



For Immediate Release



[communication@cev.eu](mailto:communication@cev.eu)



[www.cev.eu](http://www.cev.eu)

## Super Finals Event stamps and seals new CEV logo as final part of rebrand

### “Inside CEV” sub-site launched in 1<sup>st</sup> phase of website overhaul

Luxembourg, May 18, 2019. The circle is complete! Prior to the matches getting underway in Berlin, fans packed into the Max-Schmeling-Halle for the pre-match show to see the official reveal of the new CEV logo. After various parts of the new brand were released over the past six months, it was the turn of the main CEV institutional logo to take centre stage, as it will for years to come by adorning everything from digital platforms to courtside boards.

Recognising it was time for a change, the process was initiated last summer when CEV partnered with design agency Alphabet (madebyalphabet.com) from Manchester, England, to realise their initial ideas and concept that came out of the tender process.

***“Alphabet are a brand and design agency who have done a lot of work in the millennial market. They have brought some new ideas and helped us renovate our image. The reactions to what we have already released have been very positive and I am confident everyone will continue to be impressed as we continue the roll out moving forwards. It is something very different, but it is adaptable and we believe that it will make Volleyball stand out in the modern global, extremely competitive sporting landscape.”***

**Mr Aleksandar Boričić – CEV President**

The new "Volleymark" is inspired by the country flags of the 56 nations whose Federations are members of the CEV. Once all flags were keylined, angles, shapes and layouts were used as inspiration in the design. The final pattern design is contained within the circular shape to represent a ball and portrays the idea that all 56 nations come together through Volleyball.

The new CEV logo and brand is a bold, modern symbol of courage, leadership, ambition, integrity, completeness and strong collaboration. The modern approach means the symbol can be adapted in various

ways, bringing a huge amount of flexibility to the brand and a great deal of versatility during roll-out.

The re-brand started late last year with the launch event for the new EuroVolley brand held in Budapest on November 1. Next came the Snow Volleyball arm of the brand, which was implemented across the 2019 European Tour. Beach Volleyball then followed suit as we promote this year's EuroBeachVolley, then the iconic green for the Champions League was announced to be used for the first time during the historic Super Finals.

Digital platforms are driving change. The way fans follow and engage with sport is evolving and we need to keep with the times. Along with the new CEV brand launched on Saturday, we have taken the first big step in renewing our website. In an era when social media is dominating, websites remain a key component in the market for communication and follower engagement. Whilst our competitions will continue to be ran on the existing website (cev.eu) for now, all institutional content is now available on a new sub-site: inside.cev.eu.

Moving forwards, we understood that it was important to separate what our fans deserve and expect about our competitions and star players, with what those working in the sport need. "Inside CEV" is predominantly for the Volleyball family and those looking to find out more about the sports generally, while the fans will have to wait a little longer until the summer for the new competitions focused site to be launched.

As a sporting institution, our collection of digital platforms are key in achieving our primary goals of attracting players, engaging with fans and growing our community.

Look out for more to come on the new brand as we roll out the various competition and event elements over the coming months, as well as continuing to populate inside.cev.eu

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#### Notes:

This article was prepared by the CEV Communications Department, in partnership with Alphabet.

For more information related to this release go to:  
Brand Guidelines: <http://bit.ly/CEVBrandGuidelines>  
Brand video: <http://bit.ly/CEVBrandVideo>  
Website Launch video: <http://bit.ly/InsideCEVPromo>

#### Related articles:

EuroVolley brand launch event: <https://www.cev.eu/News.aspx?NewsID=27911>  
CLVolley SuperFinals announcement: <https://www.cev.eu/News.aspx?NewsID=28547>

When publishing this release on social media, we ask to link to our accounts and include the relevant #tags.

#### CEV social media accounts:

Facebook: <https://www.facebook.com/CEVolleyball/>  
Twitter: <https://twitter.com/CEVolleyball>  
Instagram: <https://www.instagram.com/cevolleyball/>  
YouTube: <https://www.youtube.com/cevolleyball>  
LinkedIn: <https://www.linkedin.com/company/cevolleyball>

Relevant #tag(s): #CEVolleyball

OTT Platform: <https://www.eurovolley.tv/>

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## Boilerplate:

The European Volleyball Confederation (CEV) is the institution responsible for governing 56 National Federations throughout Europe and is recognised as such by the Fédération Internationale de Volleyball (FIVB).

Our ultimate goal is to promote Volleyball, Beach Volleyball and Snow Volleyball and to raise the status of our sport to a higher level. Whether the game is played indoors, on sand or on snow, Volleyball connects and brings people together – from children playing in their free time up to professional, elite athletes.

We cultivate a strong sense of togetherness with all stakeholders, the Member National Federations, their national leagues, clubs, players, organisers and other partners of European Volleyball, from grassroots level to the top events.