Welcome to the 2015/16 EPCR Challenge Cup Brand Guide

This guide introduces and explains the new visual identity for the EPCR Challenge Cup Season 2015/16, illustrated with examples. The new identity has been carefully designed to enhance the Challenge Cup tournament’s pre-eminent position within European Club Rugby, to complement the new EPCR brand identity and represent the brand values of both.

This Season Identity should form the major part of any marketing, promotional and advertising campaigns and run through all of the season’s branding, media and signage collateral.
Using this guide

This brand manual represents a best practice guide for the use of the EPCR Challenge Cup Season Identity elements, which should be faithfully followed in order to ensure consistency and intellectual property protection.

The EPCR Challenge Cup brand and the Season Identity are valuable assets and great care should be taken to understand and follow the guide recommendations and usage rules. Brand credibility can only be achieved and maintained if a consistent approach is adopted and followed for all applications.

The guide is divided into sections, which are indexed for quick reference and will help guide the user through the rules, preferences and best practice examples.

Contact details to help clarify any additional details and for final approval are provided at the end of this manual.
Introduction

The EPCR Challenge Cup tournament mark has been specially developed to deliver a coherent and consistent identity which forms an integral part of the EPCR brand family.

The stylised rugby ball motif and typographic layout follows the same structural and cultural map as the ‘corporate’ EPCR identity, but is differentiated in the details.

The rugby ball is gold throughout and the motif features a single gold star instead of the EPCR six stars.

The Challenge Cup wordmark element uses a special ‘heroic’ font with 2 discreet gold rules for balance.

A variety of full colour, spot and single colour versions of the Tournament Mark have been prepared and are available as approved artwork.

Versions for use on Landscape and portrait formats are also supplied, along with a special applications set where production or printing restrictions require this.
The Challenge Cup Tournament Mark logo is comprised of three distinct brand elements:

- Challenge Cup Ball Motif
- The European Rugby Challenge Cup Word Mark
- The Containing Shield

The visual relationship between the three main elements in both Tournament Marks is fixed. These logos may never be warped, redrawn or modified in any way.

The standard Tournament Marks have been created to be flexible across all applications, but a landscape version is available to use for limited approved usage.

A variety of artwork formats are available, including full colour, flat colour and mono variations. There is also a set of PNG files available for digital use. Rules and guidelines covering the correct use of each variation are briefly covered within this document.
Limited Use Only

These Challenge Cup Tournament Marks have been developed for the use of EPCR and its suppliers but are restricted to controlled usage.

These logos are only available at the discretion of EPCR. So contact should be made if these logos are required and a suggested usage supplied/communicated to the marketing department at EPCR.
Usage

The Challenge Cup Tournament Marks are available in the following formats:

CMYK (full colour)

RGB (For digital applications)

Flat Colour (Pantone Spot Colour)

BW (limited print processes)

It is very important that these Marks are reproduced in full, and exactly as shown, with no colour variations, reversals, crops or distortions.
Special Applications

The Challenge Cup Tournament Mark for special application is available in the following formats:

- **CMYK** (full colour)
- **RGB** (For digital applications)
- **Flat Colour** (Pantone Spot Colour)
- **BW** (limited print processes)

It is very important that these Marks are reproduced in full, and exactly as shown, with no colour variations, reversals, crops or distortions.

Engraving/Embroidery -
File: Challenge_Cup_Logo_ENGRAVE.eps
Production Process:
- Engraving
- Embroidery
Exclusion Zone

The Challenge Cup Tournament Mark logo has been designed and artworked to deliver optimum results in all applications. The construction drawing on this page shows the minimum space required around the Tournament Mark. To ensure that the Tournament Mark maintains maximum visual impact, no other graphic elements or text may be placed in this space.

The minimum space around the logo is called the 'Exclusion Zone'.

To aid the consistent use of the Exclusion Zone, the space allocated around the logo is equivalent to the vertical height of the Star in the centre of the logo, as shown on the right.

Minimum Size

To prevent distortion and illegibility of the Tournament Mark, it may not be scaled for use below a size of 15mm wide by 20mm high. This is illustrated to the right and is the correct size if printed out at 100% on A4.
Colour Palettes

A colour palette has been developed for the Challenge Cup Tournament mark and brand identity. PANTONE®, CMYK, RGB and Hex Code references are shown here.

CMYK and RGB values have been adjusted from those in Pantone® books.

To ensure accurate colour matching across all platforms, these adjusted values must be used at all times.

The colours that appear on your screen or that you print from your computer may not accurately represent the colours.

<table>
<thead>
<tr>
<th>Challenge Cup Brand Colours</th>
<th>Pantone</th>
<th>CMYK</th>
<th>RGB</th>
<th>Hex Code</th>
</tr>
</thead>
<tbody>
<tr>
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<td>526C</td>
<td>62.100.0.20</td>
<td>105.28.121</td>
<td>691C79</td>
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</tr>
<tr>
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<td>59.100.0.100</td>
<td>24.0.22</td>
<td>#180016</td>
<td></td>
</tr>
</tbody>
</table>

**SPECIAL APPLICATIONS**

- **METALLIC**: PANTONE 877C
- **FOIL**: API - METAFOIL SILVER
Introduction

The commercial typeface family Flexo serves for every usage other than the custom font used within the Challenge Cup Tournament Mark.

