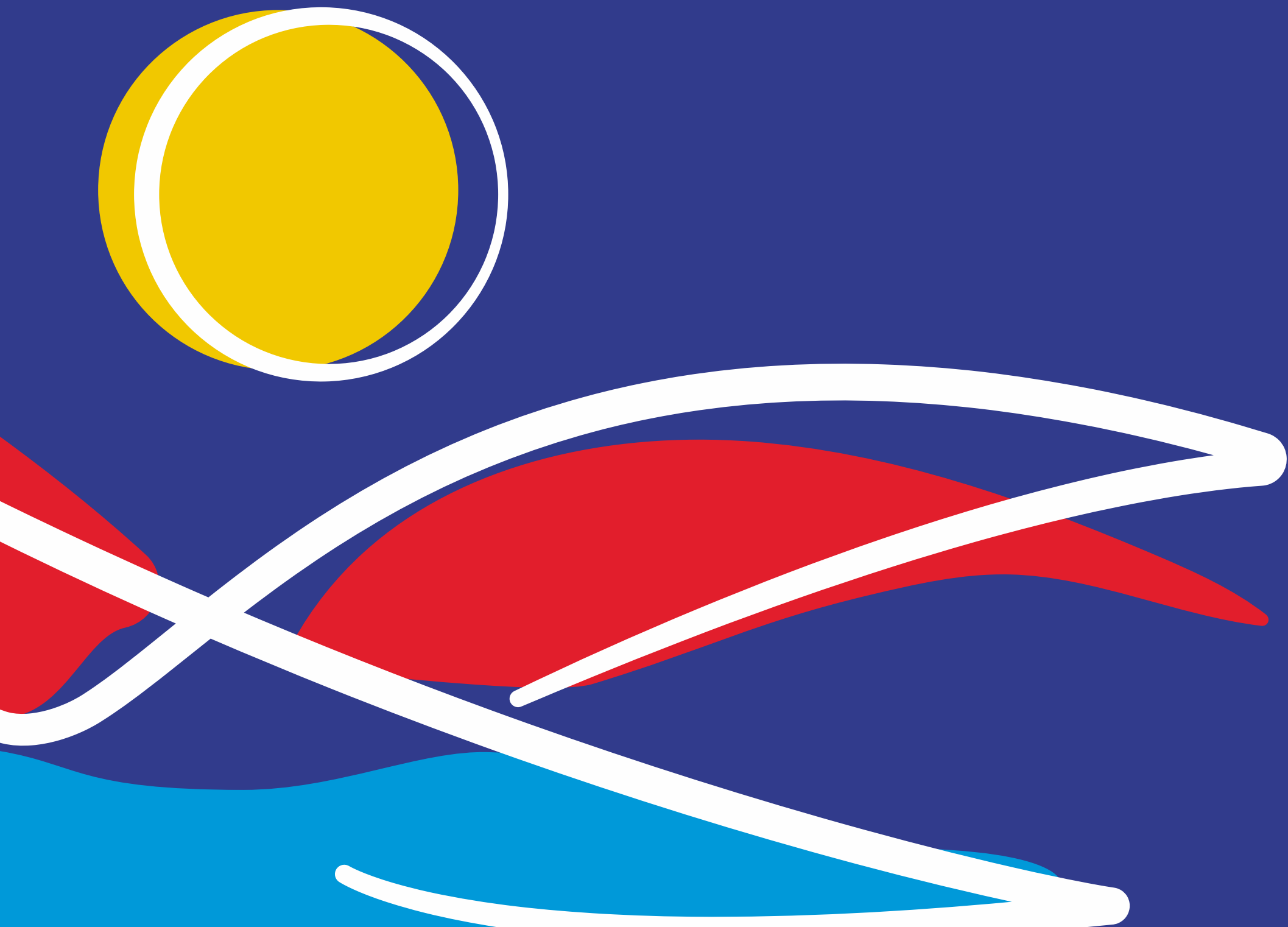
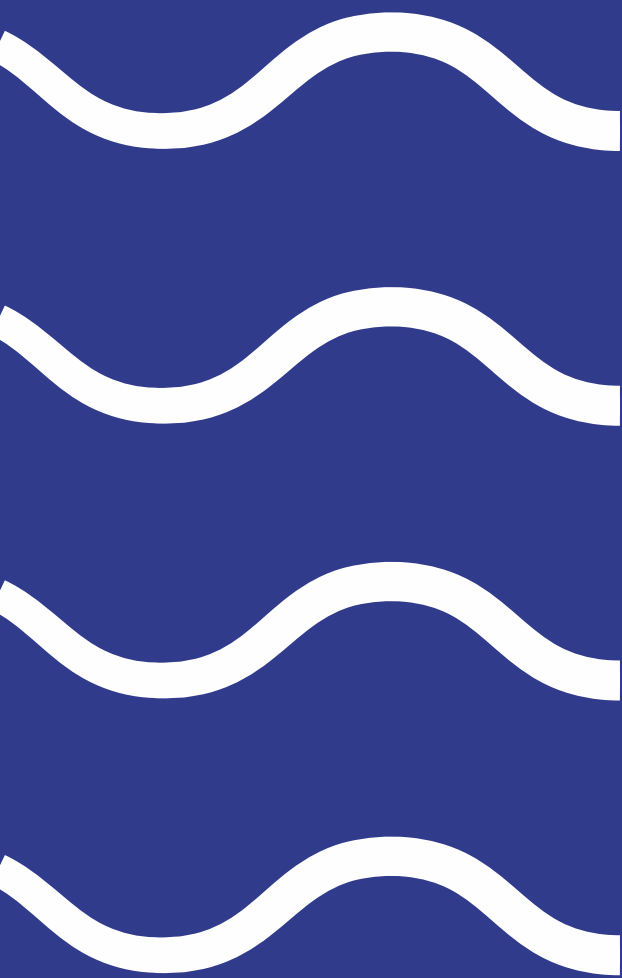


