

Manual for institutional identity of the European Softball Federation

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Introduction

I. Symbols of the European Softball Federation

1. LOGO of the European Softball Federation

1.1 Graphics

1.2 Geometry, proportions

1.3 Dimensions

1.3.1 Size

1.3.2 Distance

1.4 Acceptable colors

1.4.1 LOGO

1.4.2 Inscription

1.5 Electronic use of the LOGO

1.6 Unauthorized use of the LOGO

2. FLAG of the ESF

2.1 Standard sizes

2.2 Vertically hanging of the FLAG of the ESF

2.3 Printed image of the FLAG

2.4 Electronic image of the FLAG

II. Printed materials

1. Business cards
2. Letterhead
 - 2.1 Letterhead of the Executive Council
 - 2.2 Letterhead of the Commissions
3. Requirements for correspondence
 - 3.1 Layout of correspondence
 - 3.1.1. Location of the elements of the document
 - 3.1.2. Preparation of the text of the document
 - 3.1.3. Font
 - 3.2 Rules for design of e-correspondence

III. Multimedia presentations with the ESF LOGO

1. Use of the ESF LOGO
2. Colors
3. Font – size, colors
4. Title slide
5. Main/Master slide

Introduction

Institutional identity is a category that includes specific culture, values and philosophy which have to be shared by all individuals and organisations connected with the European Softball Federation.

Laying the foundations, development and further preservation of the ESF institutional identity stimulate feelings for affiliation and improve the internal motivation of all those connected with the Federation.

The existence of a solid and recognisable institutional identity provides direct influence and increase confidence and respect towards the Federation from society including governmental structures, sports organizations and NGOs etc.

The aim of this manual is to support all affiliated federations, officials, commissioners, and ESF competition and event organisers in their work related with the use of the ESF name and its symbols.

The establishment of an institutional identity is a process, so this manual for the institutional identity of the ESF is a living document. It will develop and change periodically, according to the introduction of new technologies, new trends and challenges in marketing, internet design, etc.

I. Symbols of European Softball Federation

1. LOGO of the European Softball Federation

The LOGO of the European Softball Federation is an image that incorporates the letters “E”, “S” and “F” and has an oval shape.



The LOGO may also include the inscription “EUROPEAN SOFTBALL FEDERATION”.



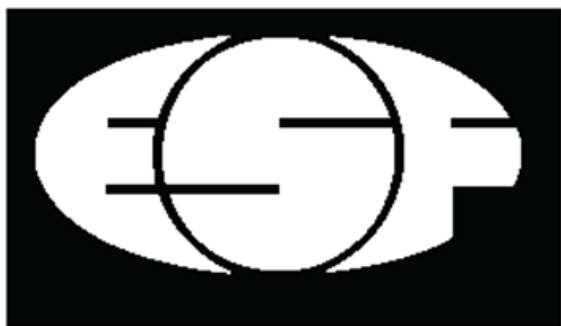
1.1 Graphics

The LOGO itself is displayed graphically in the following shapes:

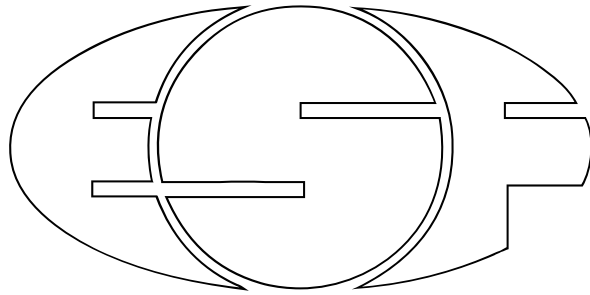
- One color (monochrome) – black or in colors listed in 1.4



