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EuroCup Women LOGO ON PLAYING UNIFORMS

Guide for the application of the logo on the shirts of players of the EuroCup Women. The basic principles of size, colour-use and clear area will be explained.

General Rules

The symbol of the EuroCup Women logo must appear on the front of the shirts on the left side 10 cm below the top. The symbol must not be modified and has to be kept devoid of any effect or gradient in order to be fully reproduced with embroidery or digital printing.



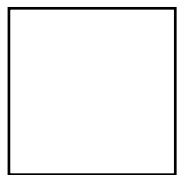
Colour Specifications

The symbol on uniforms is made of 2 colours (EuroCup Women purple and white):

CMYK 50|100|0|0
RGB 146|39|143
Pantone 513C



CMYK 0|0|0|0
RGB 255|255|255
Pantone Cool Gray 1 C

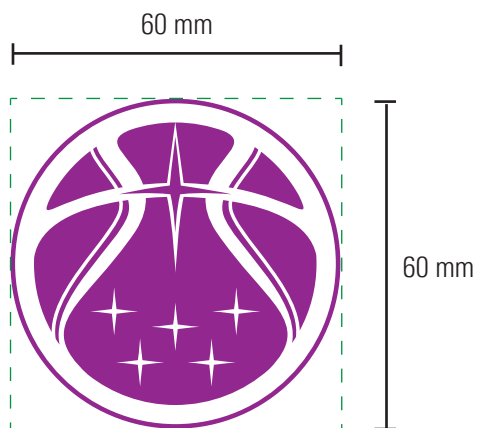


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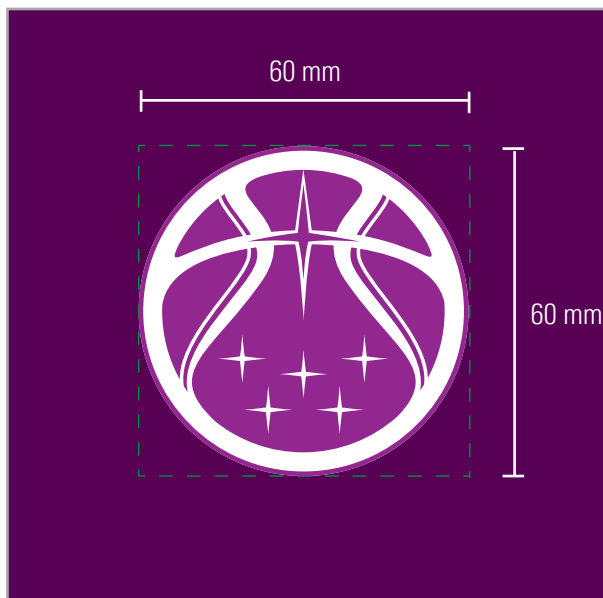
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Size and Clear Space

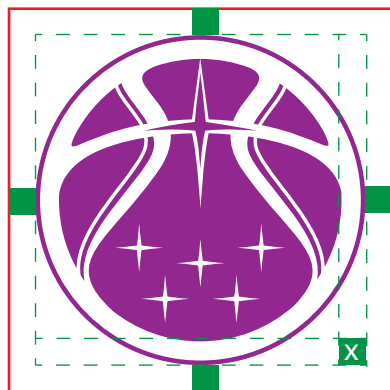
SIZE
light background



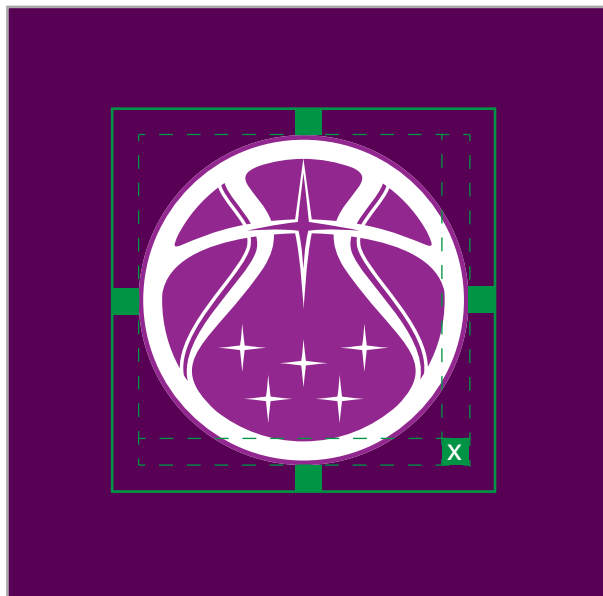
SIZE
dark background



CLEAR SPACE
light background



CLEAR SPACE
dark background



X is the width of the logo symbol's inner and outer frame

▶ Printing and Embroidery Techniques

Please make sure that your jersey manufacturer/supplier **carefully reads these notes:**

◆ Screen printing

In screen printing the logo is printed onto fabric through a stencil held in place by a screen.

◆ Direct to Garment (CMYK logo)

It's essentially ink-jet printing for fabric. The logo is printed directly on the product. This state of the art process allows for millions of colours and shades to be applied on the item.

◆ Embroidery (CMYK logo)

Embroidery is the process of sewing a digitised design onto garments.

◆ Heat Transfer (CMYK logo)

The material is cut and heat pressed onto the garment.