



CONFÉDÉRATION  
EUROPÉENNE  
DE VOLLEYBALL

# CEV Beach Volleyball

# Corporate Design Basic Guideline



## 2018 WORLD TOUR Star 1 & 2

### Design Guideline

01 // Corporate Identity : **04**

02 // Corporate Design : **06**

03 // Event Design : **18**

04 // Communication : **32**

# Corporate Design Basic Guideline

## 01. Corporate Identity

CEV & FIVB Logos	04
------------------	----

## 02. Corporate Design

<b>Corporate Color System</b>	
Basic Color Scheme	06
CEV & FIVB Partners' Color Scheme	08
<b>Competition Logo</b>	
World Tour Star 1 Competition Logo	10
<b>Promotion</b>	
Marketing Material	12
Banners On The Court	14
<b>CEV Partners Promotion</b>	
Logos & Banners	16



© 2018 CEV  
CEV Publications  
Confédération Européenne de Volleyball  
488, route de Longwy, L-1940 Luxembourg  
Luxembourg  
E-mail: [office@cev.lu](mailto:office@cev.lu)  
Telephone: +352 25 46 46 34  
Fax: +352 25 46 46 40  
[www.cev.lu](http://www.cev.lu)

---

### 03. Event Design

---

#### Court Layout

---

Official Competition Court Layout	18
Net & Net Bands	20
Net Post Paddings & Referee Chair Advert	22
CEV Flags	24
CEV Beach Volleyball Uniforms	26
Boards & Backdrops	28

---

#### Awarding Ceremony

---

Podium	30
--------	----

---

### 04. Communication

---

#### Social Media

---

Social Media Platforms	32
Social Media Promotional Hashtags	34

---

---

All necessary files incl. graphics are available for downloading on the CEV ftp server:

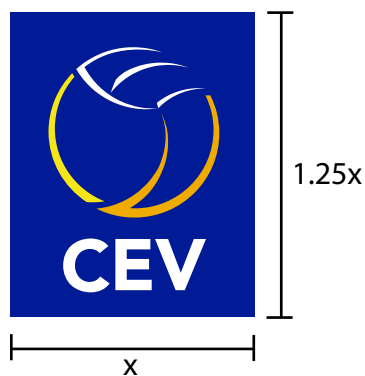
ftp://nftp.cev.lu

Username: CEV\_marketing

Password: 4marketing2010

Folder: .../CEV marketing/downloads/ BEACHVOLLEYBALL COMPETITIONS/2018/WT/ \*.\*

# CEV & FIVB Logos



## CEV logo



Institutional version

Promotional version

CEV identification  
markers

The CEV logo should never appear smaller than 25 mm in width, in order to guarantee a good visibility on the print material.

The correct dimension of the CEV logo has to be always adapted to the purpose and character of print material which is going to be used.

The CEV logo consists of the initials "CEV", the volleyball symbol - the stylised ball - that is always located above the logotype, and the blue background rectangle.

The logo is only to be used in the vertical format shown below and must be presented at least one size bigger than any other logo.



# 01 // Corporate Identity

## FIVB logo

### Versions

plain

glossy

#### The guard brandmark



There are two versions of the FIVB brandmark.

The guard brandmark and the formal brandmark.

Both versions are also available with a «glossy» look.

#### The guard brandmark

This version of the FIVB brandmark should be used to represent the FIVB in association with the third parties brandmarks and in combination with the FIVB property logos. Therefore it is the most frequently used for advertising.

#### The formal brandmark



#### The formal brandmark

This version of the FIVB brandmark is used for all items to officially represent the FIVB. It appears on all stationery, flags and administrative forms.

#### Glossy look

This versions of the FIVB brandmark should be used for new media applications such as internet, TV, smartphone apps, beamer presentations etc.

They may also be used for print applications where high quality print is guaranteed.

The guard  
brandmark



The formal  
brandmark



# Corporate Color System.

## Basic Color Scheme

Certain colors cannot be expressed within a particular color model in some PC (colors can be out of gamut). It means some colours can be expressed in the RGB/CMYK color space but cannot be expressed in the CMYK/RGB color space.

This is the reason why the color presentation in RGB color space in some computers may distinguish from CMYK or Pantone colours.

### CEV colours



Pantone 2738 c

CMYK 100-87-0-2

RGB 46-58-136



Pantone 130 c

CMYK 0-30-100-0

RGB 234-184-24



Pantone process yellow

CMYK 0-0-100-0

RGB 225-237-0



# 02 // Corporate Design

## FIVB colours



FIVB Blue

CMYK	100 / 57 / 0 / 2
Pantone®	293 C / U
RGB	0 / 74 / 157
Hex	# 003399
RAL	to be defined
Scotchcal	to be defined



FIVB Black

CMYK	0 / 0 / 0 / 100
Pantone®	Black C / U
RGB	0 / 0 / 0
Hex	# 000000
RAL	to be defined
Scotchcal	to be defined



FIVB Grey

CMYK	0 / 0 / 0 / 40
Pantone®	Cool Gray 6 C / U
RGB	153 / 153 / 153
Hex	# 999999
RAL	to be defined
Scotchcal	to be defined



White

CMYK	0 / 0 / 0 / 0
Pantone®	—
RGB	255 / 255 / 255
Hex	# FFFFFFFF
RAL	to be defined
Scotchcal	to be defined

The FIVB colour palette consists of four primary colours. FIVB Blue should be used in preference to any other colours, however White should also be considered as a major colour.

### Tints

The FIVB colours can also be used as tints in a 100% to 0% spectrum.



