

# 8.0 Customisation 2026

- 8.1 Country Specific Crests
- 8.2 Country Specific Secondary Logos
- 8.3 Country Specific Volleymarks
- 8.4 Brand Activation

**In this chapter you can see specific logos and examples of how graphics can be created.** Before creating any new graphics please contact Volleyball & Events Department. The CEV will make the following set of graphics available on CEV Cloud for download as open files and the same shall be implemented by all Organisers in order to ensure the brand consistency (non-exhaustive list):

#### **1st set of graphics:**

- Logos
- Billboards & Posters
- Web banners
- Letter template (specifically designed for LOC)
- Powerpoint presentation (specifically designed for LOC)
- Event roll-up
- Event backdrop
- Name plate design (for press-conference or announcements)

#### **2nd set of graphics (to be available by the end of 2025)**

##### **1. Venue Items:**

- Pre-match interview backdrop/ Coin toss backdrop
- Wayfinding
- Floor stickers
- Players' benches
- Referee chair
- Net poles
- Sport presentation and media tribune table
- Additional tier branding
- Mixed zone backdrop (Host Broadcaster, TV/Radio - primary RH, TV/Radio - secondary RH, Press & Print Media)
- Transparent backdrop for flash interviews
- Locker rooms branding

##### **2. Hospitality Area:**

- Welcome desk
- Branded VIP bracelets
- Envelopes for VIP tickets

##### **3. Hotel Items:**

- Welcome desk
- Media meeting branding (only for Teams Hotel)
- I-zone (only for Teams Hotel)

##### **4. Other Branding Items:**

- Bus branding for transportation of the Teams
- Car branding for transportation of the Officials
- Airport welcome desk
- Volunteers' clothing
- Accreditation cards and lanyards
- TV camera stickers
- Photographer/cameraman bibs

##### **5. Awarding Ceremony Material:** (only for the venue of the Finals):

- Podium
- Trophy stand
- Trays for medal
- Podium teams' cheques

The detailed split of the Marketing rights can be found in the Organiser agreement and in Chapter 12 MARKETING of the Competition Handbook (please see the court layout).

**Important Note:** Any event graphics or material must be approved by Volleyball & Events Department well before producing or using. All this material must be shared only via the CEV Cloud. Should you wish to create additional graphics or material to what available on CEV Cloud, please advise with Volleyball & Events Department.

# Customisation Country Specific Crests

We have a customisable Crest that follows the same format as the EuroVolley core brand but takes on the colours of the nations that are hosting the current competition.

Each year, there are two unique crests;

**Left: Men's Crest 2026**

**Right: Women's Crest 2026**

Both crests are identical in form, but take on their own unique colour scheme which is inspired by the host nations' colours.



Men's Crest 2026



Women's Crest 2026

# Customisation Country Specific Crests

We have a customisable crest that follows the same format as the EuroVolley core brand but takes on the colours of the nations that are hosting the current competition.

## Country Colour System

The way the colour system works is based around the importance of the country:

- 1 The first country takes the 'V' shape in the bottom left of the Volleymark.
- 2 The second country takes the angular shape at the top right of the Volleymark.
- 3 The third country takes the two square shapes top left and bottom right of the Volleymark.
- 4 The fourth country takes the two triangular shapes at the top and bottom right of the Volleymark.

Colour codes for each colour are displayed below.



**Italy**

RGB 58 117, 196  
CMYK 91, 43, 0, 0  
Pantone 285 C  
Hex #3A75C4



**Bulgaria**

RGB 200, 0, 0  
CMYK 0, 100, 0, 100  
Pantone 032 U  
Hex #CC0000



**Romania**

RGB 252, 209, 22  
CMYK 0, 10, 95, 0  
Pantone 116 C  
Hex #fcd116



**Finland**

RGB 24, 68, 126  
CMYK 96, 56, 0, 0  
Pantone 2145 U  
Hex #18447e

# Customisation Country Specific Crests

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Colour codes for each colour are displayed below.



	<b>Türkiye</b>
RGB	200, 16, 46
CMYK	0, 100, 80, 5
Pantone	186 C
Hex	#C8102E

	<b>Czechia</b>
RGB	16, 45, 105
CMYK	100, 80, 0, 40
Pantone	281 C
Hex	#102D69

	<b>Azerbaijan</b>
RGB	80, 158, 47
CMYK	49, 0, 70, 8
Pantone	362 C
Hex	#509E2F

	<b>Sweden</b>
RGB	254, 204, 0
CMYK	0, 20, 100, 0
Pantone	116 C
Hex	#FECC00

# Customisation

## Logo Lock-ups

### Countries

The secondary logos are made up of two parts: (1) the crest and (2) the supporting text.

Both parts should be used together at all times.

There are four alternate versions of the logo. The first displays the four hosting countries.

There are positive and negative versions of each logo to be used on light or dark backgrounds.

- 1 EuroVolley Men Countries - White
- 2 EuroVolley Men Countries - Black
- 3 EuroVolley Women Countries - White
- 4 EuroVolley Women Countries - Black



1



3



2



4

# Customisation

## Logo Lock-ups

### City + Country

The secondary logos are made up of two parts: (1) the crest and (2) the supporting text. Both parts should be used together at all times.

There are four alternate versions of the logo. The second displays the hosting country and city.

There are positive and negative versions of each logo to be used on light or dark backgrounds.

- 1 EuroVolley Men City + Country - White
- 2 EuroVolley Men City + Country - Black
- 3 EuroVolley Women City + Country - White
- 4 EuroVolley Women City + Country - Black



1



3



2



4

# Customisation

## Logo Lock-ups

### Host City

The secondary logos are made up of two parts: (1) the crest and (2) the supporting text. Both parts should be used together at all times.

There are four alternate versions of the logo. The third displays the hosting city and the wording 'Host City'.

There are positive and negative versions of each logo to be used on light or dark backgrounds.

- 1 EuroVolley Men City + Host City - White
- 2 EuroVolley Men City + Host City - Black
- 3 EuroVolley Women City + Host City - White
- 4 EuroVolley Women City + Host City - Black



1



3



2



4

# Customisation Logo Lock-ups City

The secondary logos are made up of two parts: (1) the crest and (2) the supporting text. Both parts should be used together at all times.

There are four alternate versions of the logo. The fourth displays the hosting city only.

There are positive and negative versions of each logo to be used on light or dark backgrounds.

