



EUYO brand identity design guidelines

AUGUST 2022 → 2ND EDITION V1.0 [WIP]

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Logo →



Logo in colour



The main EUYO logo should be used on all branded touchpoints, reproduced in full colour wherever possible. The logo's white keyline ensures that it remains clear on light, dark and photographic backgrounds. Always observe minimum clearspace and prominence.

Screen: EUYO-Logo-27-RGB-Colour .svg/.png/.jpg/.pdf

Print: EUYO-Logo-27-CMYK-Colour .eps/.ai/.psd/.pdf

Pantone: EUYO-Logo-27-PMS-Colour .eps/.ai/.pdf



Logo lock-up in colour



The main EUYO logo lock-up should be used when the full European Union Youth Orchestra wording is required. This might be in instances where the EUYO identity is not pre-established, or other more formal applications.

- Screen: EUYO-LockUp-27-RGB-Colour .svg/.png/.jpg/.pdf
- Print: EUYO-LockUp-27-CMYK-Colour .eps/.ai/.psd/.pdf
- Pantone: EUYO-LockUp-27-PMS-Colour .eps/.ai/.pdf



Logo centered lock-up in colour



**European Union
Youth Orchestra**

The main EUYO logo lock-up should be used when the full European Union Youth Orchestra wording is required. This might be in instances where the EUYO identity is not pre-established, or other more formal applications.

- Screen: EUYO-LockUpCentre-27-RGB-Colour .svg/.png/.jpg/.pdf
- Print: EUYO-LockUpCentre-27-CMYK-Colour .eps/.ai/.psd/.pdf
- Pantone: EUYO-LockUpCentre-27-PMS-Colour .eps/.ai/.pdf

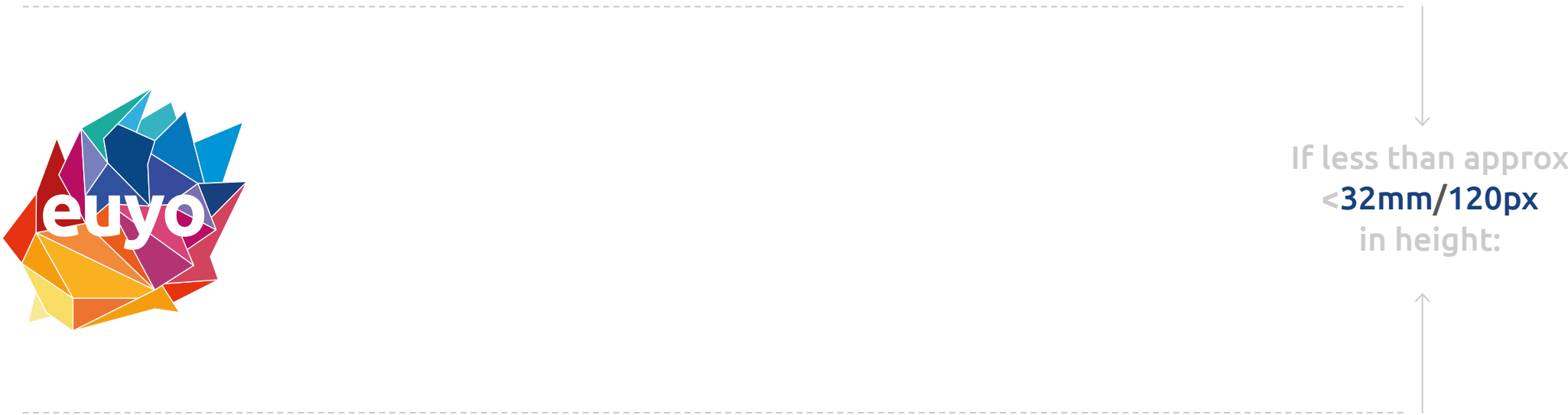


**European Union
Youth Orchestra**

+ [-Reverse]

Logo prominence

MAIN LOGO



If the logo is to be reproduced at a small scale of less than approximately 32mm (print) or 120px (screens) in height, use the lock-up version to ensure that the wordmark retains prominence and legibility. For all other reproduction, use the main logo. The logo should not be reproduced at less than approximately 16mm (print) or 60px (screens) in height.