FIVB Silver

CMYK	—
Pantone®	877 C / U
RGB	—
Hex	—
RAL	to be defined
Scotchcal	to be defined

# Corporate Color System.

## CEV & FIVB Partners Color Scheme



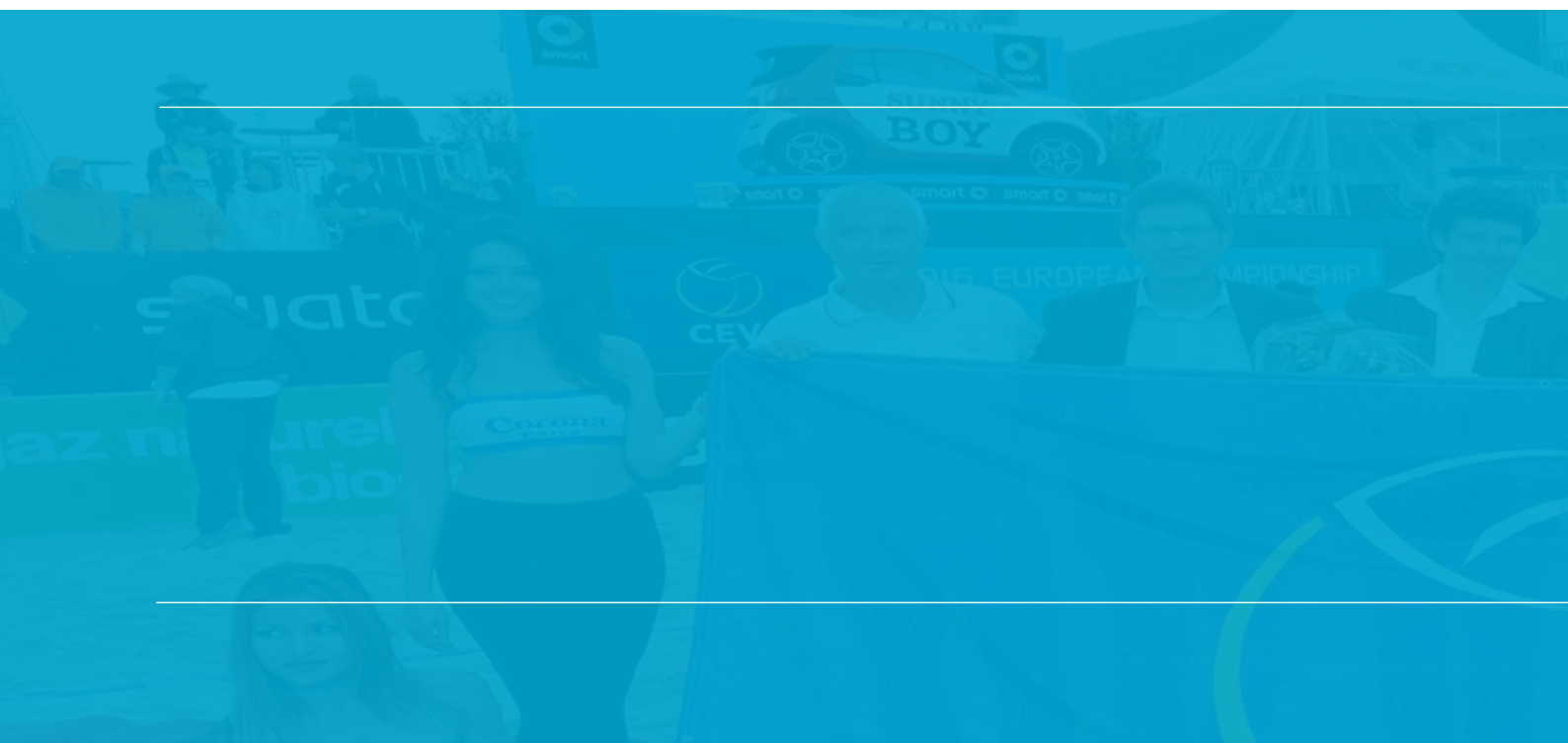
BANCO DI BRASIL



CMYK 2-11-100-0



CMYK 100-79-16-3





# 02 // Corporate Design



## MIKASA



Pantone 109 c

CMYK 0-10-100-0

RGB 225-220-0



Pantone 1797 c

CMYK 0-100-90-10

-



Pantone Reflex Blue c

CMYK 100-73-0-2

-

## SBERBANK



Pantone PMS 349

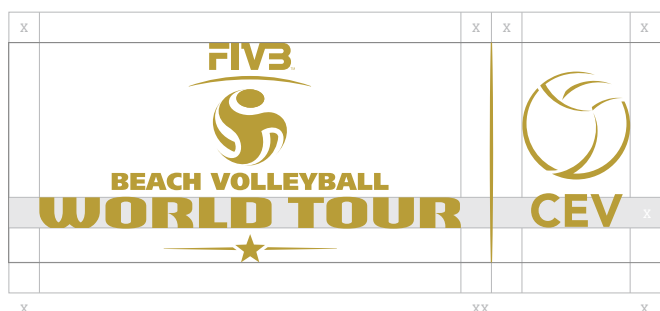
CMYK 100-0-91-42

RGB 0-112-60



# Competition Logo

## World Tour Star 1 Competition Logo



To ensure the legibility of the logo, it must be surrounded with a minimum amount of clearspace (x).

x) in all other cases contact CEV

The use of the CEV Competition logo is mandatory.

The Competition Logo is the official symbol of the competition and can only be presented in its colour version. The black plain or gray versions can be used only in very special cases and always after approval of CEV.

The dimension of the competition logo can be changed on a pro rata basis only, in side ratio.

The Organiser may use the Competition symbol only for editorial purposes in non-commercial articles about the Competition / event and as a part of the marketing, dressing and promotional material. <sup>x)</sup>

The Competition Logo cannot be translated into the local language. It must remain always in English.

The specifications for the FIVB Beach Volleyball World Tour approved colours are shown here for all applications; spot and process colour printing, On screen and web versions.



#### GOLD

CMYK 0 / 15 / 78 / 36  
Pantone® 4505 C / U  
RGB 144 / 121 / 41  
HTML # 907929

#### BLACK

CMYK 0 / 0 / 0 / 100  
Pantone® Black C / U  
RGB 0 / 0 / 0  
HTML # 000000

#### WHITE

CMYK 0 / 0 / 0 / 0  
Pantone®  
RGB 255 / 255 / 255  
HTML # FFFFFFFF

#### Basic Gold Competition logo

Use these versions when Background is black or white.



# 02 // Corporate Design

## Basic Competition Logos

### Gold - primary Version

Gold versions of the logos may be used against white or black. When using the logos over pictorial or graphic backgrounds care should be taken to place the logos in less busy areas to ensure their clarity.



### Black



### White



When the printing process is restricted or tonal clarity can not be guaranteed black and white versions of both the Primary and Linear Logos are available.

### White Competition logo

Use these versions when Background is colourful and dark colours.



### Black Competition logo

Use these versions when Background is white or in light colours.



# Promotion

## Marketing Material

A marketing material can take many forms from handouts to films and must be agreed upon the CEV before printing or publishing.

Only hi-res logos can be used and must be displayed in conformity with the following basic rules:

### The inserted graphic has to include:

1. The official World Tour FIVB / CEV logo
2. The event Title
3. Logos of all official CEV / FIVB partners as specified further

4. The CEV Fair Play and Green Way logos (if requested)
5. Other elements if requested

### Logos have to be presented according to the following hierarchy:

- 1st row: CEV & FIVB Sponsors / suppliers
- 2nd row: National presenters
- 3rd row: National suppliers and other sponsors

### The Organiser shall produce and use the following printed materials:

1. The backdrop
2. The competition Title banner
3. The accreditation cards
4. The entrance tickets / invitations (if ticketing is applied)
5. Podium

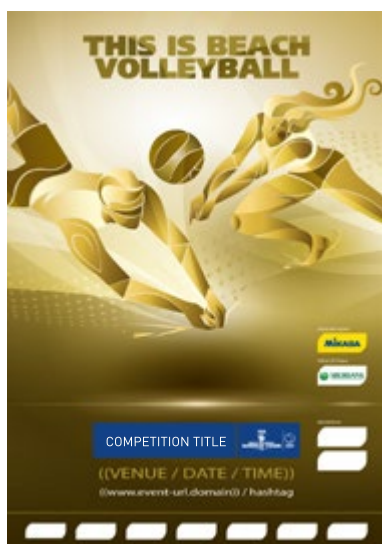
The Organiser may produce and use other printed (poster, brochure, flyers, etc.) and digital materials.

Before producing and using them, the Organiser shall submit to the CEV, for approval, each, any and all printed and digital materials related to the CEV competition by sending samples via mail or the CEV ftp server.



