

BRAND GUIDELINES

Dear Colleagues,

In 2004 a new permanent identity for the Eurovision Song Contest was developed, for the benefit of everyone connected with one of the world's favourite television shows. The identity has been successfully used over the past 5 years and has become a key element of the event representing Europe's only truly pan-European music event.

These Brand Guidelines are designed to ensure that the Eurovision Song Contest is represented clearly and consistently both within the organisation and outside. They are aimed to function as a tool for all involved parties to understand the correct use of the valuable Eurovision Song Contest brand. Please read them carefully.

The guidelines should be adhered to by all those preparing communication materials, both inside the EBU and by any outside agencies or partner organisations preparing such material on our behalf. This will ensure that the messages, spirit and visual identity of the Eurovision Song Contest are explicitly communicated on every occasion.

Do not hesitate to ask the EBU's marketing representative if you need any further advice or assistance in this area. Contact details are given on the last page of this document.

We thank you for your compliance,



Svante Stockselius

ESC Executive Supervisor



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1 The Eurovision Song Contest Brand

1.1 The Eurovision Song Contest Brand Definition

The Eurovision Song Contest Brand is a strong clearly defined brand that appeals at an emotional level to millions of Europeans.

Brand Vision

- Bring Europeans together by creating the ultimate musical event of the year

Brand Values

- European (traditional, classical, culturally connected)
- Surprising (imaginative, visionary, magical)
- Human (emotions, excitement, sensational)
- Competitive (ambitious, interactive, competing)

At the “heart” of the brand identity is a simple graphic device which is the basis for the whole brand application, the “flag-heart”.

The “flag-heart” symbolises, the emotions experienced by the fans and enthusiasts of the show and the flag waving behaviour which is unique to the Eurovision Song Contest. Any design or promotion which links the heart symbol with the participating countries is a good application of the brand and is encouraged.

1.2 Using the Eurovision Song Contest Brand

As a general guiding principle for the use of the identity, all materials produced in connection with the show must reflect the prestige of the event and the agreed brand values.

Official partners are able to use all elements of the identity, including the generic logo as fully described in section 3.



2 Brand Management

This brand manual and all the available artwork are to be found on the brand management web site <http://b2b.jmenternational.com/downloads/esc/>

Any questions in connection with the identity should be addressed to:
escbrandmanagement@team.ch

2.1. Approval Process

All uses of the Eurovision Song Contest logo or any other element of the brand identity are subject to an approval process. An item is not approved, unless it has been approved in writing.

The approval process is important, as it ensures that the hundreds of organisations using the brand identity, do so in a consistent manner that will help build a strong Eurovision Song Contest Brand, for everyone's mutual benefit.

As a general guiding principle, no creative flexibility exists in the application of the event logos. Some creative possibilities exist with the use of the "flag-heart" symbol (as described in section 3.6) and the application of the brand identity on television.



3 The Eurovision Song Contest Brand Identity

3.1 The Event Logo

The event logo, is the logo created for each year's Eurovision Song Contest to be held at a particular location.

A national version of the new event logo becomes available immediately after each show. Once the hosting city is confirmed a city event logo may also be created. If this is the preferred event logo of the host broadcaster, all future uses of the event logo must feature the city and not the country.

The event logo should always be used as a positive version and on a white background. For compelling practical reasons a negative version of the logo may be used.

As the event logo is used by so many organisations, it should only appear on a white background or in a white box (in the absence of a white background). Once the event is finished, all use of the "old" event logo must cease and the new event logo should be used, unless there is a specific reason for using the old logo.

The event organiser/host broadcaster of the show may need to make modifications to the event logo in order to apply the logo successfully to the multitude of items bearing the identity. Such modifications are subject to specific guidelines, which do not apply to anybody other than the event organiser.

Example of the Event Logo
in Belgrade 2008:



Example of the Event Logo
in Helsinki 2007:



3.2 The Local Theme

Each year the Host Broadcaster will develop a local theme/design concept for the show. The theme gives each show a unique flavour and makes each Eurovision Song Contest different and special.

The event theme needs to be able to work well with the permanent brand identity of the Eurovision Song Contest.

The EBU/Host Broadcaster will communicate in January of each year, details of the theme in particular:

- Overall concept
- Colour scheme
- Musical score
- Graphic elements
- Special typefaces

Details of the local theme and which materials are available for general use, are made available on the brand management web site. It is not possible to use any element of the local theme, unless permission to use the theme has been agreed in writing.