- 1 EuroVolley Men City - White
- 2 EuroVolley Men City - Black
- 3 EuroVolley Women City - White
- 4 EuroVolley Women City - Black



1



2



4

# Customisation Logo Lock-ups Exclusion Zones

The exclusion zone is defined as the area around a logo that excludes other graphics and typography. The exclusion zone includes the edges of applications, e.g. the edge of a magazine page or poster.

Always use the height of 100% of the Volleymark size to determine the the minimum width of clear space around the logo.



# Customisation Stacked & Horizontal Men

The Stacked and Horizontal versions of the main EuroVolley logo are made up of two parts: (1) the symbol (named after the Volleymark) and (2) the supporting text. Both parts should be used together at all times.

The Stacked version of the logo should be used in rare circumstances where the formats are thin and long.

- 1 EuroVolley Horizontal - White
- 2 EuroVolley Horizontal - Black
- 3 EuroVolley Stacked - White
- 4 EuroVolley Stacked - Black



1



3



2



4

# Customisation Stacked & Horizontal Women

The Stacked and Horizontal versions of the main EuroVolley logo are made up of two parts: (1) the symbol (named after the Volleymark) and (2) the supporting text. Both parts should be used together at all times.

The Stacked version of the logo should be used in rare circumstances where the formats are thin and long.

- 1 EuroVolley Horizontal - White
- 2 EuroVolley Horizontal - Black
- 3 EuroVolley Stacked - White
- 4 EuroVolley Stacked - Black



1



3



2



4

# Customisation Stacked & Horizontal Minimum Sizes

Our Stacked secondary logos should never be reproduced at a height less than 25mm.

Our Horizontal secondary logos should never be reproduced at a height less than 10mm.



25mm



CEV  
EuroVolley  
2026

10mm

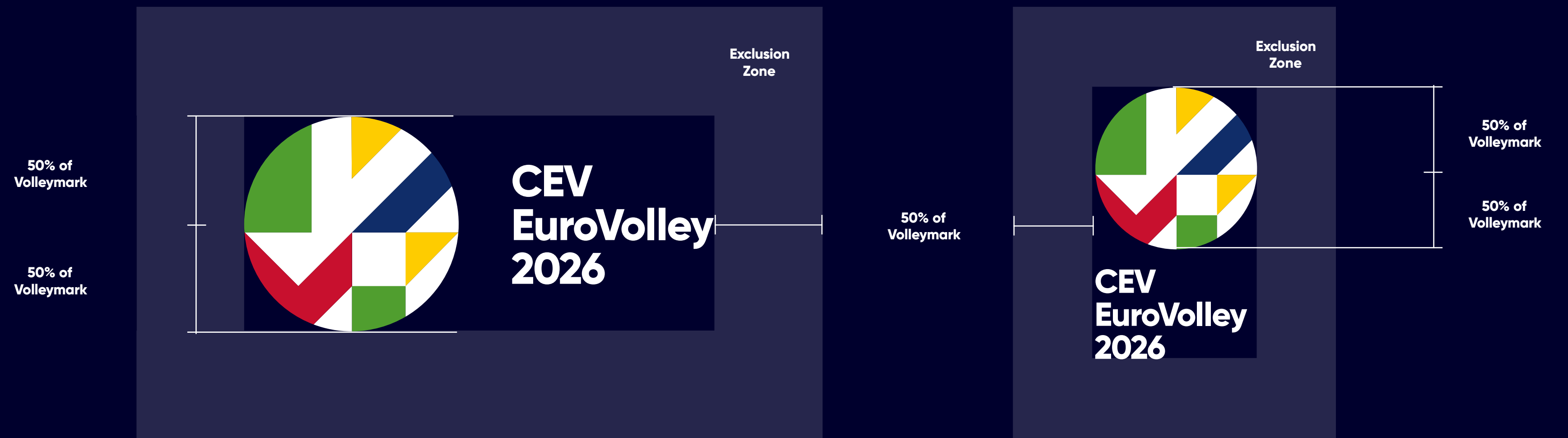
# Customisation Stacked & Horizontal Exclusion Zones

The exclusion zone is defined as the area around a logo that excludes other graphics and typography. The exclusion zone includes the edges of applications, e.g. the edge of a magazine page or poster.

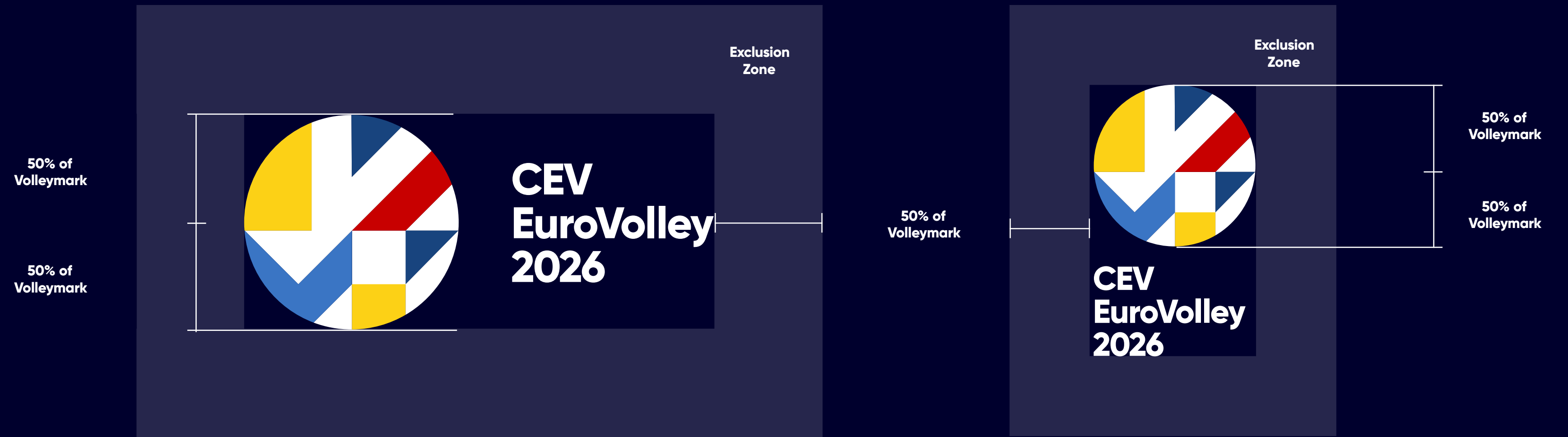
Always use the height of 50% of the Volleymark size to determine the the minimum width of clear space around the logo.

