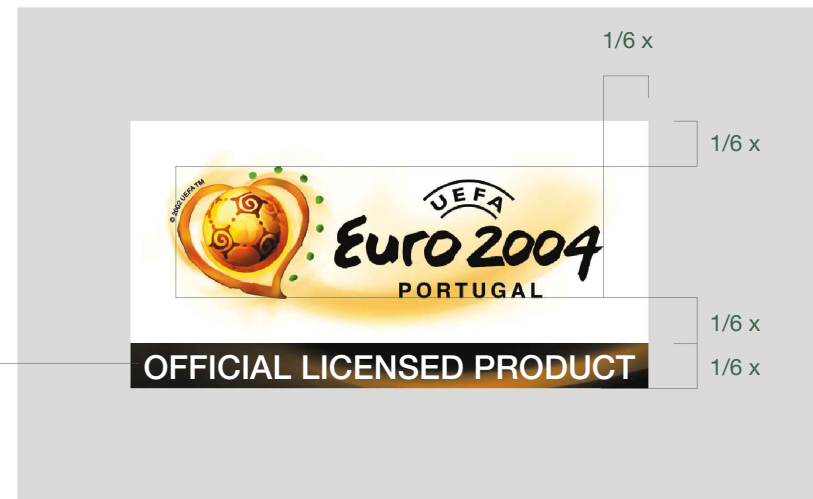


# 4 OFFICIAL LICENSED PRODUCT: LANDSCAPE VERSION

Each use of the Official Marks must be approved in writing by UEFA's Licensing Representative.



Typography  
Font: 55 Helvetica Medium



## 5 OFFICIAL LICENSED PRODUCT: COLOUR USE



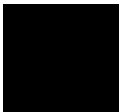
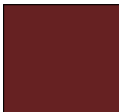


### Colour use

The Official Licensed Product Logo can be created in the following versions:

- full colour version
- flat colour version
- flat three colour version
- one colour versions
- black and white flat version
- halftone version



Each use of the Official Marks must be approved in writing by UEFA's Licensing Representative.

	PANTONE®	CMYK
GREEN	 PANTONE® 354	C 85 M 0 Y 100 K 0
BRICK	 PANTONE® 1665	C 0 M 80 Y 100 K 5
BLACK	 PANTONE® BLACK	C 0 M 0 Y 0 K 100
DARK BRICK	 PANTONE® 181	C 0 M 100 Y 100 K 40
DARK GREEN	 PANTONE® 350	C 90 M 0 Y 100 K 70
DARK BLUE	 PANTONE® 294	C 100 M 60 Y 0 K 50



# 6 OFFICIAL LICENSED PRODUCT: FULL COLOUR PORTRAIT VERSION

Each use of the Official Marks must be approved in writing by UEFA's Licensing Representative.



SMALL VERSION



LARGE VERSION

LIGHT BACKGROUND



SMALL VERSION



LARGE VERSION

DARK BACKGROUND

## 7 OFFICIAL LICENSED PRODUCT: FULL COLOUR LANDSCAPE VERSION

Each use of the Official Marks must be approved in writing by UEFA's Licensing Representative.



SMALL VERSION



LARGE VERSION

LIGHT BACKGROUND



SMALL VERSION



LARGE VERSION

DARK BACKGROUND

## 8 OFFICIAL LICENSED PRODUCT: FLAT 4 COLOUR PORTRAIT AND LANDSCAPE VERSIONS

Each use of the Official Marks must be approved in writing by UEFA's Licensing Representative.



PORTRAIT VERSION



LANDSCAPE VERSION

LIGHT BACKGROUND



PORTRAIT VERSION



LANDSCAPE VERSION

DARK BACKGROUND



## 9 OFFICIAL LICENSED PRODUCT: FLAT 3 COLOUR VERSIONS

Each use of the Official Marks must be approved in writing by UEFA's Licensing Representative.



**OFFICIAL LICENSED  
PRODUCT**

PORTRAIT VERSION



**OFFICIAL LICENSED PRODUCT**

LANDSCAPE VERSION

LIGHT BACKGROUND



**OFFICIAL LICENSED  
PRODUCT**

PORTRAIT VERSION



**OFFICIAL LICENSED PRODUCT**

LANDSCAPE VERSION

DARK BACKGROUND

10 OFFICIAL LICENSED PRODUCT: FLAT 1 COLOUR VERSIONS - DARK BRICK

Each use of the Official Marks must be approved in writing by UEFA's Licensing Representative.



OFFICIAL LICENSED  
PRODUCT

PORTRAIT VERSION



OFFICIAL LICENSED PRODUCT

LANDSCAPE VERSION

LIGHT BACKGROUND



OFFICIAL LICENSED  
PRODUCT

PORTRAIT VERSION



OFFICIAL LICENSED PRODUCT

LANDSCAPE VERSION

DARK BACKGROUND

11 OFFICIAL LICENSED PRODUCT: FLAT 1 COLOUR VERSIONS - DARK GREEN

Each use of the Official Marks must be approved in writing by UEFA's Licensing Representative.



OFFICIAL LICENSED PRODUCT

PORTRAIT VERSION



OFFICIAL LICENSED PRODUCT

LANDSCAPE VERSION

LIGHT BACKGROUND



OFFICIAL LICENSED PRODUCT

PORTRAIT VERSION



OFFICIAL LICENSED PRODUCT

LANDSCAPE VERSION

DARK BACKGROUND



12 OFFICIAL LICENSED PRODUCT: FLAT 1 COLOUR VERSIONS - DARK BLUE

Each use of the Official Marks must be approved in writing by UEFA's Licensing Representative.



OFFICIAL LICENSED  
PRODUCT

PORTRAIT VERSION



OFFICIAL LICENSED PRODUCT

LANDSCAPE VERSION

LIGHT BACKGROUND



OFFICIAL LICENSED  
PRODUCT

PORTRAIT VERSION



OFFICIAL LICENSED PRODUCT

LANDSCAPE VERSION

DARK BACKGROUND

# 13 OFFICIAL LICENSED PRODUCT: BLACK AND WHITE VERSIONS

Each use of the Official Marks must be approved in writing by UEFA's Licensing Representative.