LOGO LOCK-UP



+16mm/60px
in height



+16mm/60px
in height

Logo clearspace



Although the logo can be used over imagery, care should be taken to ensure that the logo remains legible, clear and free from visual inteferance. Where possible, maintain a proportional clearspace equal to the width of the EU of the logotype, or the capital E of the full wordmark.



Logo in black and white



The main EUYO logo should be used on all branded touchpoints, reproduced in full colour wherever possible. The logo's white keyline ensures that it remains clear on light, dark and photographic backgrounds. Always observe minimum clearspace and prominence.

- Screen: EUYO-Logo-27-RGB-[Black] .svg/.png/.jpg/.pdf
- Print: EUYO-Logo-27-CMYK-[Black] .eps/.ai/.psd/.pdf
- Pantone: EUYO-Logo-27-PMS-[Black] .eps/.ai/.pdf



+ [-White]



+ [-White]

Logo lock-up in black and white



-

The main EUYO logo lock-up should be used when the full European Union Youth Orchestra wording is required. This might be in instances where the EUYO identity is not pre-established, or other more formal applications.

- Screen: EUYO-LockUp-27-RGB-[Black] .svg/.png/.jpg/.pdf
- Print: EUYO-LockUp-27-CMYK-[Black] .eps/.ai/.psd/.pdf
- Pantone: EUYO-LockUp-27-PMS-[Black] .eps/.ai/.pdf



+ [-White]

Wordmarks→

euyo

Wordmark in colour

**European Union
Youth Orchestra**

If both the logo and full European Union Youth Orchestra wording is needed, the EUYO wordmark can be used in conjunction with the logo – but separated by space. However, for most instances, use the aforementioned lock-up.

Screen: **EUYO-Wordmark-27-RGB-Colour** .svg/.png/.jpg/.pdf

Print: **EUYO-Wordmark-27-CMYK-Colour** .eps/.ai/.psd/.pdf

Pantone: **EUYO-Wordmark-27-PMS-Colour** .eps/.ai/.pdf

Wordmark in black and white

**European Union
Youth Orchestra**

**European Union
Youth Orchestra**

The EUYO wordmark containing The full European Union Youth Orchestra wording is also available in black and white, where colour reproduction is not available.

- Screen: EUYO-Wordmark-27-RGB-[Black] .svg/.png/.jpg/.pdf
- Print: EUYO-Wordmark-27-CMYK-[Black] .eps/.ai/.psd/.pdf
- Pantone: EUYO-Wordmark-27-PMS-[Black] .eps/.ai/.pdf

+ [-White]

Initialism in colour



The EUYO Initialism is also available as a stand-alone graphic device. This should never be used instead of the main logo or lock-up, but may be used in conjunction, in instances where the EUYO identity is already established with the main logo.

Screen: **EUYO-Initialism-27-RGB-Colour** .svg/.png/.jpg/.pdf

Print: **EUYO-Initialism-27-CMYK-Colour** .eps/.ai/.psd/.pdf

Pantone: **EUYO-Initialism-27-PMS-Colour** .eps/.ai/.pdf

Initialism in black and white



The EUYO Initialism is also available as a stand-alone graphic device. This should never be used instead of the main logo or lock-up, but may be used in conjunction, in instances where the EUYO identity is already established with the main logo.

Screen: EUYO-Initialism-27-RGB-[Black] .svg/.png/.jpg/.pdf

Print: EUYO-Initialism-27-CMYK-[Black]® .eps/.ai/.psd/.pdf

Pantone: EUYO-Initialism-27-PMS-[Black]® .eps/.ai/.pdf



+ [-White]

Colour→

Brand colours

EUYO PRIMARY PALETTE

The main EUYO brand colours are a deep blue and white. These colours provide the base for all EUYO communictaions and are designed to convey both openness excellence, with a clear connection to the European Union.