- 1 EuroVolley Women - White
- 2 EuroVolley Men - White

1



2



# Customisation Volleymarks

The Volleymark should only be used in rare circumstances where the format is too tall or too wide to work with one of the other logos.

A Volleymark should always be accompanied with text that states both 'CEV' and 'EuroVolley' except for rare circumstances.

If using the Volleymark without accompanying text, it must be pre-approved by CEV.

- 1 Volleymark Women**
- 2 Volleymark Men**

1



2



# Customisation Volleymark Usage & Exclusion Zones

## Usage

The Volleymark version of the logo should be used in rare circumstances where the formats are thin and long or very small. An example of an application of the Volleymark would be an LED courtside advertisement board or a branded pencil.

In this case, we step and repeat the Volleymark along with the headline 'CEV EuroVolley 20XX' and the host city, in this case, 'Baku', as shown in the diagram to the right.

## Exclusion Zones

Always use the height of 50% of the Volleymark size to determine the the minimum width of clear space between the shape and supporting typography.

## Headline Size

Headline size should always be around 50% of the Volleymark.



# Customisation Volleymark Minimum Sizes

Our Volleymark should never be reproduced at a height less than 10mm.



10mm



10mm

# Customisation Colour Usage

When applying colour, we ensure that the core palette is used for all graphic devices and background colours.

The customised logo replaces the primary EuroVolley logo for the specific year.

**CEV EuroVolley 2026**

**30.08.26**  
Arena Name  
**Varna**

EuroVolley.cev.eu  
#EuroVolleyM

**Sofa Bulgaria**

CEV EuroVolley 2026

CEV logo variations: 1. Full logo, 2. Four grey circles, 3. One grey circle, 4. Two grey circles with 'logo' text, 5. Two grey circles with 'logo' text.

**CEV EuroVolley 2026**

**18.09.26**  
Arena Name  
**Gothenburg**

EuroVolley.cev.eu  
#EuroVolleyW

**Göteborg Sweden**

CEV EuroVolley 2026

CEV logo variations: 1. Full logo, 2. Four grey circles, 3. One grey circle, 4. Two grey circles with 'logo' text, 5. Two grey circles with 'logo' text.

Examples - (final design to be confirmed)

# Customisation Templates

When applying colour, we ensure that the core palette is used for all graphic devices and background colours.

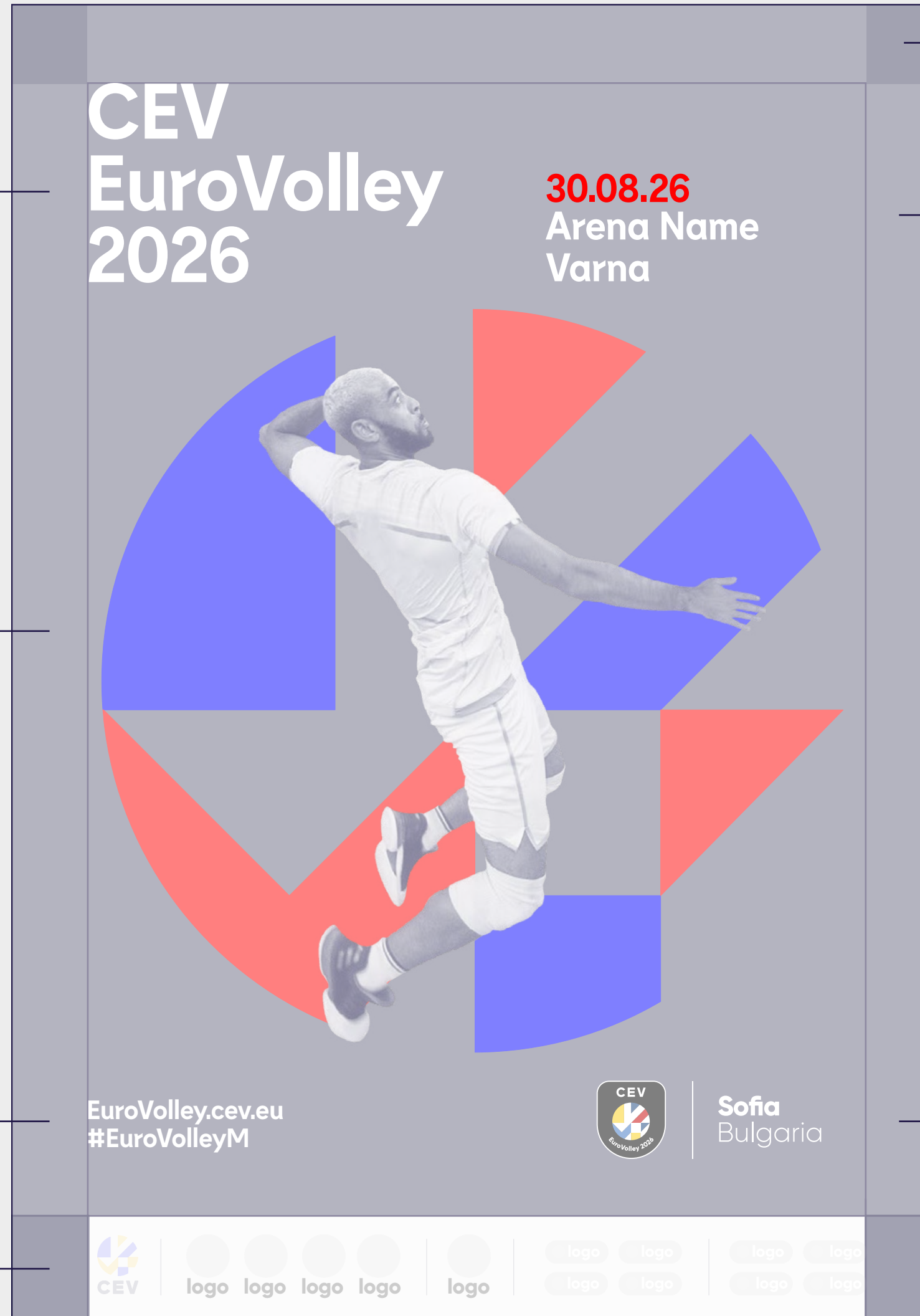
The customised logo replaces the primary EuroVolley logo for the specific year.

