

EUROVISION

SONG CONTEST



EDITION 2015
VERSION 4.0

VISUAL IDENTITY GUIDELINES EUROVISION SONG CONTEST

FOR PUBLIC DISTRIBUTION

EUR(O)VISION
OPERATED BY EBU

INTRODUCTION

In 2004, a new permanent identity for the Eurovision Song Contest was developed, for the benefit of everyone connected with Europe's favourite TV show. The identity has been successfully used over the past decade and has been given a fresh look for the 2015 contest, to reflect the event's continuous evolution

These Visual Identity 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 us for any further advice or assistance in this area, as we are eagerly looking forward working with you in the months to come!

GOOD LUCK!



JON OLA SAND

EBU Executive Supervisor
Eurovision Song Contest

SIETSE BAKKER

EBU Event Supervisor
Eurovision Song Contest

JAN HERMENA

Director of Sponsorship
Highlight Event

BRAND VALUES

The Eurovision Song Contest is a common brand in the minds of hundreds of millions of people around the world. This section describes the Eurovision Song Contest brand as a strong and 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

SURPRISING: Magical, distinctive, fun

CULTURAL: European, international

CONNECTING: Sharing the moment

EMOTIONAL: Excitement, in touch

COMPETITIVE: Flag waving, songs, interactive

BRAND PERSONALITY

A modern classic.

BRAND ESSENCE

A positive cultural and emotional experience.



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 and the application of the brand identity on television.

Note that approval of artwork will always take place as soon as possible, but may, in exceptional cases, last up to 10 working days.

Design elements may be approved by the following persons:

EUROVISION SONG CONTEST

EVENT SUPERVISOR

Sietse Bakker (EBU)
sietse.bakker@eurovision.tv

HIGHLIGHT EVENT

DIRECTOR OF SPONSORSHIP

Jan Hermenau
j.hermenau@highlightevent.ch

VISUAL IDENTITY ECO-SYSTEM

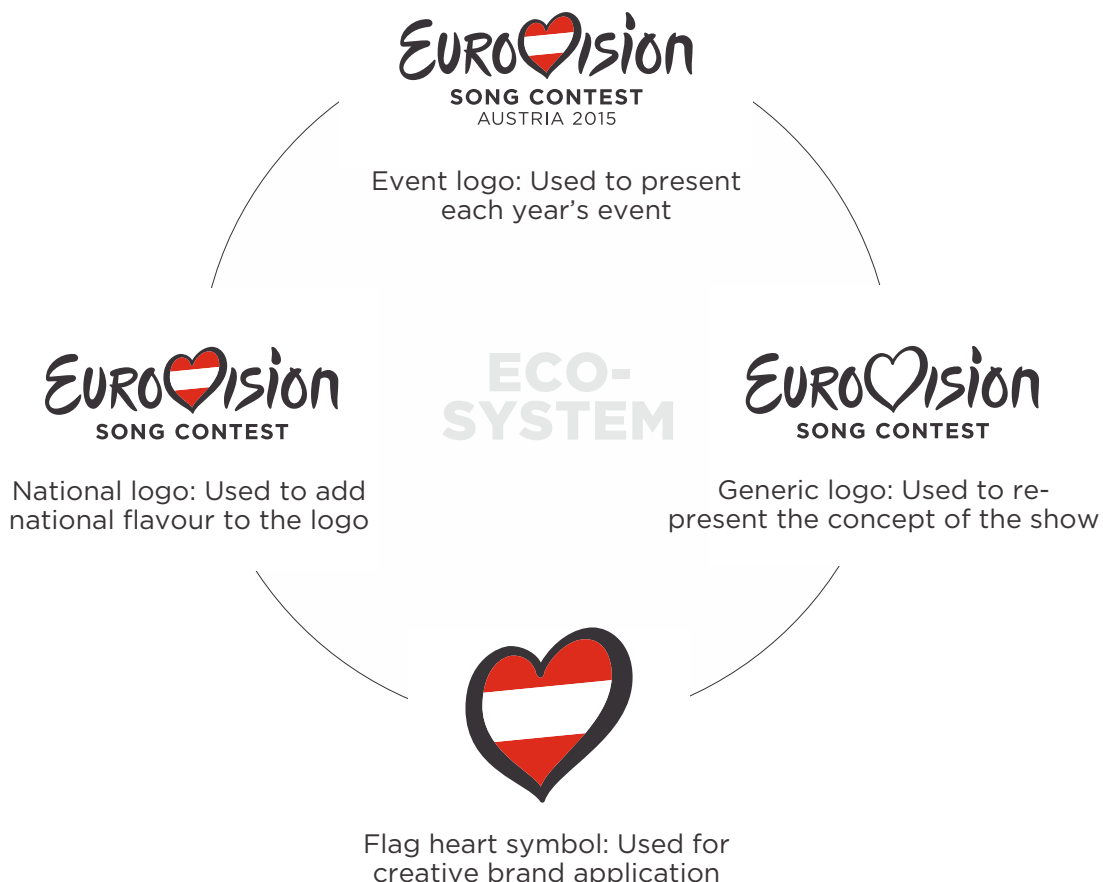
Until 2004, a new logo was designed for each Eurovision Song Contest. After their designs were showcased to a worldwide audience, their creations became history. In 2004, the European Broadcasting Union revealed a generic logo for the Eurovision Song Contest, to be accompanied by unique theme art for each contest.

