



CLUB LOGO

MEDIA HANDBOOK

1. FC Union Berlin Date: September 2020

Basics

Basics

- 4 Colour Range

Emblem

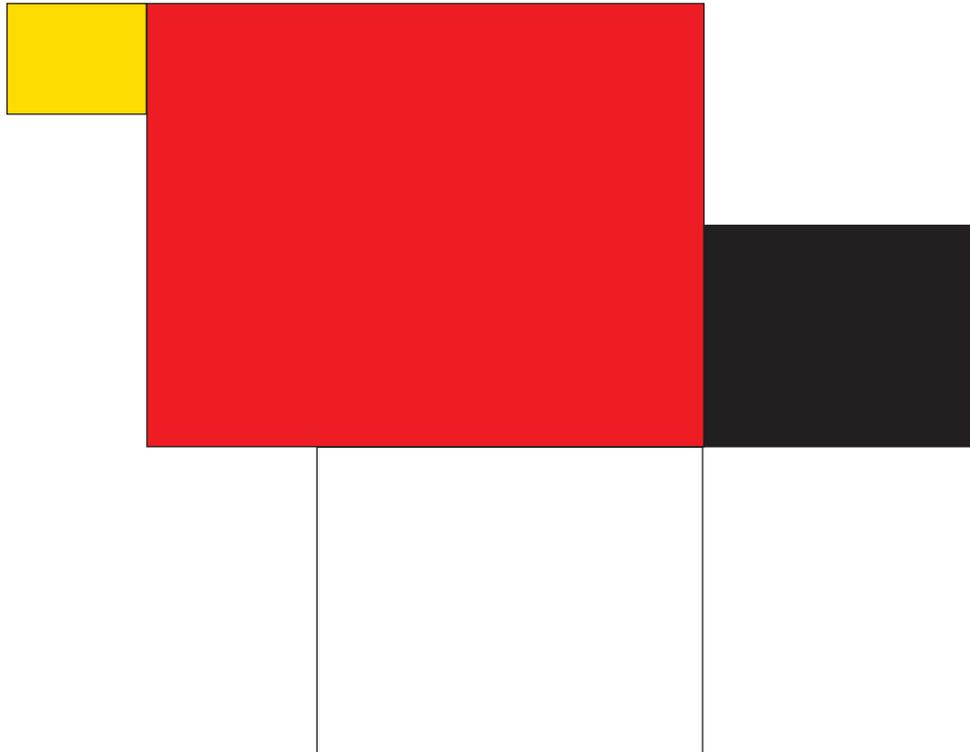
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COLOUR RANGE

- CMYK
- PANTONE
- HKS
- RGB
- HEX

BASICS • COLOUR RANGE

Colour Mixtures



Print Colours

C | M | Y | K

RED	C 0 M 100 Y 100 K 0
YELLOW	C 0 M 10 Y 100 K 0
BLACK	C 0 M 0 Y 0 K 100

PANTONE uncoated

RED	PANTONE Red 032 U
YELLOW	PANTONE Yellow 012 U
BLACK	PANTONE Neutral Black U

HKS N

RED	HKS 14 N
YELLOW	HKS 4 N
BLACK	HKS 97 N

Screen & Web Colours

R | G | B

RED	R 227 G 6 B 19
YELLOW	R 255 G 221 B 0 R
BLACK	29 G 29 B 27

HEX

RED	e30613
YELLOW	ffdd00
BLACK	1d1d1b

Our primary colours are the club colours of red and white.
The secondary colours are yellow and black which are present on the club logo.

CLUB LOGO

- Coloured
- Monochrome
- Protected space
- Application
- Underlay
- Minimum display size for printing
- Error during display

Coloured



The club logo of 1. FC Union Berlin e.V. is four-coloured: RED, YELLOW, BLACK & WHITE.

The club name "1. FC Union" is red, the one and large "F" are framed in yellow.

The "C" is on a yellow circle and the word "Union" has a yellow frame with white background.

The Berliner Bear (the heralded animal of the city of Berlin) is also printed on yellow.

The eye and noted ear of the bear are white, while the tongue and claws are red. The yellow circle symbolises a classic leather football which is indicated by the black line pattern (balls seams: four behind the bear and one in front).

