



# BRAND GUIDELINES

VERSION 5-2017/2018

**EUR(O)VISION**  
OPERATED BY EBU

“

THE EUROVISION SONG CONTEST -  
A SIMPLE IDEA THAT HAS SUCCEEDED.

MARCEL BEZENÇON  
DIRECTOR OF THE EBU (1950-1970) AND  
INITIATOR OF THE EUROVISION  
SONG CONTEST

”

# THE NAME

The name of the event in public communication is always Eurovision Song Contest. For headlines and on social media, but only when practical limitations such as character limits apply, the event can be referred to as Eurovision.

The abbreviation ESC may only be used for internal communications, as it is largely unknown to the public.

In some countries, the Eurovision Song Contest has a translated name, such as Eurovisie Songfestival (Dutch) or Grand Prix Eurovision de la Chanson (French). These names may be used, but only in national communication.

# THE LOGO

Until the 2003 Eurovision Song Contest, each Host Broadcaster designed its own logo for the contest. In 2004, the EBU introduced a generic logo, to be accompanied by a theme and supporting artwork on a year-by-year basis. The logo was designed by London-based agency JM International.

In 2014, the EBU introduced a revamp, the current version of the logo. It was revamped by Storytegitic and implemented in collaboration with Scrn.

Eurovision is set in  
custom typograpy

The logo features the word "EURO" in a custom script font, followed by a heart shape that replaces the letter "O" in "vision". The word "vision" is also in the same custom script font. Below this, the words "SONG CONTEST" are written in a bold, sans-serif font with wide letter and word spacing.

