

# European Go Federation

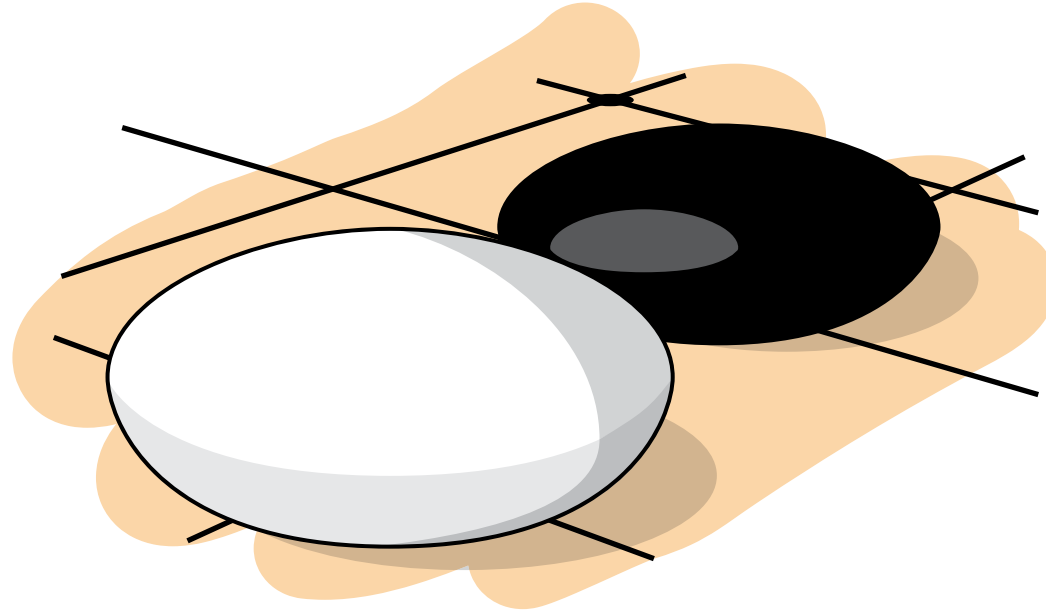
## Logo contest

Proposition by Bojanić Miloš  
December 2014.

# Presentation of logo

# Color version

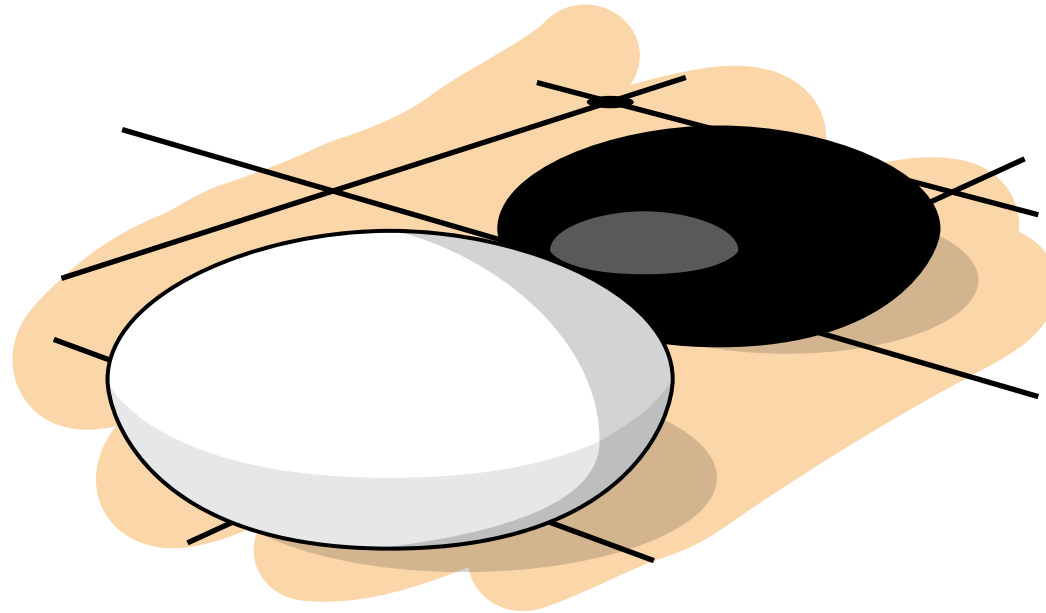
Logo in full color and shades,  
with full EGF name.



