JU-JITSU EUROPEAN UNION

CORPORATE DESIGN MANUAL

2026 EDITION

A clear identity. A consistent European presence.

RESPECT | FAIRNESS | UNITY

EXCELLENCE | DEVELOPMENT

SECTION 00

MANUAL OVERVIEW

A practical reference for a consistent, recognisable and professional JJEU presence across every touchpoint.

HOW TO USE THIS GUIDE

Use this manual for official communications, documents, events and digital channels. Apply the core rules together; exceptions require JJEU approval before production.

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THE FIXED CORE

One logo - three approved colour versions. JJEU colours, Montserrat and disciplined spacing form the permanent identity.

SECTION 01

BRAND FOUNDATION

The organisational foundation that every visual application should express.

BRAND AT A GLANCE

ORGANISATION	Ju-Jitsu European Union (JJEU)
ABBREVIATION	JJEU
POSITIONING	The official continental governing body for Ju-Jitsu in Europe.

CORE VALUES

RESPECT	For athletes, officials and the sport.
FAIRNESS	Honest and balanced communication.
UNITY	One recognisable European identity.
EXCELLENCE	Care in every detail and application.
DEVELOPMENT	A confident and forward-looking voice.

BRAND EXPRESSION

Clear, confident, inclusive and distinctly European. Balance sporting energy with institutional credibility.

SECTION 02

LOGO SYSTEM

One official primary logo. Always preserve its complete construction and use the supplied artwork.



PRIMARY LOGO

The circular mark combines the outer ring, the wording "JU-JITSU EUROPEAN UNION", European stars, the central JJIF visual element and the JJEU lettering.

These elements form one inseparable logo. Their geometry, spacing, orientation and relationships remain fixed.

PRIMARY USE

Use the primary logo in official communications, documents and branding materials. It remains the core identifier across print, digital and event applications.

ONE LOGO - THREE APPROVED COLOUR VERSIONS

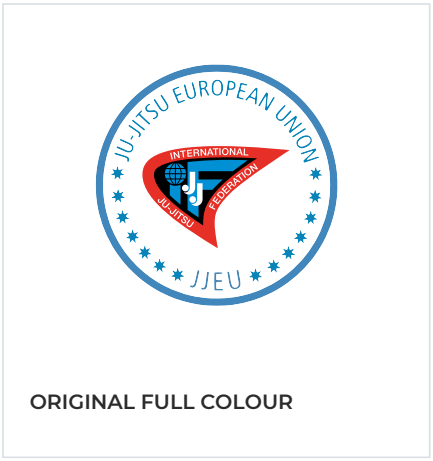
Original Full Colour, All Black and All White are colour versions of the same complete logo. No alternative constructions, simplified versions, standalone symbols or secondary lockups are permitted.

Use the lettering already contained in the artwork. Do not add, remove or reposition lettering to create a new logo arrangement.

SECTION 02

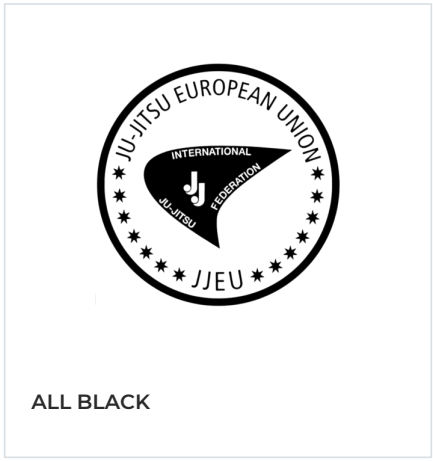
APPROVED LOGO COLOR VERSIONS

Choose the official version that preserves the complete mark and provides the clearest contrast.



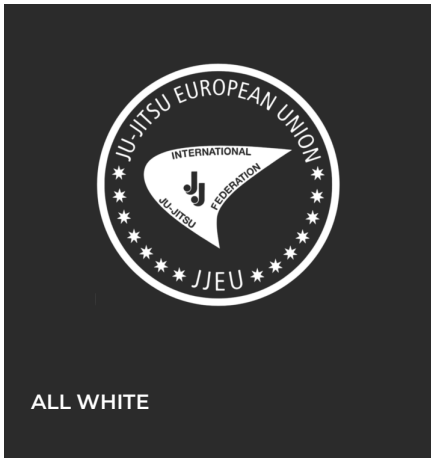
ORIGINAL FULL COLOUR

Default on white or very light, uncluttered backgrounds.



ALL BLACK

For monochrome output or clear contrast on light backgrounds.



ALL WHITE

For dark, coloured or photographic backgrounds with sufficient contrast.