**Headline**  
Event headline information.  
Anchored to margins.

**Main Area**  
Main Area should be as big as possible to hero our photography and graphic device.

**Additional Information**  
Ticket information,  
website and hashtags.

**Sponsor Bar**  
Please refer to [Section 6](#)  
for sponsor bar structure.



**Margin**  
Clear space / breathing  
space around the top, left  
and right of document.

**Sub-headline**  
Location and date  
Information. Anchored  
to margins.

**Event Logo**  
Event logo to  
go here.

# Customisation Templates

When applying colour, we ensure that the core palette is used for all graphic devices and background colours.

The customised logo replaces the primary EuroVolley logo for the specific year.

**Sub-headline**  
Location and date information. Anchored to margins.

**Websites / Hashtags**  
Relevant hashtags or websites.

**Headline**  
Event headline information. Anchored to margins.

**Margin**  
Clear space / breathing space around the top, left and right of document.

21.08.26 –  
06.09.26

EuroVolley.cev.eu  
#EurovolleyW

Tickets available at  
CEV.eu/tickets or  
07833 293 294

AIKASA TÜRKİYİ

CEV EuroVolley 2026

Türkiye, Czechia  
Azerbaijan, Sweden

CEV EuroVolley 2026

logo logo logo logo logo logo logo logo logo logo logo

**Sponsor Bar**  
Refer to Section 6 for Sponsor Bar structure.

**Additional Information**  
Ticket information to go here in line with the logo.

**Main Area**  
Main area should be as big as possible to hero our photography and graphic device.

**EuroVolley Logo**  
Should always be anchored to a corner.

# Customisation Brand Activation Local Posters

- 1 Billboard
- 2 Adshell



1



2

Examples - (final design to be confirmed)

# Customisation Brand Activation Local Posters

Adshells



Examples - (final design to be confirmed)

# Print Media Vertical and Horizontal Flags

## Vertical Flags

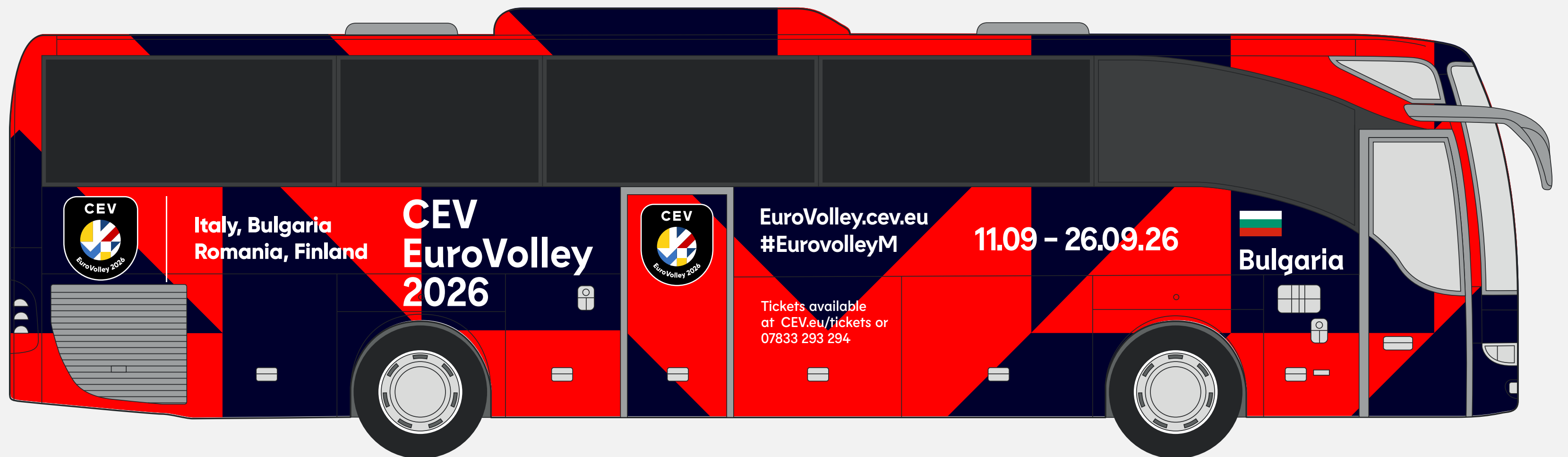
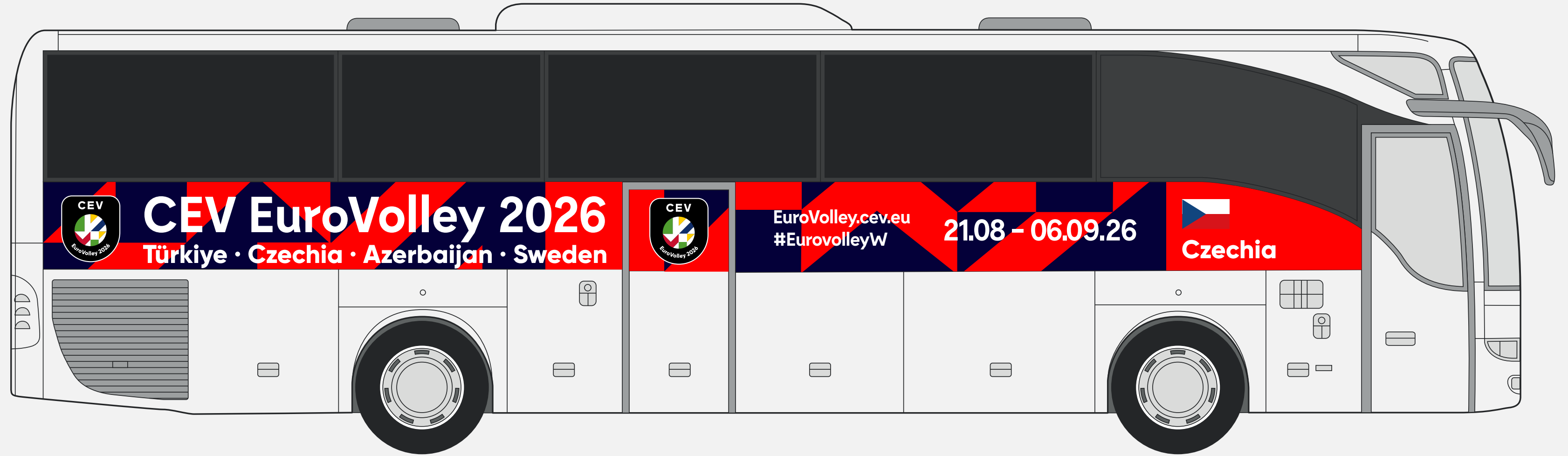
Example - Ratio 3:1