**OFFICIAL LICENSED  
PRODUCT**

PORTRAIT VERSION



**OFFICIAL LICENSED PRODUCT**

LANDSCAPE VERSION

LIGHT BACKGROUND



**OFFICIAL LICENSED  
PRODUCT**

PORTRAIT VERSION



**OFFICIAL LICENSED PRODUCT**

LANDSCAPE VERSION

DARK BACKGROUND

14 OFFICIAL LICENSED PRODUCT: HALFTONE VERSIONS

Each use of the Official Marks must be approved in writing by UEFA's Licensing Representative.



PORTRAIT VERSION



LANDSCAPE VERSION

LIGHT BACKGROUND



PORTRAIT VERSION



LANDSCAPE VERSION

DARK BACKGROUND



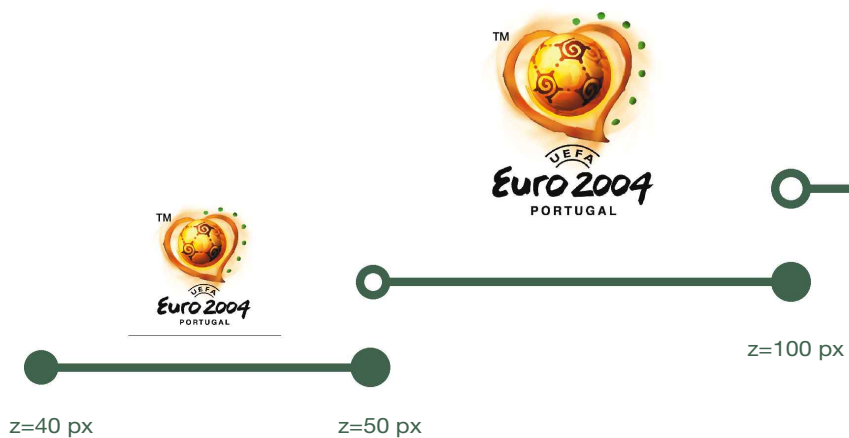
## 15 OFFICIAL LICENSED PRODUCT: WEB USAGE

Usage of the Official Licensed Product Logo in its approved versions presents specific challenges in a web environment, particularly on the legibility of the Legal Notice. For this reason, we have created special versions of the Official Licensed Product Logo as described below.

Please note that in contrast to offline usage, it is permissible to use the Official Logo without the Legal Notice in the manner indicated in this Chapter. It is imperative, however, that the statement "The UEFA EURO 2004™ Official Logo is protected by trademarks and copyright. All rights reserved." appears at the bottom of each and every page on which the Official Logo features.

When submitting web pages featuring the Official Logo for approval to your UEFA's Licensing Representative, please ensure that both the Logo and the special Legal Notice are featured.

Each use of the Official Marks must be approved in writing by UEFA's Licensing Representative.



Rule application within 40 to 50 px range.



Rule application from 50 px.

Each use of the Official Marks must be approved in writing by UEFA's Licensing Representative.



PORTRAIT VERSION



LANDSCAPE VERSION

LIGHT BACKGROUND



PORTRAIT VERSION



LANDSCAPE VERSION

DARK BACKGROUND

## 17 OFFICIAL LICENSED PRODUCT: UNACCEPTABLE USE

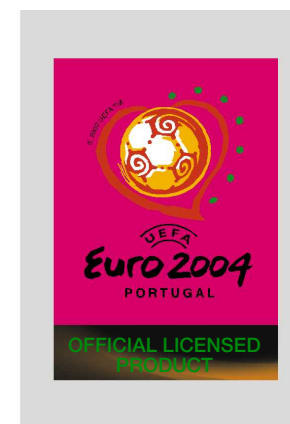
Each use of the Official Marks must be approved in writing by UEFA's Licensing Representative.




 Do not distort the Official Licensed Product Logo.




 Do not reproduce the Official Licensed Product Logo without the Legal Notice.




 Do not use non-approved colours within the Official Licensed Product Logo.



 Do not use non-approved background colours in this chapter.



 Do not substitute the "Official Licensed Product" approved typeface with another typeface.