European Go  
Federation

# Color version

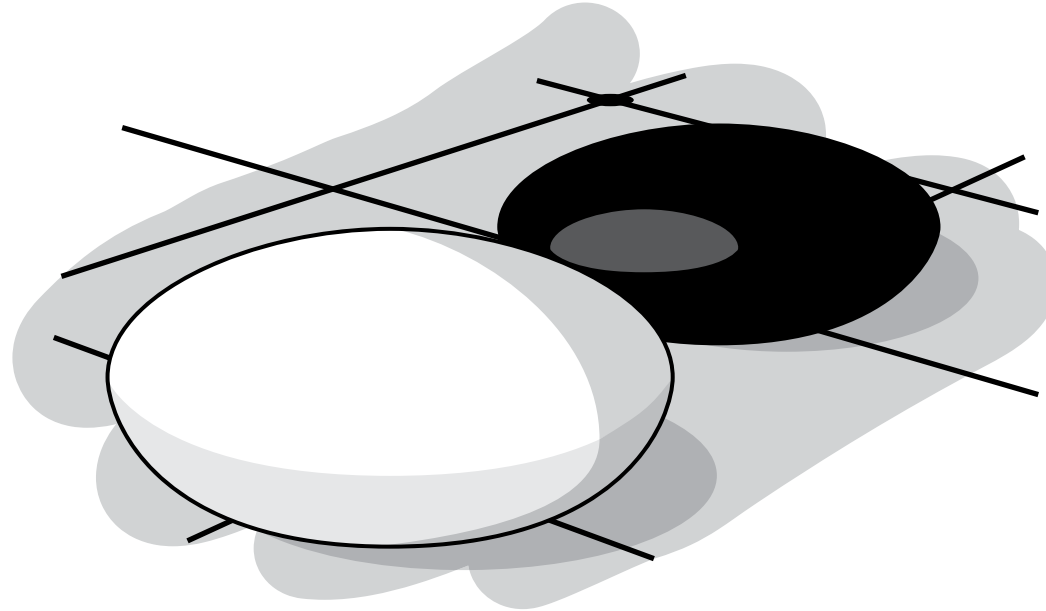
In case of small print, use version with EGF letters