The Eurovision Song Contest's generic logo, as revealed on the 24 January, 2004, was created by the London-based JM International for the European Broadcasting Union.

On 31 July 2014, the EBU launched a revamped version, designed by Cityzen Agency.

THE NAME OF THE EVENT

The name of the event in public communication is always Eurovision Song Contest. The abbreviation 'ESC' is only used in internal documents. For headlines, but only when practical limitations apply and in exceptional cases, the abbreviation 'Eurovision' may be used.



VISUAL IDENTITY

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 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 Host Broadcaster.



VISUAL IDENTITY

THE GENERIC LOGO

The generic logo is the permanent Eurovision Song Contest logo which graphically represents the spirit of the event, independently of a particular event location. The generic logo can only be used by EBU/EUROVISION and partners.

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.

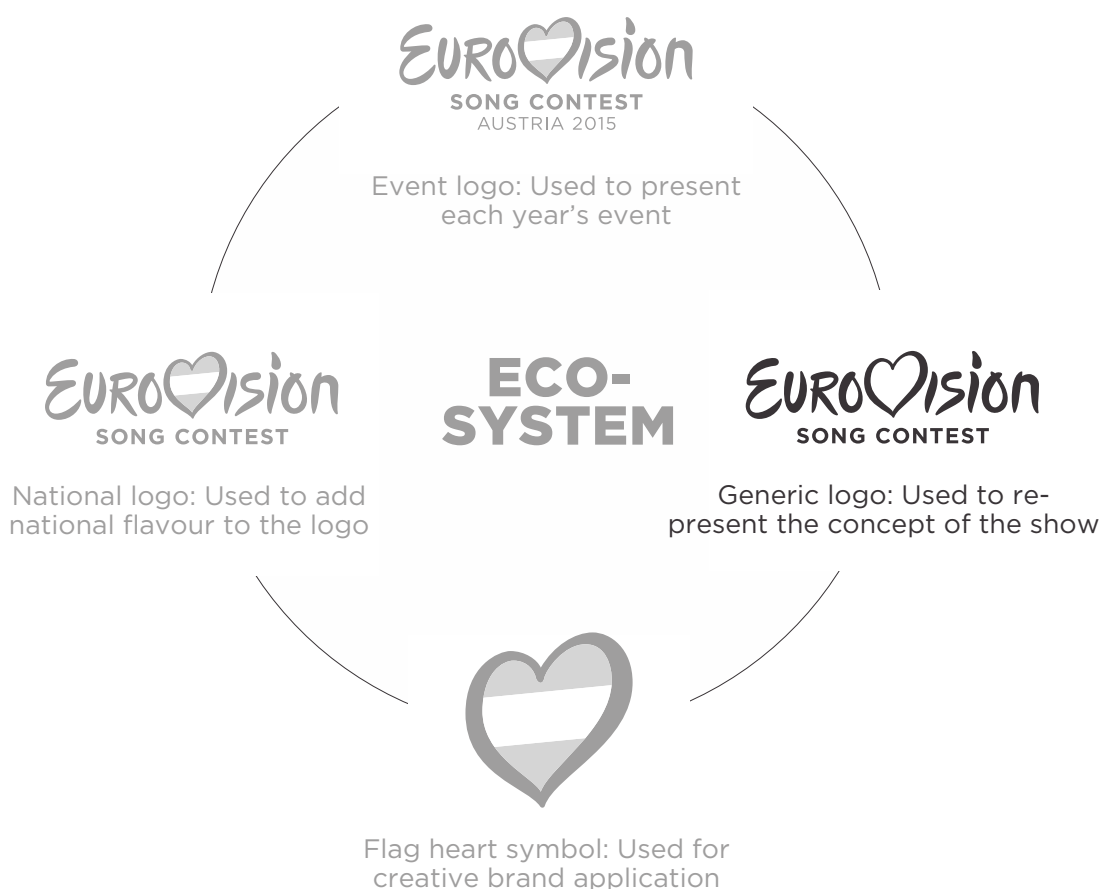
In general the following is possible:

- Use of colour (of the words and the inside of the heart symbol)

- 3-D effects (but only with artwork supplied by EBU/EUROVISION)
- 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 Eurovision Song Contest logo
- No graphic elements added to the logo to create a separate composite logo



VISUAL IDENTITY

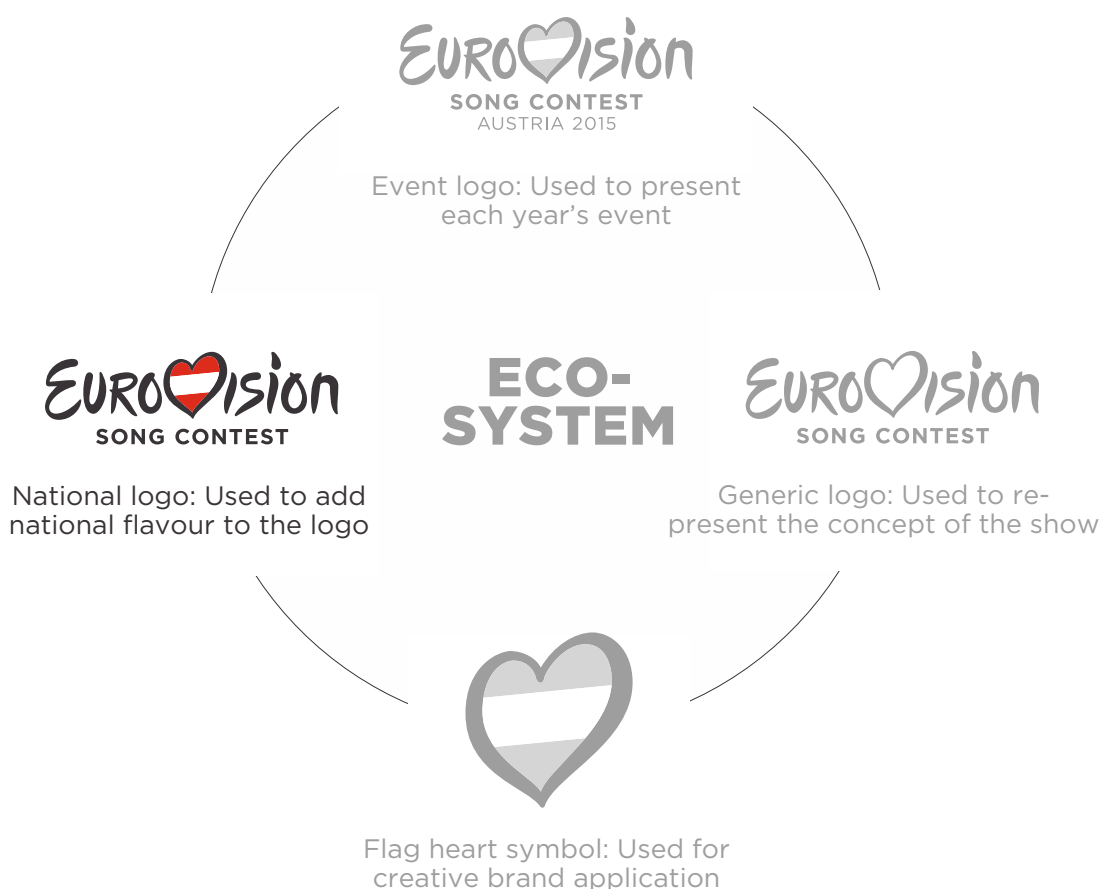
THE NATIONAL LOGO

National logos have been developed for each participating broadcaster.

