

BRAND GUIDELINES



INTERNATIONAL
ECONOMICS OLYMPIAD

About

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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Logo

Main logo

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.



35 mm
minimal recommended
logo dimensions



30 mm
minimal recommended
logo dimensions



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.

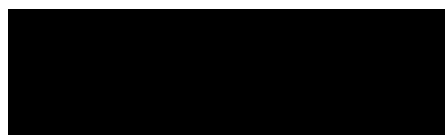
All colours are given in PANTONE, CMYK and RGB formats.

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

Primary colours



CMYK: 81/67/35/57
Pantone 289C
RGB: 1C2340



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

Secondary colours



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



RGB: ffffff

Gradient



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

CMYK: 0/18/43/0
Pantone 127 C
RGB: fed9a1

Fonts

Main font

Main font is Roboto Regular.

ROBOTO LIGHT

абвгдежзийклмнопрстуфхцчшщъыьэюя
АБВГДЕЕЖЗИЙКЛМНОПРСТУФХЦЧШЩЪЫЬЭЮЯ
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890,«»?!@#\$\$%^&*()::

ROBOTO REGULAR

абвгдежзийклмнопрстуфхцчшщъыьэюя
АБВГДЕЕЖЗИЙКЛМНОПРСТУФХЦЧШЩЪЫЬЭЮЯ
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890,«»?!@#\$\$%^&*()::

ROBOTO MEDIUM

абвгдежзийклмнопрстуфхцчшщъыьэюя
АБВГДЕЕЖЗИЙКЛМНОПРСТУФХЦЧШЩЪЫЬЭЮЯ
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890,«»?!@#\$\$%^&*()::

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.

MONTSERRAT REGULAR

абвгдежзийклмнопрстуфхцчшщъыьэюя
АБВГДЕЕЖЗИЙКЛМНОПРСТУФХЦЧШЩЪЫЬЭЮЯ
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890,«»?!@#\$\$%^&*()::

MONTSERRAT BLACK

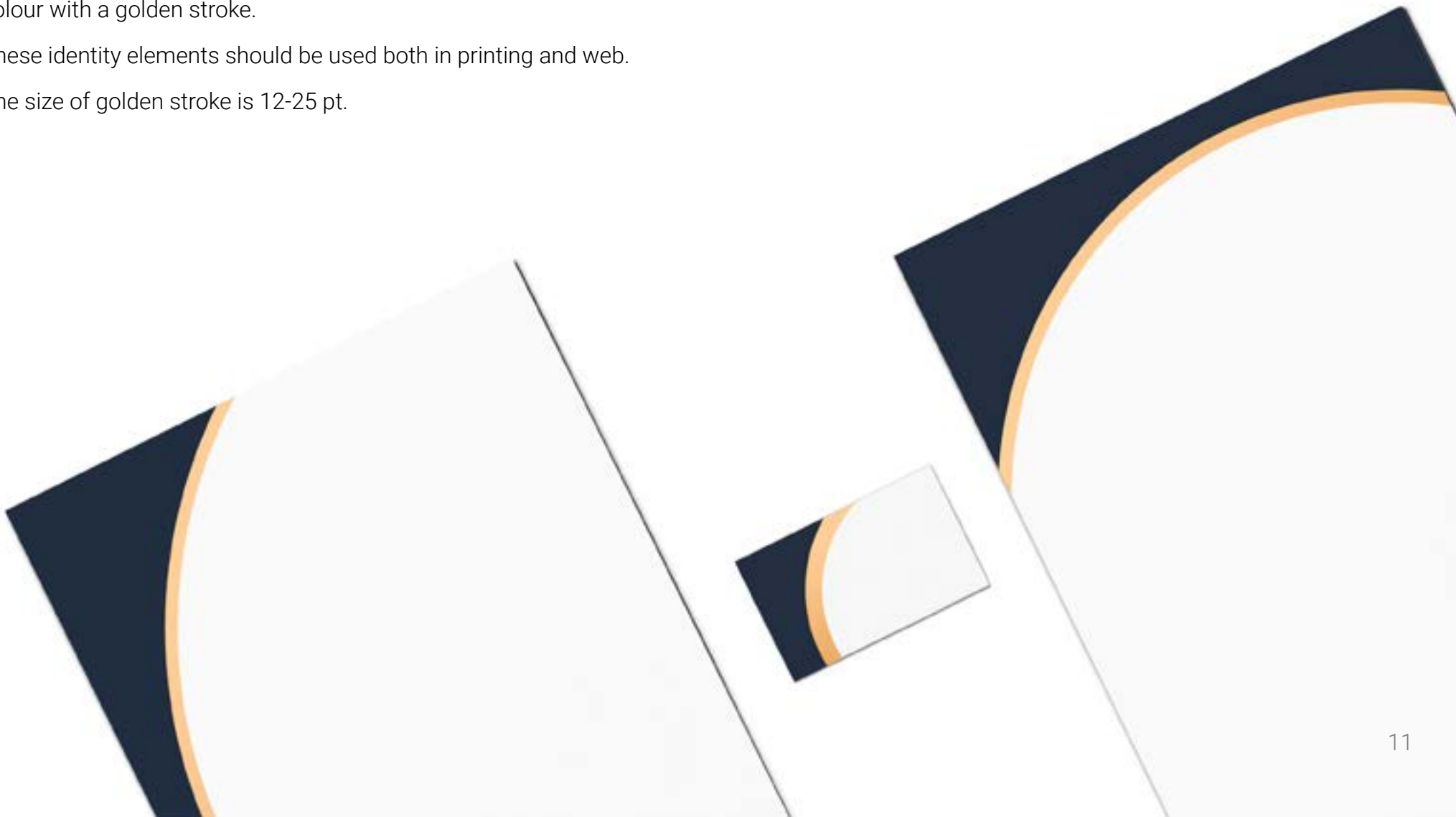
абвгдежзийклмнопрстуфхцчшщъыьэюя
АБВГДЕЕЖЗИЙКЛМНОПРСТУФХЦЧШЩЪЫЬЭЮЯ
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890,«»?!@#\$\$%^&*()::

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.



Font: Roboto
Font size: 12 pt

Paper size: 210 × 297 mm
Density: 80-130 g/m²

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