VISUAL IDENTITY GUIDELINES

35th LEN European Water Polo Championships





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2	REALIZATION
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4	COLOR LOGO ON DARK BACKGROUND
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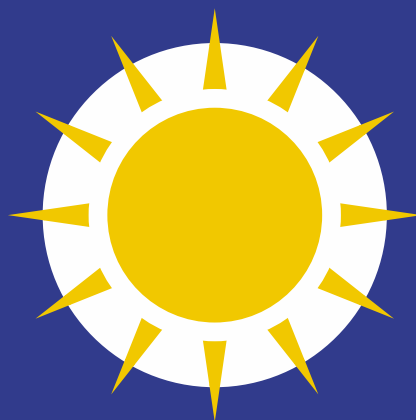
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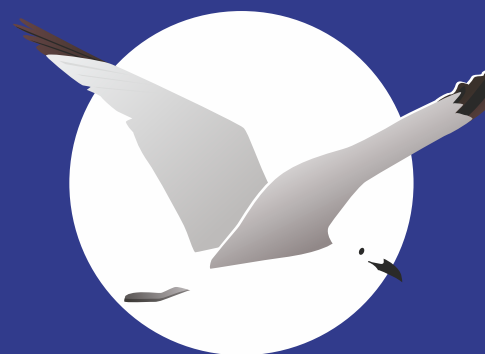
INSPIRATION



SEA

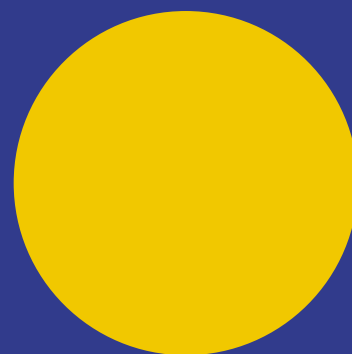
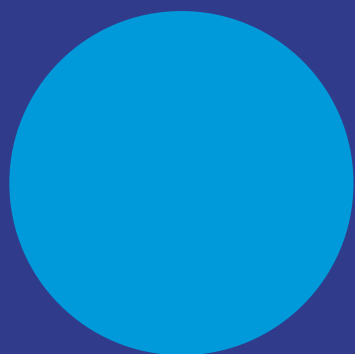