## Horizontal Flags

Example - Ratio 2:3



# Merchandise Branded Vehicles



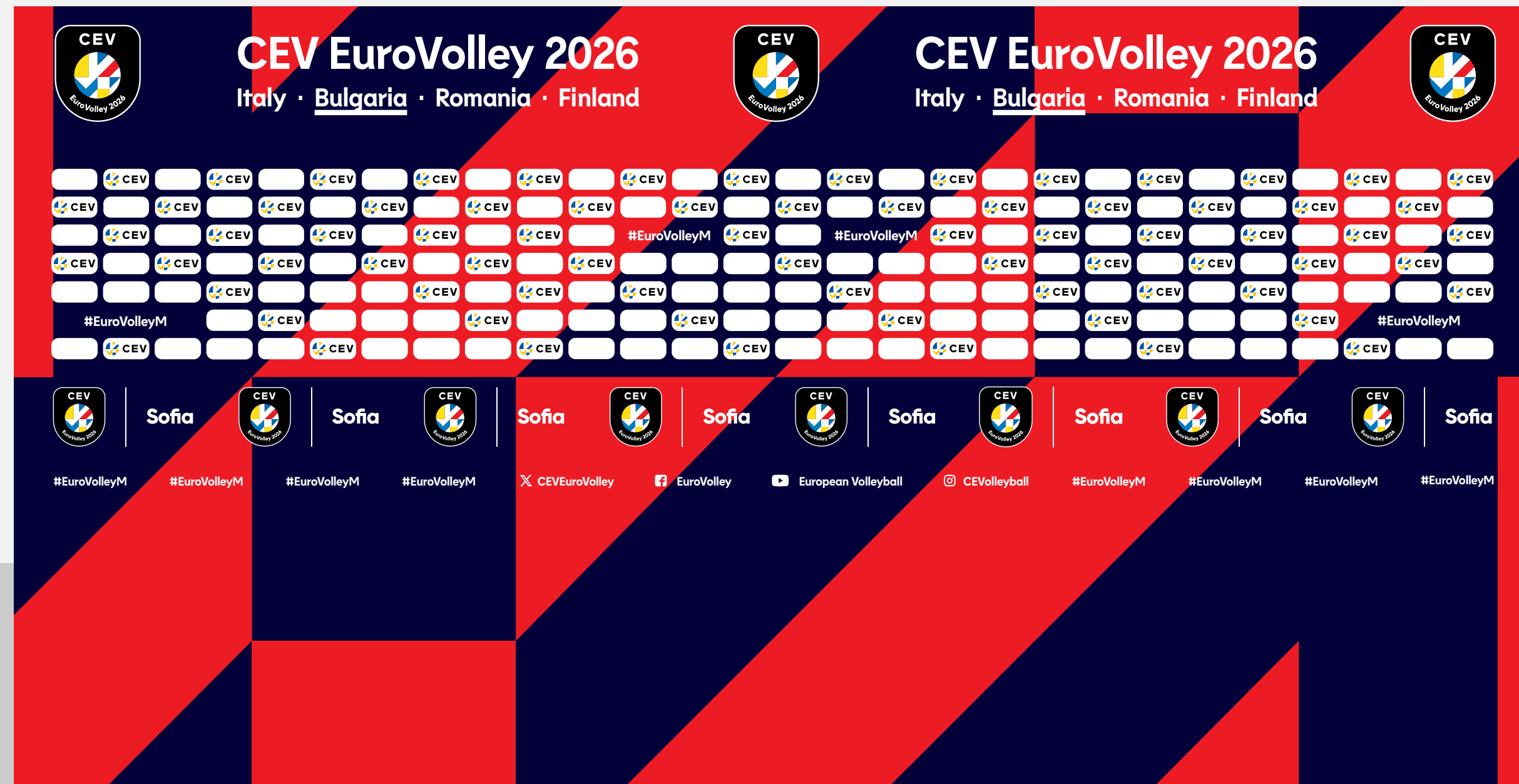
Examples - (final design to be confirmed)

