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**THANK YOU!**

**UEFA EURO 2008™  
Media Guidelines**



The UEFA EURO 2008™ Logo represents the best of European football that we will live and experience in both host countries Austria and Switzerland.

To ensure that we produce the best football tournament, we ask you to follow the guidelines set out in this document.

Thank you!

See you in 2008!



Full colour Portrait  
on white background



Full colour Portrait  
on black background



Full colour Landscape  
on white background



Full colour Landscape  
on black background

The Portrait version of the Official Logo in Full Colour is the preferred option.

The UEFA EURO 2008™ Logo shall always be reproduced in its complete form, with no modification to any of the elements or to the spacing between them.

The colours of the UEFA EURO 2008™ Logo shall not be modified.

To ensure consistency in use, the UEFA EURO 2008™ Logo should always be reproduced from the logos included in the CD-ROM and of the highest possible standard using either offset or a digital process.

No translation of any text in the Logo or name is allowed.

For editorial use, the white and black backgrounds only should be used because they express prestige and quality.



Half-tone Portrait  
on white background



Half-tone Landscape  
on white background



Half-tone Portrait  
on white background



Half-tone Landscape  
on white background



Half-tone Portrait  
on black background



Half-tone Landscape  
on black background



Half-tone Portrait  
on black background



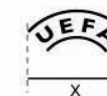
Half-tone Landscape  
on black background

## Clear Area



Defining the Margin of Clearance:

1. Taking the arch element of the UEFA EURO 2008™ Logo, the proportions are as follows:



2. The length of the arch is the minimum clear area that has been created around the UEFA EURO 2008™ Logo to ensure visibility and distinctiveness. This area should always be kept free of any graphic elements and/or message.

3. This is a minimum area. Wherever possible, keep a larger area clear.

## Logo Size



For editorial use, the Symbol/Icon of the Official Logo cannot be reproduced smaller than 15mm.

## Legal Notice

The Copyright notice © 2004 UEFA TM shall appear with the Logo at all times.

Greyscale Logos should be used whenever 4-colour process printing is not possible. When printing quality is in low resolution, please use the 1-colour black version.

Creation of derivative works of the UEFA EURO 2008™ Logo is not allowed.

## Additional Media Artworks:

The following graphic artwork is made available to the media for editorial use only and is subject to the same terms and conditions as the UEFA EURO 2008™ usage.

Each graphic element can be used alone, or in pattern, as provided in the CD-ROM.

Please note any colour variations of the above must be submitted to UEFA for approval, prior to print or electronic media publication.

Any combination of the graphic Artowrk can be used by the media.

## Legal Notice

The Legal notice © 2005 UEFA shall appear with the single graphic elements and patterns at all times.

## Single Elements



PASSION



FRIENDSHIP



ACTION



TRAINING



FANS



VICTORY GOAL

© 2005 UEFA

## Patterns



HORIZONTAL BANNER- MEDIUM BLACK ON WHITE

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PARAGRAPH BREAK AND INDENT BLACK ON WHITE

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HORIZONTAL BANNER - THIN BLACK ON WHITE



HORIZONTAL BANNER - MEDIUM HALFTONE



HORIZONTAL BANNER - THIN HALFTONE

VERTICAL BANNER - MEDIUM BLACK ON WHITE

VERTICAL BANNER - THIN BLACK ON WHITE



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## Media Guidelines:

### Using the Official Marks

The following information provides guidelines and answers to some of the questions the Media may have regarding the use of the UEFA EURO 2008™ Official Mascot, Official Logo and Composite Logo (the Official Marks).






### Frequently asked questions

#### 1. Who are the Media?

Media are considered to be press (including website journalists), photographers, radio and TV broadcasters.

#### 2. How can the Media use the Official Marks?

The Media is encouraged to use the UEFA EURO 2008™ Marks, respecting however the following guidelines:

-  Any use of the Official Marks must be solely for editorial purposes, namely for the purpose of identifying articles about or news coverage of UEFA EURO 2008™.
-  The Official Marks must always be used in full compliance with UEFA's Graphic Guidelines in the exact formats shown in the illustrations and as set out in the attached CD-Rom and not adapted or modified in any way. This includes the legibility of the legal notice.
-  The Official Marks must not appear in such a way as to suggest an association with any trade name, logo or other mark or their goods and/or services.
-  The Media should not authorise or attempt to authorise anyone else to use or associate themselves with the Official Marks and should not publish or broadcast any item in which someone other than UEFA's Commercial Affiliates uses or associates itself with the Official Marks.
-  The Official Marks cannot be used in any advertising or promotional manner by the Media including on any products; in any competition, game, lottery or other type of contest; on the cover of any publication or special section or pull-out; or in any broadcast sequences immediately before or after any advertising or sponsored programme.