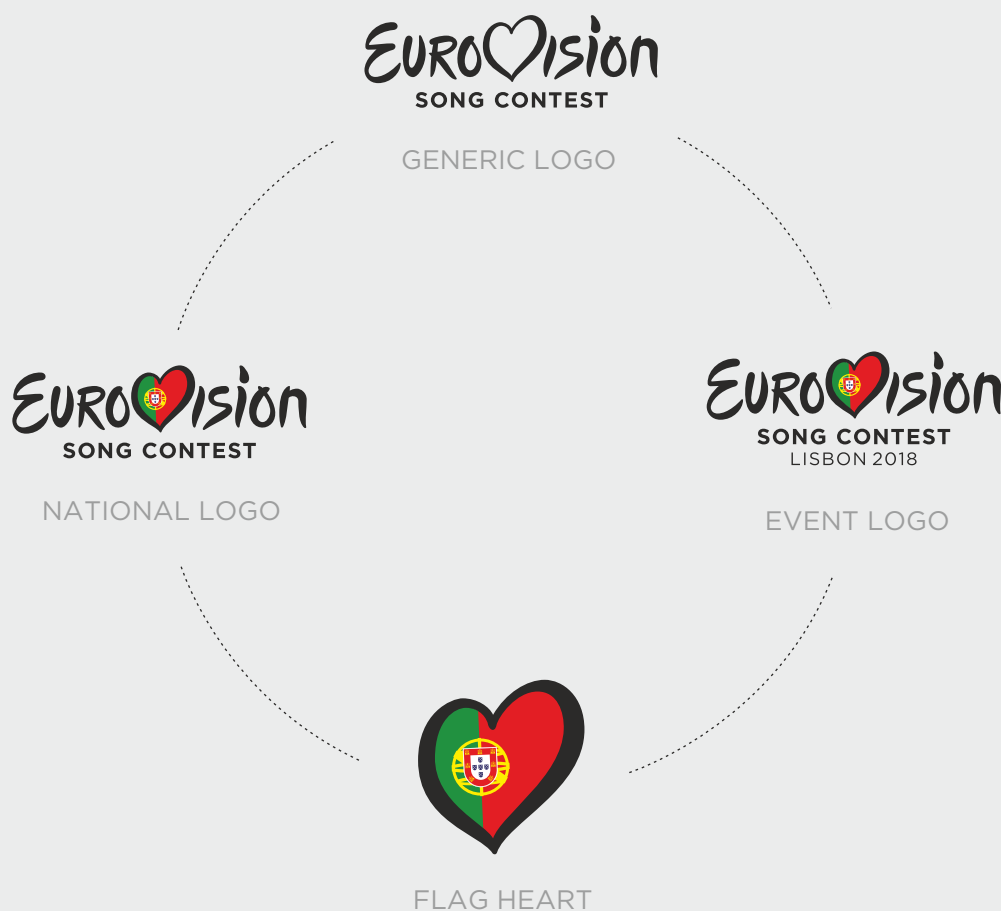
**EURO**♥**vision**  
**SONG CONTEST**

Song Contest is set in Gotham Bold with  
+25% letter spacing and +25% word spacing

# THE ECO-SYSTEM

The Eurovision Song Contest generic identity consists of an eco-system with four different applications, shown below. Some basic guidelines:

- The generic logo can only be used by EBU and its partners;
- The event logo can only be used for a particular event by the EBU, Host Broadcaster, Participating Broadcasters and Event Partners (sponsors);
- A national logo can only be used by the EBU, its partners and each respective Participating Broadcaster;
- The flag heart can only be used for illustrative purposes (e.g. on buses or dressing room doors), and is not meant to replace the full logo.



# NATIONAL LOGOS

Each Participating Broadcaster can use the national logo, carrying the flag of its respective country.

The EBU encourages national logos to be used for national selections and national outlets, such as the broadcaster's website. When using the national logo, these same guidelines apply.

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## AVOID



Only use the official flag graphics provided.



Do not add images to the heart.

National logos can be downloaded via the Eurovision Song Contest intranet.

# THE 2018 EVENT LOGO

	SMALL PRINT SIMPLIFIED COAT at 30mm	MEDIUM REGULAR COAT above 30mm
<b>CMYK FOR PRINT</b>  Black: 0/0/0/0 Green: 80/0/95/20 Red: 0/100/100/0 Yellow: 0/0/100/0 Blue: 100/100/25/10		
<b>RGB FOR SCREEN</b>  Black: 0/0/0 Green: 23/153/68 Red: 220/19/36 Yellow: 240/211/19 Blue: 42/45/107		

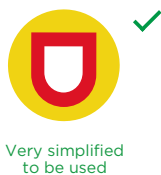
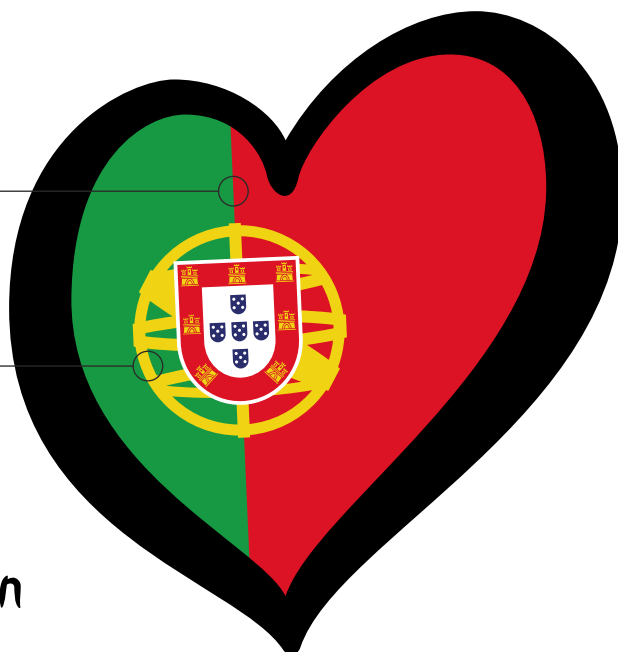
The flag and coat of arms are tilted 2,5 degrees to the left, which is standard for the Eurovision logo.

The thin black outline of the coat of arms has been removed to simplify the logo, which looks better in print, especially on small sizes. Only (!) when on print size the coat of arms looks distorted, use the extremely simplified version below:



**EUROvision**  
SONG CONTEST  
LISBON 2018

max. 30mm



# EXAMPLE OF IMPLEMENTATION

Be advised that logo implementations by the Host Broadcaster must be approved by Highlight Event (see p. 12).