# EGF

# Gray scale version

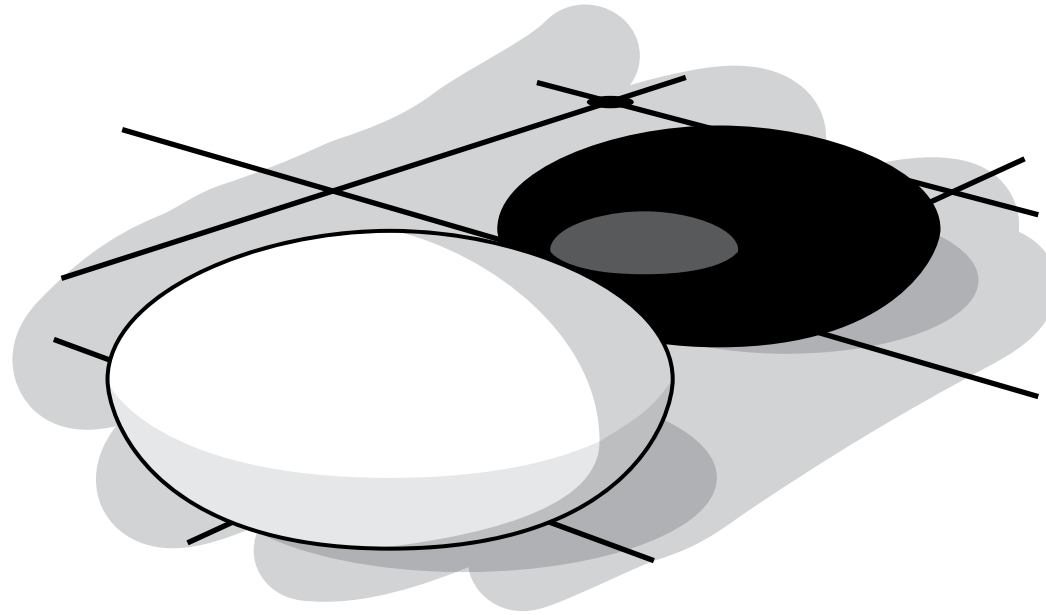
For print in one color, with shades



# European Go Federation

# Gray scale version

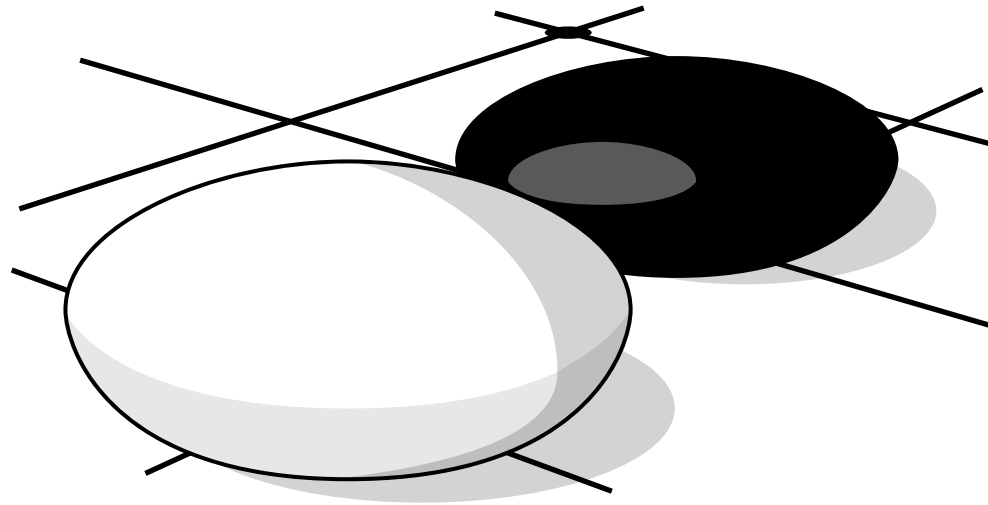
In case of small print, use version with EGF letters



# EGF

# Simplified gray scale version

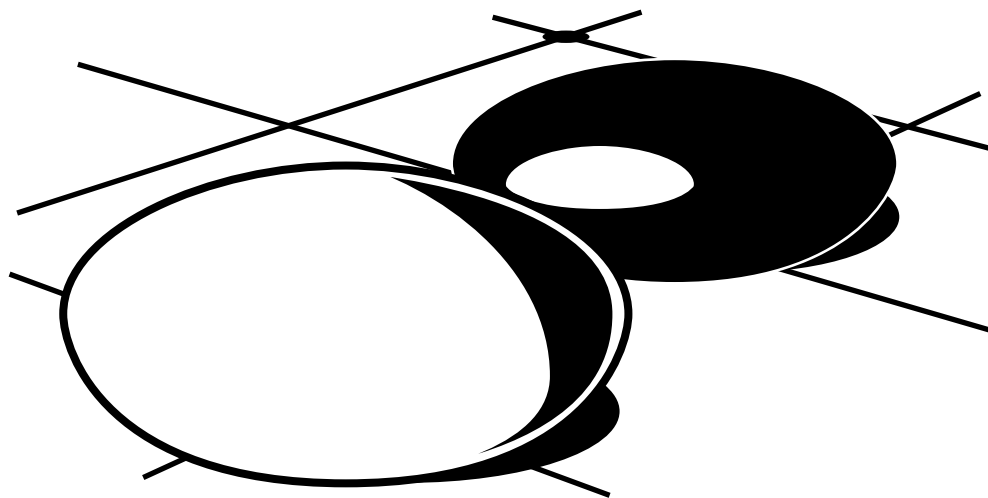
In some cases, we can use version  
without background



# EGF

## Black and white version

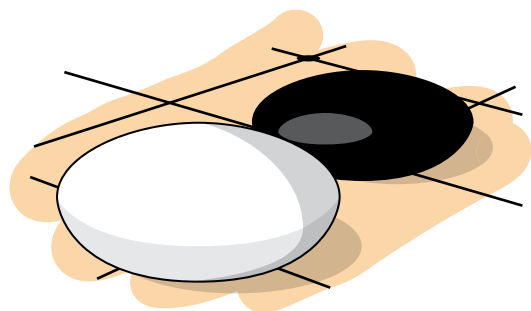
Black and white version is used for print without shades, such as stamp, fax machine, etc. It is stylized, so it keeps 3d properties of original logo.



