

Introduction

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Logos

Colours

Typography

The following brand style guide explains the basic principles of the 7DAYS EuroCup brand identity.

The identity comprises of a simple kit of parts; logos, colour palette and typeface which used together carefully with the correct relationships will form the distinctive visual expression of the 7DAYS EuroCup brand.

This document outlines the components, their structure and their relationships which will help you to apply the brand consistently across all online and printed promotional materials.