

The background features a dark blue field with various shades of blue geometric shapes, including triangles and lines, creating a dynamic, abstract pattern. A prominent yellow star is positioned on the right side, partially overlapping the white text.

aces

CORPORATE IDENTITY MANUAL – ACES



Disclaimer for Brand Usage Manual:

The ACES brand, including all its branches, will be subject to continuous supervision by the ACES board of directors and its creative department, who will always be informed about its usage and will oversee its correct utilization. In case of any doubts regarding the brand's usage, it is recommended to contact the creative department before taking any action that could result in its incorrect usage. The creative department will be available to clarify any doubts that may arise in this regard.



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A large, stylized blue star graphic composed of multiple overlapping, semi-transparent layers in various shades of blue, creating a sense of depth and movement. The star is centered and occupies most of the frame.

INTRODUCTION – ACES EUROPE & BEYOND



ABOUT ACES

ACES EUROPE & BEYOND

ACES Europe is a non-profit association based in Brussels which assigns every year the recognitions of World Capital, European Capital, Region, City, Island, Community and Town of Sport.

The allocation of these recognitions is done by ACES Europe, according to the principles of responsibility and ethics, being aware that sport is a factor of aggregation of the society, improvement in the quality of life, psycho-physical well-being and complete integration within social classes in the community. ACES Europe awards the European Capital of Sport title, an initiative that has received the recognition of the European Commission in the White Paper (Art. 50). In addition, ACES Europe is an official partner of the European Commission in the European Week of Sport. Both facts suppose the recognition of the work and activity of ACES Europe. Likewise, ACES Europe is official partnership of UNESCO, United Nations Educational, Scientific and Cultural Organization.

After the success in Europe we export the format outside the continent looking for the best sport policies and practices. Presenting the opportunity to communities and cities to unite throughout the world under the same flag of sport and health for all.



Gian Francesco Lupattelli
President & Founder



ABOUT ACES

ACES ALL OVER THE WORLD





BASIC ELEMENTS- ACES



CORPORATE IDENTITY MANUAL

LOGOTIPE FULL COLOR - POSITIVE

This version of the logo is the main version, intended for full-color prints (such as magazines, advertising, brochures, etc.), web presentations, social media, videos, on a white or very light background, etc. Always check the contrast ratio between the logo and the background for its application.





CORPORATE IDENTITY MANUAL

LOGOTIPE FULL COLOR - NEGATIVE

This version of the logo is the main version, intended for full-color prints (such as magazines, advertising, brochures, etc.), web presentations, social media, videos, mainly on a navy blue background or dark backgrounds, etc. Always check the contrast ratio between the logo and the background for its application.





CORPORATE IDENTITY MANUAL

LOGOTIPE FULL COLOR (SOLID COLORS) - POSITIVE

This version of the logo is the main version, intended for solid applications such as embroidery on fabric, textile vinyl, vinyl for signage (signs, vehicles, sublimated advertising elements, etc.), vinyl stickers, etc. Always designed for a white or very light background. Always check the contrast ratio between the logo and the background for its application.





CORPORATE IDENTITY MANUAL

LOGOTIPE FULL COLOR (SOLID COLORS) - NEGATIVE

This version of the logo is the main version intended for solid applications such as embroidery on fabric, textile vinyl, vinyl for signage (signs, vehicles, sublimated advertising elements, etc.), vinyl stickers, etc. Always designed for a navy blue or dark background. Always check the contrast ratio between the logo and the background for its application.





CORPORATE IDENTITY MANUAL

MONOCHROMATIC APPLICATION

This variation of the logo is for single-color applications. It is intended for situations where, due to printing constraints, a monochromatic version is needed. It's also suitable for applications on clothing, including vinyl, sublimation, or embroidery, where the goal is to integrate the logo seamlessly with the design. Always use the approved logo colors (check options that best suit the design according to the allowed PANTONE colors) or use versions in white, black, or 20%K gray.

POSITIVE



NEGATIVE





CORPORATE IDENTITY MANUAL

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This variation of the logo is for single-color applications. It is intended for situations where, due to printing constraints, a monochromatic version is needed. It's also suitable for applications on clothing, including vinyl, sublimation, or embroidery, where the goal is to integrate the logo seamlessly with the design. Always use the approved logo colors (check options that best suit the design according to the allowed PANTONE colors) or use versions in white, black, or 20%K gray.





CORPORATE IDENTITY MANUAL

LOGO CONSTRUCTION





CORPORATE IDENTITY MANUAL

SAFE ZONE

The area defined in this diagram is intended to protect and ensure the visibility of the brand in all its applications. No graphic element, photograph, or text may be reproduced encroaching upon this space. The proportional formula, based on the width measurement of the logo, ensures that the protected area remains constant at any scale.