# 18 OFFICIAL LICENSED PRODUCT: WORD MARK AND BRUSH STROKE MARK

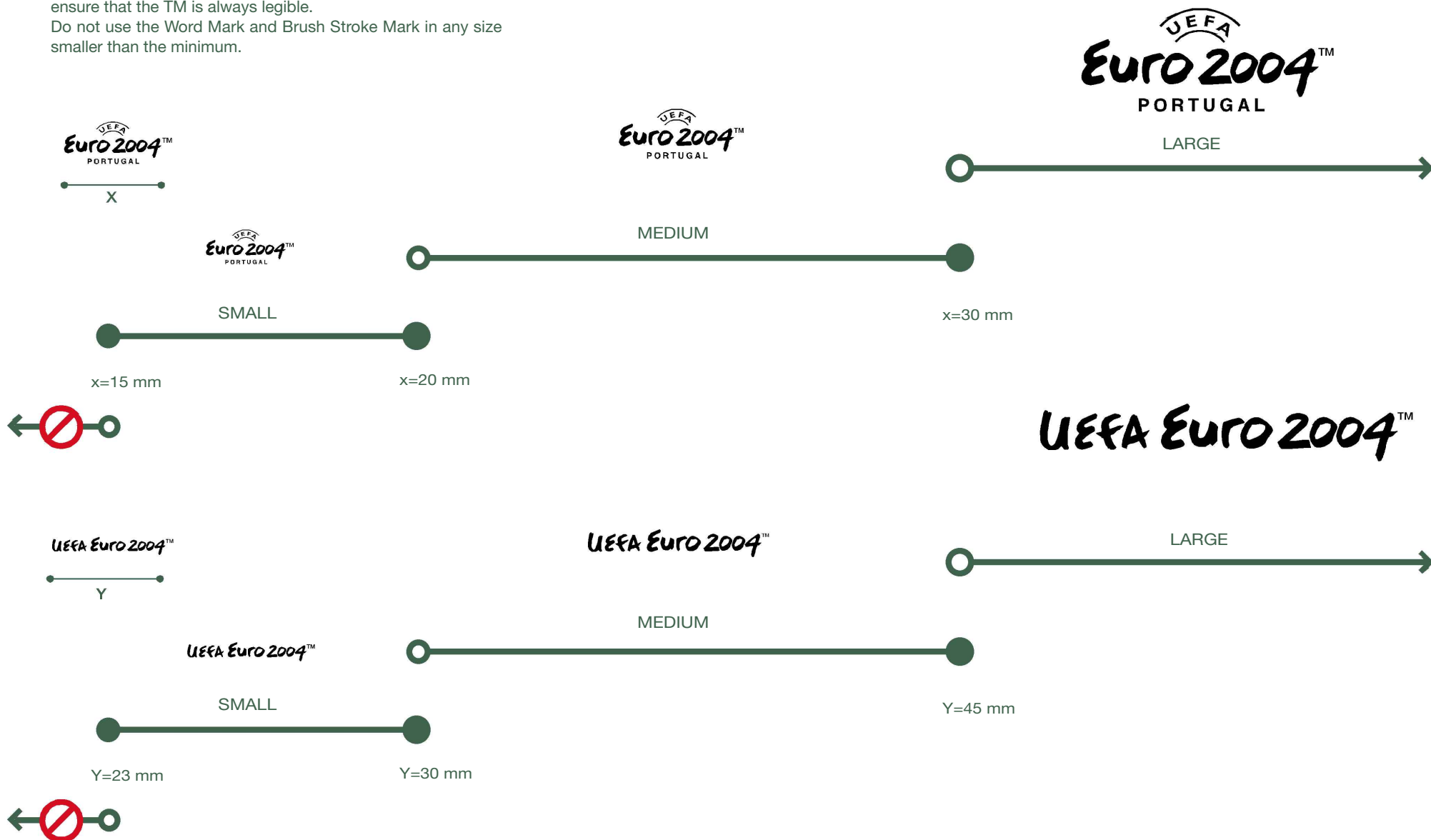
## Size ranges of Word Mark and Brush Stroke Mark

Each version of the Word Mark and Brush Stroke Mark are saved in different sizes: small, medium and large.

Please only adapt the size of the artwork within the specified ranges in order to maintain the highest possible quality and to ensure that the TM is always legible.

Do not use the Word Mark and Brush Stroke Mark in any size smaller than the minimum.

Each use of the Official Marks must be approved in writing by UEFA's Licensing Representative.



# 19 OFFICIAL LICENSED PRODUCT: WORD MARK AND BRUSH STROKE MARK

The Word Mark and the Brush Stroke Mark can be reproduced on Official Licensed Products in the colours presented on this page.

Each use of the Official Marks must be approved in writing by UEFA's Licensing Representative.



BRICK	<i>UEFA EURO 2004™</i>	<i>UEFA EURO 2004™</i>	<i>EURO 2004™</i> PORTUGAL	<i>EURO 2004™</i> PORTUGAL
GREEN	<i>UEFA EURO 2004™</i>	<i>UEFA EURO 2004™</i>	<i>EURO 2004™</i> PORTUGAL	<i>EURO 2004™</i> PORTUGAL
DARK BRICK	<i>UEFA EURO 2004™</i>	<i>UEFA EURO 2004™</i>	<i>EURO 2004™</i> PORTUGAL	<i>EURO 2004™</i> PORTUGAL
DARK GREEN	<i>UEFA EURO 2004™</i>	<i>UEFA EURO 2004™</i>	<i>EURO 2004™</i> PORTUGAL	<i>EURO 2004™</i> PORTUGAL
DARK BLUE	<i>UEFA EURO 2004™</i>	<i>UEFA EURO 2004™</i>	<i>EURO 2004™</i> PORTUGAL	<i>EURO 2004™</i> PORTUGAL
BLACK	<i>UEFA EURO 2004™</i>	<i>UEFA EURO 2004™</i>	<i>EURO 2004™</i> PORTUGAL	<i>EURO 2004™</i> PORTUGAL

APPROVED COLOUR VERSIONS

## 20 OFFICIAL LICENSED PRODUCT: SPECIAL MINI AND SMALL VERSIONS

A special mini version of the Official Logo has been created to reproduce the Official Logo in very small sizes.

The mini version can be increased from 5 to 7 mm.  
The small version can be increased from 7 to 15 mm.

Whenever the special small or mini version is used, the phrase "The UEFA EURO 2004™ Official Logo is protected by trademarks and copyright. All rights reserved." must appear elsewhere on the product, i.e. on a label or on the packaging.

Each use of the Official Marks must be approved in writing by UEFA's Licensing Representative.

Please check the Official Logo Chapter for other recommended colours and backgrounds.



BLACK LINE SYMBOL  
(embossing version)



WHITE LINE SYMBOL  
(debossing version)



PORTRAIT VERSION



LANDSCAPE VERSION

SPECIAL MINI VERSIONS



SPECIAL SMALL VERSIONS





## 21 OFFICIAL LICENSED PRODUCT: MATERIAL APPLICATION

Each use of the Official Marks must be approved in writing by UEFA's Licensing Representative.

### Principal Reproduction Examples



wood

metal

glass

textile


Each use of the Official Marks must be approved in writing by UEFA's Licensing Representative.