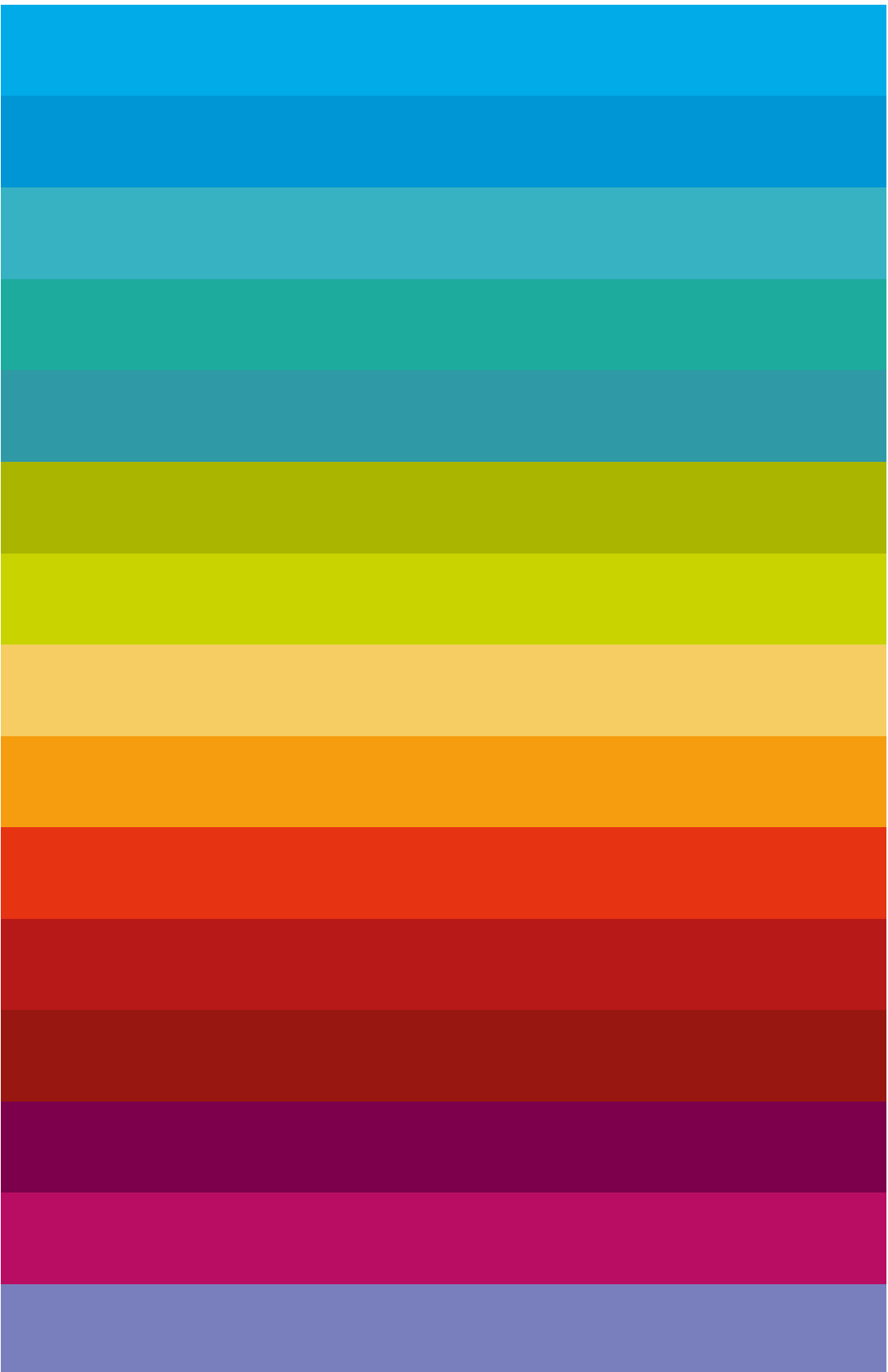
BLUE AND WHITE

EUYO White – white space is a key component of all EUYO design

EUYO Blue – Blue is the main brand colour for EUYO design

These formal colours are accented by a full spectrum across purple, red, green and blue hues, that are bright, vibrant, youthful, energetic and bold.

ORCHESTRAL ACCENT COLOURS



EUYO SECONDARY PALETTE

Supporting the main palette is a set of neutral greys that underpin and elevate the brighter colour, keeping the aesthetic clean, light and modern.

GREYS



Technical specifications

Each colour of the EUYO brand palette is detailed here for both screen and print, including specifications for CMYK, RGB, HEX and the Pantone® matching system.

