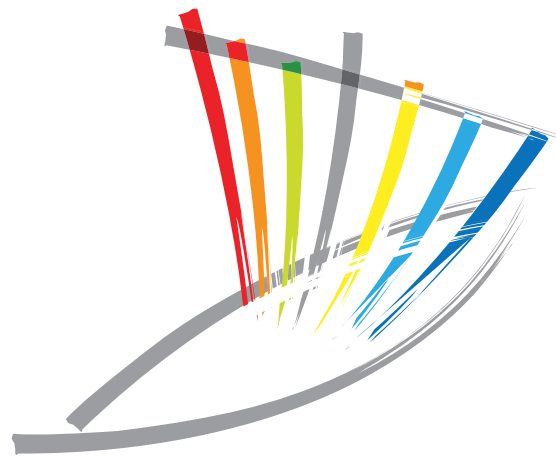




XIII GAMES of the SMALL STATES of EUROPE

GSSE Cyprus 2009

Visual Identity Guidelines



CYPRUS 2009

GAMES OF THE SMALL STATES OF EUROPE



XIII GAMES of the SMALL STATES of EUROPE > Visual identity guidelines**The Logo****Concept**

the idea



The ship of Kyrenia is the oldest, best reserved wooden trade ship found in the bottom of the sea of Kyrenia. The shipwreck was discovered in 1965 by Andreas Kariolou, an aquanaut resident of Kyrenia, in a depth of 30 meters.

The ship was assembled inside the Castle of Kyrenia, where it is found until today (since 1974 it is occupied by the Turkish forces). For Cyprus, the finding and salvage of this ancient ship it is important historically, nationally and not only archaeologically.

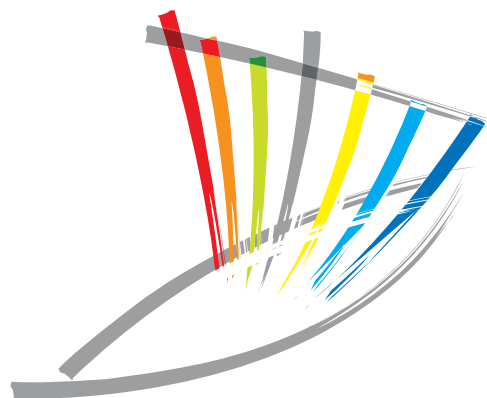
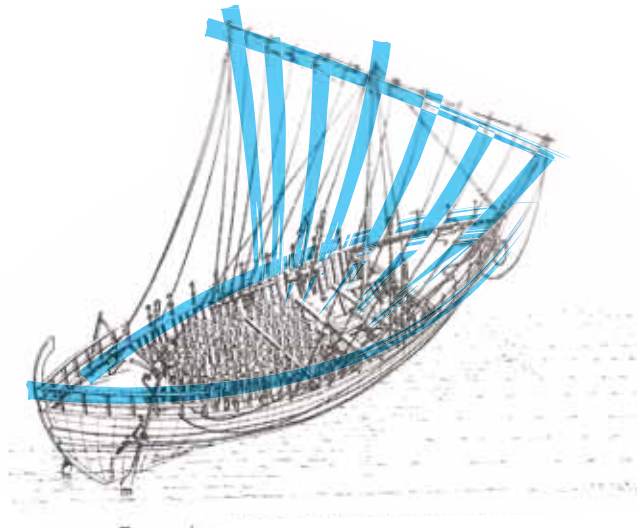
These kind of small ships were playing a very important role during ancient times. They were not only transporting merchandises but they were also following and supplied the armies like the one of Alexander the Great. Apart from that the commercial exchanges among different countries were followed by the exchange of ideas, philosophies, languages, mores and folkways. Moreover they were exchanging culture.

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The Logo

Concept

creative platform



CYPRUS 2009

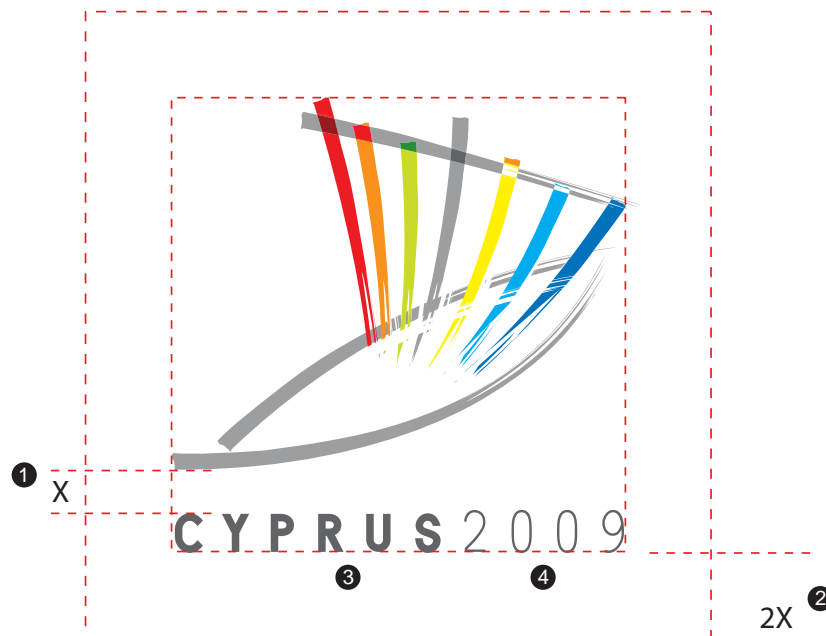
-
- ① The free lines create the Ship of Kyrenia.
The intense colours add movement and dynamicism, elements that characterize this event.