Printing techniques						
	Wood	Metal	Glass and Crystal	Plastic, Rubber and Vinyl	Ceramic	Textile
Full Colour						•
Flat Colour	•	•	•	•	•	•
Three Colour	•	•	•	•	•	•
One Colour	•	•	•	•	•	•
Black and White	•	•	•	•	•	•
Halftone						•
Engraving techniques						
Special Version	•	•	•	•	•	•
Observations						
embossing and debossing	when printing, it is mandatory to use a white mask first-print of the Symbol only, for correct enhancement of Official Logo colours.  frosted finishing or shiny/matt surface				shiny/matt surface	embroidering

## 23 OFFICIAL LICENSED PRODUCT: APPROVAL FORMS

Please use the following approval forms when submitting your proposed usage of the Official Marks in licensing applications.

Each use of the Official Marks must be approved in writing by UEFA's Licensing Representative.

  
**UEFA EURO 2004™**  
**OFFICIAL LICENSED PRODUCT DESIGN APPROVAL FORM**

DEAL MEMO REF. No.: ..... PLA REF. No.: .....

APPROVAL REF. No.: ..... **ADDITIONAL MATERIALS:**  
 To be approved  
 Pre-approved (Ref. No. ....)

SUBMISSION DATE: .....  Reversible sewn-on label  
 Non-reversible sewn-on label  
 Hang tag  
 Sticker  
 Other (please specify) .....

PLEASE RESPOND BY: .....

LICENSEE NAME: .....

CONTACT NAME: .....

ADDRESS: .....

TEL: ..... FAX: ..... **PACKAGE:**  
 To be approved  
 Pre-approved (Ref. No. ....)  
 Sticker only  
 Vinyl bag / see-through pack  
 Box  
 Other (please specify) .....

BRIEF PRODUCT DESCRIPTION: .....

TRADE NAME TO BE USED:  
 Yes (please specify) .....

No

**PRODUCT MATERIAL:**  
 Paper  Pottery  Nylon  
 Metal  Plastic  Vinyl  
 Cotton  Wood  Glass  
 Other (please specify) .....

**UTILISED MARKS:**  
 Official Logo  
 Official Mascots  
 UEFA European Football Championship™ Trophy  
 O.L.P. Logo  
 Mini version Official Logo  
 Wordmark  
 Tag Line  
 Brush Stroke Mark

SIZE: .....

**METHOD OF MARK REPRODUCTION:**  
 Print  
 Embroidery / stitched on  
 Silkscreen  
 Embossed  
 Other (please specify) .....

**PLANNED RELEASE TERRITORY/COUNTRY:** .....

**PLANNED RELEASE DATE:** .....

**POSITION OF THE LEGAL NOTICES:**  
 With each official mark  
 Other (please specify) .....

**PLANNED DISTRIBUTION:**  
 All channels  Catalogue / mail order  
 National chains  Sport shops  
 Gift shops  Mass retailers  
 On-line  Others (please specify) .....

Department stores

**POSITION OF LICENSEE/MANUFACTURER IDENTIFICATION:**  
 (please specify) .....

PLANNED WHOLESALE PRICE (or retail price, if applicable): .....

**COMMENTS:** .....

**Date of Receipt of Form and Samples:** .....

Approved  Not approved by: .....


Representative: ..... Date: ..... Signature: .....

**Acknowledged by:** .....

UEFA: ..... Date: ..... Signature: .....

Please complete this form and submit it with the necessary colour artwork / layouts and / or pre-production samples to Representative

PDF

  
**UEFA EURO 2004™**  
**ADVERTISING/PROMOTION MATERIAL – MARKS APPROVAL FORM**

Deal Memo Ref. No.: ..... PLA Ref. No.: .....

Approval Ref. No.: ..... Submission Date: .....

**1. Licensee:**

Contact Name: .....

Address: .....

Tel: ..... Fax: .....

Trade Name: .....

**2. Advertising Material to be Approved:**

Layout  Catalogue  Press Release  POS Material / Display  
 Copy  Brochure / Leaflets  TV Soundboard / Cassette  Website  
 Others (please specify) .....

**3. Use of Licensed Product Identification:**

Official Licensed Product Logo  
 Official Licensed Product Designation

**4. Distribution of the Specific Use:** .....

In association with which Licensed Product(s): .....

**5. Exposure:**

Date: ..... Territories / Markets: .....

**6. Date of Receipt of Form plus Sample Materials:** .....

**7.  Approved  Not approved by:**

Representative: ..... Date: ..... Signature: .....

**Acknowledged by:** .....

UEFA: ..... Date: ..... Signature: .....

**8. Comments:** .....

Please complete this form and submit it with the necessary colour artwork / layouts and / or pre-production samples to Representative

PDF



## 1 THE TAG LINE: PRESENTATION

The UEFA EURO 2004™ Tag Line “Live 4 it!” has been selected by UEFA to provide you with a further marketing tool.

The Tag Line conveys in a dynamic manner the inspirational theme behind the Official Logo of “so many emotions, one passion”.

The Tag Line conveys the aspirational nature of participating in UEFA EURO 2004™ for all involved, but in particular for the fans. The inclusion of the “4” further emphasises the link between the event and the experience of participating in the event.

The Tag Line is made available to you using the same brush stroke

typeface as the Word Mark. This ensures graphic consistency between the Official Logo and the Tag Line and enhances the integration between the two.

Please ensure that in all usages, the trade mark notice is apparent and legible and respects the size range.

Each use of the Official Marks must be approved in writing by your authorised UEFA EURO 2004™ Representative.

Live 4 it!™

EVENT TAG LINE

## 2 THE TAG LINE: AUTHORISED USE

The Tag Line may only be used in the approved colour versions set out on this page. The minimum size is 10 mm. Please respect the exclusion area defined below.

Each use of the Official Marks must be approved in writing by your authorised UEFA EURO 2004™ Representative.