- Monochrome - negative



- Linear

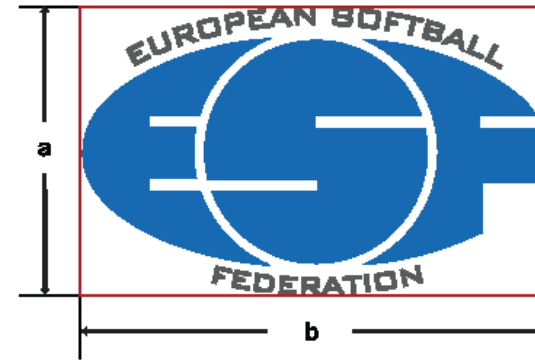


1.2 Geometry, proportions

The image of the LOGO is entered into a conditional rectangle with sides "a" and "b", which are in the ratio $a:b = 1:2$



The image of the LOGO with the inscription
“EUROPEAN SOFTBALL FEDERATION” is
entered into a conditional rectangle with
sides "a" and "b", which are in the ratio $a:b =$
1:1.62



1.3 Dimensions

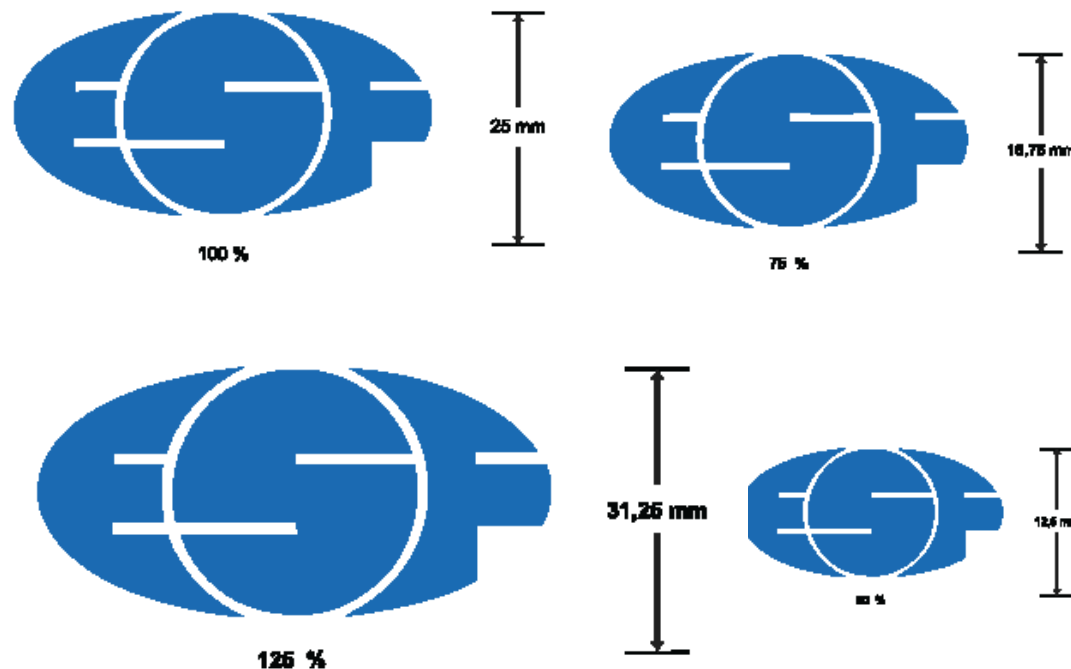
1.3.1 Size

The LOGO must always be reproduced in the correct proportions, regardless of size.

As 100% image used in print format materials derived from A4 is considered image with a height of 25 mm or 30.9 mm when there is an inscription

Other sizes, which may be used in printed materials, are derivatives of the 100% image. Each derivative height is calculated as a percentage of the basic height of 25 mm.

Accordingly, 125%, 75%, 50%, etc.



The LOGO with the inscription cannot be represented in a size of less than 40% of the title image, i.e., not smaller than a height of 12.36 mm.

1.3.2 Distance

Graphical symbols displayed alone require free zones against text or other content expressed with minimal distances of the four sides.

Minimum distances are defined as 1/6 of height of the rectangle (side "a"), which describes characters.