XIII GAMES of the SMALL STATES of EUROPE > Visual identity guidelines

The Logo

Construction

creative platform



- ① X> The distance between the letters and the ship
- ② 2X> The outer security perimeter of the logo for texts and photos
- ③ CYPRUS, Font CF Cannibal Sans Heavy / 300 letter space
- ④ 2009, Font CF Cannibal Sans Light / 300 letter space

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The Logo

Construction

examples



XIII GAMES of the SMALL STATES of EUROPE > Visual identity guidelines

The Logo

Logo Solutions

creative platform



1



2

- 1 English Text Logo
- 2 Greek Text Logo

XIII GAMES of the SMALL STATES of EUROPE > Visual identity guidelines

The Logo

Logo Solutions

creative platform



- 1 English Text Logo (oblong)
- 2 Greek Text Logo (oblong)

XIII GAMES of the SMALL STATES of EUROPE > Visual identity guidelines

The Logo

Minimum Reproduction

creative platform



65mm x 65mm



32.5mm x 32.5mm



17mm x 17mm

minimum reproduction



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The Logo

Logo Distortions

examples

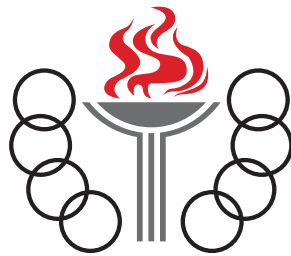


XIII GAMES of the SMALL STATES of EUROPE > Visual identity guidelines

The Logo

Official Logo

creative platform



GAMES OF THE SMALL STATES OF EUROPE



① The Official Logo of G.S.S.E. along with the Logo of the event will appear only when approved by the Committee of the XIII G.S.S.E Cyprus 2009

XIII GAMES of the SMALL STATES of EUROPE > Visual identity guidelines

The Logo

Typefaces

creative platform

CF Cannibal Sans Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789
abcdefghijklmnopqrstuvwxyz 0123456789

ΑΒΓΔΕΖΗΘΙΚΛΜΝΞΟΠΡΣΤΥΦΧΨΩ 0123456789
αβγδεζηθικλμνξοπρστυφχψω 0123456789

CF Cannibal Sans Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789
abcdefghijklmnopqrstuvwxyz 0123456789

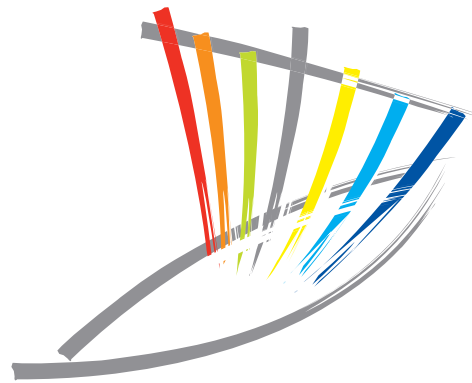
ΑΒΓΔΕΖΗΘΙΚΛΜΝΞΟΠΡΣΤΥΦΧΨΩ 0123456789
αβγδεζηθικλμνξοπρστυφχψω 0123456789

XIII GAMES of the SMALL STATES of EUROPE > Visual identity guidelines

Colours

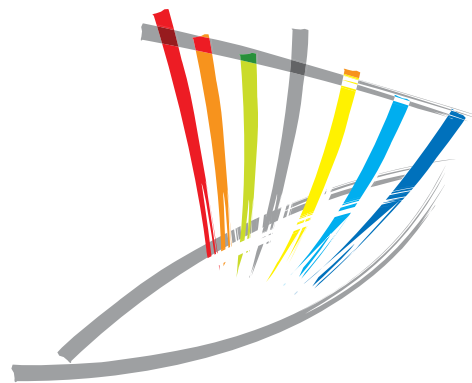
Colour Solutions

creative platform



CYPRUS 2009

1



CYPRUS 2009

2

- 1 Solid Pantone Colours
- 2 CMYK

XIII GAMES of the SMALL STATES of EUROPE > Visual identity guidelines

Colours

Black & White Solutions

creative platform

①



②



③



- ① Grayscale
- ② 100% Black
- ③ Negative

XIII GAMES of the SMALL STATES of EUROPE > Visual identity guidelines

Colours

Background Colours

creative platform



1



2

- 1 Background secondary palette / White Logo
- 2 Background white or black / Colour Logo

XIII GAMES of the SMALL STATES of EUROPE > Visual identity guidelines

Colours

Primary and Secondary Palette

creative platform

①



Pantone Cool Gray 9



Pantone 485



Pantone 021



Pantone 382



Pantone Yellow



Pantone Cyan



Pantone Reflex Blue

②



C

+



M

+



Y

+



K

③



C= 25, Y=100



M=100, Y= 100



M= 50, Y=100



C=50, M=90

① Primary Palette Solid Pantone Colours

② Primary Palette CMYK

③ Secondary Palette CMYK