Live 4 it!™



10 mm

MINIMUM SIZE



1/6X

1/6X

1/6X X 1/6X

EXCLUSION AREA

BRICK

Live 4 it!™

Live 4 it!™

GREEN

Live 4 it!™

Live 4 it!™

DARK BRICK

Live 4 it!™

Live 4 it!™

DARK GREEN

Live 4 it!™

Live 4 it!™

DARK BLUE

Live 4 it!™

Live 4 it!™

BLACK

Live 4 it!™

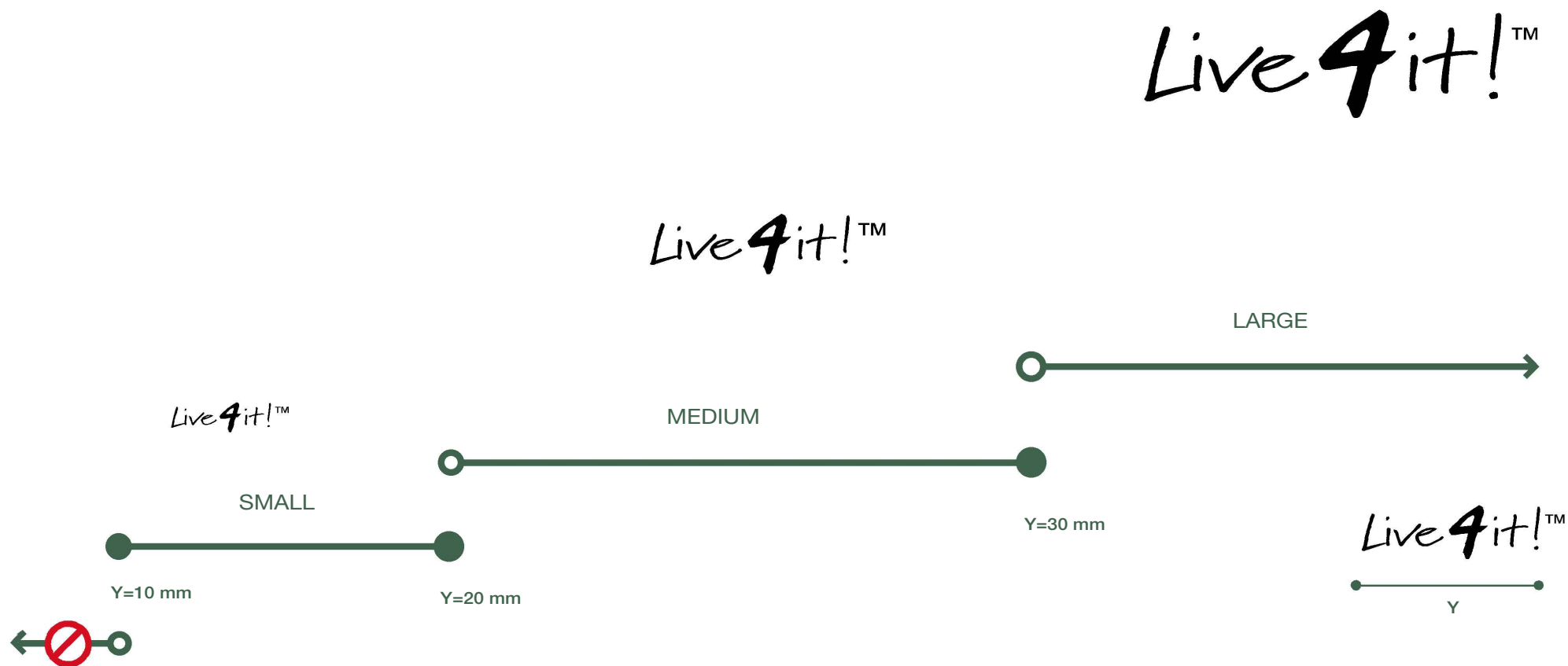
Live 4 it!™

APPROVED COLOUR VERSIONS

### 3 THE TAG LINE: SIZE RANGES

The Tag Line is saved in different sizes: small, medium and large. Please only adapt the size of the artwork within the specified ranges in order to maintain the highest possible quality and to ensure that the "TM" is always legible. Do not use the Tag Line in any size smaller than the minimum size.

Each use of the Official Marks must be approved in writing by your authorised UEFA EURO 2004™ Representative.





Each use of the Official Marks must be approved in writing by your authorised UEFA EURO 2004™ Representative.

Vive o 2004!™

## 5 THE PORTUGUESE VERSION OF THE TAG LINE: AUTHORISED USE

As per the English version, please respect the size range, exclusion area and use only the approved colour versions.

Each use of the Official Marks must be approved in writing by your authorised UEFA EURO 2004™ Representative.

Vive o 2004!™



15 mm

MINIMUM SIZE



1/6X

1/6X

1/6X X 1/6X

EXCLUSION AREA

BRICK

Vive o 2004!™

Vive o 2004!™

GREEN

Vive o 2004!™

Vive o 2004!™

DARK  
BRICK

Vive o 2004!™

Vive o 2004!™

DARK  
GREEN

Vive o 2004!™

Vive o 2004!™

DARK  
BLUE

Vive o 2004!™

Vive o 2004!™

BLACK

Vive o 2004!™

Vive o 2004!™

APPROVED COLOUR VERSIONS

## 6 THE PORTUGUESE VERSION OF THE TAG LINE: SIZE RANGES

Each use of the Official Marks must be approved in writing by your authorised UEFA EURO 2004™ Representative.

Vive o 2004!™

Vive o 2004!™





## 7 THE TAG LINE: UNACCEPTABLE USE

Combined Usage Guidelines for The UEFA EURO 2004™ Tag Line and Official Logo:

### Don'ts

When used in similar text sizes (see illustration), the Tag Line shall not be placed next to the Official Logo. A large space should separate both the Official Logo and Tag Line.

### Possible

When used in significantly different sizes, the Official Logo can be used as a signature to the Tag Line and vice versa e.g. for large signage and tactical advertisements.