# 02 // Corporate Design

Sample 1 - official layout

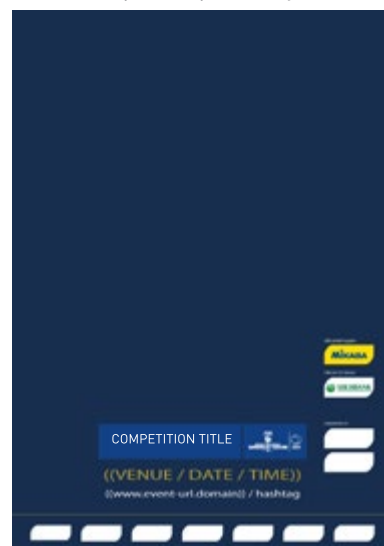


The Organisers can use the official FIVB visual identity.

## POSTERS

The Organisers can develop their own Background.

Sample 2 - optional layout



The CEV is giving the LOCs a lot of freedom to develop their own visual identity to better promote and sell their events in their respective territory.

There are mandatory logos which need to be represented on the key visuals: Sberbank logo, Mikasa logo, World Tour logo.

Accreditation card's layout



front



back

## Promotion

### Banners On the court



All banners have to be placed on the positions indicated on the court layout description.

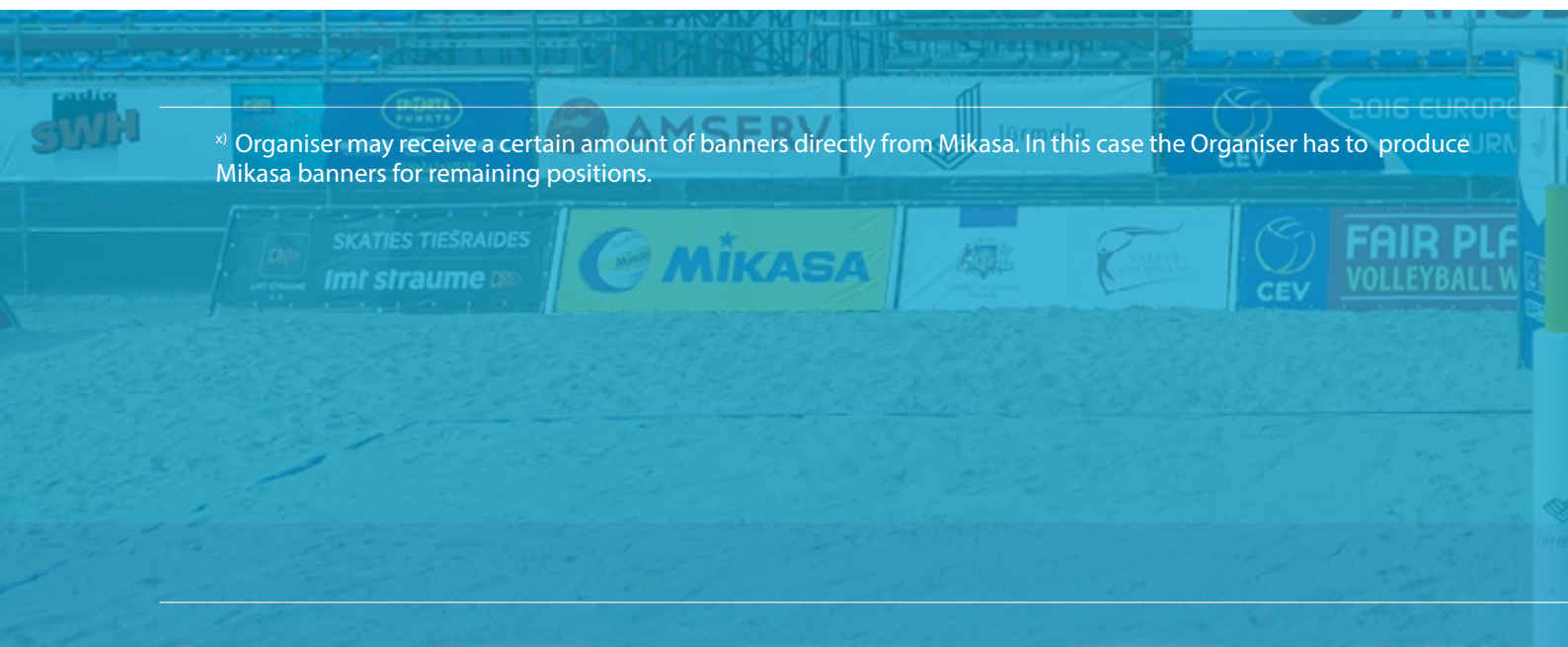
The Organiser has to produce and fix on the correct positions the following panels:

1. CEV banners
2. CEV / FIVB partners' banners if requested
3. Mikasa banner <sup>x)</sup>
4. Social media promotional banners
5. Other banners

All banners have to be produced with the dimension of 300 x100 cm <sup>x)</sup>.

The banner has to be printed on heavy, waterproof non-transparent material and fixed properly stretched on the support.

<sup>x)</sup> Organiser may receive a certain amount of banners directly from Mikasa. In this case the Organiser has to produce Mikasa banners for remaining positions.