ONLY APPROVED VERSIONS

Use only official JJEU artwork in Original Full Colour, All Black or All White. Never create greyscale, tinted, outlined or partially recoloured versions.

WHITE-LOGO USE

Keep the white mark fully opaque. Preserve all transparent openings and fine details. Do not add a white disc, border, shadow or glow. On a photograph, choose a calm dark area or use a separate solid background panel.

Artwork note: the white sample is a reversal reference based on the supplied black mark. Use an issued official All White master for production; do not extract artwork from this manual.

SECTION 02

LOGO PROTECTION & SIZING

Protect recognition through clear space, minimum sizing and the original proportions.



CLEAR SPACE

Let x equal the height of the first "J" in the JJEU lettering within the complete primary logo. Measure from the outermost edge of the circular mark.

Keep at least x clear on every side, including against page edges, text, partner marks and event graphics. The artwork canvas does not define the protection zone.

PRINT

25 mm

DIGITAL

120 px

Minimum diameter of the complete primary mark, excluding clear space. Increase the size whenever fine lettering or the central detail is not legible in the final output.

KEEP

- Original proportions and orientation
- Complete artwork and full opacity

DO NOT

- Stretch, rotate, crop or isolate elements
- Add effects or reduce internal detail

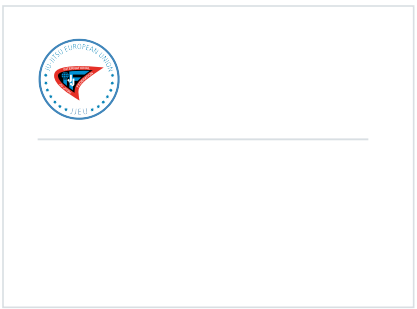
SECTION 02

LOGO BACKGROUND & PLACEMENT

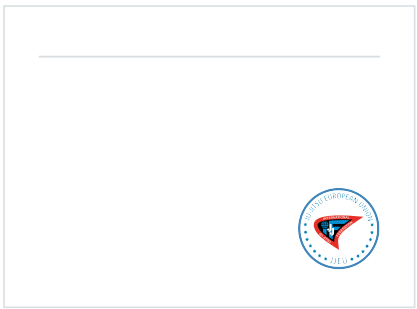
Assess contrast across the entire mark, including its ring text, stars and central detail.

BACKGROUND	PREFERRED VERSION	CONDITION
White / very light	Full Colour or Black	Clear, even area
Dark / black	White	All detail remains visible
JJEU Blue	White	Use at a legible size
JJEU Red	White	Use red sparingly
Light photograph	Full Colour or Black	Calm, uniform area
Dark photograph	White	Calm, uniform area
Busy / mixed photograph	Use a solid panel	White or dark neutral

PREFERRED PLACEMENT



TOP LEFT



BOTTOM RIGHT

Choose one corner per format series and keep it fixed. Align the logo to the content grid and preserve clear space. Centre it only in defined cover or ceremonial layouts.

Schematics shown at reduced scale. Use the minimum size in the final application.

SECTION 03

COLOR SYSTEM

Blue leads the identity. Red creates focus. White space and neutrals provide clarity.

JJEU BLUE

#4A8FBF

RGB 74 / 143 / 191

Headlines, rules and key brand elements.

JJEU RED

#E4453A

228 / 69 / 58

Highlights and accents.

NEUTRAL COLORS



BLACK
#000000

WHITE
#FFFFFF

DARK GREY
#2B2B2B

LIGHT GREY
#F2F2F2

Dark Grey and Light Grey are optional neutral support colours.

COLOUR & CONTRAST RULES

Use blue as the dominant brand colour and red sparingly. Set small text in black or dark grey on white; reserve blue-on-white and white-on-brand-colour text for larger headings. Do not communicate meaning through colour alone.

Keep the supplied logo colours unchanged. For print, convert through the agreed production profile and check a proof; RGB values are not a universal CMYK specification. No additional brand colours without approval.

SECTION 04

TYPOGRAPHY

Montserrat is the JJEU voice in type: modern, direct and highly legible.

Montserrat

Aa Bb Cc 0123456789

H1 Bold	**SECTION TITLE**	24-32 pt / 1.15
H2 SemiBold	**Subsection heading**	13-16 pt / 1.25
BODY Regular	Clear and readable supporting copy.	10.5-12 pt / 1.45
CAPTION Medium	Caption, date, venue and metadata	9-10 pt / 1.35

Print/document starting sizes shown above, followed by line-height ratios. Scale for the medium; check social graphics on a phone before publishing.