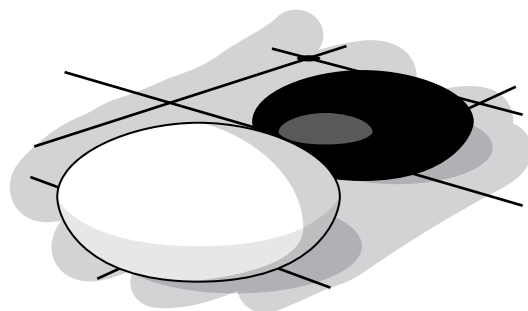
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# Different sizes

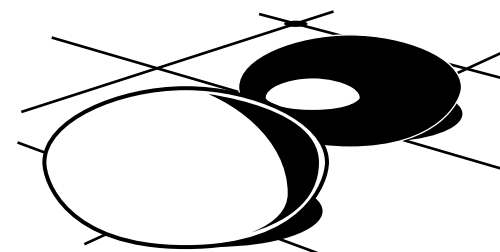
Usage of logo in different sizes. For very small applications use version with EGF letters, since full name would not be readable.



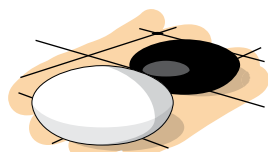
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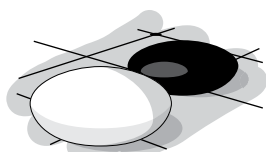
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EGF



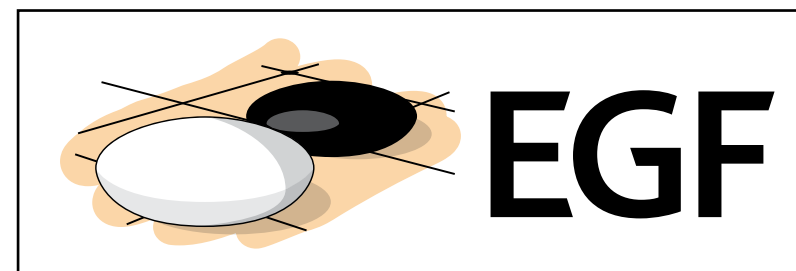
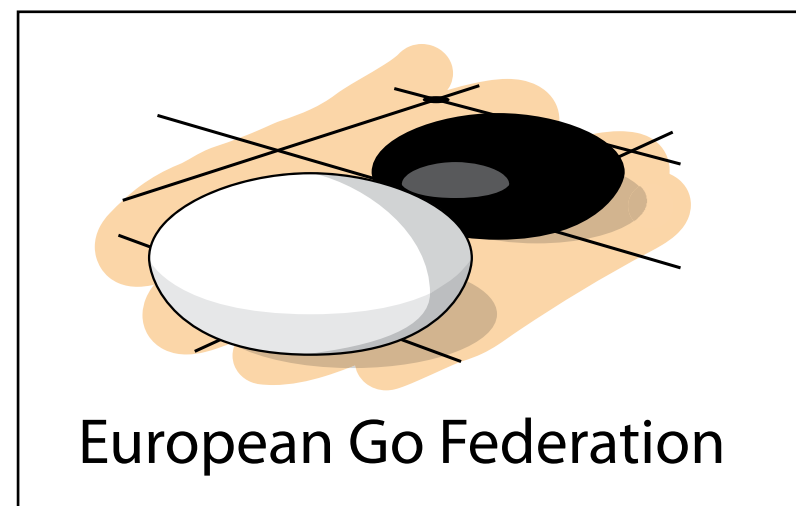
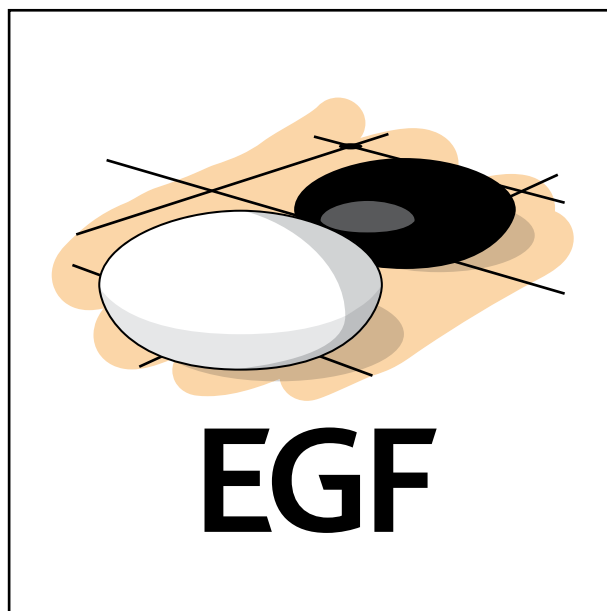
EGF