EUYO PRIMARY PALETTE



BLUE

C100 M80 Y20 K05
R24 G64 B126
HEX #18407E
PMS 654C



CYAN

C80 M25 Y00 K00
R00 G149 B212
HEX #0095D4
PMS 2925C



SKY

C80 M05 Y00 K00
R00 G171 B231
HEX #00ABE7
PMS 2995C



AQUA

C75 M05 Y15 K00
R54 G178 B194
HEX #36B2C2
PMS 631C



TEAL

C70 M05 Y25 K20
R47 G153 B166
HEX #2F99A6
PMS 7459C



TURQUOISE

C75 M05 Y45 K00
R29 G171 B158
HEX #1DAB9E
PMS 7473C



GREEN

C60 M00 Y80 K00
R00 G00 B00
HEX #74B959
PMS 7489C



PEA

C30 M00 Y100 K00
R200 G211 B00
HEX #C8D300
PMS 381C



YELLOW

C05 M20 Y70 K00
R245 G205 B98
HEX #F5CD62
PMS 141C



ORANGE

C00 M45 Y95 K00
R245 G157 B15
HEX #f59d0f
PMS 1375C



RED

C00 M90 Y100 K00
R230 G51 B18
HEX #E63312
PMS 172C



ROUGE

C20 M100 Y100 K10
R183 G25 B24
HEX #B71918
PMS 1797C



BURGUNDY

C25 M100 Y100 K25
R152 G23 B17
HEX #981711
PMS 484C



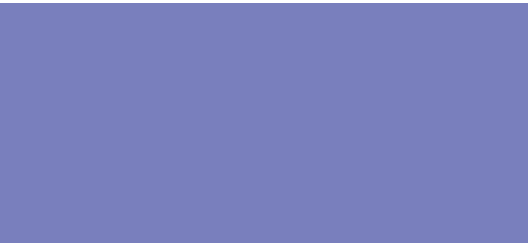
PURPLE

C20 M100 Y25 K30
R00 G00 B00
HEX #7C004C
PMS 676C



PINK

C20 M100 Y25 K10
R185 G13 B99
HEX #B90D63
PMS 220C



LILAC

C60 M50 Y00 K00
R120 G127 B129
HEX #787FBD
PMS 7456C



EUYO SECONDARY GREY PALETTE



BLACK

C00 M00 Y00 K100
R00 G00 B00
HEX #000000
PMS Pantone® Black C

CHARCOAL

C00 M00 Y00 K90
R41 G41 B41
HEX #292929
PMS Black 7C

DARK GREY

C00 M00 Y00 K75
R85 G85 B85
HEX #555555
PMS Cool Gray 10C

MID GREY

C00 M00 Y00 K50
R147 G147 B147
HEX #939393
PMS Cool Gray 7C

LIGHT GREY

C00 M00 Y00 K25
R203 G203 B203
HEX #CBCBCB
PMS 427C

OFF-WHITE

C00 M00 Y00 K10
R237 G237 B237
HEX #EDEDED
PMS 7541C

WHITE

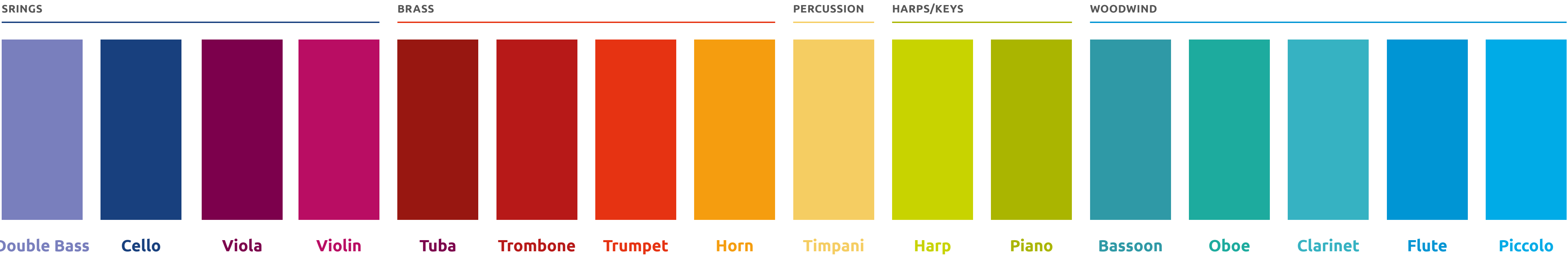
C00 M00 Y00 K00
R255 G255 B255
HEX #FFFFFF
PMS Pantone® White

