

Logos

Introduction

Logos

- Overview
- Colour versions
- Exclusion zones
- Minimum sizes
- Incorrect usage

Colours

Typography

E-ball

The unique, abstract symbol that identifies Turkish Airlines EuroLeague.

Logotype

The custom-drawn “Turkish Airlines EuroLeague” typographic mark.

Lock-up

The E-ball and logotype are used together to form the lock-up.

The horizontal lock-up is the preferred logo treatment for Turkish Airlines EuroLeague.

When the horizontal treatment is not practical for your graphic requirements, the secondary vertical lock-up may be used.

Primary – horizontal lock-up



Secondary – vertical lock-up



E-ball