1.4 Acceptable colors

1.4.1 LOGO

The LOGO is reproduced in following colors:

- Blue

<u>Scale</u>	PANTONE	C	M	Y	K	Hex	RGB
<u>Value</u>	Solid Coated 7685 C	100	41	0	40	#005b99	0,91,153

- Black
- White
- Silver - only for embroidery

<u>Scale</u>	PANTONE	C	M	Y	K	Hex	RGB
<u>Value</u>	Cool gray 1 C	0	0	1	15	#d9d9d6	217,217,214

1.4.2 Inscription

The inscription “EUROPEAN SOFTBALL FEDERATION” may be reproduced in following colors:

- Black
- White
- Graphite

<u>Scale</u>	PANTONE	C	M	Y	K	Hex	RGB
<u>Value</u>	Cool gray 11 C	44	34	22	77	#53565a	83, 86, 90

1.5 Electronic use of the LOGO

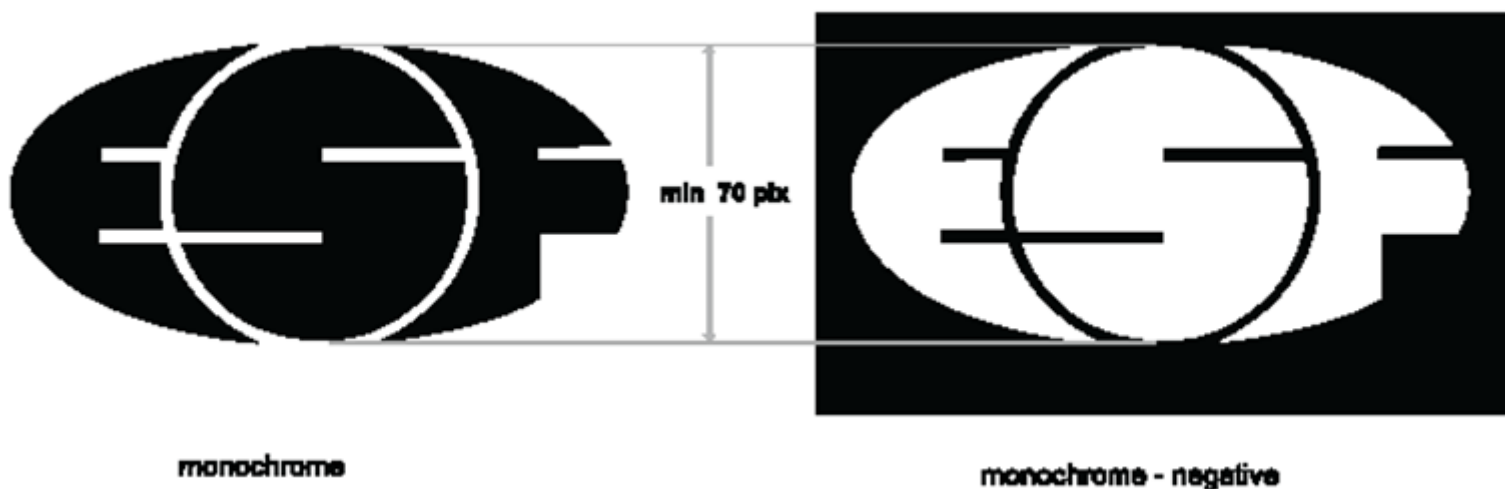
The LOGO may be displayed in e-applications such as websites, multimedia presentations, TV formats, etc. following the general rules for use.

In e-applications the LOGO may be used as a color or monochrome image. It is allowed to use negative image in creation of commercial banners as well.

The minimum size of the electronic Image of the LOGO is with height 70 pixels.

It is unacceptable to use images with quality lower than 72 dots per inch, and compression greater than 50% at a JPG. The LOGO is always displayed on a white background.

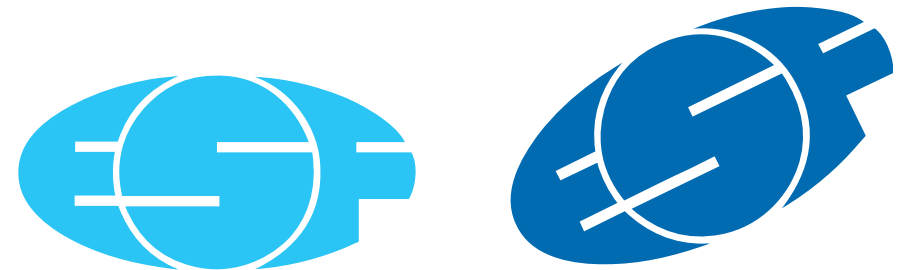
In e-applications the use of a transparent background representation of the LOGO is allowed.