# Stadium Graphics Backdrops

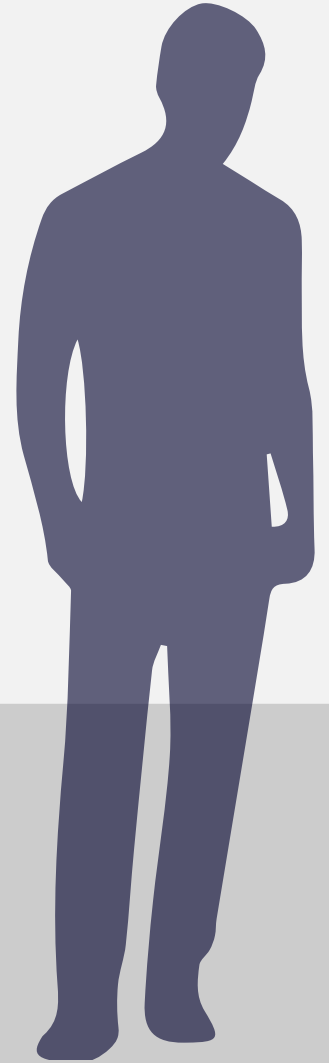
- 1 Backdrop
- 2 Flash Backdrop

1

450 cm

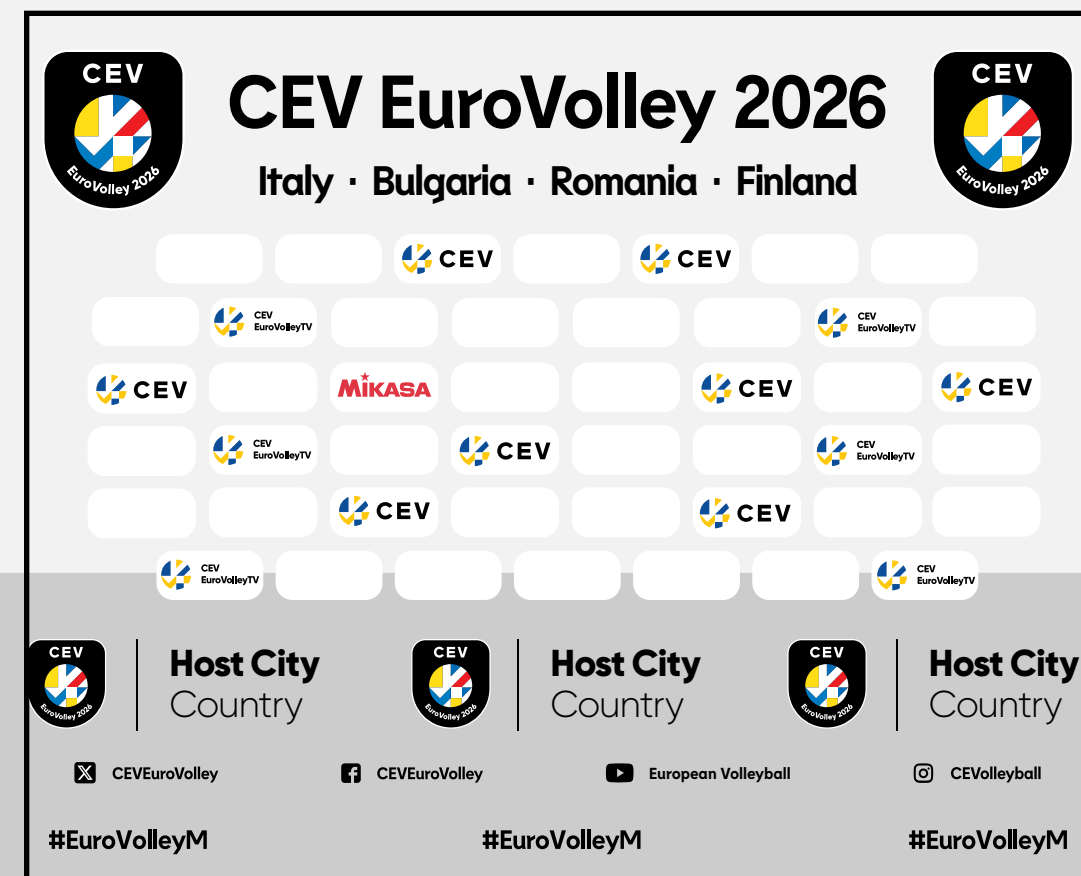


230cm



2

Examples - (final design to be confirmed)



# Stadium Graphics LED Courtside

Height of LED Courtsides: 80 cm

Step and Repeat messages and patterns



Height: 80 cm



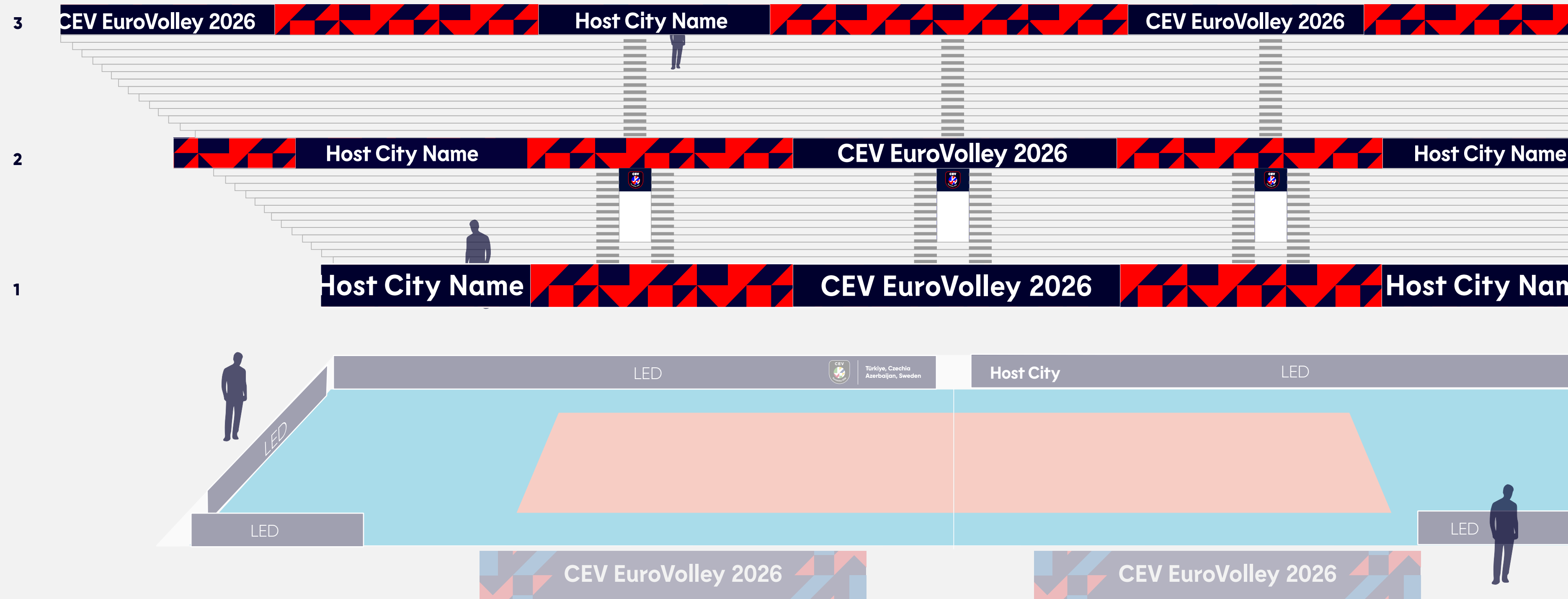
**Note:**  
The CEV will provide all Organisers with a pre-made full set of CEV LED Graphics and video footages.