Supporting the main palette is a set of neutral greys that underpin and elevate the brighter colour, keeping the aesthetic clean, light and modern. Full colour palettes are available as swatches for both print and screen:

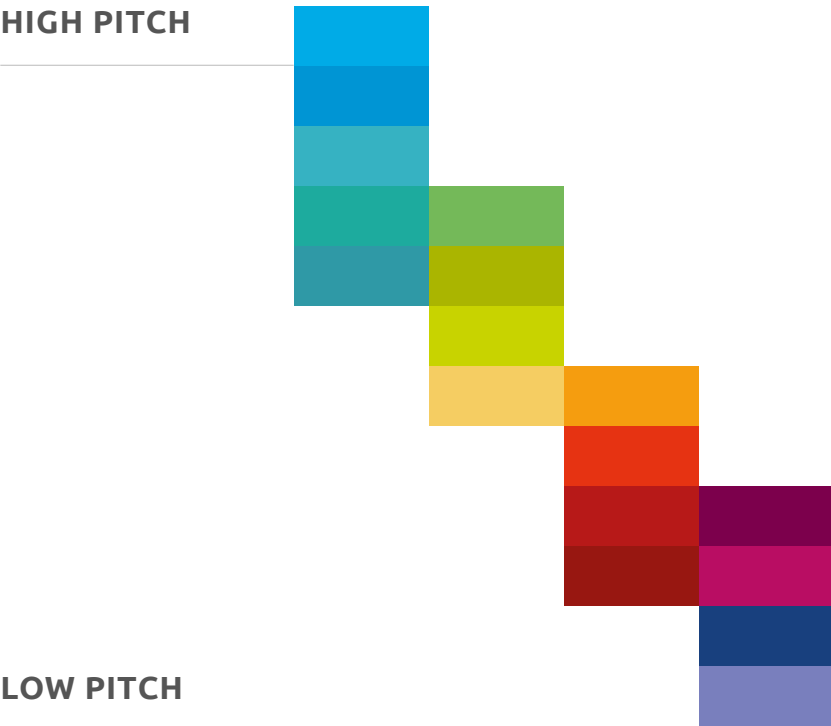
Screen: EUYO-RGB-Swatches.ase

Print: EUYO-CMYK-Swatches.ase

Orchestra of colour



Each colour of the EUYO colour palette also corresponds to an Orchestral instrument or set of instruments, divided into sections: Rich Blues/Purples for Strings; Bright Reds/Oranges for Brass; Yellows for Percussion, Greens for Harps / Keys; and Blue-Greens for Woodwind. The depth of colour is roughly analogous to pitch in each section.



Den

Typography →

Europæisk

Union

Display typography

Aa



Ubuntu Bold
abcdefghijklmnopqrstuvwxyz
nopqrstuvwxyz
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
1234567890 —

Developed by the Dalton Magg type foundry, Ubuntu is open-type, open-source and collaborative in its inception / ethos, which is both evident in the open, friendly clarity of its letter forms and perfect for the inviting, nurturing and innovative aesthetic which the EUYO cultivates.

For an Orchestra with an international reach, covering 27 countries and their languages, Ubuntu's extended Latin, Greek and Cyrillic character sets were also a required attribute.

Ubuntu is available to licence from [Adobe Typekit](#) and [Google Fonts](#). Designed by Dalton Magg.

Body typography

Zz

Ubuntu Regular/*Italic*

abcdefghijklm

nopqrstuvwxyz

ABCDEFGHIJKLM

NOPQRSTUVWXYZ

1234567890 —

+Light/*Italic*

+**Medium**/*Italic*

EUYO body copy should be set in Ubuntu Regular, set in sentence case. Light and medium can also be used sparingly. Also available in Mono and Condensed for special instances.

Ubuntu is available to licence from [Adobe Typekit](#) and [Google Fonts](#). Designed by Dalton Magg.

European Union Youth Orchestras
one of the world's pre-eminent
symphony orchestras and a Cultural
ambassador for the European Union

A hand holding a violin bow, positioned vertically. The background is a blurred, blue-tinted image of a concert hall with many other violins held up by an audience, creating a bokeh effect of light and dark shapes.

Contact→

For brand assets and more information,
please get in touch with marketing@euyo.eu



European Union Youth Orchestra