

Logos

Introduction

Logos

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

Colours

Typography

Any deviation from the correct usage of the logo – no matter how minor – undermines or dilutes the 7DAYS EuroCup brand.

Therefore, no other configuration or any variation of the logo is permitted under any circumstances. Examples of such variations are demonstrated opposite.

Artwork may be enlarged or reduced proportionately to satisfy design requirements; however, it may in no other way be altered.

Rotation
or perspective



Horizontal
or vertical
distortion



Complex
backgrounds



Altered colours



Screened opacity



Drop shadows