Left-align body copy and keep line lengths comfortable. Use uppercase only for short headings and labels. Avoid decorative fonts and artificial bolding. ExtraBold and Black are outside the standard system. If Montserrat is unavailable in editable office files, use Calibri or Arial and recheck layout.

SECTION 05

IMAGERY STYLE

Use authentic competition and event photography to express movement, emotion, diversity and professionalism.

WHAT TO SHOW

COMPETITION	Real competition scenes and athletes in action.
ACHIEVEMENT	Medal ceremonies, achievement and fair play.
COMMUNITY	Teams, nations, volunteers and shared event moments.
EXPERTISE	Coaches, referees and the people supporting the sport.

TREATMENT

- Natural skin tones and credible lighting
- Restrained exposure and colour correction
- Sharp subjects and purposeful cropping
- Calm, high-contrast areas for the logo

AVOID

- Excessive HDR, filters or oversaturation
- AI-generated scenes presented as real events
- Artificial effects or altered sporting action
- Busy details behind logos and small text

SELECTION CHECK

Keep faces, gestures and relevant action unobstructed. If the photograph has no calm area for branding, change the crop or place the logo in a separate solid panel. Do not blur or repaint the image to imitate an authentic moment.

SECTION 06

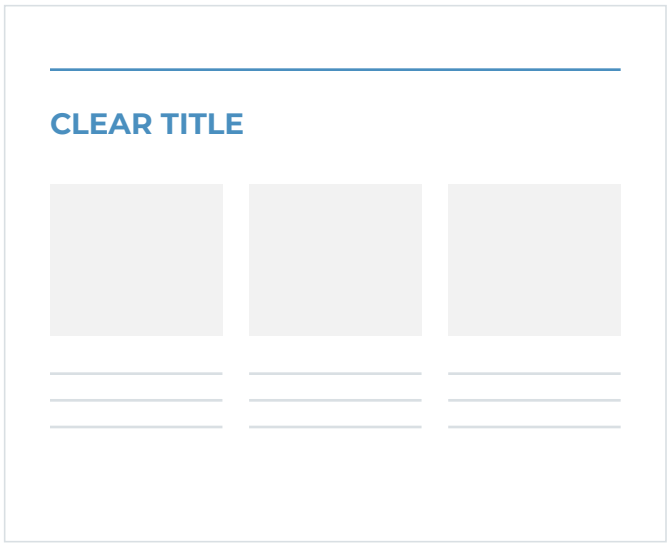
LAYOUT PRINCIPLES

A disciplined grid and generous white space keep communications focused and recognisable.

CLARITY WHITE SPACE HIERARCHY ALIGNMENT CONSISTENCY



TWO COLUMNS



THREE COLUMNS

GRID SYSTEM

Use two or three columns where comparison benefits from them. Set text, images and logo positions to shared alignment lines. Keep outer margins generous and consistent across a series.

SPACING & GRAPHIC ELEMENTS

Use a repeatable spacing unit, for example 4 mm in print, with larger multiples between sections. Use thin JJEU Blue rules, subtle neutral panels and a consistent icon style. Avoid unnecessary boxes and decoration.

SECTION 07

OFFICE DOCUMENTS

Apply the same identity logic across everyday templates and formal communications.

LETTERHEAD	Primary logo at top left. Contact details in the footer. Keep the writing area clear and align the content to one grid.
COVER PAGE	A large centred primary logo and centred title are permitted. An optional image must leave the logo and title clearly readable.
PRESENTATIONS	Use a unified PowerPoint master, clear slide titles and consistent logo placement. Limit graphic colours to blue, neutrals and a restrained red accent.
NEWS BULLETIN	Combine clear headlines with authentic imagery, concise text and a consistent footer. Use the same issue, date and page-number treatment.

CONSISTENCY CHECK

Start from the approved master template. Apply Montserrat, keep blue dominant and use one of the three official primary-logo colour versions. Verify line breaks, pagination and image quality after export.

Keep the primary logo at or above its minimum size. Small repeating running headers can use plain document text instead of an undersized logo.