If a requirement exists for same size usage of both the Official Logo and Tag Line e.g. for a garment, the Official Logo could be placed on the front and the Tag Line on the back or vice-versa. This is to ensure better impact and allow both powerful entities (Official Logo and Tag Line) a sense of balance and synergy, without competing or fighting for attention. For any questions regarding the above, please contact your authorised UEFA EURO 2004™ Representative, who can provide advice on the many opportunities to use the two to ensure the best outcome and impact.

Each use of the Official Marks must be approved in writing by your authorised UEFA EURO 2004™ Representative.



## 8 THE TAG LINE: POSSIBLE USE

Each use of the Official Marks must be approved in writing by your authorised UEFA EURO 2004™ Representative.



T-SHIRT FRONT



T-SHIRT BACK



STADIUM BANNER

# 1 ONLINE USAGE OF THE OFFICIAL LOGO: PORTRAIT AND LANDSCAPE VERSIONS

Usage of the Official Logo in its approved versions presents specific challenges in a web environment, particularly on the legibility of the Legal Notice. For this reason, we have created special versions of the Official Logo as described below.

Please note that in contrast to offline usage, it is permissible to use the Official Logo without the Legal Notice in the manner indicated in this Chapter. It is imperative, however, that the statement "The UEFA EURO 2004™ Official Logo is protected by trademarks and copyright. All rights reserved." appears at the bottom of each and every page on which the Official Logo features.

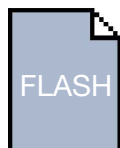
When submitting web pages featuring the Official Logo for approval to your UEFA EURO 2004™ Representative, please ensure that both the Logo and the special Legal Notice are featured.

Please note that online usage of the Official Logo is subject at all times to your agreement with UEFA, in particular the relevant New Media and Third Party guidelines. Please refer to your authorised UEFA EURO 2004™ Representative for specific guidance.

Each use of the Official Marks must be approved in writing by your authorised UEFA EURO 2004™ Representative.



**Photographic (HTML)**  
Full colour



**Vectorial (FLASH)**  
Flat colour



PORTRAIT

LANDSCAPE



## 2 ONLINE USAGE OF THE OFFICIAL LOGO: SIZE RANGE

Please ensure that the statement "The UEFA EURO 2004™ Official Logo is protected by trademarks and copyright. All rights reserved." appears at the bottom of each and every page on which the Official Logo features.

Each use of the Official Marks must be approved in writing by your authorised UEFA EURO 2004™ Representative.

MAXIMUM SIZE REDUCTION



**Monitor resolution:**  
800x600 px



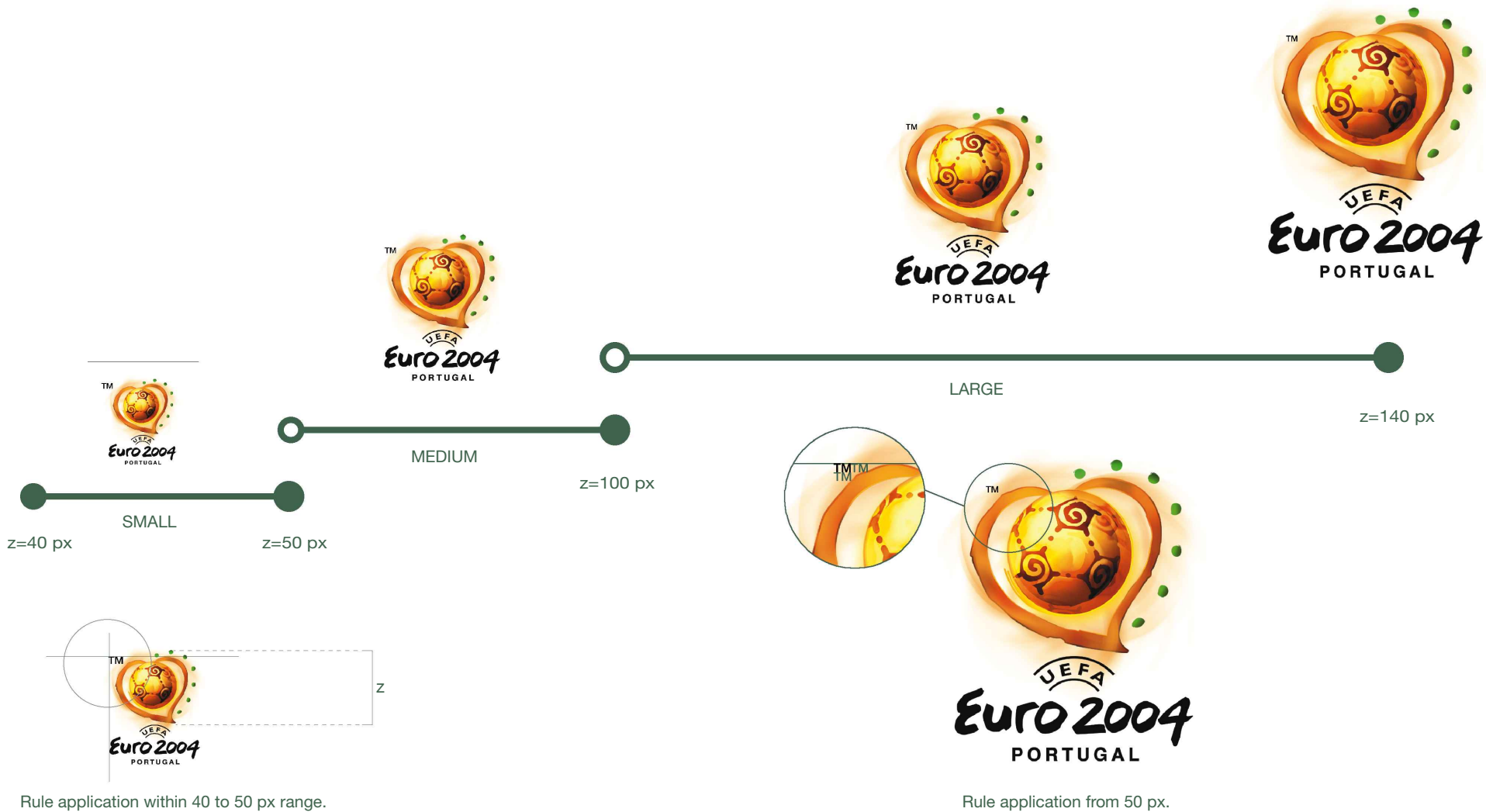
PORTRAIT



LANDSCAPE

### 3 ONLINE USAGE OF THE OFFICIAL LOGO: SIZE RANGE

Each use of the Official Marks must be approved in writing by your authorised UEFA EURO 2004™ Representative.



