

Logos

Introduction

Logos

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Colours

Typography

Primary – horizontal lock-up



E-ball

The unique, abstract symbol that identifies 7DAYS EuroCup.

Logotype

The custom-drawn "7DAYS EuroCup" 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 7DAYS EuroCup.

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

Secondary – vertical lock-up



E-ball