1.6 Unauthorized use of the LOGO

Not acceptable:

- a change in the proportions of the logo
- display format with real perspective changes
- a change in the axis of the sign in its depiction
- different colors not stated in the above definition
- displaying on colorful background, textures or photographic images;
- application of effects like shadow transparency, graphical interpretation, embossing or any other visual versions of the characters other than those described in current (above) standards.



2 FLAG of the ESF

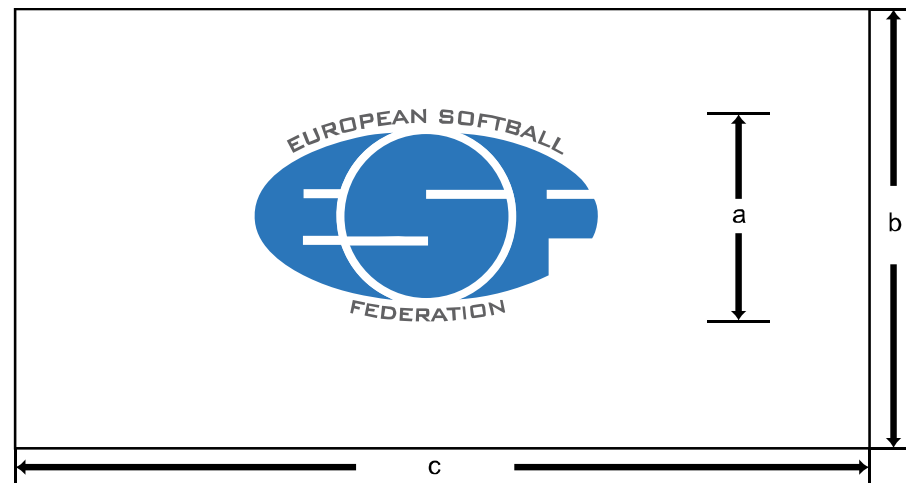
The FLAG of the ESF is white background with the LOGO with inscription in the center.

It has a rectangular shape with ratio between sides b:c = 1:1.66 or 3/5

The proportion between the height of the LOGO and height of the FLAG is a:b = 1:2

2.1 Standard sizes

	b (cm)	c (cm)
a	18	30
b	24	40
c	90	150
d	129	215



2.2 Vertically hanging of the FLAG of the ESF

When placing the FLAG of the ESF in vertical position of the

head of the LOGO has to be turned left.

2.3 Printed image of the FLAG

The FLAG of the ESF is always printed in color. The image is placed in black outline that covers entire FLAG

When coupled with the FLAGS of other authorities (countries, international organizations etc.) FLAGS are displayed equal (in equal in size standard forms).



Unauthorized use

Not acceptable:

- Use of the FLAG in the dirty shape, with impaired integrity and with incorrect colors;
- insertion of any other characters signs and notices on the image of the FLAG;
- application of effects that change the type the image of the FLAG;
- displaying the FLAG grayscale, use of gradients, shadows and transparency. positioning on a colored background;

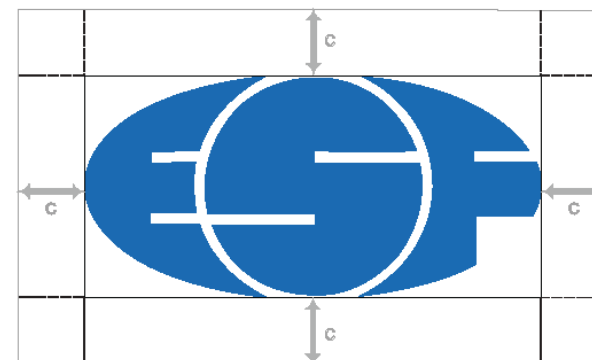
2.4 Electronic image of the FLAG

The image of the FLAG of the ESF may be used as a symbol on the websites only in the horizontal standard ratio 1: 1.66. The image is placed in black outline that covers entire FLAG. Raster image of the FLAG cannot be of a quality less than 72 dpi when using the Internet and 96 dpi for use in presentations.