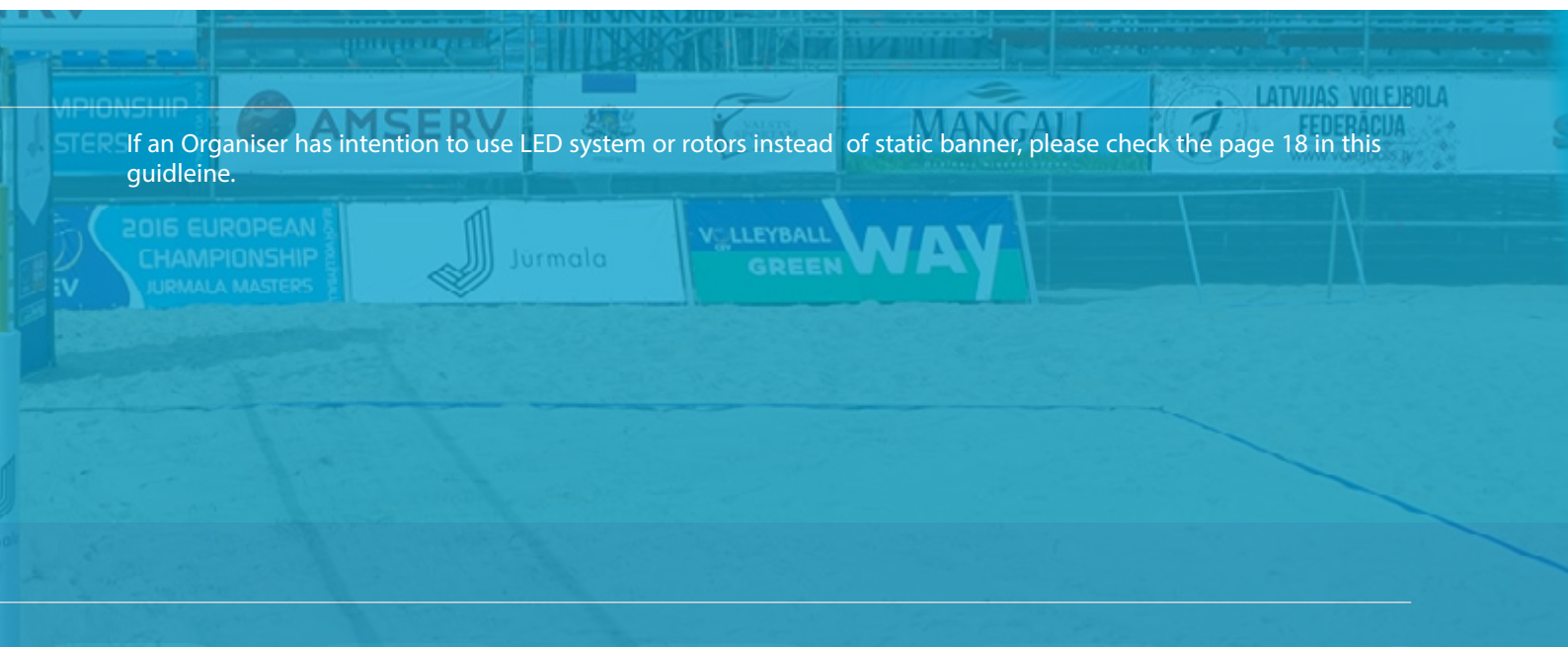
# 02 // Corporate Design

Examples of banners (3x1 m) placed in the first row <sup>x)</sup>



x) The final design of banners will be available on the ftp server for downloading. For more information see also pages 18 and 19 in this document.

If an Organiser has intention to use LED system or rotors instead of static banner, please check the page 18 in this guideline.



## CEV Partners Promotion

### Logos & Banners

#### Promotion on the playing court:

The Organiser has to produce and fix the Mikasa banner on the correct position according to the court layout :

All banners have to be produced with the dimension of 300 x100 cm.

The banner has to be printed on heavy, waterproof non-transparent material and fixed properly stretched on the support.



or



Artworks used for banners placed on the court





# 02 // Corporate Design

## Promotion in all print and digital material:

A marketing material must display the hi-res logos of Mikasa as specified in this guideline:



or



This artwork has to be used if indicated in the layout.

Mikasa "Sports every day" logo has to be used preferably for all other not pre-defined promotional material.



# Court layout

## Official Competition Court layouts

The centre court and all side courts' layout s have to comply with the valid competition regulations in terms of technical, organisational and commercial aspects.



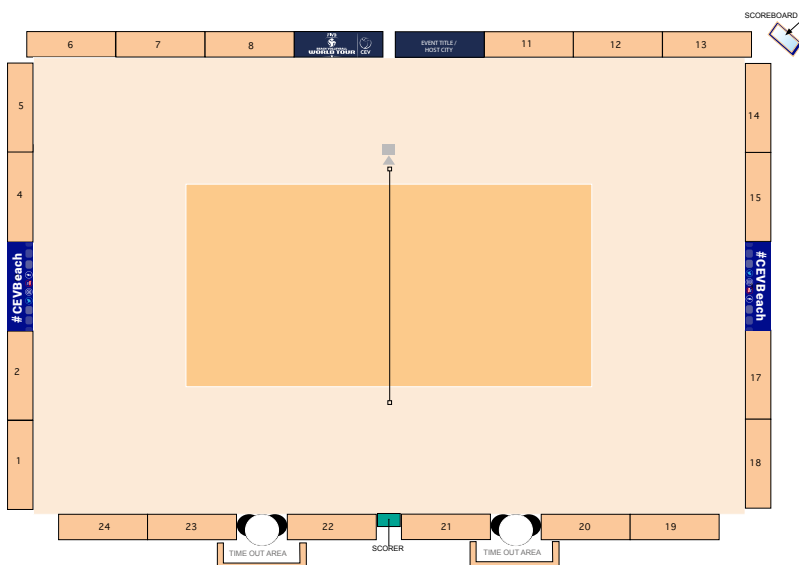
The diemensions, arrangements and commercial rights distribution on the centre court as well as on side court(s) are displayed on the drawings presented in this guideline:

The particular content of all CEV/ FIVB positions will be specified in the respective court layout available on the CEV ftp server.

© 2018 Confédération Européenne de Volleyball. All rights reserved.

