BRAND GUIDELINES
In order to preserve «International Economics Olympiad» brand identity and recognition it is important to design all promotional, communicational and any other materials in a unified style.

This guideline provides requirements regarding the usage of corporate style: logo, colours and fonts.
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IEO logo is the combination of a symbol and a text. The main font is Roboto — neo-grotesque sans-serif typeface.

The logo represents a round symbol of the economics with a mirror reflection.
Monochrome version

Monochrome version is used when full color print is not available.

Minimum space

There is a free space to prevent logotype’s surroundings from cluttering with other graphic elements. It is enough to leave a space equal to the height of the letters.
Background
The logo should be always in contrast to the background, otherwise use a monochrome version.
Country and Year

A caption that can be used in web or printing.

The logo separates the caption of the country and the year of the IEO.

Roboto Light should be used for a country name and Montserrat Medium for a year.

The United Kingdom ⚽️ 2019

Russia ⚽️ 2019
The logo should never be used in these formats.

- Do not change logo's proportions
- Do not use any distortions (slope, perspective, etc.)
- Do not use a graphic outline
- Do not add any graphic effects
- Do not rotate any logo's elements
- Do not change the font
- Do not change the positions of elements
- Do not transform the logo
- Do not place the logo on a low-contrast background
Colours

The brand palette includes two colours for gradient, black for text and dark-blue colour.

All colours are given in PANTONE, CMYK and RGB formats.

The right and consistent usage of this palette helps to emphasize all marketing images and branded items.

**Primary colours**

- Dark-blue colour:
  - CMYK: 81/67/35/57
  - Pantone 289C
  - RGB: 1C2340

- Black:
  - CMYK: 60/50/50/100
  - Pantone 426C
  - RGB: 000000

**Secondary colours**

- Grey:
  - CMYK: 32/27/28/0
  - Pantone 427C
  - RGB: bbb5b2

- White:
  - CMYK: 8/39/87/0
  - Pantone 131 C
  - RGB: eaa72f

**Gradient**

- Main gradient:
  - CMYK: 0/18/43/0
  - Pantone 127 C
  - RGB: fed9a1

  - Overlay gradient:
    - CMYK: 8/39/87/0
    - Pantone 131 C
    - RGB: eaa72f
Fonts

Main font

Main font is Roboto Regular.

Other fonts

Montserrat font can be used in web-design. Use Regular typeface for body copy and Black typeface for captions and callouts. Roboto font is used as a substitute when Montserrat is unavailable.

Roboto Regular and Bold typefaces are used for internally produced documents and presentations (Word, etc.).

Use Roboto Light, Regular, Medium and Bold typefaces in printing.

Fonts

**ROBOTO LIGHT**

абвгдеежзийклмнопрстуфхцчшщъыьэюя
АБВГДЕЕЖЗИЙИКЛМНОПРСТУФХЦЧШЩЪЫЬЭЮЯ
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890,«»?!@#$%^&*():;

**ROBOTO REGULAR**

абвгдеежзийклмнопрстуфхцчшщъыьэюя
АБВГДЕЕЖЗИЙИКЛМНОПРСТУФХЦЧШЩЪЫЬЭЮЯ
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890,«»?!@#$%^&*():;

**ROBOTO MEDIUM**

абвгдеежзийклмнопрстуфхцчшщъыьэюя
АБВГДЕЕЖЗИЙИКЛМНОПРСТУФХЦЧШЩЪЫЬЭЮЯ
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890,«»?!@#$%^&*():;

**MONTSERRAT REGULAR**

абвгдеежзийклмнопрстуфхцчшщъыьэюя
АБВГДЕЕЖЗИЙИКЛМНОПРСТУФХЦЧШЩЪЫЬЭЮЯ
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890,«»?!@#$%^&*():;

**MONTSERRAT BLACK**

абвгдеежзийклмнопрстуфхцчшщъыьэюя
АБВГДЕЕЖЗИЙИКЛМНОПРСТУФХЦЧШЩЪЫЬЭЮЯ
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890,«»?!@#$%^&*():;
Identity

Corporate identity is formed by rounded elements in dark blue colour with a golden stroke.

These identity elements should be used both in printing and web.

The size of golden stroke is 12-25 pt.
Guidelines for documents

Letterhead

The first page of the letterhead contains identity elements. Subsequent pages include the logo, website address and contacts.
Business card

Personal business cards with all contact information are primarily used at business meetings, events and forums.

Size: 90 × 50 mm
Density: 250-350 g/m²

Name
Font: Roboto
Size: 12

Contacts
Font: Roboto
Size: 8