The image of the FLAG of the ESF cannot be used as a background in websites. The image of the FLAG can be used in internet applications (banners, campaign pages, etc.), but the use of effects such as shadows, gradients and transparency that would adversely affect the correct color reproduction are not allowed

The FLAG is always published in colour, subject the defined WEB Safe Colors.

When coupled with the FLAGs of other authorities (countries, international organizations, etc.) FLAGs are displayed equal (in equal in size standard forms).



II. Printed materials

1. Business cards

Business cards for the President and members of the ESF Executive council must contain:

The LOGO of ESF with inscription, depicted in blue color as per 1.4.1. The LOGO is centrally located 7 mm from the upper end.

The information is situated below the LOGO in 2 columns.

Left column:

First and last name - is written in a font Arial, bold, capital letters, 10 points.

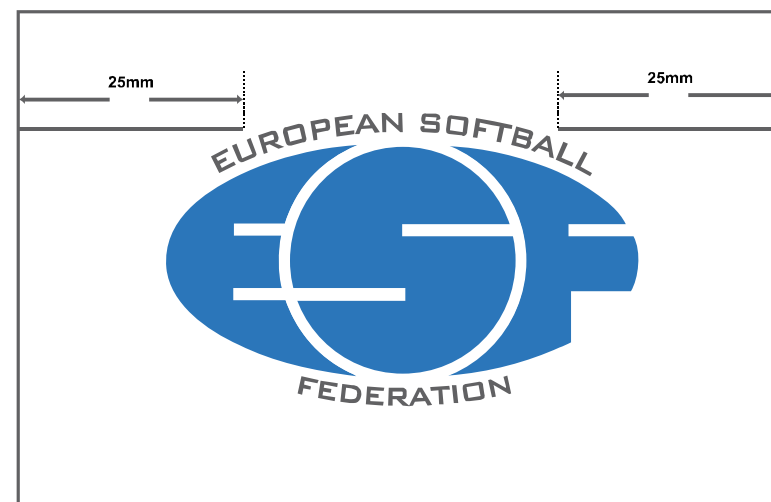
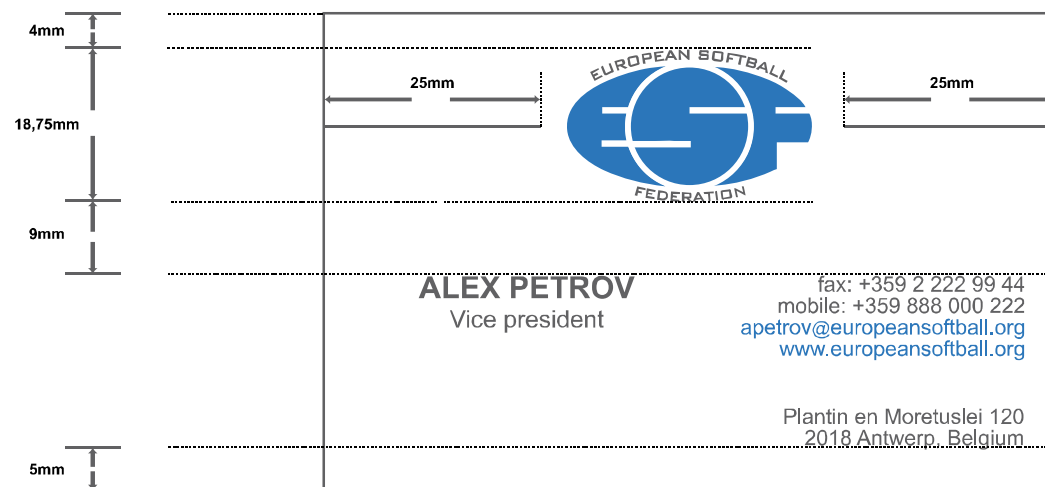
Position - written in Arial, regular letters, 8 points.