2018 BEACH VOLLEYBALL COURT LAYOUT  
CONFIGURATION - SIDE COURTS

2018 European World Tour Star 1 & 2

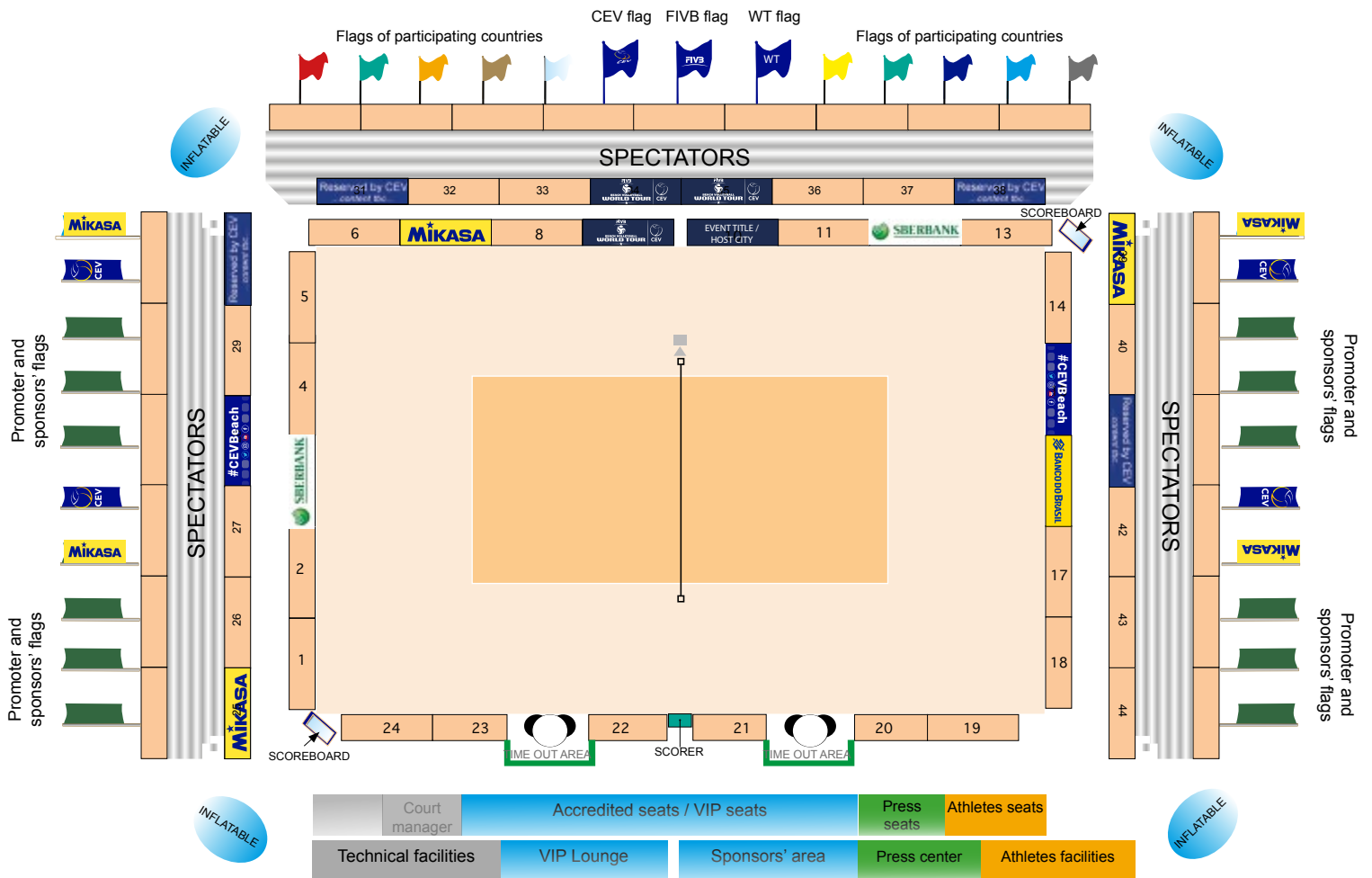


- Panel size: 3.0m x 1m
- CEV positions: 3 and 16
- Competition Title banner: positions 9 and 10

# 03 // Event Design

## 2018 BEACH VOLLEYBALL COURT LAYOUT CONFIGURATION - CENTRE COURTS

## 2018 European World Tour Star 1 & 2



Panel size: 3.0m x 1m  
 CEV or FIVB sponsors' banners: positions 3,7,12,15 and 16

- Competition Title banner: positions 9,10, 34, 35 and scorer table
- 3rd row: optional

### Using LED or rotor systems on the court.

In case of intention to use LED or rotor system instead of static banners on the court, the Organiser has to inform the CEV in writing form per e-mail not later than 30 days before the respective event.

Such as information has to include dimension of the LED system on all 4 sides and technical parameters.

The CEV afterwards provides the Organiser further instructions, guideline, timing etc.

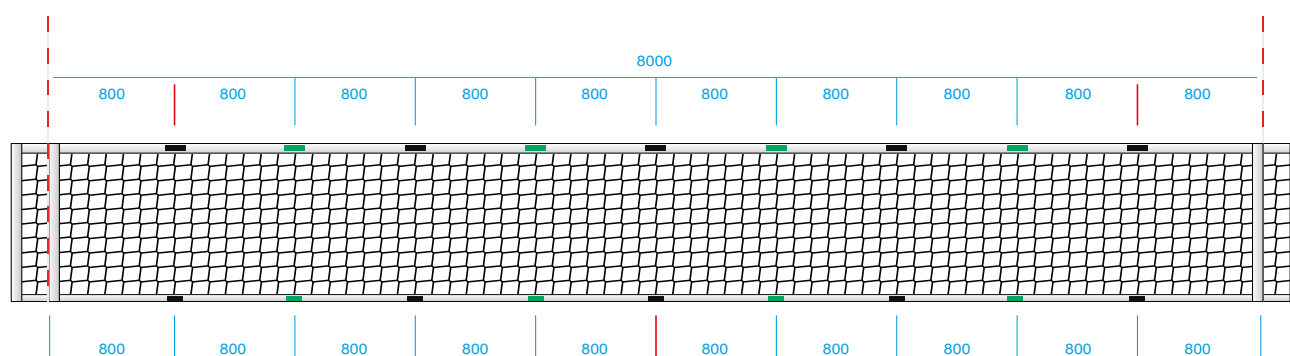
# Court Layout

## Net & Net Bands

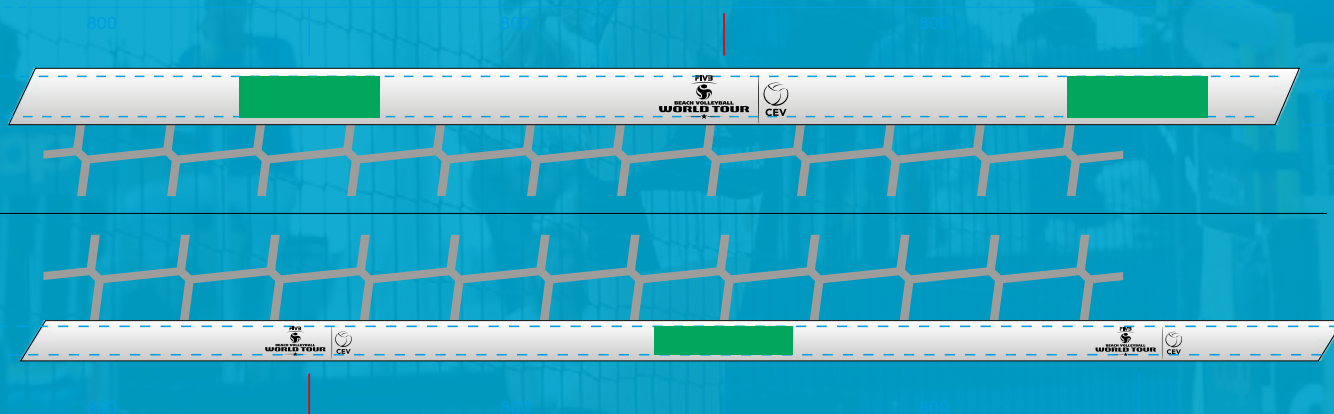
**All parts of the net**, i.e. the upper and lower net bands, the net mesh, the net ends as well as post paddings have to be produced strictly according to the relative agreement.

The net is 8 - 8.5 m long and 1 m (+/- 3 cm) wide and made of 10 cm square mesh, placed vertically over the axis of the center of the court. At its top and bottom there are two 7-10cm wide horizontal bands made of two-fold canvas.

Upper and lower net bands design with CEV logo



The official layout of the upper and lower net bands (alternating competition logo and Organiser's logo)



# 03 // Event Design

The CEV reserves the right to modify the design of the net bands and any advertisable net parts to enhance the visibility of CEV's partner(s) on the centre court.

The net's horizontal upper and lower bands are produced and designed as specified further.

**All nets** for the centre and side courts have to be produced by the Organiser according to the official layout alternating CEV and Organisers logos on both upper and lower net bands adopted by 50 % for CEV and 50 % for Organiser<sup>x)</sup>.

**Optionally** the Organiser can arrange 4 **net bands** (attached between the net and the post) with logos on the front and back if the production is arranged by the Organiser. In case the Organiser decides to use this opportunity all 4 net side bands have to be arranged according to the drawing displayed below:

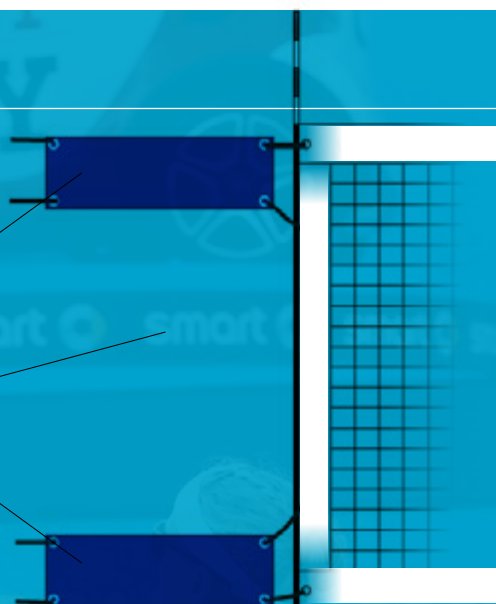
- 2 upper net side bands reserved for CEV.  
(The content will be communicated in due time).
- 2 lower net side bands with Organiser's partner logo



2016 CEV U18 Beach Volleyball European Championship

x) In case used for Advertising

Optional



# Court Layout

## Net Post Paddings and Referee Chair Advertisings

### Net Post Padding Advertising:

Alternating 50 % CEV and 50 % Organiser according to the Layout described in the guideline <sup>x)</sup>.