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## IMPORTANT!

Implementation of additional national and international sponsor logos may be required, e.g. at public announcements, press conferences, the Semi-Final Allocation Draw and other events prior to the Eurovision Song Contest. Please refer to Highlight Event for more information.



# LOGO APPLICATION

## CLEAR SPACE



Please keep one E-width clear from the logo. When repeated, apply at least one logo height and width on all sides.

## COLOUR



Only apply the logo in solid black or white on a background with sufficient contrast. Avoid applications on top of images with too much distraction.

## CROPS



Logo crops of the EUROVISION part may be used, but only for illustrative purposes. A logo crop can never substitute the logo.

## SIZE



Min. 30mm

## AVOID



Do not use the logo in other colours than white or black.



Do not apply transparency to the logo.



Do not put the logo on top of images with too much distraction.



Do not distort the proportions of the logo.



Do not tilt the logo.



Do not translate the logo.



Do not take off the SONG CONTEST line.

# TYPOGRAPHY

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## FONTS

HEADLINE:  
GOTHAM BOLD  
FULL CAPS  
SIZE: 360%

# THE HEADLINE WITH A SUBHEAD

SUB-HEADLINE:  
GOTHAM BOOK  
FULL CAPS  
SIZE: 240%

The Eurovision Song Contest was established in 1956. The first contest took place in Lugano, Switzerland and was won by Lys Assia with the song Refrain.

INTRO:  
GOTHAM BOOK  
SIZE: 120%

## INTRODUCTION

In 2018, the 63rd Eurovision Song Contest will be held in Lisbon, Portugal. It will be the first time Portugal's public service broadcaster RTP hosts the contest.

HEADING  
GOTHAM BOLD  
FULL CAPS  
SIZE: 120%

BODY:  
GOTHAM BOOK  
SIZE: 100%  
LINE HEIGHT: 125%

# THEME ARTWORK

Every event is accompanied by a theme slogan and artwork, to give the event its own distinctive flavour. The slogan and artwork are to be proposed by the Host Broadcaster and approved by the Reference Group.

In general, the Host Broadcaster is given substantial creative freedom when designing theme artwork. The following guidelines provide guidance to theme artwork designers and are based on the following principles:

- Theme artwork should never interfere with the logo;
- Theme artwork should never dominate the logo;
- Theme artwork should be applicable on a wide range of materials, such as in print and online (incl. small sizes), in broadcast graphics, on marketing materials, merchandise, vehicles, etc.

Be advised that proposed theme artwork should include examples of implementation of the logo of the Host Broadcaster, the EBU corporate logo (EUROVISION operated by EBU) and sponsor logos.

For examples, we refer to theme artwork guidelines of previous Eurovision Song Contests.

Theme artwork space is maximum 2x logo height, and the same width.

Space above and below the logo is 1xE.

The slogan is never wider than the logo.



SLOGAN GOES HERE

# USAGE & APPROVAL

Eurovision is a registered trademark of the EBU.

The Eurovision Song Contest logo, brand assets and theme artwork may only be used with explicit permission of the EBU.

Usage of the logo, brand assets and theme artwork for commercial purposes is strictly prohibited, unless explicit permission has been given by the EBU.

Media may use the Eurovision Song Contest logo, brand assets and theme artwork in accordance with these guidelines without permission, but only when in strict editorial context. Usage of the logo, brand assets and theme artwork for commercial purposes, including content promotion or marketing, is strictly prohibited.

Brand material used by Participating Broadcasters and the Host Broadcaster must be approved by the EBU's commercial agency for the Eurovision Song Contest, Highlight Event.

For questions about this guide, please contact [support@eurovision.tv](mailto:support@eurovision.tv).



**EUR(O)VISION**  
OPERATED BY EBU

EUROPEAN BROADCASTING UNION  
L'ANCIENNE-ROUTE 17A  
POSTAL BOX 45  
1218 LE GRAND-SACONNEX / GENEVA  
SWITZERLAND

EBU.CH  
EUROVISION.TV