## 4 ONLINE USAGE OF THE OFFICIAL LOGO: EXCLUSION AREA

Please ensure that the statement "The UEFA EURO 2004™ Official Logo is protected by trademarks and copyright. All rights reserved." appears at the bottom of each and every page on which the Official Logo features.

Each use of the Official Marks must be approved in writing by your authorised UEFA EURO 2004™ Representative.



4 px is the minimum Exclusion Area



PORTRAIT

4 px is the minimum Exclusion Area



LANDSCAPE



## 5 ONLINE USAGE OF THE OFFICIAL LOGO: SIZE RANGE (SPECIAL USE OF ICONOGRAPHY)

The symbol can be used on a computer desktop environment and also in Internet pages where the minimum size of Official Logo cannot be used.

Each use of the Official Marks must be approved in writing by your authorised UEFA EURO 2004™ Representative.



**MAC ICONS:**  
MAC OS X, MAC OS 9

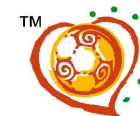
**WINDOWS ICONS:**  
WINDOWS 95/98/NT/2000/XP



32 BIT



8 BIT



4 BIT



1 BIT

### MACINTOSH

	16x16	32x32	48x48	128x128
1 BIT	●	●	●	
4 BIT	●	●	●	
8 BIT	●	●	●	
32 BIT	●	●	●	●

MAC OS X

### WINDOWS

	16x16	32x32	48x48	
1 BIT				
4 BIT	●	●	●	
8 BIT	●	●	●	
32 BIT	●	●	●	WINDOWS XP

## 6 ONLINE USAGE OF THE OFFICIAL LOGO: THE BANNERS

Please ensure that the statement "The UEFA EURO 2004™ Official Logo is protected by trademarks and copyright. All rights reserved." appears at the bottom of each and every page on which the Official Logo features.

Each use of the Official Marks must be approved in writing by your authorised UEFA EURO 2004™ Representative.

Standard Internet Banner:  
468x60 px  
Full colour



### Information Area

The background contains the Graphic Elements spiral form and a curved yellow light effect.

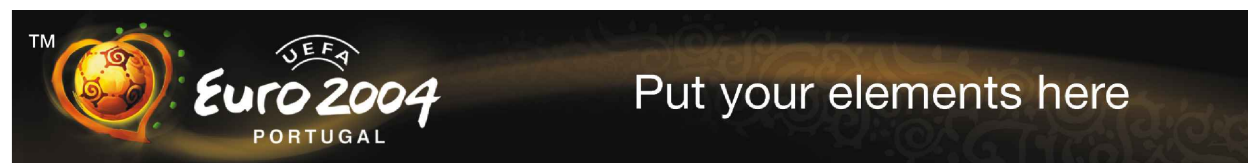
## 7 ONLINE USAGE OF THE OFFICIAL LOGO: THE BANNERS

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Each use of the Official Marks must be approved in writing by your authorised UEFA EURO 2004™ Representative.



**Banner (HTML)**  
468x60 px



**Banners (HTML)**  
Colour palette



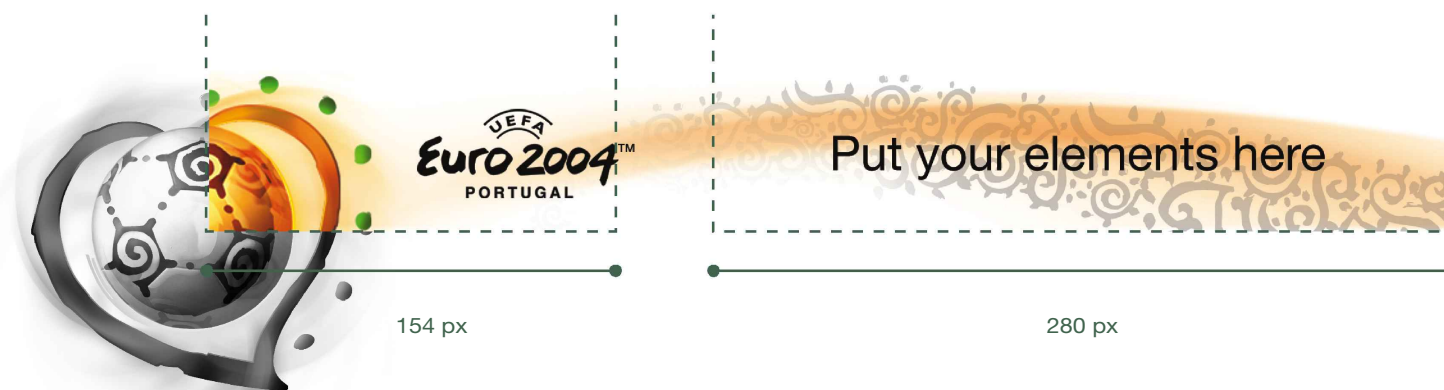
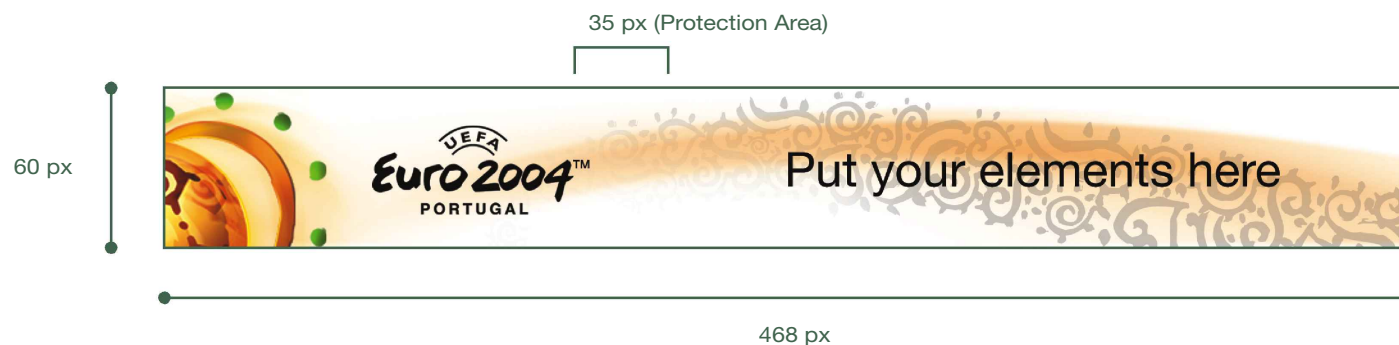
## 8 ONLINE USAGE OF THE OFFICIAL LOGO: THE BANNERS