### Referee chair Advertising:

Alternating 50 % CEV and 50 % Organiser according to the Layout described in the guideline.

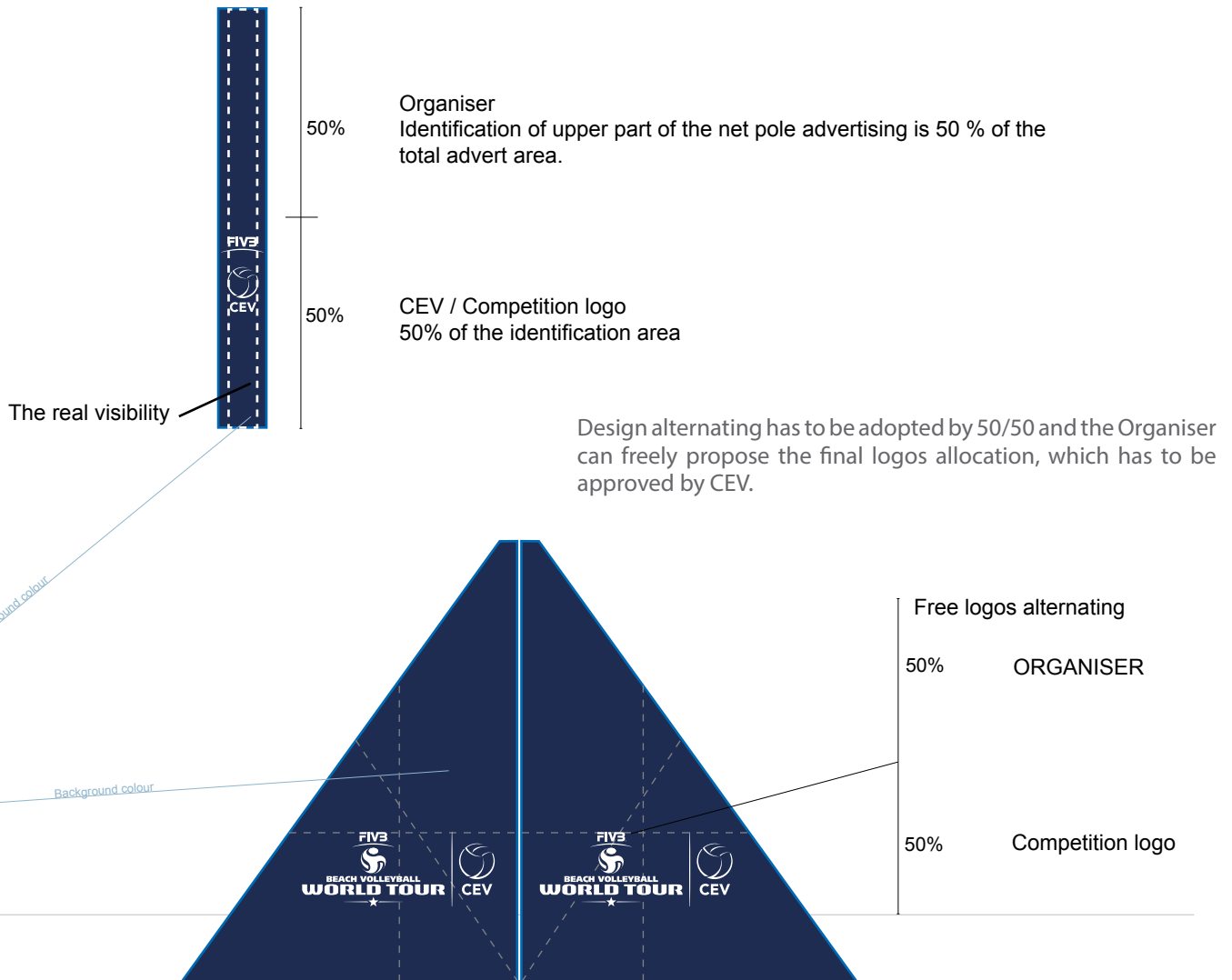
Although the design alternating has to be adopted by 50/50, the Organiser can freely propose the final logos allocation, which has to be approved by CEV.

(CMYK 100-87-39-34)

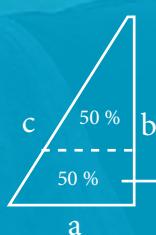
x) In case used for Advertising



# 03 // Event Design



The final look has to be approved by CEV



Any Identification put in the UPPER part of the referee chair advertising cannot exceed 50% of the total advertising

The area cannot be bigger than the area matching formula :  
CEV advert area =  $0.5 * ((a * b) / 2)$

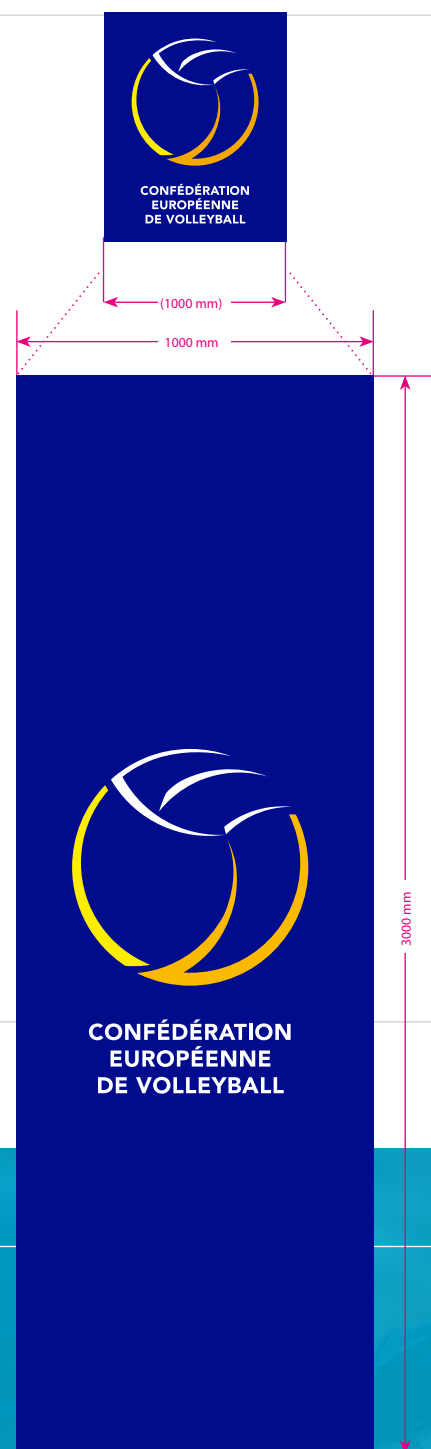
# Court Layout

## Flags

### The FIVB and World Tour Flags

shall be produced and displayed in the dimension of 3 x 2 m or 2 x 1,4 m.