CORPORATE IDENTITY MANUAL

APPLICATION ON BACKGROUNDS

The Brand may be used on photographic or other colored backgrounds as long as they are completely uniform and do not hinder its legibility. The positive or negative version will be used depending on the color density of the photograph.

Otherwise, we will use the boxed version with its corresponding clear space





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Otherwise, we will use the boxed version with its corresponding clear space

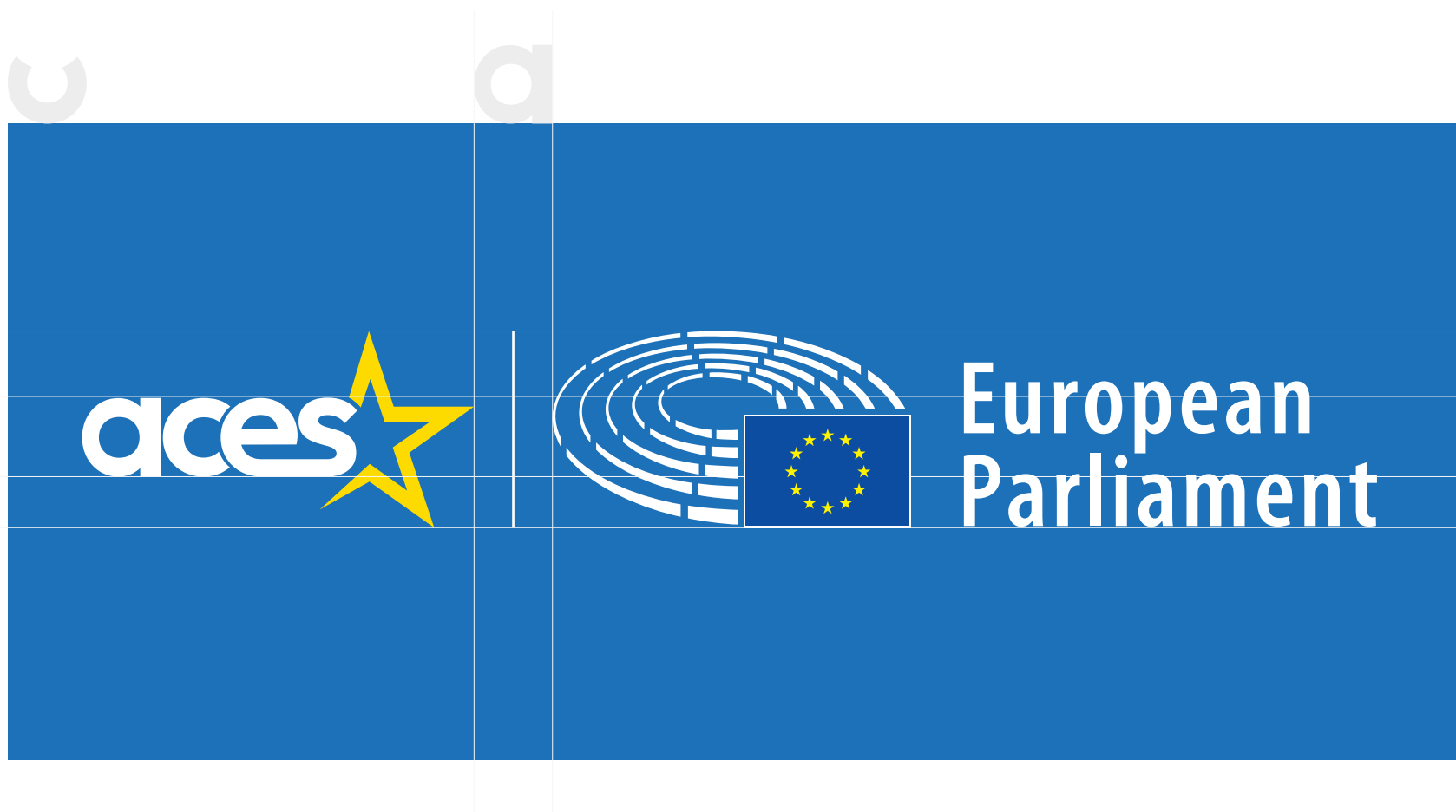




CORPORATE IDENTITY MANUAL

SPONSORSHIPS AND PARTNERSHIPS

When using a brand associated with the ACES brand (sponsors, partners, collaborators), we will place a separating line between our brand and the other, all aligned to the left. The remaining brands accompanying it will be aligned to the right as described in the previous section, and they should never exceed the height of our brand.