Please ensure that the statement "The UEFA EURO 2004™ Official Logo is protected by trademarks and copyright. All rights reserved." appears at the bottom of each and every page on which the Official Logo features.

Each use of the Official Marks must be approved in writing by your authorised UEFA EURO 2004™ Representative.

### Standard Internet Banner

Full colour



#### Logo Elements

The Symbol is used as a graphic element supplemented by the Word Mark.

#### Information Area

The background contains the spiral effect from the Graphic Elements with the light effect.

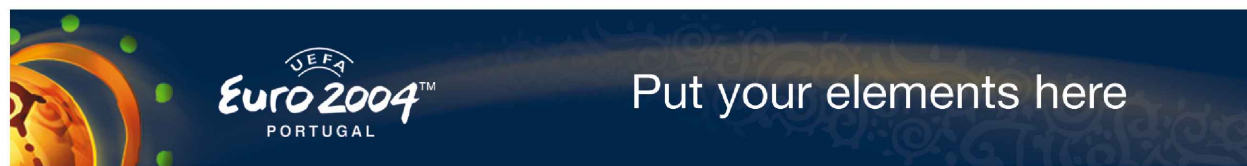
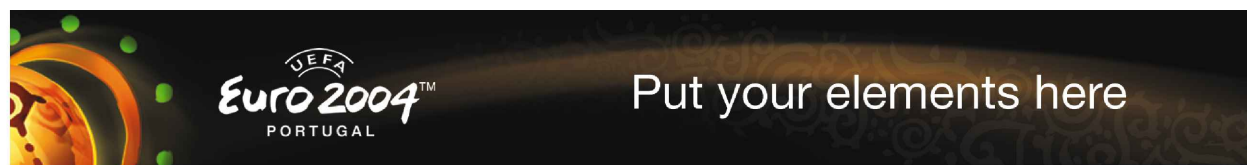
## 9 ONLINE USAGE OF THE OFFICIAL LOGO: THE BANNERS

Please ensure that the statement “The UEFA EURO 2004™ Official Logo is protected by trademarks and copyright. All rights reserved.” appears at the bottom of each and every page on which the Official Logo features.

Each use of the Official Marks must be approved in writing by your authorised UEFA EURO 2004™ Representative.



**Banner (HTML)**  
468x60 px



**Banners (HTML)**  
Colour palette

## 1 THE TROPHY: PHOTOGRAPHIC VERSION

The Trophy is available as a photographic reproduction, both in colour and black & white, and as line art graphics (vector drawings) in black & white – with and without the base.

The photographic reproduction of the Trophy must appear on a white background.

The line art version can be applied to a light, flat background which contrasts well with the depiction of the Trophy. If the Trophy has to be applied to a variable or dark background, it is reproduced with a white outline; the Legal Notice is reversed out in white. The Legal Notice © 1958 UEFA TM must appear with the Trophy at all times, in the position indicated here. When used in small sizes it needs to be resized appropriately, to maintain proper legibility. The minimum accepted font size is 2.5pt.

The Trophy may be used as a stand-alone graphic or background element to create themed designs. It is a requirement, however, that one of the configurations of the Official Logo – preferably in full colour – appears on the item where the Trophy is applied. For details on the reproduction of the Official Logo, please refer to the Manual above.

In order to guarantee high quality reproduction of the Official Trophy, each of the photographic versions of the Trophy is provided in three different resolutions.

Each use of the Official Marks must be approved in writing by your authorised UEFA EURO 2004™ Representative.



© 1958 UEFA TM

HALFTONE TROPHY



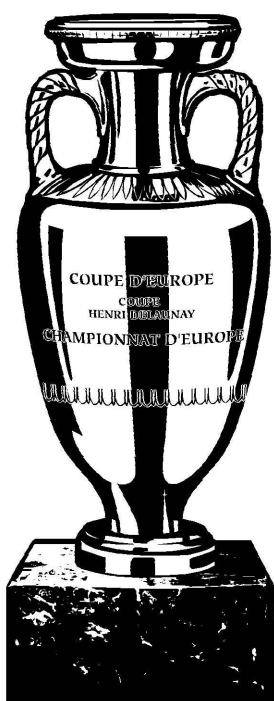
© 1958 UEFA TM

FULL COLOUR TROPHY



## 2 THE TROPHY: FLAT VERSION

Each use of the Official Marks must be approved in writing by your authorised UEFA EURO 2004™ Representative.



©1958 UEFA TM

LIGHT BACKGROUND



©1958 UEFA TM



©1958 UEFA TM

DARK BACKGROUND