EGF

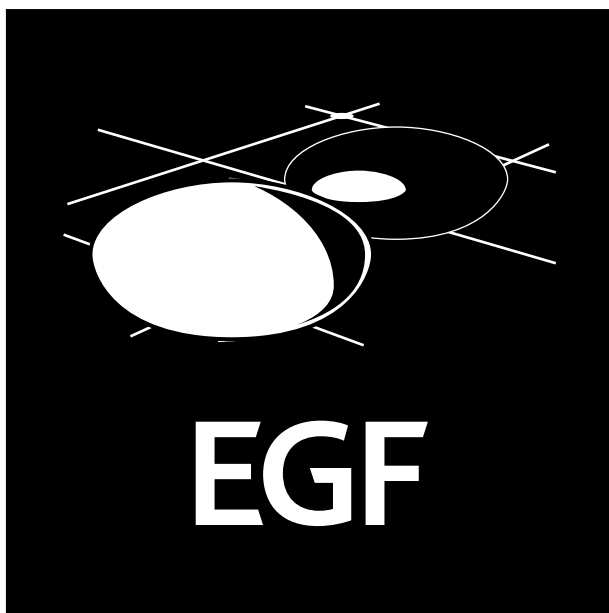
# Logo in horizontal composition

Sometimes it is not possible to apply logo in original square composition. Using different lettering, we can also make landscape and wide composition, while maintaining original idea and design.



# Logo on negative background

Despite its complexity, logo can be used on negative/darker background if necessary. However, it is advisable to keep it on white field, especially color version.



# Application of logo

# EGF website

Application of logo on current website.

Logo is applied in 3 different proportions - square, wide and horizontal. It is usable in icon size. Please note that it is recognizable among many logos, and that it stands out. It can be also easily be used as attachment in mail signature.



The screenshot displays the EGF website layout. On the left is a vertical navigation menu with icons and text links. The main content area features a large Go board graphic with a white and black stone, the text 'European Go Federation', and several links to tournament results and events. At the bottom, there are logos for 'E.G.D. European Go Database', 'EuroGoTV', and a globe icon.

**EGF**

- [About Go and EGF](#)
- [EGF Official](#)
- [EGF Members](#)
- [History/Culture](#)
- [Results](#)
- [EGF Calendar](#)
- [PGETC \(Teams\)](#)
- [Pair Go](#)
- [EGF Forum](#)
- [Site Index](#)

**European Go Federation**

[World Mind Games Results](#)

[25th IAPGC Results](#)  
[ESGC Results](#)  
[KPMC Results](#)  
[EGC 2014 Results](#)  
[Teams Finals](#)  
[WAGC Results](#)

[WBaduk European Champions League](#)

[CEGO Online Training League](#)

[New: European Grand Prix](#)  
[European Youth Teams](#)

[1st European Pro Qualification 2014](#) - Pavol Lisy / Ali Jabarin first EGF Pros

Email the webmaster at [webmaster@eurogofed.org](mailto:webmaster@eurogofed.org)

**E.G.D.** European Go Database

**EuroGoTV**



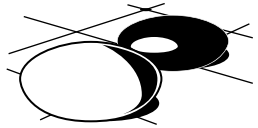
# Video channel

As we can see on sample of these youtube clips, even in small size and in difficult background logo is recognizable.



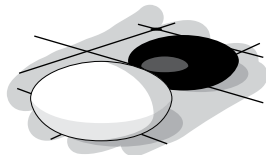
# Memo

Full color version of logo can be used on printed memo, gray scale on laser-printed and black and white for fax. Actual design may vary depending on amount of data necessary on memo.