Flexo is the corporate typeface for EPCR and is the linking font across all EPCR communications.

Primarily used in the Flexo Bold, Demi and Regular variants, other weights, plus italic options are available within the same font family.

For web communications WOFF,EOT,TTF,SVG licences are available to download for font replacement coding. Other digital communications such as email and Microsoft Powerpoint presentations, should use the OTF font. If this is not working or not available please default to the web-safe font Verdana.
Supporting Fonts

The commercial typeface family Flexo serves for every usage other than the custom font used within the Challenge Cup Tournament Mark.

Flexo is the corporate typeface for EPCR and is the linking font across all EPCR communications.

Primarily used in the Flexo Bold, Demi and Regular variants, other weights, plus italic options are available within the same font family.

For web communications WOFF, EOT, TTF, SVG licences are available to download for font replacement coding. Other digital communications such as email and Microsoft Powerpoint presentations, should use the OTF font. If this is not working or not available please default to the web-safe font Verdana.
Graphic Elements

Essentially, the Graphic Elements featured in the Season Identity are derived from the official Brand Logo of the EPCR, blended with elements of the Challenge Cup brand look and colour palette.

The Challenge Cup Season brand identity is made up of

- **THE PRIMARY BRAND ELEMENTS**
- **THE SECONDARY BRAND ELEMENTS**
- **THE TERTIARY BRAND ELEMENTS**

**Primary Brand Elements**

![Challenge Cup Tournament Mark](image)

**Challenge Cup Tournament Mark**

Used to brand all EPCR Challenge Cup properties and communications and should be used in its entirety. Can be full colour or flat colour; three, two or one colour.

**Secondary Brand Elements**

![Set of Trophy Poses](image)

**Set of Trophy Poses**

2 different trophy poses have been produced for the competition. The primary pose being the portrait version.

**Tertiary Brand Elements**

![Background Ball Motif](image)

**Background Ball Motif**

The key background ball graphic suggests rugby, the stadium atmosphere & the dynamic flow of the game.

![Framing Graphic](image)

**Framing Graphic**

A simple ‘swoosh’ device, also derived from elements of the EPCR rugby ball motif, is used as a divider or separation line between structural elements in a design and as a border on wayfinding materials.
Trophy Angles

A set of unique trophy visuals have been developed to complement the prestigious nature of the competition, incorporating graphical representations of the trophy with the EPCR rugby ball brand icon. The Portrait version is to be used as the primary design.

The secondary landscape angle may be used in circumstances where special formats or designs require an alternative composition for maximum impact.

The artworks must always be reproduced in their original colours and should not be altered in any way.

These visuals may be cropped to suit the format and requirements of individual design applications, but great care should be taken to preserve the overall look and feel of the originals. Any design featuring cropped design elements must be approved by EPCR before final artwork and production.
Pitch Boards

A new graphic has been specially designed, based on the Challenge Cup landscape tournament mark, incorporating the logotype for use on pitch boards inside stadia & around the rugby pitch.
Introduction

It is important that the Challenge Cup Identity ‘look and feel’ should be consistent, stylish and prestigious.

The new brand elements developed for the Challenge Cup Season Identity can be used in a wide variety or ways. This section shows a few selected examples of design applications along with suggestions and guidelines for the successful use of the brand.

The Brand elements provided are all supplied as layered vector artworks which can be combined in a wide variety of ways.

The Brand elements are:

- The Challenge Cup Tournament Mark.
- The Challenge Cup Trophy graphics.
- The Challenge Cup brand.
- The epcrugby.com graphic.
- Secondary branding – graphic elements derived from the EPCR Ball.
Media Backdrops

The 2015/16 season media backdrops have been designed and artworked to proportionately represent the EPCR, The Challenge Cup, Final marks where appropriate, @epcrugby and epcrugby.com plus all relevant commercial and broadcast partners.

Both solid backdrop (on a dark blue branded background) and transparent versions for on-pitch use (as shown here) are provided.
Photography

It is very important that wherever photography is used, both the photographic style and the overall composition should reflect the brand values of EPCR Challenge Cup.

Tone of voice, composition, cropping and subject matter should all be considered and chosen to complement or enhance the brand values.

Always ensure that appropriate and legitimate imagery is used. Correct club kits (not National team kit), the correct ball (if included in the crop) - which should be branded for EPCR Challenge Cup, and any visible partner branding must be appropriate, relevant and accurately reproduced.

All imagery should work with the official colour palettes, logos and other brand elements.
Applications

A selection of Brand Applications which form part of the EPCR Challenge Cup brand inventory.

Here the official EPCR Challenge Cup tournament mark and graphic elements are evident.

All publications must include the official EPCR Challenge Cup tournament mark, the correct palette colours and other graphic elements as required by the specific design.
Applications

The Challenge Cup brand identity has been developed with maximum flexibility in mind, whilst adhering consistently to all brand guide rules and recommendations.

