



Baku 2015
1st EUROPEAN GAMES

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11th June 2014

To: All European Sports Federations Presidents
All European Sports Federations Secretaries General

Dean Collopy,

Subject: Use of European Games Logo

Please find attached herewith the new European Games logo approved by the European Olympic Committees Executive Committee in Nicosia a few weeks ago. The logo contains some subtle changes to ensure that it works better for broadcasting and marketing perspectives.

As part of the ongoing promotion of the European Games, BEGOC is delighted to authorise your European Sport Federation to use this logo for non-commercial purposes. The guidelines and restrictions for the logo are also attached and we have tried to make these as straightforward as possible to allow you the greatest possible flexibility with its use. The intended use includes, but is not restricted to, your European Sport Federation website, publications, European Sport Federation uniforms, pre Baku 2015 events etc.

Furthermore BEGOC hereby authorize your European Sport Federation to pass on the authority to use this logo to each of your European member Federations. Each European Sport Federation will be responsible for ensuring that any use of the Baku 2015 logo by its member Federations is in line with the restrictions contained in the attached guide.

BEGOC reserve the right to withdraw permission to your European Sport Federation and member Federations in the event that it believes that the use of the Baku 2015 logo is outside the issued guidelines and/or has, or could cause damage to, the Baku 2015 or European Games brands.

Thank you for your help and support in promoting a European Games which everyone in Azerbaijan and our European Olympic Family can be rightly proud of.

With best wishes

Your sincerely

Simon Clegg
Chief Operating Officer

Cc. Patrick Hickey, President of the European Olympic Committees
Spyros Capralos, Chairman, European Games Coordination Commission