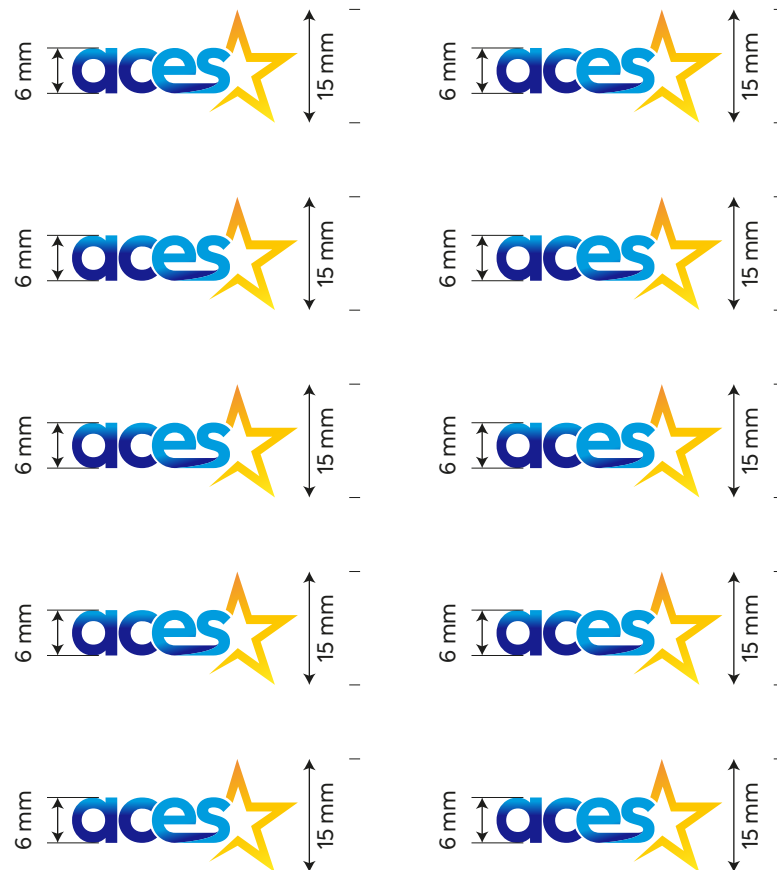




CORPORATE IDENTITY MANUAL

MINIMUM REPRODUCTION SIZE

The minimum established size for the logo will be 15 mm in height. As a rule, the ACES brandmark will never be smaller than 6 mm in height.





CORPORATE IDENTITY MANUAL

INCORRECT USES

ALTERATION OF ELEMENT COLORS

In the event that color alteration is required for a specific occasion or event, **EXCLUSIVELY** in the textile section (such as sponsorships, events, where for suitability and to maintain design consistency, and as long as the permitted brand colors cannot be used), prior approval must be obtained from the Board of Directors or the design department.