Right column

Contacts: fax, mobile, email in ESF, website address of ESF, address of ESF. Written in Arial, 7 points, located at least 5 mm from the bottom of the business card.

All texts are written in black except email and website which are in blue, and are aligned: left column – centrally, right column – to the right.

Name of the holder of the card is written in Latin, as in his identity documents



2. Letterhead

2.1 Letterhead of Executive Council

This letterhead is used for documents issued on behalf of the ESF Executive council in A4 format, printed on plain paper.

The LOGO of ESF with inscription in size of 100% is centrally located on the form in the header.

Footer contains the text “European Softball Federation” and contact information for feedback (phone and fax of the Secretary General, address, email of the Secretary General and website address of ESF) and is written in font Verdana, 8 points when the form is used to document one page.

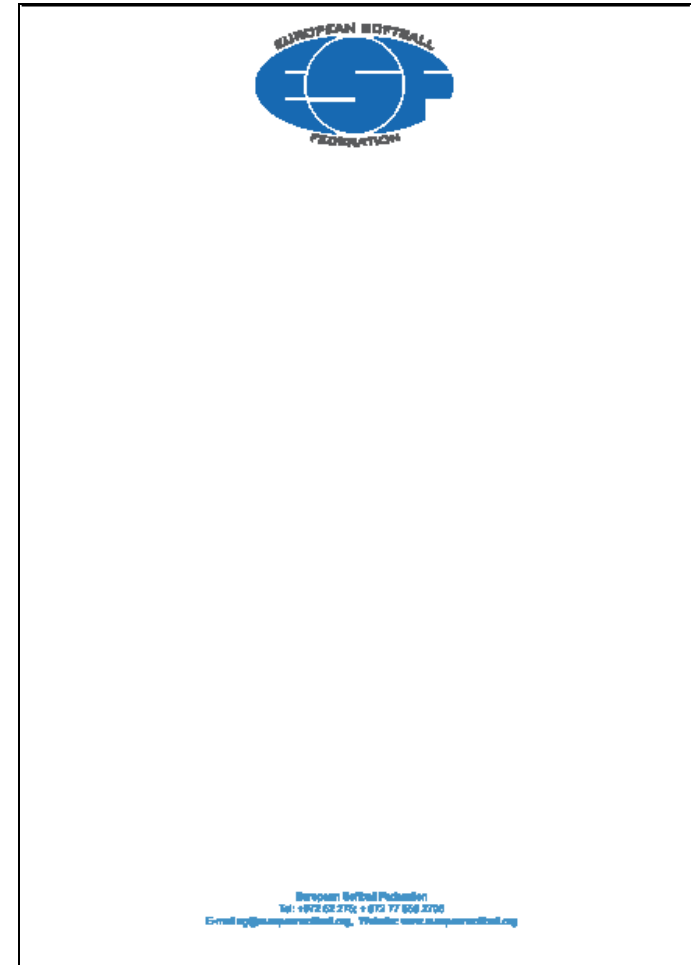
When the document is printed on two or more pages footer on the first page is blank. All details are in the footer of the last page. Page numbers are placed in the footer and aligned right

Text:

The parameters on the page is 20 mm clearance from the upper edge, 30 mm from the left, 20 mm to the right, 10 mm from the bottom.

The main text is written in lower case letters, justified text in black with 1.5 line spacing and spacing right at the beginning of each paragraph.

The use of Serif font Verdana, 12 point or Times New Roman font is recommended.



3. Requirements for correspondence

3.1 Layout of correspondence

3.1.1. Location of the elements of the document

- The name of the addressee and his address data (position, organisation, address, etc.) are located in the upper left part of the document, aligned left.
- The content form (Re: ..., To your letter № ..., etc.) is located in top left of the document under the name of addressee.
- The introductory form (address) is placed on the left side of document after the content form
- The description of the applications available to the certain letter is located in the lower left side of the document and is aligned with indentation on a new line.
- The name, position and signature of the author are located at the bottom of the document, and are aligned left

3.1.2 Preparation of the text of the document

- The text of the document is aligned bilateral (Justified).
- The text is structured into separate paragraphs by a new line. Each new paragraph begins with spacing right.
- When counting numbers, letters and bullets should be used. They have recess right and their location is the same for the whole text.