Examples - (final design to be confirmed)

# Stadium Graphics Seating Banners

- 1 1st Ring
- 2 2nd Ring
- 3 3rd Ring



Examples - (final design to be confirmed)

# Stadium Graphics Giant Back Wall & podium



Examples - (final design to be confirmed)

# Stadium Graphics

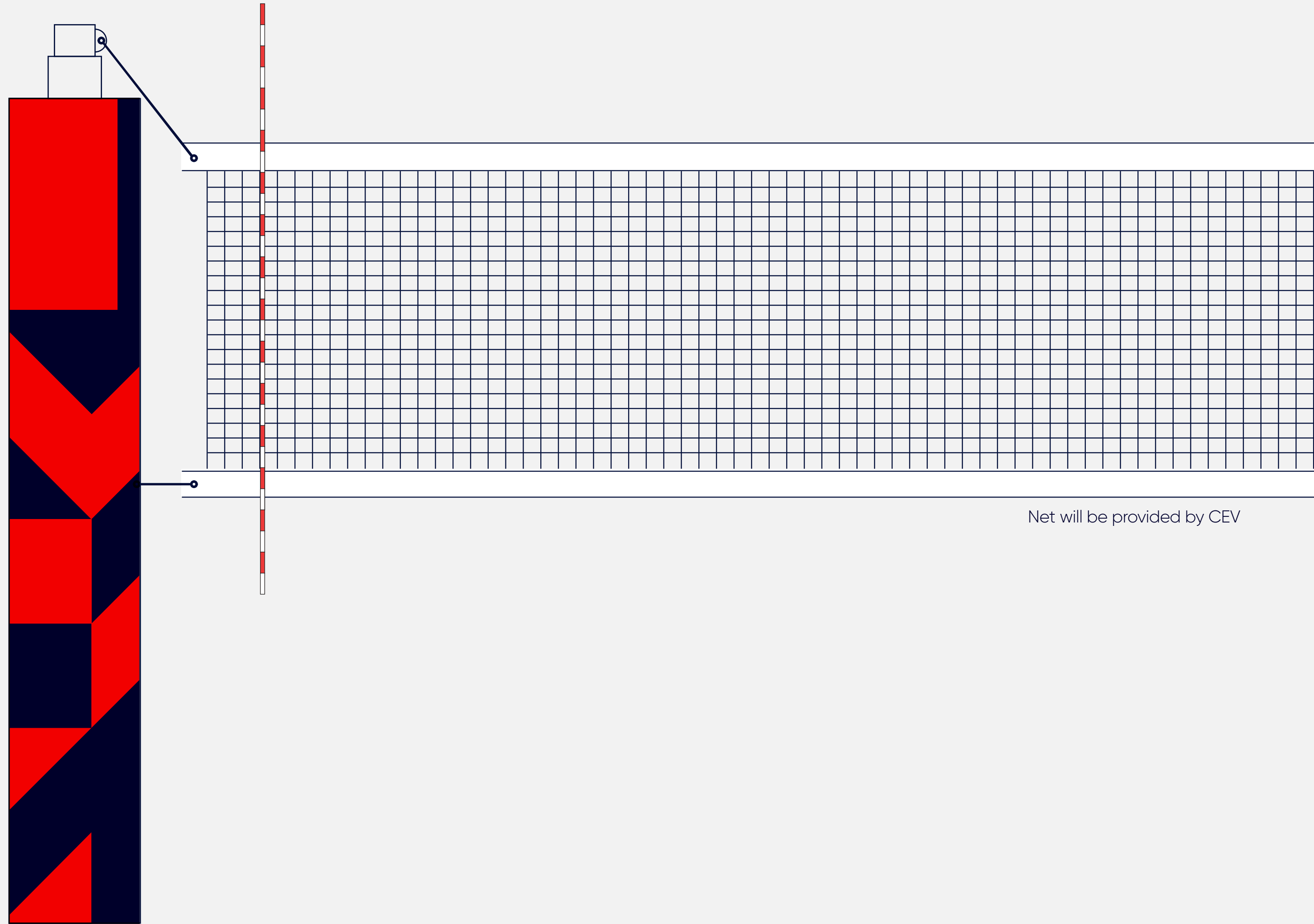
## Giant Back Banners



Examples - (final design to be confirmed)

# Stadium Graphics Net Post Paddings

Net Post Padding Advertising



Net will be provided by CEV

Examples - (final design to be confirmed)

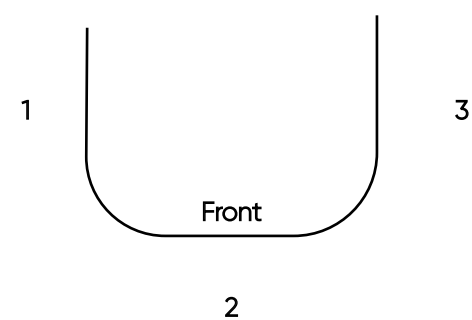
# Stadium Graphics Referee Chair Support Example

It is highly recommended to use a stable material like cardboard, soft plastic, etc. with edges covered by a protective material (foam). The support must be stable, safe and not shiny.

The organiser must ensure that a balance is kept between the visibility and players' safety.

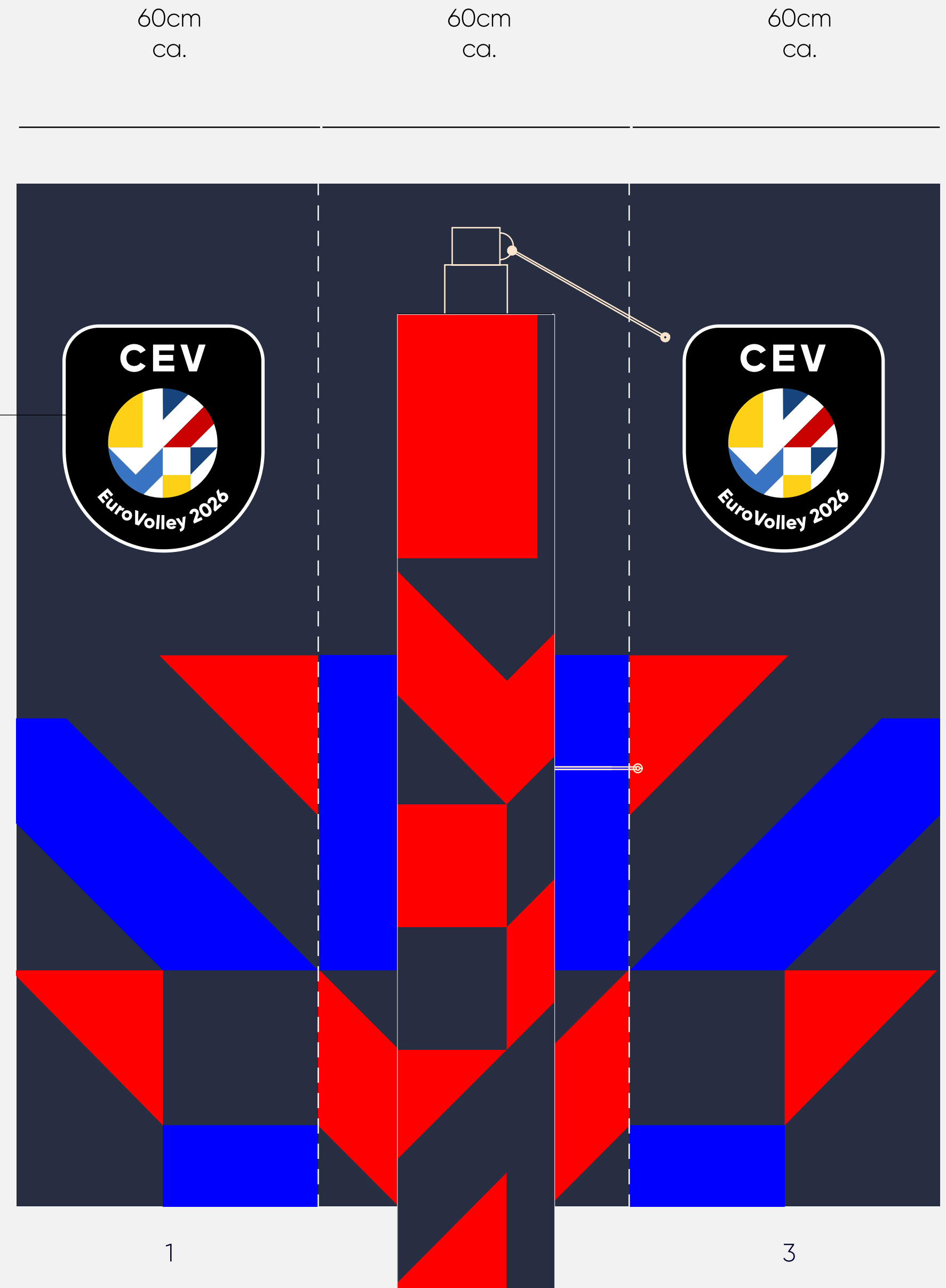
Front part (facing the court) should be slightly curved in order to avoid any sharp edges.