The Eurovision Song Contest element should always be present in English.

The sub-title under the Eurovision Song Contest logo may be translated into a local language.

The national logo may also be adapted for the qualifying rounds, subject to approval. 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.



PLACEMENT OF THE LOGO



VISUAL IDENTITY

TYPOGRAPHY

Custom-made (only the word 'Eurovision' is available)



Font: Gotham Book

Font: Gotham Bold

Logo: Gotham Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Text: Proxima Nova Rg

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Logo: Gotham Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Headings: Gotham Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

EXCLUSIVITY LOGO USAGE

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.

Member broadcasters are entitled to appoint commercial partners for their National selections held in the individual countries. Those partners are solely allowed to associate with the selection events and not with the Eurovision Song Contest itself.

Under no circumstances shall a sponsor of a national selection for the Eurovision Song Contest create an association that gives the impression that the company is a sponsor of the actual Eurovision Song Contest.

COMMUNICATIONS BASICS

The Eurovision Song Contest brand is being managed with great care and attention. Many activities surrounding the Eurovision Song Contest are managed by the Host Broadcaster. To assure consistency over the years, the Reference Group decided to centralize brand management, international sponsorship, communications and online activities.

All communication, and in particular announcements about the upcoming Eurovision Song Contest, is subject to approval by the EBU.

All English-language online activities are centrally coordinated by the EBU, including the official website www.eurovision.tv and social media channels.

The EBU is eager to advise and actively cooperate with your press department, to assure the smooth, efficient and successful international promotion of the upcoming Eurovision Song Contest.

EVENT THEME ARTWORK

Each year the Host Broadcaster will develop a local theme art design concept for the event

The theme gives a particular edition of the contest a strong message 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 and the Host Broadcaster will communicate in January of each year, details of the theme in particular:

- Overall concept
- Graphic elements
- Colour scheme
- Special typefaces
- Bumper tracks

Detailed theme art guidelines should be followed in the design process. These guidelines are available from the EBU upon request by the Host Broadcaster.



BROADCAST GRAPHICS

Broadcast graphics leave a great deal of space for the creative application of the Eurovision Song Contest brand and theme art.

A few brief guidelines apply when using the Eurovision Song Contest brand and theme art in animated form:

- No safe area has to be taken into account any longer. The signal is offered in native 16:9 and may be letterboxed;
- It is important to feature the Eurovision Song Contest logo, along with the theme art, in the opening graphics of each live transmission;
- For scoreboard and voting graphics, detailed guidelines apply. For more information, please contact:



DIGAME MOBILE

VOTING SUPERVISOR

Thomas Niedermeyer

thomas.niedermeyer@digame.de

The EBU/EUROVISION opening vignette, featuring the famous 'Prelude to Te Deum', can be requested from the Corporate Branding Officer at the EBU:

EBU/EUROVISION

CORPORATE BRANDING OFFICER

Katie de Noël

denoel@ebu.ch



THE OFFICIAL TROPHY

In 2008, the European Broadcasting Union revealed a new, permanent official trophy for the winner of the Eurovision Song Contest. The hand-made piece of art has the shape of a classic microphone with a wonderful sense of nostalgia. It is made from solid transparent glass with sand-blasted and painted detailing.

Designer Kjell Engman (1946) of Kosta Boda has worked as a glass artist for thirty years. Recently, he has focused on art glass and his creations can be found in exhibitions around the world.

Kjell Engman
Trophy designer



**KOSTA
BODA**
SWEDEN 1742

CONTACT DETAILS

EUROVISION SONG CONTEST

EVENT SUPERVISOR

Sietse Bakker (EBU)

sietse.bakker@eurovision.tv

HIGHLIGHT

DIRECTOR OF SPONSORSHIP

Jan Hermenau

j.hermenau@highlightevent.ch

DIGAME MOBILE

VOTING SUPERVISOR

Thomas Niedermeyer

thomas.niedermeyer@digame.de

EBU/EUROVISION

CORPORATE BRANDING OFFICER

Katie de Noël

denoel@ebu.ch