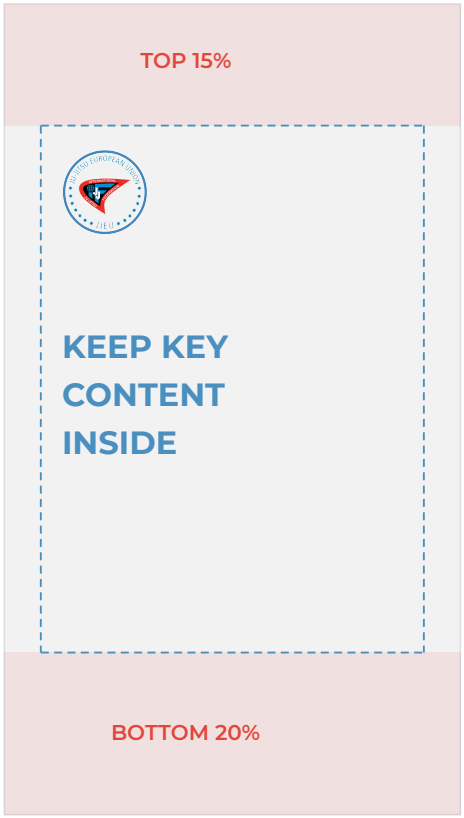
SECTION 08

SOCIAL MEDIA

Design for a small screen first: one clear message, a consistent logo position and enough breathing room.

FORMATS & WORKING SAFE AREAS

Posts: 1:1 or 4:5. Stories and reel covers: 9:16. The margins below are JJEU working defaults, not fixed platform specifications; check the actual preview before publishing.



9:16 WORKING TEMPLATE

STORIES / REEL COVERS

Start with 15% clear at the top, 20% at the bottom and 8% at each side. Keep text, logos and essential faces inside the usable area, away from interface controls.

POSTS / CROPPED PREVIEWS

Start with 6% inner margins on every side. Keep the headline and key subject within the central crop. Recheck feed, profile and cover previews separately.

LOGO & COPY

Use top left or bottom right consistently per series, inside both safe area and logo clear space. Aim for a 3-7 word headline and one short metadata line; put details in the caption.

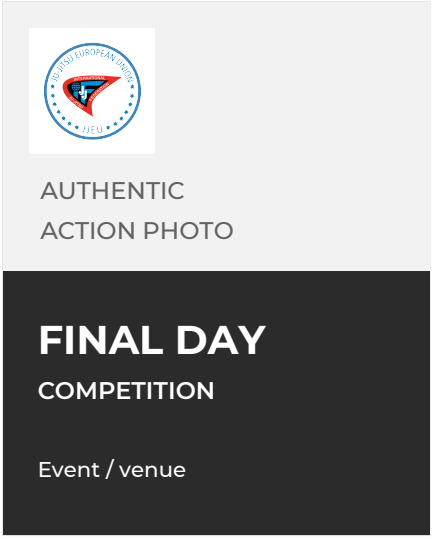
Prefer left-aligned text. Add a restrained overlay or separate solid text panel when needed for contrast; keep it behind the content, never across faces or key action. Reduce copy before reducing type size.

SECTION 08

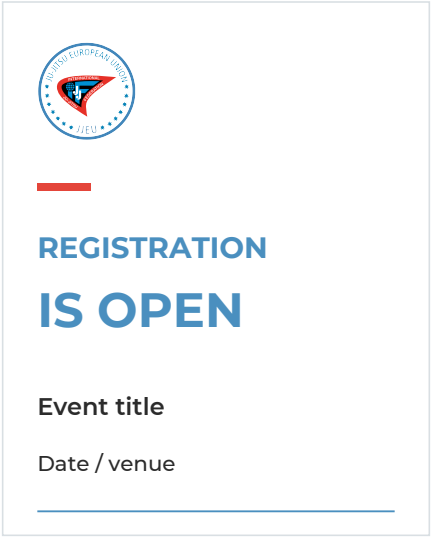
SOCIAL MEDIA APPLICATIONS

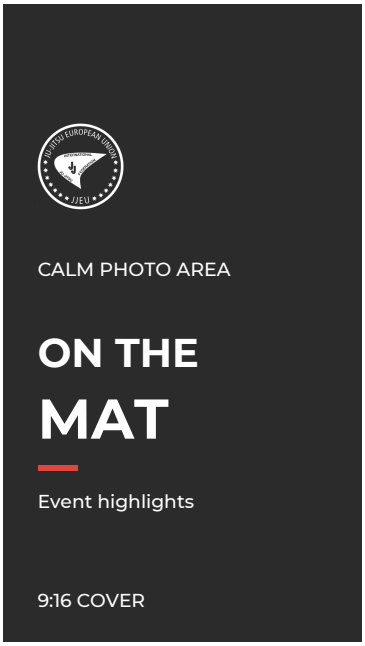
Three repeatable content patterns. Use the same grid, type hierarchy and logo corner across each series.

4:5 POST



4:5 POST





COMPETITION POST

Lead with real action. Put the event or result in a short headline; keep detailed results in the caption. Protect faces and decisive moments.