ALTERATION OF ELEMENT COLORS

Deform



Skew



Pixelate



Distort



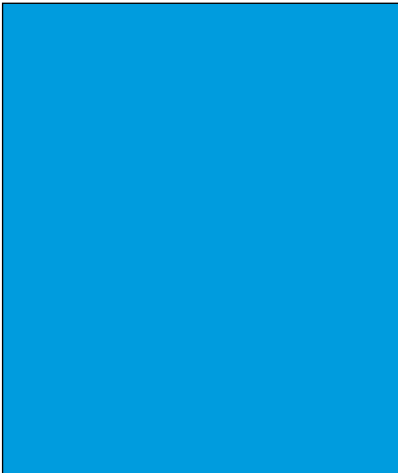

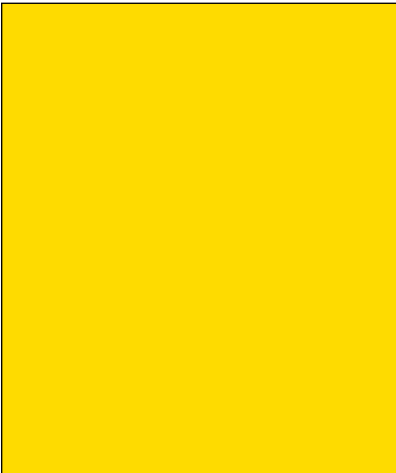
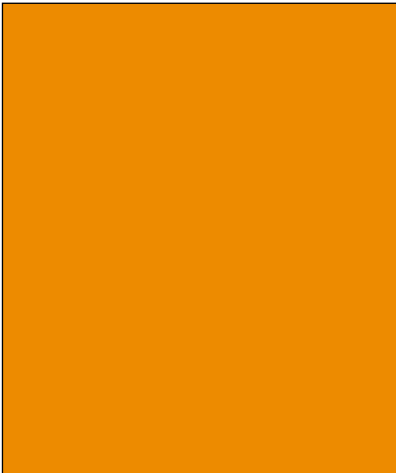
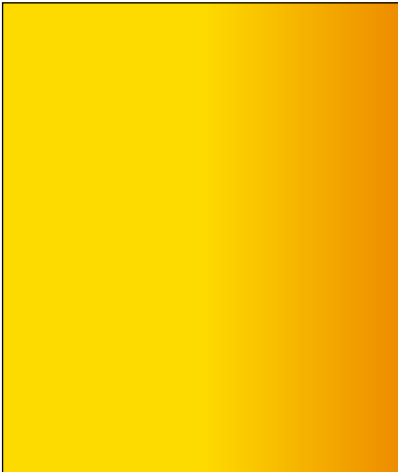
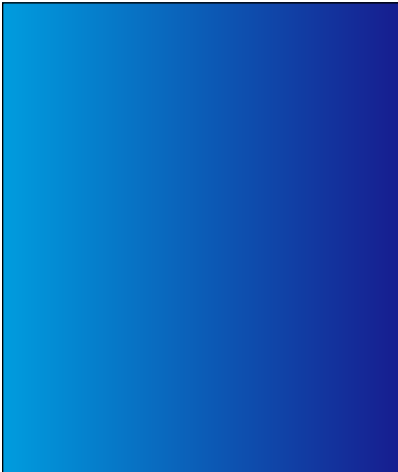
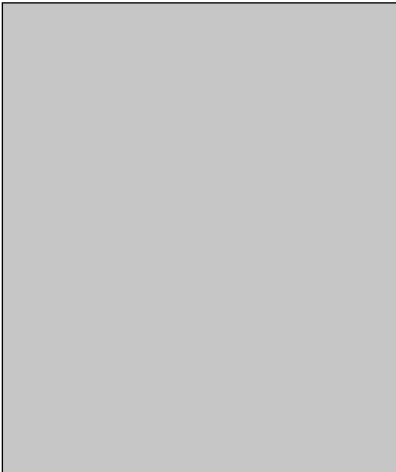
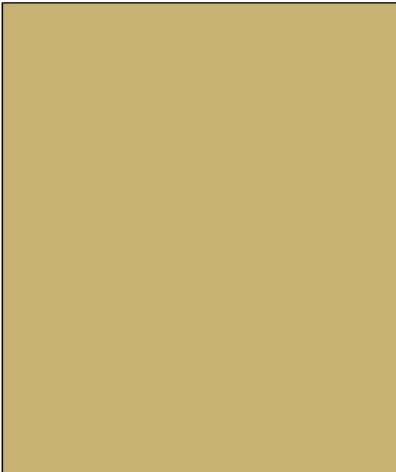
The background is a solid blue color with several overlapping geometric shapes. A large, light blue star is centered on the page. To the right of the star, there are several overlapping chevron or zigzag shapes in different shades of blue, creating a sense of depth and movement. The overall design is modern and minimalist.

COLORS- ACES



CORPORATE IDENTITY MANUAL

CORPORATE COLORS

 PANTONE 2925 C	 PANTONE 276 C	 PANTONE 108 C	 PANTONE 144 C
 50% 108 C 100% 144 C	 0% 2925 C 100% 276 C	 PANTONE 108 C	 PANTONE 16-0836



CORPORATE IDENTITY MANUAL
CORPORATE COLORS (PERMITTED COMBINATIONS)





CORPORATE IDENTITY MANUAL FONTS

For the composition of non-editable corporate elements, exclusively use the Axiforma Regular & Axiforma ExtraBold Fonts

AXIFORMA REGULAR

ABCDabc
123457890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,.!/?@€*/()

AXIFORMA EXTRABOLD

ABCDabc
123457890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,.!/?@€*/()



CORPORATE IDENTITY MANUAL FONTS

Axiforma is a sans-serif font with semi-rounded details that convey a sense of warmth, while its stronger structures provide stability and seriousness. The family consists of 20 variations.

AXIFORMA MEDIUM

ABCDabc
123457890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,.,!/?@€*/()

AXIFORMA BOOK ITALIC

ABCDabc
123457890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,.,!/?@€/()*

The background is a solid blue color with several large, overlapping geometric shapes in different shades of blue. These shapes include triangles, quadrilaterals, and polygons that create a sense of depth and movement. The shapes are layered, with some appearing in front of others, creating a complex, abstract pattern.

LOGOS DOWNLOAD- ACES



CORPORATE IDENTITY MANUAL

LOGOS DOWNLOAD

All logos of ACES, as well as those of its continental and regional delegations, along with related brand image material and upcoming events organized, created, or endorsed by ACES, are available for download. Access the material through the following link.

ACES LOGOS DOWNLOAD PAGE

IMPORTANT:

Please ensure to adhere to the brand usage guidelines when using any downloaded material.

