EYOF 2027
BRAȘOV, ROMANIA

Visual Identity Manual

Official Guidelines

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01. Introduction

Purpose of the Manual

This Visual Identity Manual defines the official visual standards of EYOF 2027 Brașov, Romania.
Its purpose is to ensure a consistent, recognizable, and correct application of the event's visual identity across all communication materials and environments.

The manual provides clear rules for the use of logos, colors, typography, mascots, and graphic elements.
All stakeholders involved in the creation, production, or distribution of visual materials must follow these guidelines.

Consistency is essential to protect the integrity, credibility, and international recognition of EYOF 2027.

Scope and Applicability

These guidelines apply to all visual materials produced for EYOF 2027, including but not limited to:
- print and digital communication,
- signage and wayfinding,
- uniforms and merchandise,
- accreditation and official documentation,
promotional and informational content.

The manual is mandatory for:
- organizing bodies and official partners,
- sponsors and suppliers,
- media partners,
- designers, agencies, and production companies.

Any use of the EYOF 2027 visual identity outside the rules defined in this manual is considered unauthorized.

02. Brand Overview

Brand Essence

EYOF 2027 represents youth, movement, and unity in a winter sports context.
Hosted in Brașov, the event connects sporting excellence with local identity and European values.

Brand Personality

The EYOF 2027 brand is:
Dynamic – inspired by winter sports and motion
Youthful – energetic, optimistic, and accessible
Inclusive – open, friendly, and diverse
Confident – clear, modern, and well-defined

Visual Principles

The visual identity is built on:
Clarity – simple layouts and strong contrast
Consistency – uniform use of colors, typography, and graphic elements
Flexibility – adaptable across multiple formats and media

03. Logo & Signature

Official Logotype

The official logotype of EYOF 2027 consists of a custom designed typographic mark. It must be used exactly as provided, without any modifications to its shape, proportions, or alignment.



Logomark only (symbol)

Official Signature (EN)

The official signature combines:
- the stylized snowflake logomark,
- the logotype EYOF 2027,
- the designation Brașov, Romania.

This version is the primary signature for international communication.



Official Signature (RO)

The Romanian signature follows the same visual structure as the English version. It is used exclusively in national and local communication, where Romanian language is required.



Clear Space and Minimum Size

A mandatory clear space must be maintained around the logo and signatures to ensure visibility and legibility.
The minimum reproduction size must always be respected to prevent loss of detail.

No other graphic elements may enter the defined clear space.



Background Control

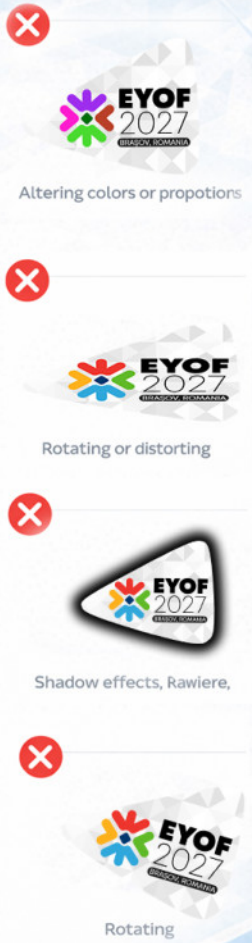
The logo and signatures must be placed on backgrounds that provide sufficient contrast.
They may be used on solid colors, gradients, or images only when legibility is fully preserved.

If contrast cannot be ensured, an approved alternative version must be used.

Incorrect Usage

The following practices are strictly prohibited:
- altering colors or proportions,
- rotating or distorting the logo,
- adding effects (shadows, outlines, gradients),
- placing the logo on low-contrast or cluttered backgrounds,
- recreating or redrawing any part of the logo.

Any incorrect usage weakens brand consistency and is not permitted.



04. Color System

Primary Color Palette

The primary color palette defines the core visual identity of EYOF 2027. It is derived directly from the official logomark and represents energy, diversity, and unity.