The available brand tools enable a wide variety of print, broadcast, media and digital applications.
Approvals Procedure

It is important that the EPCR Challenge Cup Season Identity and all official brand elements should be applied in a consistent and appropriate manner, so careful adherence to the approvals procedure is vital.

Proper observance of these guidelines, followed by the obtaining of approval by the EPCR will ensure a successful result and help minimise wasteful and possible costly errors.

The procedure is:
1. Follow the design guidelines carefully
2. Access EPCR digital archive & download official artwork required
3. Create designs
4. Seek approval by EPCR Marketing
5. Produce materials

If you have any questions, and for approval, contact Carsten Couchouron or Cécile Céréde.
Do’s & Don’ts

It is essential to avoid incorrect use of the EPCR Challenge Cup Tournament Mark logo and Brand Elements. Such incorrect use can weaken and damage the integrity and consistency of the brand.

- Do not change the relationship or proportions of the EPCR Challenge Cup Tournament Mark elements.
- Do not change the colours.
- Do not rotate or change the orientation of the EPCR Challenge Cup Tournament Mark.
- Do not keyline any of the EPCR Challenge Cup Tournament Mark or Brand Elements.
- Do not use a substitute typeface, other than those specified in this brand manual.
- Never crop the EPCR Challenge Cup Tournament Mark.
Artwork Codes

As many artwork files have and will be created for the EPCR Challenge Cup Season Identity, it is essential that files are labelled correctly and consistently to ensure easy identification.

Each file name consists of reference codes and/or abbreviations shown here. Not all file names contain all references.
Artwork Codes

All artwork contained in this Style Guide is provided and can be downloaded from the EPCR Digital Archive.

The artwork has been saved into folders and subfolders that relate back to the Style Guide. Artwork files are (predominantly) supplied as EPS Illustrator CS6 files. All fonts contained in artwork files are supplied as outlines.

.ai
Adobe Illustrator File. (ext: .ai): Vector based programme used for desktop publishing (recognised as an industry standard) and able to save into a variety of different formats including .eps, .pdf and .jpeg.

CMYK
Cyan (C), Magenta (M), Yellow (Y) and Black (K) ink used in four colour process printing to achieve full colour images. Also known as full colour printing.

dpi
Dots per inch – Digital file resolution.

.eps
Encapsulated Postscript File. Can be either a vector file (enlarged or decreased to any size without losing quality) or bitmap (pixels – which have a limit on how large they can be enlarged before losing quality).

.html
Hyper Text Markup Language – used in the coding of web pages.

.jpg
Jpegs – Joint Photographic Experts Group compressed picture file. Pixel based file with file compression ability Ideal for file storage or sending digitally via email or internet. Colour gamut includes Grayscale and CMYK but is usually supplied as RGB.

.pdf
Portable Document Format (Adobe Acrobat) can be both pixel and vector format and be multi–paged.

.psd
Photoshop Document. Pixel based, layered file format.

REV
Reversed file – usually white or light coloured for use on dark backgrounds.

RGB
The values of the colours red (R), green (G), blue (B) used to represent colours on screen i.e. web, television.
Composite logo
The combination of two or more logos in a prescribed relationship.

Copyright
The exclusive right, granted by law for a certain term of years, to make and dispose of copies, and otherwise to control, a literary, musical, dramatic or artistic work.

Cut-out
Artwork set up to allow a background to show through certain areas.

Designation
An additional line or qualification added to a logo to “designate” a specific message or relationship with the brand.

EPCR
European Professional Club Rugby.

Exclusion zone
The defined space which surrounds a logo within which no text or graphic element may intrude.

Four colour
See CMYK in Artwork codes.

Grayscale
A format created with shades of black. This format is typically used where colour restrictions prevent the use of four colour (CMYK) reproduction material ie. in newsprint.

Landscape
A graphic that is horizontally oriented and reads left to right.

Logotype
The typographic component of the logo.

Look and feel
The overall visual representation of the brand using all the components of the visual programme.

Minimum size
The minimum size is the smallest size at which a mark or graphic can be reproduced without losing legibility or form.

Mono
Graphics or images reproduced in one colour only, usually black or a specified PANTONE® colour.

PANTONE®
International standard for colour specification and referencing.

Portrait
A graphic that is vertically oriented and reads top to bottom.

Simplified
A less detailed rendition of the logo for applications where the full detail of the logo cannot be correctly reproduced.

Solid
A format created with 100% of the colour(s) used, ie. no percentage tint values, no gradations, and no embedded bit maps.

Special Application
Reproduction processes other than print and on-screen including embroidery, embossing, engraving, debossing & foiling.

Spot colour art
Graphics or images reproduced in solid ink colours, usually PANTONE®.

Tonal
The varying shades of a single colour.

Trademark
Often consist of a word or symbol or a combination of these. Trademarks are used in commerce to identify someone’s goods or services and to distinguish them from the goods or services of others.

Typeface
The style of characters in type and which form a type family. Fonts are not supplied on the artwork CD unless otherwise specified.
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