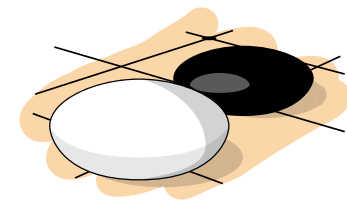
**European Go  
Federation**

c/o European Go Cultural Centre  
Schokland 14, 1181HV  
Amstelveen, Netherlands  
Registered number 34128382  
at the Chamber of Commerce, A  
[www.eurogofed.org](http://www.eurogofed.org)



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# Business card

Logo can be applied on several ways, depending on wishes and amount of data. For better appeal, it is possible to use relief print on stones.



# Stamp

Each company must have one. This logo can be represented on stamp.



# Promotional applications

Since logo's main focus is on go game, it can be used on merchandise as go promotion. Since EGF brand is not developed and not main sell, for purposes of go promotion it can be used with only EGF website and catchy frase. For EGF promotion, full logo should be used.



# Typography

In this desing I used **Myriad Pro** family of fonts.

This sans-serif font is well suitable for screen.

It is also elegant and suitable for business application.

It is well spread, contains multilanguage characters (incl. cyrillic), which is important for international organization.

Family of fonts contains lot of variations, which is suitable for different usage.

Here are basic styles of this font family:

Myriad Pro Regular

*Myriad Pro Italic*

Myriad Pro Light

*Myriad Pro Light Italic*

**Myriad Pro SemiBold**

***Myriad Pro SemiBold Italic***

**Myriad Pro Bold**

***Myriad Pro Bold Italic***

and more than 30 others...

# About my proposition for EGF logo

## What should EGF logo represent?

Although I am in Go for 25 years, and in graphic design for 20, it was difficult for me to make propositions since EGF didn't make detailed requests, and I don't know what decision makers might like. I considered following guidelines:

- we need to present what Go game is. Most people still don't know what it is. Even sports which are well known use graphic representation in their logo.

- second, it should represent EGF as organisation. In perspective of average european Go player, who knows what Go game is, EGF logo should represent Europe. It is not necessary to have graphic representation of Europe, since everybody knows what Europe is. We should keep in mind that purpose of EGF logo is to present EGF and Go game to everybody.

- It should be original, since we will create our image on it. Having better logo than other Go organisations would help EGF status.

Unlike some sports, there is only one European go organisation, and only one world organisation. Since application of Europe map and go at same time is not so easy - we may get neither good representation of Europe nor go game, so I chose to focus fully on presentation of Go game.

## About this logo

It is very clear what this logo represents. Logo should explain itself without written description. It is focused on two stones, black and white, and their relation on Go board. Opposition of black and white is crucial to Go game, and it is visible on this logo through their contrast of size, position and colour. Brushed background is link to wooden board and it helps to highlight logo on white background. When you see this logo, it is very easy to connect it to Go game, which was my objective. It is stylized image, original artwork, and it can be applied almost anywhere, which are requirements for any logo.

## **Go career**

I was born in 1974. in Belgrade. I learned to play Go on my 14th birthday, and at 16 became shodan. As junior, I participated two times on World Youth Weiqi Championship, as one of 6 european players (best result 8/14). I became 5 dan in 1998, and after completing my military service I won several times Serbian Championship and Cup.

I participated 4 times on World championships (best place 20).

On peak of my Go career, I took volunteer duty of president of Serbian go federation for six years, where I helped development of young talented players (Dušan, Nikola Mitić, and Lazar Manojlović). Thanks to them, I captained our team to three times in row 2nd place on European Team championship.

While on World Mind Sport Games in Beijing in 2008, I met my wife Marijana, who was playing for Serbian bridge team. For previous three years I retired from Go, and I am currently devoted to my children Aleksa (2,5 years) and Jana (11 months).

I have devoted lot to Go, and I am very happy that I got so much from it in return.

## **Career as graphic designer**

I started to work in 1993. at graphic design, printed media. For those two decades I have lot of experience in all types of print and graphic design. Among others, I have worked in design studio on several logo projects for major local companies. As graphic designer, I created several logos and lot of company material for local companies and magazines. For last 12 years I work as Art director of Serbian edition of Men's Health magazine. Previous work available on request.

Go is of great help in graphic design, in areas like spacial orientation and planning.