3.1.3 Font

- The full text of the document is formed by the same font (Verdana, arial or Times New Roman), size 12-14 pt.
- CAPITAL letters and bold (Bold) are used to write the name of the addressee and the introductory form;
- **Bold** and/or *italic* are used for the important words, phrases or passages.
- *Italic* is used for the text in the content form, for FLAGging information sources or to additional

explanations in tables, graphs, etc.

3.2. Rules for design of e-correspondence

E-mail is a major form of communication in the modern organization.

The design of e-mails is subject to following basic principles:

- clear definition of the purpose of the letter ("Subject");
- letter written only on a white background;
- fonts used in the letter are Verdana, Arial or Times New Roman, 12 to 14 points, all in black.

Binding element of the letter is the signature (e-mail signature), which contains:

- Name and surname of the author
- Position in the ESF
- Phone
- Address of the official website of ESF
administration

All official e-mails are in the English language.

The attached files should be with name
clearly suggesting what concerns the contents of the file.

In the contents of the e-mail it should be mentioned that there is an attachment with certain content.

III. Multimedia presentations with ESF LOGO

1 Use of the Logo of the ESF

The Logo is displayed in the colour as per 1.4.1. The quality of the character image should always be not less than 96 dots per inch.

2. Colors

The background of the main slide presentations is white.

In the background of the slides may exceptionally be used a transparent view of the LOGO in light grey.

3. Font - size, colors

The main recommended font for the text and title headings in the presentation is Verdana.

The size of the font is 14 to 22 points. The titles and subtitles are in the range between 26 to 36 points.

The size of the font varies due to the amount of text.

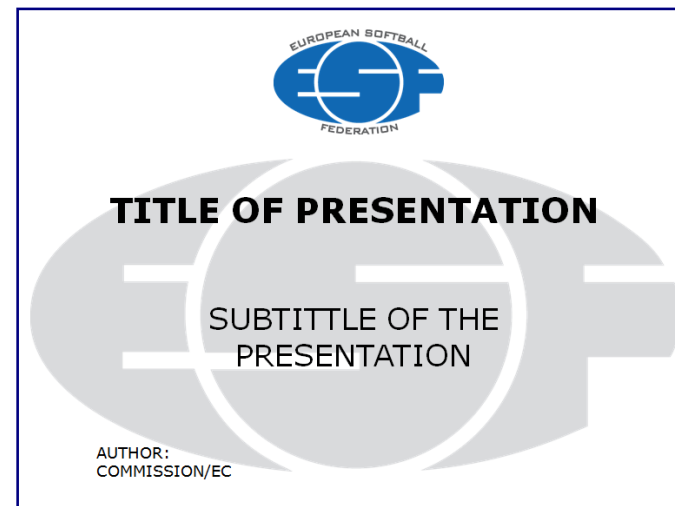
All texts are written in black or dark navy.

Subtitles of the slide as well as other texts which have to be recognized could be in grey color.

4. Title Slide

The title slide includes:

- LOGO of the ESF, centrally positioned according to the orientation of the slide;
- Title of the presentation - written in capital letters in font Verdana, bold, centrally positioned
- Subtitle - if necessary. Written in regular letters, centrally positioned;
- name of the lecturer or commission - with smaller font, left aligned.



5. Main/Master slide

In the main slide in the upper right corner is positioned the LOGO of ESF.

The title of the slide is printed in large letters in black. Subtitle (if any) is in regular letters printed in gray.

Both are positioned left-aligned, right against the LOGO.

The main text is written in black, with sufficient size, providing readability. Usage of bullet for clarity is recommended..

In the header of the slide, in addition to the LOGO, right-aligned can be positioned the logo on the institution, program or project, but of a size not larger than the size of the LOGO.

In the footer of the slide on a black background with white letters the date, slide number and other relevant information such as name of the commission, project or program.

