

Colours

Introduction

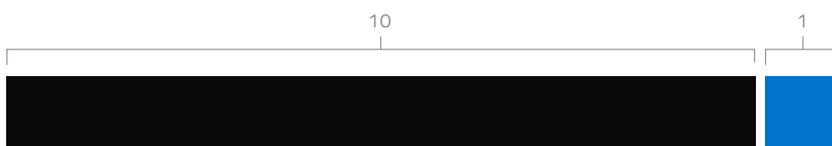
Logos

Colours

- Colour palette
- Colour ratio

Typography

Primary colours



10:1 colour ratio

In order to maintain a consistent balance of colour throughout all 7DAYS EuroCup brand communications, a colour ratio of 10:1 should be used. Black is the dominant colour, with blue used as a much smaller proportion. This creates an atmospheric and prestigious brand language, accentuating the vibrancy of the blue set within the black.

N.B. These ratios are a visual guide and approach and may be adapted slightly depending on the application. All designs should be submitted for approval before publishing.