The exact content, commercial rights distribution, positions, layouts and other information will be defined and communicated in due time via official documents.



A respective specific crest is used

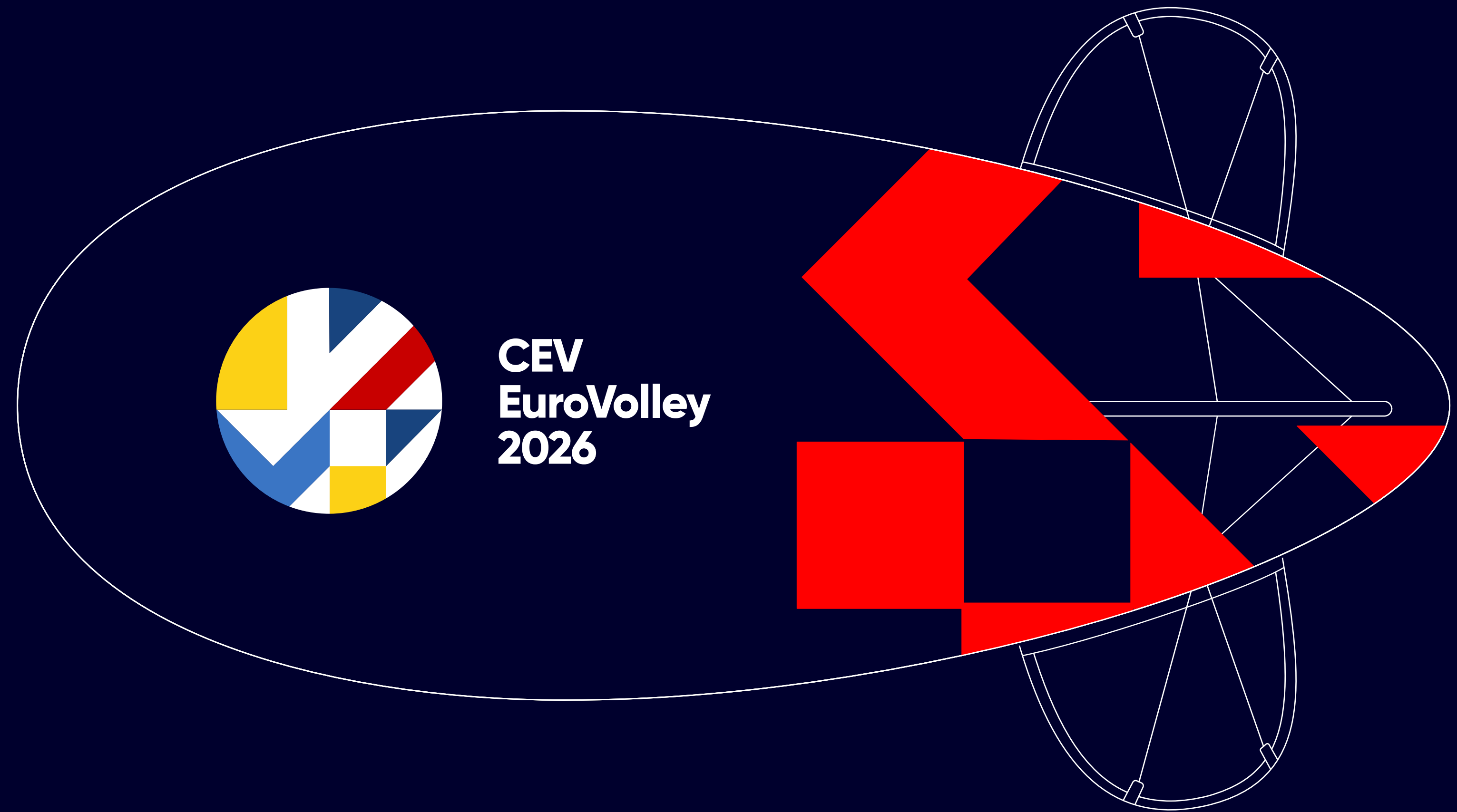
140cm  
ca.



Examples - (final design to be confirmed)

\*Dimensions should be adjusted to a specific referee platform

# Stadium Graphics Inflatable Zeppelin



# Stadium Graphics Inflatable Ball



# Stadium Graphics Inflatable Ball



Examples

# Thank You

For all other cases which are not described or mentioned in the brand book, the Organisers should consult the respective design solution with CEV before producing.

All promotion material (print, digital) shall be approved by CEV before producing.