Primary colors must be used consistently across all official materials and take precedence over any secondary or supporting colors.



Color name	HEX	RGB	CMYK
Yellow	#FFB11C	255 / 177 / 28	0 / 31 / 89 / 0
Light Blue	#30A8DB	48 / 168 / 219	78 / 23 / 0 / 14
Green	#60BA28	96 / 186 / 40	48 / 0 / 78 / 27
Red	#EE352D	238 / 53 / 45	0 / 78 / 81 / 7
Dark Blue	#00376F	0 / 55 / 111	100 / 50 / 0 / 56

Secondary Color Palette

The secondary color palette complements the primary palette and provides additional flexibility for layouts, backgrounds, and extended visual applications.

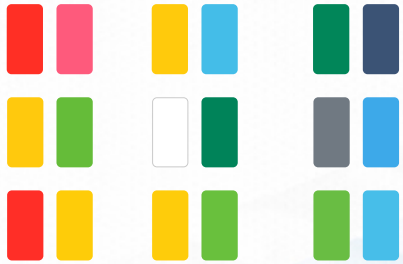
Secondary colors must never overpower the primary palette and should be used in a supporting role only.



Color Combinations

Approved color combinations ensure visual coherence and brand recognition.
Primary colors should be combined carefully with secondary and neutral tones to maintain clarity and balance.

Only the combinations defined in this manual are permitted for official use.



Approved combinations

05. Typography

Primary Typeface

The primary typeface of EYOF 2027 is Mont.

Mont is a contemporary, geometric sans-serif typeface chosen for its clarity, versatility, and strong visual presence. It supports both digital and print applications and reflects the youthful, dynamic, and modern character of the EYOF brand.

Only the approved Mont font weights may be used in official materials.

Typographic Hierarchy

A clear typographic hierarchy ensures consistency and readability across all applications.

Headlines

Mont Heavy Bold

Used for section titles, key messages, and major headings.

Subheadings

Mont SemiBold / Medium

Used to structure content and guide reading flow.

Body Text

Mont Book

Used for paragraphs, descriptions, and extended text.

Hierarchy must be respected at all times to maintain visual order and brand coherence.

Text Alignment and Spacing

Typography should be clean, structured, and easy to read.

Text is primarily left-aligned

Center alignment may be used for short headlines or display layouts only

Adequate line spacing must be maintained to ensure legibility

Overly tight or excessively loose spacing is not permitted

White space is an integral part of the EYOF visual identity and must be preserved.

06. Mascot System

Mascot Overview

The EYOF 2027 mascots are a core component of the event's visual identity.
They embody youth, movement, diversity, and the spirit of winter sports, acting as friendly ambassadors across all communication channels.

Mascots enhance engagement, accessibility, and emotional connection, particularly in youth-oriented and public-facing contexts.

Usage principle: mascots support the brand identity and must always be used in a controlled, consistent, and respectful manner.



Mascot Characters

The mascot system consists of three characters, each with a distinct personality and role, while sharing a unified visual style.

All mascots:
- follow the same design language,
- share consistent proportions, colors, and detailing,
- are officially approved assets.

No new characters or variations may be created outside this system.

Brasi, the skiing bear

Approved Poses & Expressions

The primary pose represents the default and official appearance of the mascot and should be used whenever possible.

Secondary poses and expressions may be used to convey emotion, interaction, and movement, provided that:
- proportions remain unchanged,
- the original style is preserved,
- no elements are added, removed, or exaggerated.



Primary pose (full body, neutral)

Recommended set per mascot:

Any pose or expression not shown on this page is not permitted.



Biathlon Athlete Pose



Snowboarder Pose



Ski Jumping Pose



Influencer / Fan Interaction Pose



Victory/Supporter Pose



Disappointed Pose

Vivi, the skating squirrel

Approved Poses & Expressions

The primary pose represents the default and official appearance of the mascot and should be used whenever possible.