SUN



SEAGULL

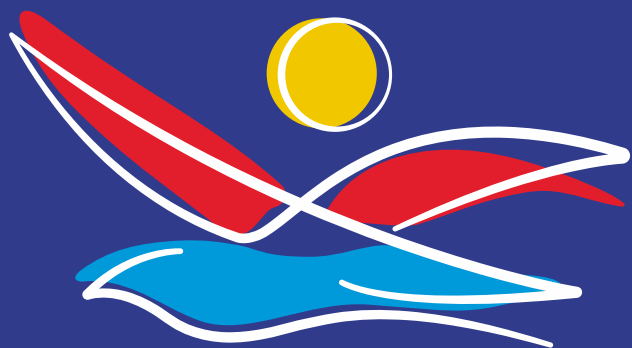
REALIZATION



COLOR LOGO ON BRIGHT BACKGROUND



COLOR LOGO ON DARK BACKGROUND



20
22

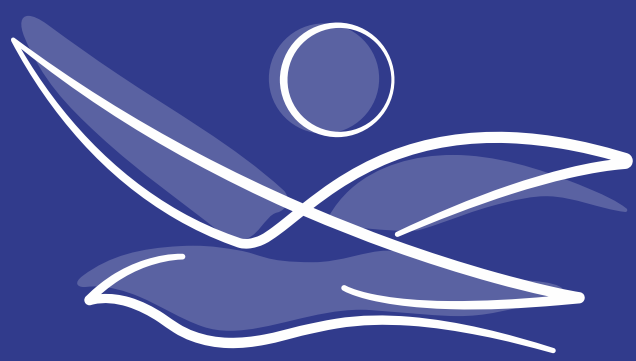
Split

35th LEN European
Water Polo Championships

MONOCHROME POSITIVE LOGO ON BRIGHT BACKGROUND



MONOCHROME NEGATIVE LOGO ON DARK BACKGROUND



20
22

Split

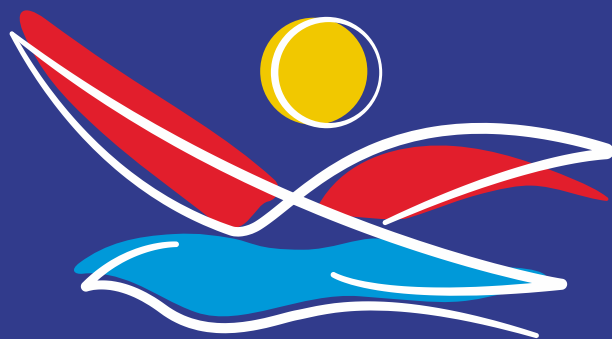
35th LEN European
Water Polo Championships

VERTICAL COLOR LOGO ON BRIGHT BACKGROUND



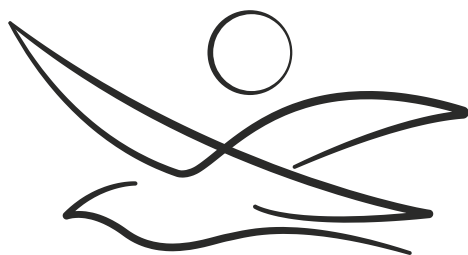
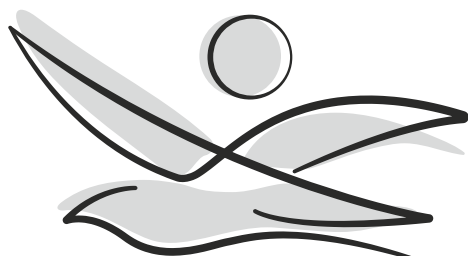
**20
22** Split 
35th LEN European
Water Polo Championships