ANNOUNCEMENT

Use a calm white or blue-led layout. Prioritise one announcement, one date/venue line and a clear next action in the caption.

REEL COVER

Use a strong portrait crop and a short title. Keep the logo and title inside the safe area and visible in the final cover crop.

CONSISTENT SERIES, DISTINCT MESSAGES

Fix the logo corner, alignment and text zones in each template. Change the image and message while preserving the system. Use blue as the lead graphic colour and red only for small emphasis.

Layout schematics only; grey/photo areas indicate where selected event photography belongs. Examples are reduced and are not production-size templates.

SECTION 09

EVENT BRANDING

Create one cohesive environment across print, venue graphics and on-screen applications.

CORE APPLICATIONS

Certificates / banners and roll-ups / accreditation badges / LED screen layouts / medal ceremony backgrounds

EVENT LOGOS BY LOCAL ORGANIZERS - LOC

Local Organizers (LOC) are free to create their own event logos. The official JJEU primary logo must be integrated in its Original Full Colour, All Black or All White version.

The surrounding event-logo design may use its own typography, colours and graphic language. The integrated JJEU mark must remain complete and unchanged, with its required clear space, minimum size and sufficient contrast. No additional JJEU design specifications apply to the surrounding event-logo design.



ORIGINAL FULL COLOUR



ALL BLACK



ALL WHITE

MANDATORY

Integrate one of the three official primary-logo colour versions. A standalone symbol, simplified construction or anniversary mark does not fulfil this requirement. Use issued production artwork.

SECTION 10-11

FILE FORMATS & APPLICATION

Choose the correct master format and apply the identity consistently across every output.

REQUIRED LOGO FILES

SVG	Scalable vector artwork for digital applications and compatible production workflows.
PNG	Transparent raster artwork for digital use. Select adequate pixel dimensions; never enlarge a small file.
JPG	Flattened artwork on its intended background. No transparency; unsuitable for a white logo on a variable background.
PDF	Print-ready vector artwork where available. Confirm size, colours and production settings with the supplier.

APPLICATION PRINCIPLE

Every JJEU application should be visually consistent, immediately recognisable and professionally produced. Use the master appropriate to the medium; the manual is a specification, not an artwork library.

PRODUCTION HANDOFF

Supply the chosen official logo master, layout and output dimensions. Check resolution, transparency, font embedding and contrast at final size. Never reconstruct a logo from a screenshot or extract a sample from this PDF.

SECTION 12

OBJECTIVE

Build a consistent and strong brand presence across documents, events, social media and digital platforms.

ONE IDENTITY. EVERY TOUCHPOINT.

Establish JJEU as a leading European sports brand through clarity, consistency and care in every application.

FINAL BRAND CHECK

- ☐ The complete official primary logo is used.
- ☐ The version is Original Full Colour, All Black or All White.
- ☐ Contrast, clear space and final-size legibility are verified.
- ☐ Montserrat weights follow the defined hierarchy.
- ☐ Blue leads; red is restrained; neutral areas remain calm.
- ☐ Photography is authentic and editing remains natural.
- ☐ Layout, logo position and mobile safe areas are consistent.
- ☐ The correct production master and export format are supplied.

If an application cannot meet these rules, revise it before production or seek JJEU approval for a specific exception.

SECTION 13

ANNIVERSARY EXTENSION

50 Years JJEU | 1977-2027. An optional official commemorative mark for anniversary-related communication in 2027.



PURPOSE & SCOPE

Use for 2027 anniversary communication, event branding, social media, certificates and presentations. The primary JJEU logo remains the core brand identifier.

Use the anniversary mark as a separate commemorative element. It does not replace the primary logo or satisfy the LOC primary-logo requirement. Do not merge the two into a new lockup.

CLEAR SPACE & MINIMUM SIZE

Keep clear space at least equal to the height of the "J" in the inner JJEU lettering, measured outward from the outer anniversary ring. Never use it smaller than the primary-logo minimum (25 mm / 120 px); its denser ring text will usually require more space. Enlarge until all wording and dates are readable at final output size.

APPROVED COLOUR VERSIONS & ARTWORK

Full Colour: use the supplied official artwork, shown above. All Black and All White: permitted only when separate official masters are supplied and approved. These monochrome anniversary masters are not included in the supplied assets; do not generate them by recolouring the JPEG.

PRESERVE THE COMPLETE MARK

Keep the dates, ring text, symbols, colours and proportions unchanged. Do not crop, redraw, rearrange or add effects. Do not use it as a permanent replacement or an independent sub-brand beyond the 2027 anniversary context.