Secondary poses and expressions may be used to convey emotion, interaction, and movement, provided that:
- proportions remain unchanged,
- the original style is preserved,
- no elements are added, removed, or exaggerated.



Primary pose (full body, neutral)

Recommended set per mascot:

Any pose or expression not shown on this page is not permitted.



Short Track Pose



Figure Skating Pose



Girlish Pose



Influencer / Fan Interaction Pose



Victory/Supporter Pose



Disappointed Pose

Cerbonzio, the hockey deer

Approved Poses & Expressions

The primary pose represents the default and official appearance of the mascot and should be used whenever possible.

Secondary poses and expressions may be used to convey emotion, interaction, and movement, provided that:
- proportions remain unchanged,
- the original style is preserved,
- no elements are added, removed, or exaggerated.



Primary pose (full body, neutral)

Recommended set per mascot:

Any pose or expression not shown on this page is not permitted.



Hockey Pose



Hockey Pose



Ceremony Pose



Influencer / Fan Interaction Pose



Victory/Supporter Pose



Disappointed Pose

07. Applications

This section outlines the correct use of the EYOF 2027 visual identity across key communication and visibility environments.
All applications must respect the core principles defined in this manual: consistency, clarity, legibility, and visual integrity.

Print Applications

The EYOF 2027 visual identity is designed to perform consistently across a wide range of printed materials.

Guidelines:
- Always use approved logos, color palettes, and typefaces
- Maintain clear hierarchy between logo, headline, and supporting content
- Ensure sufficient contrast for readability
- Mascots may be used to add warmth and approachability, without overpowering informational content



Layout poster



Layout flyer



Accreditation badge & lanyard



Program / brochure



Ticket / pass

Digital Applications

The EYOF 2027 identity is optimized for digital-first communication across platforms and screen sizes.

Digital applications include:
- official websites and landing pages
- social media posts and stories
- digital banners and animations
- video content, overlays, and lower-thirds
- mobile and interactive applications

Guidelines:
- Use responsive layouts adapted to different formats (horizontal, vertical, square)
- Preserve logo clear space and minimum size at all times
- Motion and animation should remain subtle and consistent with the overall visual tone
- Mascots may be used as engaging visual elements, especially in youth-oriented content

Digital usage should feel dynamic and contemporary, without compromising brand consistency.



Layout home page website desktop



Layout home page website mobile



Social media posts

Merchandise

EYOF 2027 merchandise extends the visual identity into tangible, memorable objects for participants and the public.

Merchandise applications include:
- apparel (t-shirts, hoodies, jackets, caps)
- accessories (bags, scarves, pins, lanyards)
- collectibles and promotional items

Guidelines:
- Use official logos and mascots only in approved forms
- Maintain correct color reproduction across materials
- Avoid overcrowding designs with multiple visual elements
- Mascots may be used prominently to create emotional connection and collectability

Merchandise should feel playful and desirable, while remaining clearly identifiable as part of the EYOF 2027 brand.



Jackets



Hoodies



Ski caps



Scarf



Promotional items

Signage and Wayfinding

Signage and wayfinding play a critical role during the event, ensuring clear orientation for athletes, officials, media, and spectators.

Applications include:
- venue signage and entrance branding
- directional signs and maps
- informational panels and schedules
-temporary and permanent event markings

Guidelines:
- Prioritize readability from distance
- Use high-contrast color combinations
- Apply a clear information hierarchy (direction → destination → details)
- Icons and pictograms should be simple, consistent, and easily recognizable

Wayfinding must remain functional first, with branding supporting — not obstructing — clarity.



8. Official Brand Assets

The official EYOF Brașov 2027 brand assets are available for download at the link below.

This resource includes:
- Official logos
- Mascots
- Graphic layouts
- Fonts
- Brand materials

For additional requests or specific production files, please contact the Organising Committee.

Access link:

www.eyowf2027.ro/media-center/EYOWF2027-official-branding