Any other way of hoisting and dimension shall be approved by CEV prior producing.



The layouts are available on the ftp server.

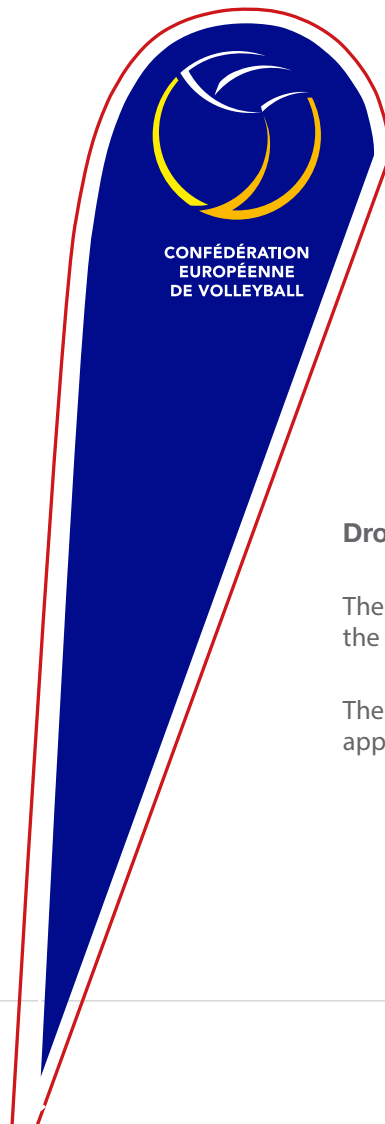


# 03 // Event Design

## The CEV Flags

shall be produced and displayed in the vertical hoisting with the height of 3 m and width of 1 m.

Any other way of hoisting and dimension shall be approved by CEV prior producing.



## Drop-Flags

The CEV logo shall be displayed always at the right angle and as big as possible.

The hoisting and dimension shall be approved by CEV prior producing.



Institutional version



Promotional version

If the respective Version of the CEV logo used for flag is not specified the Organiser has to always consult the CEV, which Version shall be used.

# Uniforms

## CEV Beach Volleyball Uniforms



The **polo shirts** have to be produced in 4 different colours, one for each of the following categories: Referees, Organiser, CEV Officials and Line judges / Scorers.

The Organiser has the right to place sponsors' logos on both polo shirt's sleeves. The maximal dimension of all logos cannot exceed 95 cm<sup>2</sup> per sleeve.

The final layout must be sent to CEV for approval before printing and producing. All positions and dimensions have to be observed as specified on the drawing shown in this document.

All positions and dimensions have to be observed as specified in this guideline.

## The logos have to always be well visible...

### White versions of the CEV logo

Use these versions when Background is colourful and dark colours.



### Black versions of the CEV logo

Use these versions when Background is white or in light colours.



### Basic Gold Competition logo

Use these versions when Background is black or white.

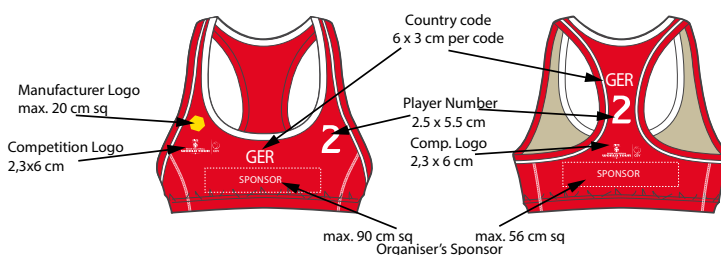


# 03 // Event Design

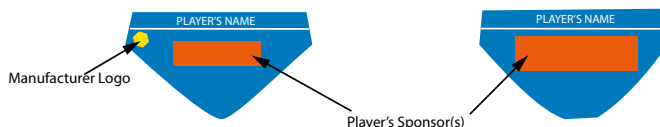
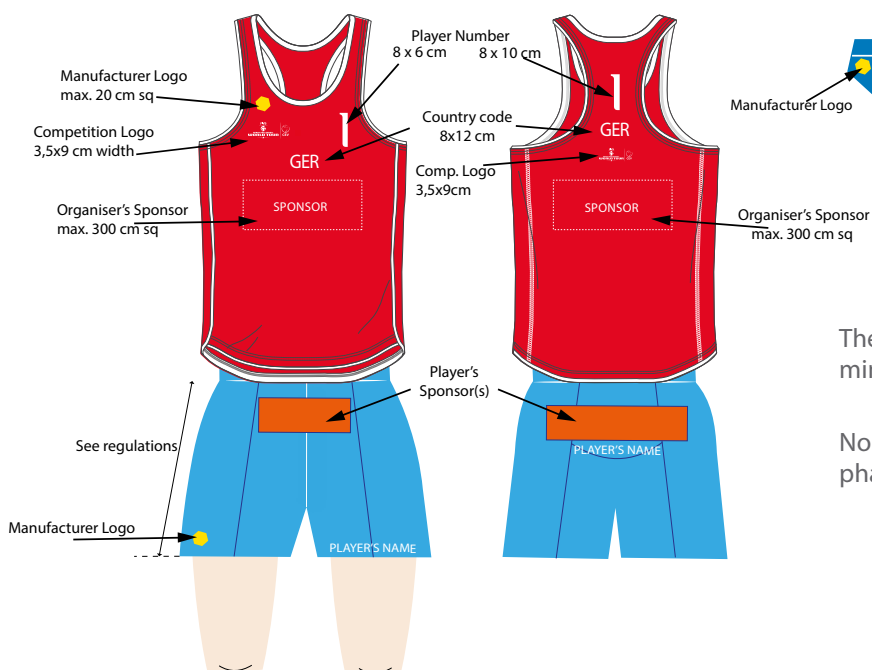
## Uniforms produced by the Organiser



### CEV Beach Volleyball Women's Uniform



### CEV Beach Volleyball Men's Uniform



The Organiser has to produce the uniforms in minimum 2 different colours per player.

No country codes are needed for the Qualification phase.

#### White Competition logo

Use these versions when Background is colourful and dark colours.



#### Black Competition logo

Use these versions when Background is white or in light colours.



