



# UNION CUP

OSLO 2025

## LOGO GUIDELINES



# LOGOS & CLEAR SPACE

A logo is a symbol, emblem, typographic, or the combination of all used by organizations/businesses to mark its **brand's identity**. Having a unique logo helps with identifying our organization.

It's important that our logo is **responsive** and can be used in a variety of different spaces.

# UNION CUP LOGO

The primary logo is the main voice and signature of our organization. This should be used most frequently when space allows for it. Our logo consists of customised typography and an icon. This should be used on elements like websites, footers, stationery, signage etc.

## The Logo

The "UNION CUP OSLO 2025" logo is a customized version of the existing IGR logo, tailored specifically for this event. It features an abstract, swirling emblem, symbolizing a rugby ball, in a fade from blue to red, inspired by the Norwegian flag and the traditional Marius pattern. This dynamic design captures the energy of rugby.



## Clear Space

A rule has been established to indicate the closest any other graphic message can be positioned in relation to the logo. Keep the logo one width of the "N" in "UNION" clear of any other graphic elements. The minimum size for all printed materials is 1 inch wide and 100 pixels wide for on-screen usage such as a website or PowerPoint.



## FULL COLOR NEGATIVE/POSITIVE

### Full Colour Logo Positive

The official colour version of the Union Cup logo is presented at right. Other colour variations will be described in further detail.

### Full Colour Logo Negative

Care should be taken that the logo is clearly visible against its background. To ensure clear visibility, use white font on a black background.

The vibrant colors of the logo against the black or white backdrop ensure that the design elements are clearly visible, maintaining the integrity of the brand's identity across various applications. This approach allows the logo to be versatile, adaptable, and consistently recognizable.



# GREYSCALE POSITIVE/NEGATIVE

A greyscale positive and negative logo is versatile, ensuring clarity on any background and maintaining brand consistency in color-limited situations.

## Greyscale Logo Positive

For limited color usage the preferred colour variation is the greyscale logo as presented.

## Greyscale Logo Negative

Care should be taken that the logo is clearly visible against its background.



# SINGLE COLOR LOGO

## Mono Version

The single colour (mono) version should be used for one-colour reproduction.

A black and white logo is essential for versatility, ensuring it stays clear and recognizable across all mediums.





# NON-SOLID COLOR BACKGROUND

When used on a non-solid colour background, such as with the use of a picture or gradient background, the single-colour black or white versions shall be used as presented.

Generally white will offer the best contrast, though some alteration to the background image may be necessary to ensure legibility of all components of the logo. An example of an alteration would be inclusion of a subtle outer glow around the logo such that the glow effect fades smoothly and does not stand out too prominently.



Photography by Kevin Scott



# INCORRECT USAGE

Our logo should **not be altered** in any way, including extending, condensing, outlining, adding strokes or drop shadows.

The examples present **incorrect usage.**

Make sure you leave the logo's as they are and **do not** break the rules.





Don't skew and stretch the logo.



Don't change the colour to something outside of the approved colour setup.

**UNION CUP**



Don't change the layout and arrangement of the logo.



Don't add a stroke to the logo.



Don't tweak individual letters.



Don't add any graphic assets into or behind the logo.