Local Theme in Belgrade 2008:
"Confluence of Sound"



Local Theme in Helsinki 2007:
"True Fantasy"



Local Theme in Athens 2006:
"Feel the Rhythm"

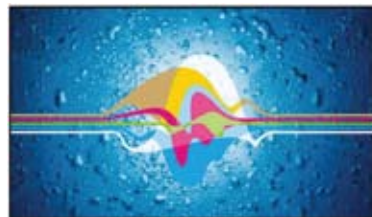


The local theme's design concept consists of 4 elements:

1. The Eurovision Song Contest Logo, which is available on <http://b2b.jmenternational.com/downloads/esc/>



2. The Event Design, which should be a simple, but visually effective, easily reproducible pattern which matches the local theme. It needs to be able to be customised for various purposes, e.g. to fit on-screen graphics, event branding and print materials as well as official merchandising products. The Event Design also needs to allow for the logos of the Official ESC Sponsors to be properly represented and clearly visible.



3. Visual inclusion of the local theme as text



4. A local icon to accompany the local theme (if wanted by the host broadcaster)



While the elements 1 to 3 are essential for the overall design concept of the local theme, the inclusion of a local icon is not mandatory and has not always been used by the respective host broadcaster in the past 5 years.



3.3 The Generic Logo



The generic logo is the permanent Eurovision Song Contest logo which graphically represents the spirit of the ESC, independently of a particular event location.

The generic logo can only be used by partners of the EBU/Eurovision Song Contest.

Some flexibility in the use of the identity is allowed, subject to users of the logo becoming familiar with the guidelines for using the identity.

In general the following is possible:

- Use of colour (of the words and the inside of the heart symbol)
- 3-D effects (but only with artwork supplied by the EBU)
- Limited Shadowing effects, for practical reasons
- Independent use of the words "Eurovision" & "Song Contest"
- Use as a background design element

What is specifically **NOT** allowed is:



- Re-arrangement of the elements of the logo
- A haze effect around the logo
- No 3rd party logos should appear in close proximity to the ESC logo
- No graphic elements added to the logo to create a separate composite logo



3.4 The National Logo

National logos have been developed for each participating broadcaster. The Eurovision Song Contest element should always be present in English. The Eurovision Song Contest element may be translated into a local language with but only with the Eurostyle bold typeface.

The national logo may also be adapted for the qualifying rounds, subject to the EBU executive supervisor approval. (see more in section 5).

In general, the use of the national logos is carefully controlled, as is the event logo and they should only ever appear on a white background.



3.5 The Generic Logo (text only)

A text only version of the logo has been created, where the heart in the logo is replaced by a 'v'. This version of the logo should be used where greater legibility is called for and where the logo needs to be used for a strictly functional purpose, as in a ticket ordering form for example.



