



LOGOS & STRAPLINES

United by Music

Our logo is our stage

At its heart is, well... the heart.

It's our centre of gravity.

A symbol of inclusion.

Use it to reflect a place, a community,
a broadcaster or a moment.

It's more than a shape. It's who we are.

euRO♡ision
SONG CONTEST

Scaling the Logo

Our logo is a big, bold stage — so let it shine.

Blow it up, go big, make a moment of it.

But never squash the spotlight.

Minimum sizes

Print

Don't use the logo smaller than 20mm wide if possible.

Pixels

Anything less than 50 pixels wide will result in poor legibility.

The largest version of the Eurovision Song Contest logo, featuring the word 'eurovision' in a rounded, lowercase font with a heart shape replacing the 'i', and 'SONG CONTEST' in a bold, uppercase font below it.A medium-sized version of the Eurovision Song Contest logo, maintaining the same font and heart shape as the larger version.A small version of the Eurovision Song Contest logo, showing the text and heart shape clearly.A very small version of the Eurovision Song Contest logo, demonstrating its scalability.The smallest version of the Eurovision Song Contest logo shown, still legible.

Colour Versions

Use the negative or positive mono version for maximum contrast.

Keep it clear, legible and proud — always.

euRO♡vision
SONG CONTEST

euRO♡vision
SONG CONTEST

Junior Eurovision Song Contest

Use the negative or positive mono version for maximum contrast.

Keep it clear, legible and proud — always.

junior
EURO♥VISION
SONG CONTEST

junior
EURO♥VISION
SONG CONTEST

Give the logo room to breathe.

Always leave clear space around it — no crowding, no clutter.

Put simply, leave 25% of the height of the logo.

Minimum size?

Don't go smaller than 15mm wide.

If it's too small to read, it's too small to use.



The Eurovision Song Contest logo is displayed within a grid. The logo consists of the word 'eurovision' in a stylized, lowercase font with a heart shape integrated into the 'o', and 'SONG CONTEST' in a smaller, uppercase font below it. The logo is centered within the grid, and there is a clear margin of space around it, illustrating the '25% of the height' rule.

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VIENNA 2026

Our Heart

Our beacon. Our gravitational force.

It can hold meaning, reflect identity,
and adapt to its context.

Use it as a container or a
chameleon — to show where we
are and who we're speaking to.



United by Music – Brush Script

This is our signature.

Expressive, human, and full of energy.

Use it everywhere — as an invitation and a sign-off.

A reminder of what we're all about.

United by Music

United
by Music

United by Music – Singing Sans

When you want to turn up the volume, use Singing Sans.

Our big, bold headline typeface lets United by Music ring out loud.

Sing it from the rooftops. Make it unmissable.

United
by Music

Things to avoid

Our logo is important to us. Please be kind and...



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✗ Don't distort the logo



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✗ Ensure sufficient contrast between background



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✗ Don't place logo on complicated imagery



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✗ Don't add effects



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✗ Don't fill the logo with a gradient



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✗ Don't change the logo proportions



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✗ Don't rotate the logo



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✗ Don't remove 'SONG CONTEST'



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✗ Don't obscure the logo

EUROVISION
SONG CONTEST

70 YEARS ASSETS

United by Music

70 Years. 70 Layers.

To celebrate 70 years of the Eurovision Song Contest, we've refreshed with a dynamic new campaign heart made of 70 layers of sound, story and spirit.

It moves. It reacts. It remembers.
Past moments and future songs.

Use the 70 mark with the campaign heart, or swap in a chameleon heart that reflects your story.





United
by Music

eurovision
SONG CONTEST

70 YEARS ASSETS



Example artwork, not for public release.