VERTICAL COLOR LOGO ON DARK BACKGROUND



**20
22** Split 
35th LEN European
Water Polo Championships

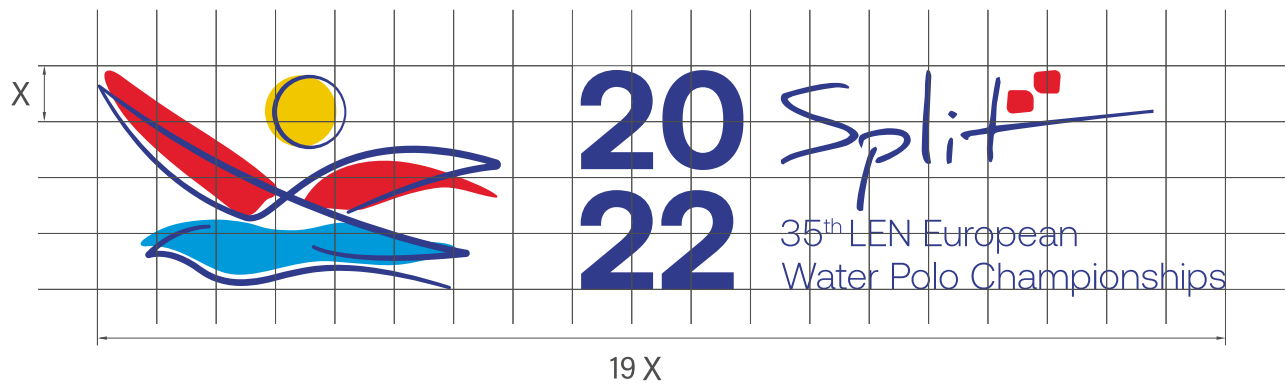
BASIC LOGO VARIATIONS GUIDELINES



OTHER LOGO VARIATIONS GUIDELINES



LOGO CONSTRUCTION



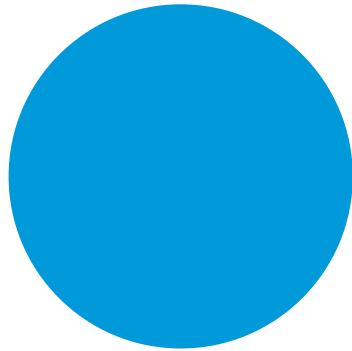
AREA OF RESPECT



MINIMUM DIMENSIONS



PRIMARY COLORS



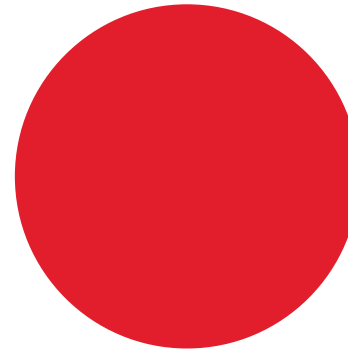
SEA

PMS 299C

CMYK 90 15 0 0

RGB 0 159 223

HEX #009fdf



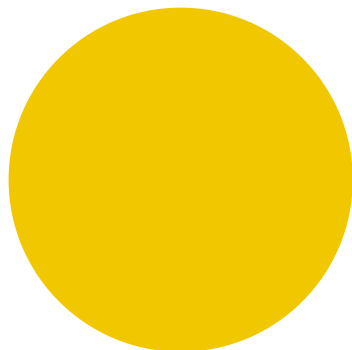
WATER POLO PLAYER

PMS 185C

CMYK 0 100 90 0

RGB 237 27 47

HEX #ed1b2f



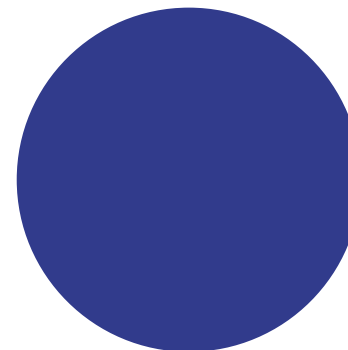
BALL

PMS 7406C

CMYK 0 15 100 8

RGB 238 196 1

HEX #eec401



LINES

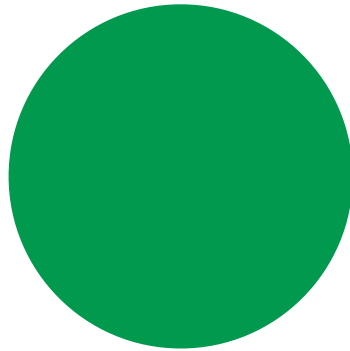
PMS 286C

CMYK 100 90 0 0

RGB 33 64 154

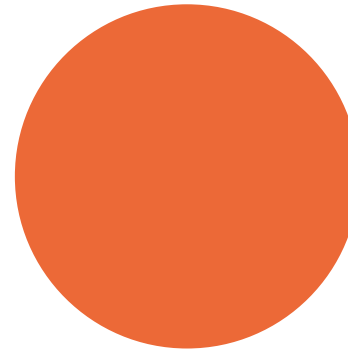
HEX #21409a

SECONDARY COLORS



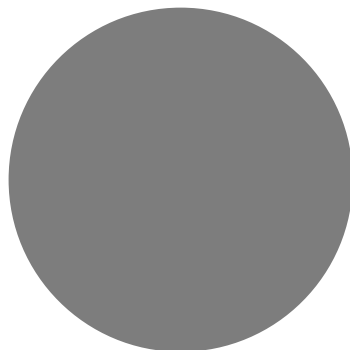
GREEN

PMS 354C
CMYK 85 10 90 0
RGB 0 162 88
HEX #00a258



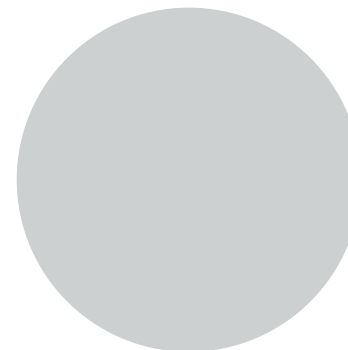
ORANGE

PMS 1645C
CMYK 0 70 85 0
RGB 243 112 58
HEX #f3703a



DARK GREY

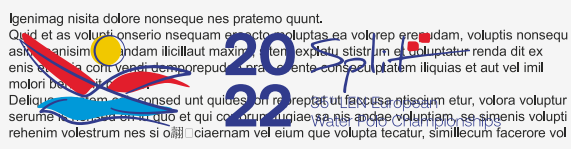
Pantone Cool Gray 9 C
CMYK 0 0 0 65
RGB 119 120 123
HEX #77787b



LIGHT GREY

Pantone Cool Gray 3 C
CMYK 0 0 0 25
RGB 199 200 202
HEX #c7c8ca

EXAMPLES OF WRONG APPLICATION



PRIMARY TYPOGRAPHY

Raleway Light Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
01234567890/+!"#%&'()=?*

Raleway Light Italic

*abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
01234567890/+!"#%&'()=?**

Raleway SemiBold Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
01234567890/+!"#%&'()=?*

SECONDARY TYPOGRAPHY

Arial Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
01234567890/+![]#%&[]()=?*

Arial Italic

*abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
01234567890/+!"#%&'()=?**

Arial Bold

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
01234567890/+!"#%&'()=?***

SECONDARY ELEMENTS