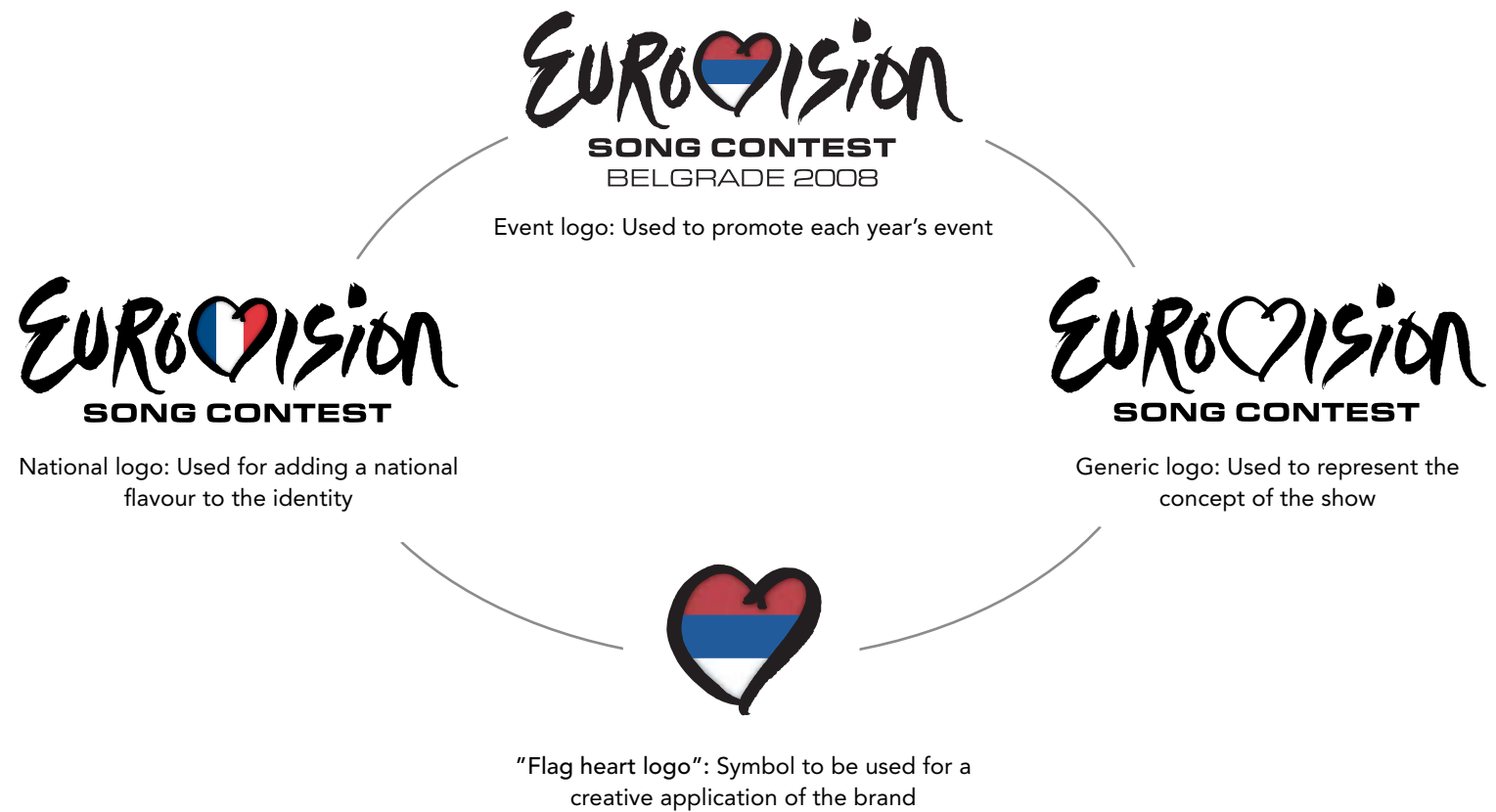
3.6 The National Logo The “flag-heart” symbol

The symbol can be used in isolation of the event logo or the generic logo. As the heart is such a ubiquitous graphic element, use of the symbol should only ever be used in combination with a flag.

Any creativity with the symbol is encouraged, for instance a waving animation of the flag on TV and internet applications.



3.7 The Eurovision Song Contest Brand Identity Summary



4 The Eurovision Song Contest Font

A unique brush-stroke typography has been created for the Eurovision Song Contest logo. The permanent fonts to be used on all brand communication materials are "Eurostyle" and "Avenir".

Eurostyle bold (for headlines)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

0123456789

Eurostyle normal (for sub headlines)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

0123456789

Avenir Book (for body text)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

0123456789

Avenir medium (for highlighted text)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

0123456789



5 Logo Usage

5.1 Logo Usage for National Pre-Selections

Member broadcasters of the EBU have the right to use the Eurovision Song Contest logo for their pre-Selections and are encouraged to do so. For that purpose, the members may use the "National Logo" displayed on page 10 of this document.

Under no circumstances shall the event logo be used with a member broadcaster's country flag.

(Example Romania)



(Example Greece)



5.2 Commercial Guidelines

1. In accordance with the centralized marketing concept, only the Official Sponsors appointed by the EBU (International Sponsors) and the Host Broadcaster (National Sponsors) are entitled to commercially associate with the international Eurovision Song Contest event. National Sponsors of the Eurovision Song Contest can only be appointed in the host country where the actual event is taking place.
2. Member broadcasters are entitled to appoint commercial partners for their National pre-selections held in the individual countries. Those partners are solely allowed to associate with the pre-selection events and not with the Eurovision Song Contest itself. Under no circumstances shall a sponsor of a national pre-selection for the ESC create an association that gives the impression that the company is a sponsor of the actual Eurovision Song Contest.



6 Contact Details

For any queries about the present brand guidelines and for approval, please contact:

T.E.A.M. Marketing AG

Alpenquai 30

P.O. Box 14342

6000 Luzern 14

Switzerland

Tel. +41 (0)41 368 18 18

Fax. +41 (0)41 368 18 00

Web: www.team.ch

Contacts:

Karin Hempel, Project Coordinator Eurovision Song Contest, Email: kah@team.ch

Jan Hermenau, Project Manager Eurovision Song Contest, Email: jah@team.ch

Approval Procedure:

All artwork produced which uses Eurovision Song Contest brand identity must be submitted for approval via email.

Please note that the approval process may last up to 10 days.

