



Event Branding Guide

2019-2020

(Ver: 1.0 Aug 12, 2019)





The purpose of the Event Branding document is to ensure consistency across all CEC competitions and events.

The Graphics Carter sections focuses on the promotional elements which do not depend on each venue and thus strictly the same across all CEC events.

The Branding on The Field of Play section focuses on the creation of the elements specific to each venue.

Any variation or adaptation must be discussed with the CEC communications team or the Series Coordinator.

Section 1.0 – Use of CEC logos and trademarks.



Section 1.0 – CEC Logos.

The following CEC logos are permitted



Digital files available on request. Colours may be reversed to accommodate white or black backgrounds.

Section 1.1 – Event Logos

CEC Short logo with name of event + city and year

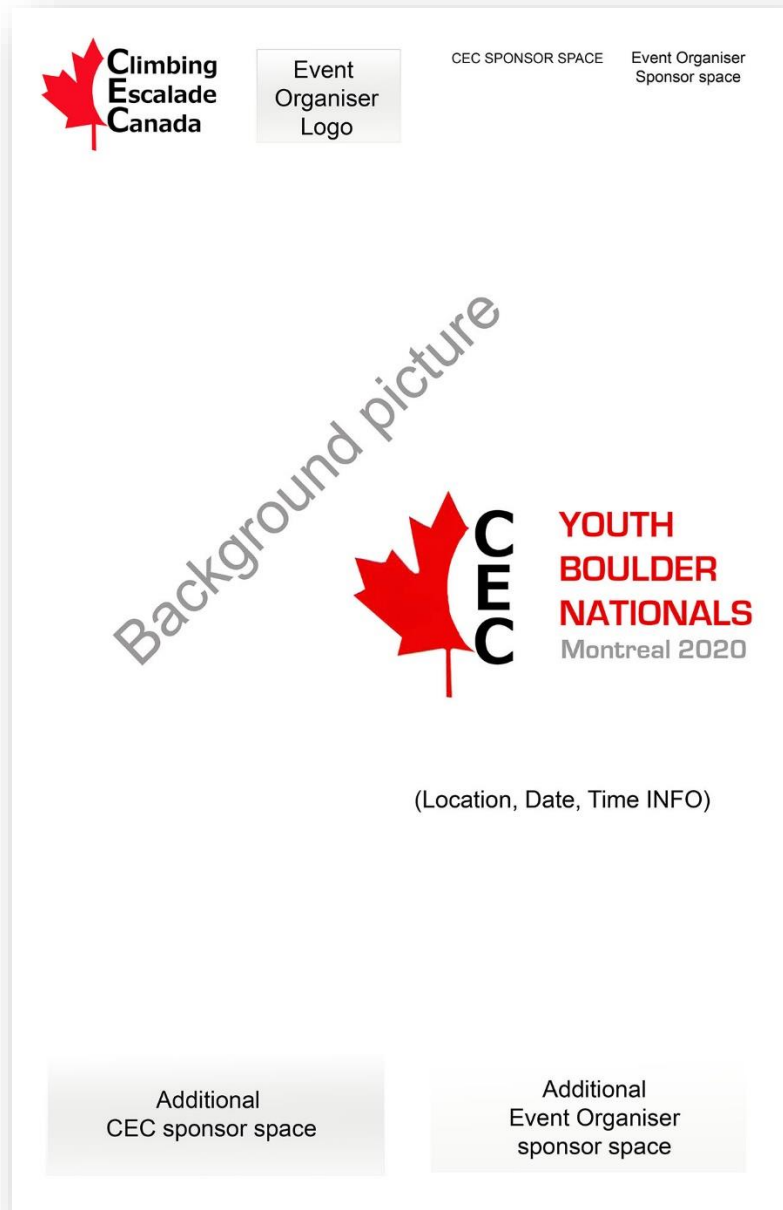


Section 1.2 – CEC colours

Colours permitted for CEC logos shall White, Red, Black and Grey.

Section 2 – Event Posters

The shape of all images can be adapted to the layout of the picture providing it is still possible to see the poster background to provide consistency. The Event logo and “Info” can be adjusted up or down to accommodate the background picture. Designers are welcome to submit variations for approval. CEC and Event Organiser logos are of equal size. Sponsor logos may be equal to but not larger.



Section -3 Event FaceBook Banners

Dimensions: 851 x 315 pixels for desktop. 560 x 315 pixels for mobile devices

Additional information such as location, time, date, contact is highly recommended .

Two banners should be produced. One with CEC sponsors for CEC platforms and one with event organiser sponsors for use on event organiser platforms.



Section – 4 Event Twitter Banner

1500 x 500 pixels



Section – 5 – Website banners. Approx. 1200 x 800 pixels ...flexible to event organizer sizes.



Section – 6- BIB. Size A5 210 x 148 mm

Grey background with black numbers on white in the center. . Event logo on the top. CEC and Event Organizer sponsor areas at the bottom.



Section – 7 –

Boulder wall circular disks

15 cm for START and TOP

10cm for bonus

3 mm PVC disks.

2 Screw Holes of 3mm wide on each side of disks

White or Black backgrounds with CEC event logo and the words START, TOP and ZONE depending on the colour of host facility walls. Dark walls get white disk. White walls get black disk.



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SECTION – 8 – LEAD SIGNS

Dimensions 60 x 40 cm With the CEC event logo and signs for;

WOMAN FINAL
MEN FINAL
WOMAN SEMI FINAL
MEN SEMI FINAL
WOMAN ROUTE 1
MEN ROUTE 1
WOMAN ROUTE 2
MEN ROUTE 2



WOMAN ROUTE #2

Top Lead Sign:

30 cm diameter.

3-5mm PVC

2 screw holes of 3mm wide at opposite side of the disk.