## Boards & Backdrops

### Results Board & Backdrop

The official competition backdrop must be present during the entire respective competition, mainly (but not limited) for:

- Technical meeting (if organised)
- Press conference
- Mixed zone
- Awarding Ceremony

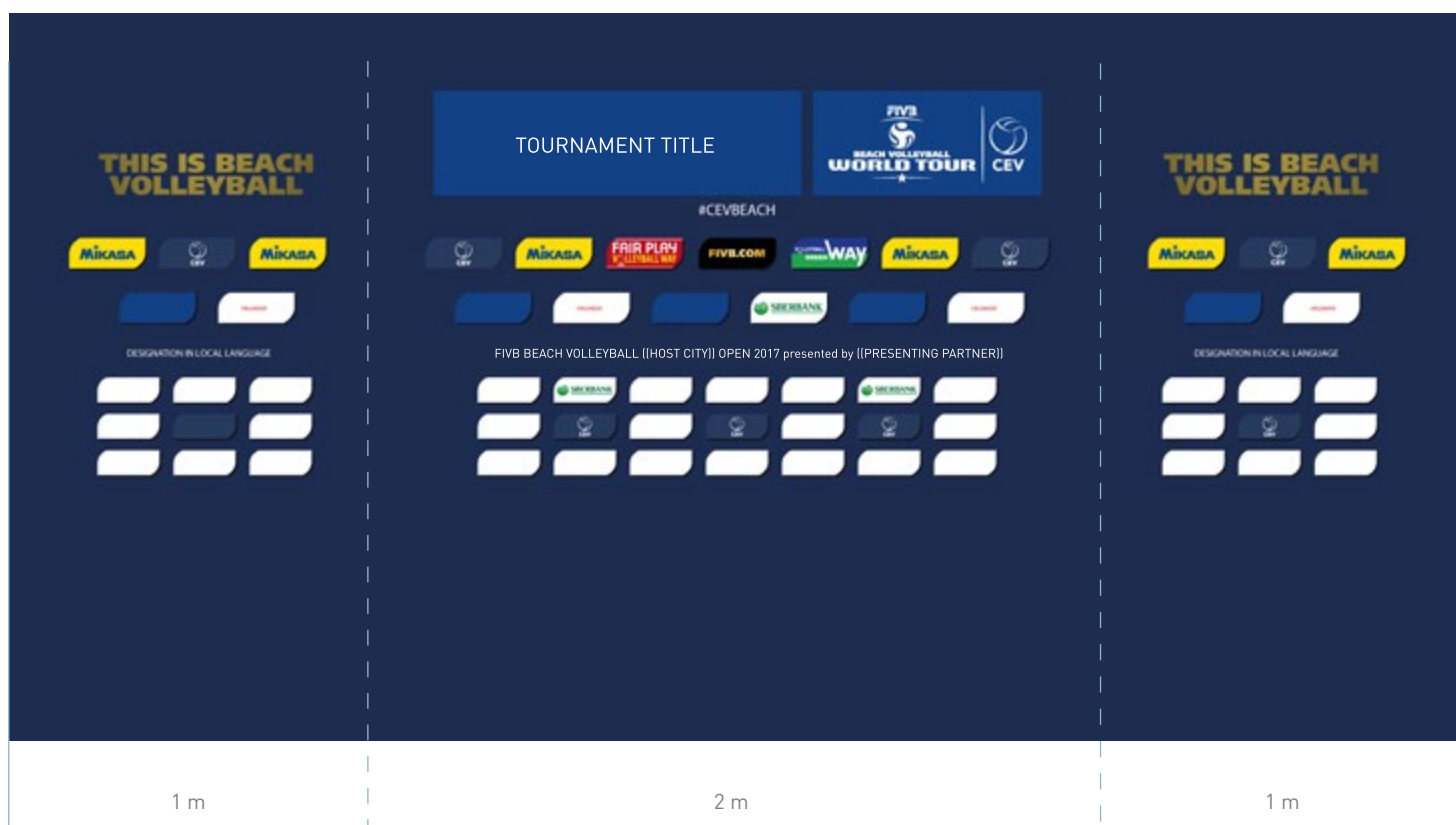
Design and layout of the official competition backdrop cannot be changed or anyhow modified except positions belonging to the Organiser.

The final look of the backdrop must be sent to CEV for the approval before printing or producing.

The backdrop material to be used must be a MAT (unpolished or non shiny) surface in order to avoid extreme reflecting in the TV camera or on the pictures taken.



# 03 // Event Design



The interview backdrop

The production file is based on 4 by 2 meters. The interview backdrop may be cropped by 1 meter parts (left and right) if room size doesn't allow a 4 meters backdrop



Organiser



Comp. title

# Awarding ceremony

## Podium

A three level podium has to be used for the awarding ceremony. The highest level in the centre for the winners, lower level on their right for silver medalists and the lowest platform for bronze medalists on the left of gold medalists platform.

The Organiser is allowed to adapt slightly the final dimension of the podium depending on the current specific conditions of the event. In any case the final layout and look of the podium has to be approved by CEV before printing and producing.

The respective layout of the podium is available for downloading on the CEV ftp server.



Width: 360 cm  
High: 60, 50, 40 cm



# 03 // Event Design

Awarding ceremony - 2016 CEV Beach Volleyball European Championship Jurmala Masters



FIVB  
BEACH VOLLEYBALL  
WORLD TOUR



2

Aydin Open, Turkey

1

Aydin Open, Turkey

3

Example podium

## Social Media

### SOCIAL MEDIA PLATFORMS



The CEV operates on four **social media platforms**, namely:

- YouTube
- Facebook
- Twitter
- Instagram

The Organiser is requested to link to these whenever posting or tweeting about the respective CEV Beach Volleyball competition as specified hereinafter:

#### **Sport specific accounts:**

**Facebook:** [www.facebook.com/CEVBeach](http://www.facebook.com/CEVBeach)

**Twitter:** [www.twitter.com/CEVBeach](http://www.twitter.com/CEVBeach)

#### **CEV main accounts:**

**Facebook:** [www.facebook.com/CEVolleyball](http://www.facebook.com/CEVolleyball)

**Twitter:** [www.twitter.com/CEVolleyball](http://www.twitter.com/CEVolleyball)

**Instagram:** [www.instagram.com/CEVolleyball](http://www.instagram.com/CEVolleyball)

**YouTube:** [www.youtube.com/CEVolleyball](http://www.youtube.com/CEVolleyball)

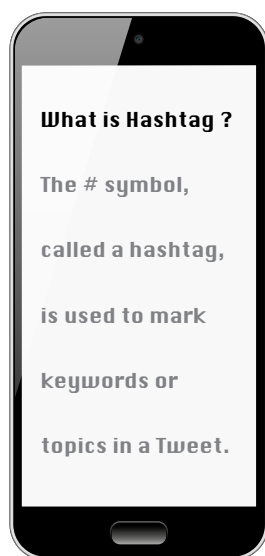






## Social Media

### SOCIAL MEDIA PROMOTION & HASHTAGS



**Hashtags** are a way for social media users to tag their posts with keywords, which in turn make them easier for social networks to organise and users to search.

The use of hashtags is important to raise the online awareness of the event/activity/sport/topic and have a common word that can be used for tracking all the different type of conversations going on, on social media.

The CEV uses these hashtags also to monitor and analyse the online conversation, in order to reply and interact with the fans.

The hashtags to include for CEV Beach Volleyball Competitions are the following:

1. For all general communication concerning the CEV Beach Volleyball: **#BeachVolleyball.**
2. For European Championship: **#EuroBeachVolley.**
3. For for all under age groups competitions:  
**#EuroBeachVolleyU18**  
**#EuroBeachVolleyU20**  
**#EuroBeachVolleyU22.**

# # THE POWER OF HASHTAGS #

# 04 // Communication

4. All European World Tour Star1 & 2 tournaments: **#CEVBeach.**
5. Continental Cup and Youth Continental Cup tournaments: **#CEVContinentalCup.**

For more details contact the CEV Communications Department.