Monochrome

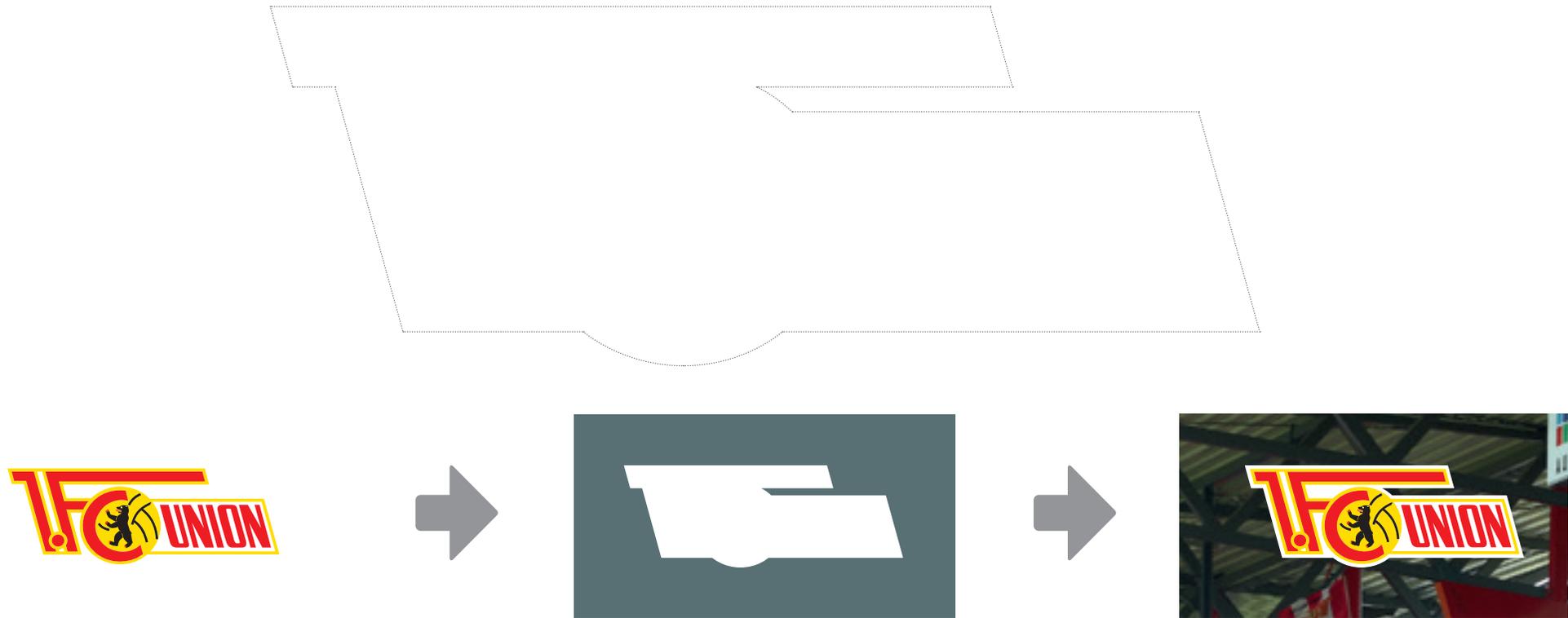


Depending on its application, the club logo can also be used with a singular colour. In this case, the lettering "Union", the bear and the indicated ball seams are shown in monochrome.

The "1. FC" appears as a negative. The yellow outliner is a single colour.

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Underlays / White Space



The club logo was developed on a white background. As such, when the club logo is used on uneven or textured surfaces, the fourth colour becomes clearly visible: white.

The underlay of the logo is **always** white and without a border. The white space is therefore included.

In order to make the full club name noticeable, the only underlay to be used is the one indicated.

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Protected space with underlay



The protected space must be kept free of high-contrast images or written words.

Simple formula:

1. The space around the emblem is defined by half of the emblem height.
Example: Emblem height = 1 cm. This results in a protective space of 0.5 cm around the emblem.
2. The height and width of the protective space must not exceed the height and width of the substrate. of the respective substrate.

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Protected space with underlay

Logo without shadows



on white



on coloured background



on black background

Logo with shadows



on coloured background

Always create the shadow with 90 and 75% coverage. Shadow distance x2 = shadow size encroachment up to 15%.

The club logo shall be used exclusively in the forms shown.

All changed versions must be agreed with the club.

Please always observe the protective space!

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Display — with underlays



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One-coloured display with club logo



on white



on coloured background



on black background



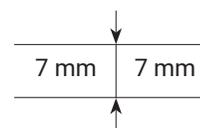
grey tone & toned colours

For full-coloured versions, the defined protective space must also be observed.

This display must always be used without shadows.

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Minimum display size on printing



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Errors with display



Greyscale
For monochrome publications, use only the emblem variant shown on page 8.



Incorrect colours
Only the colours specified on page 5 are to be used. RAL and foil colours on request.

Underlay errors

The correct underlay in shape and colour is described on page 9.



1. Wrong underlay
Inner shape reaches the end „F“.



2. Wrong underlay
Broken underlay shape.



3. Wrong underlay
Missing underlay shape.



4. Wrong underlay
Wrong colour of the underlay shape.



5. Missing underlay shape



6. Missing white shape

Errors in the protective space

The correct protective space is described on page 10.



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Errors with display



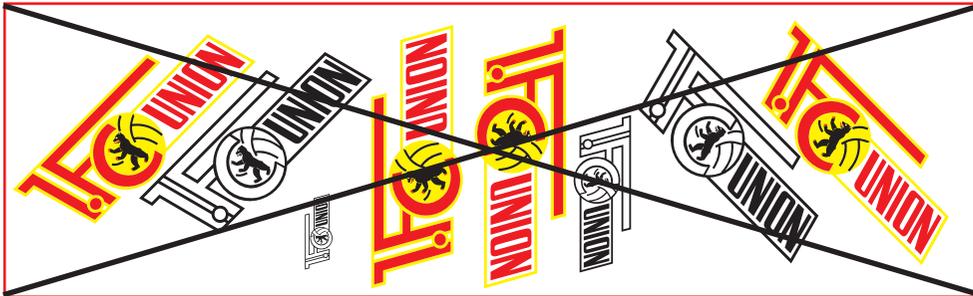
Cropped



Changes



3D-Display



Placing



Distortions



Shadows

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