#### 3. Who are UEFA's Commercial Affiliates and how can they use the Official Marks?

UEFA's Commercial Affiliates are well-known companies who make a significant contribution to assist in the organisation of UEFA EURO 2008™, support that is critical to the successful running of the event and guarantees the principle of solidarity applied by UEFA in support of the smaller and less wealthy associations. They are the only commercial entities allowed to promote themselves using the UEFA EURO 2008™ Official Marks. An updated list of the current UEFA Commercial Affiliates can be found on the UEFA EURO 2008™ section of the Official UEFA website: [www.uefa.com](http://www.uefa.com)

UEFA's Commercial Affiliates are divided into three categories: the UEFA EURO 2008™ Official Partners and Sponsors with worldwide marketing rights, the UEFA EURO 2008™ National Supporters for the host countries of Austria and Switzerland and the UEFA EURO 2008™ Super Licensees. Additionally, rights holding broadcasters in Europe and the rest of the world will have access to the Official Marks.

Only UEFA's Commercial Affiliates have the right to use the Official Logo commercially. The rules for the general Media do not apply to them and they can use the Official Marks on products and for promotional, advertising and marketing purposes in the Media. Only UEFA's Commercial Affiliates have the right to use the Official Marks to associate themselves with UEFA EURO 2008™ through ticket promotions and other marketing activities.

#### 4. Can anyone other than UEFA's Commercial Affiliates use the Official Marks for promotional purposes?

No, under no circumstances can anyone but the UEFA Commercial Affiliates use the Official Marks for promotional purposes. Any person or entity using the Official Marks (or adapted versions of them) for promotional purposes, without UEFA's prior written authorisation, will be considered using "parasite marketing" techniques and infringing the intellectual property rights of UEFA.

#### 5. Who can produce official merchandise for UEFA EURO 2008™?

Only the UEFA EURO 2008™ Licensees will have the right to produce official merchandise for the event. The main purpose of the UEFA EURO 2008™ licensing programme (which is run by UEFA in co-operation with its appointed licensing representative) is to offer the millions of enthusiastic fans a wide range of high-quality official merchandise to choose from, thus promoting the event and contributing to its funding.

Companies from all over Europe are expected to become Official Licensees with the right to use the Official Marks on a wide range of products for retail sale including balls, T-shirts, bags, caps, pin badges, toys and many other souvenirs.

#### 6. Who can use official UEFA EURO 2008™ designations?

Only UEFA's Commercial Affiliates are entitled to use an official designation, such as 'Official Partner of UEFA EURO 2008™'.

#### 7. Can anyone other than UEFA's Commercial Affiliates run sales promotions using UEFA EURO 2008™ official merchandise?

No. Only UEFA's Commercial Affiliates can run sales promotions using 'Official Premium Products'.

## 8. Can tickets for UEFA EURO 2008™ be used as a competition prize or gift?

No, only certain UEFA Commercial Affiliates may use tickets for advertising or promotional purposes, including as a prize in a competition or as an incentive to customers or suppliers. Under the terms and conditions of sales of UEFA EURO 2008™ tickets, tickets will be for the personal and non-commercial use of the holder. They may not be transferred or used for promotional or advertising purposes, including as a prize in a competition.

## 9. Can the Official Marks be used on a website?

Yes, but only as part of an editorial article, in line with section 2 above and have a link to [www.uefa.com](http://www.uefa.com). Under no circumstances can the Official Marks and any other designation referring to UEFA EURO 2008™ be used as a Domain Name or in the Meta Tags of a Web site.

## 10. How can unauthorised organisations be prevented from using the Official Marks, running ticket promotions and doing other UEFA EURO 2008™ marketing activities?

UEFA has established a closely controlled marketing programme for the benefit and protection of UEFA's Commercial Affiliates and has a wide range of legal remedies available under local and international laws to protect their rights. This applies to 'parasite marketing' where unauthorised companies use the event for promotional purposes (e.g. by using tickets) and also for 'pirate trading' where goods are manufactured using the Official Marks without a licence. A European-wide rights protection programme is in place to maintain a vigilant scrutiny of the marketplace and to take prompt action when anyone tries to unfairly benefit from an unauthorised association with UEFA EURO 2008™.

For the German version of the media guidelines, or other information regarding the UEFA EURO 2008™ tournament please contact UEFA Media Services

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or

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