



ICF BRANDING AT VENUES

Introduction

Visual presentation is one of the key factors in any sport event. The overall look of venues and fields of play gives a valuable image to the competition. By being branded and having a consistent look at each competition, ICF Competitions will become easily identifiable.

This document contains information for Host Organising Committees (HOC) on the minimum branding requirements for ICF Competition. Branding at venue must be conducted in accordance with ICF guidelines and following ICF approval (catherine.wieser@canoeicf.com).

Other guidelines are available on the ICF website in the National Federation Area:

- ICF Look & Style guide: use of logo and terminology
- Advertising on Equipment: information about boat stickers and BIB (CSL)
- ICF Partners at ICF Competitions: rights and visibility of ICF partners at ICF competitions
- Various templates (boat stickers, award backdrops),...

ICF logo visibility

ICF logo must be visible at specific positions.

Layouts must be approved by the ICF before printing as detailed below:

| | ICF logo is needed | ICF approval is needed |
|---|--------------------|------------------------|
| Venue entrance board | ✓ | |
| Competition logo | ✓ | ✓ |
| Start and finish areas/gate/backdrop/platform | ✓ | ✓ |
| Award podium backdrop | ✓ | ✓ |
| Kiss&Cry/Interview backdrop | ✓ | ✓ |
| Bridges | ✓ | ✓ |
| Banners | ✓ | ✓ |
| VIP Area | ✓ | ✓ |
| Competition Program and printed material | ✓ | |

Competition logo

The designation of the competition must be set according to the following guidelines:

First the *Year*, followed by the *ICF abbreviation*, then the *Discipline*, and finally the *Competition*.

E.g.:

| | | | |
|------|-----|---------------------------|---------------------|
| 2018 | ICF | Canoe Slalom | World Championships |
| 2018 | ICF | Junior & U23 Canoe Sprint | World Championships |
| 2018 | ICF | Canoe Marathon | World Cup |

Competition logo must be approved by the ICF.

Start positions

ICF logo must be visible at start positions.

CANOE SLALOM

The HOC is responsible for production of a start gate or backdrop. The design must be submitted for ICF approval at least 1 month prior to the competition start:

- If the start position is between two blocks and with slight water flow, a **START GATE** should be designed and provided.



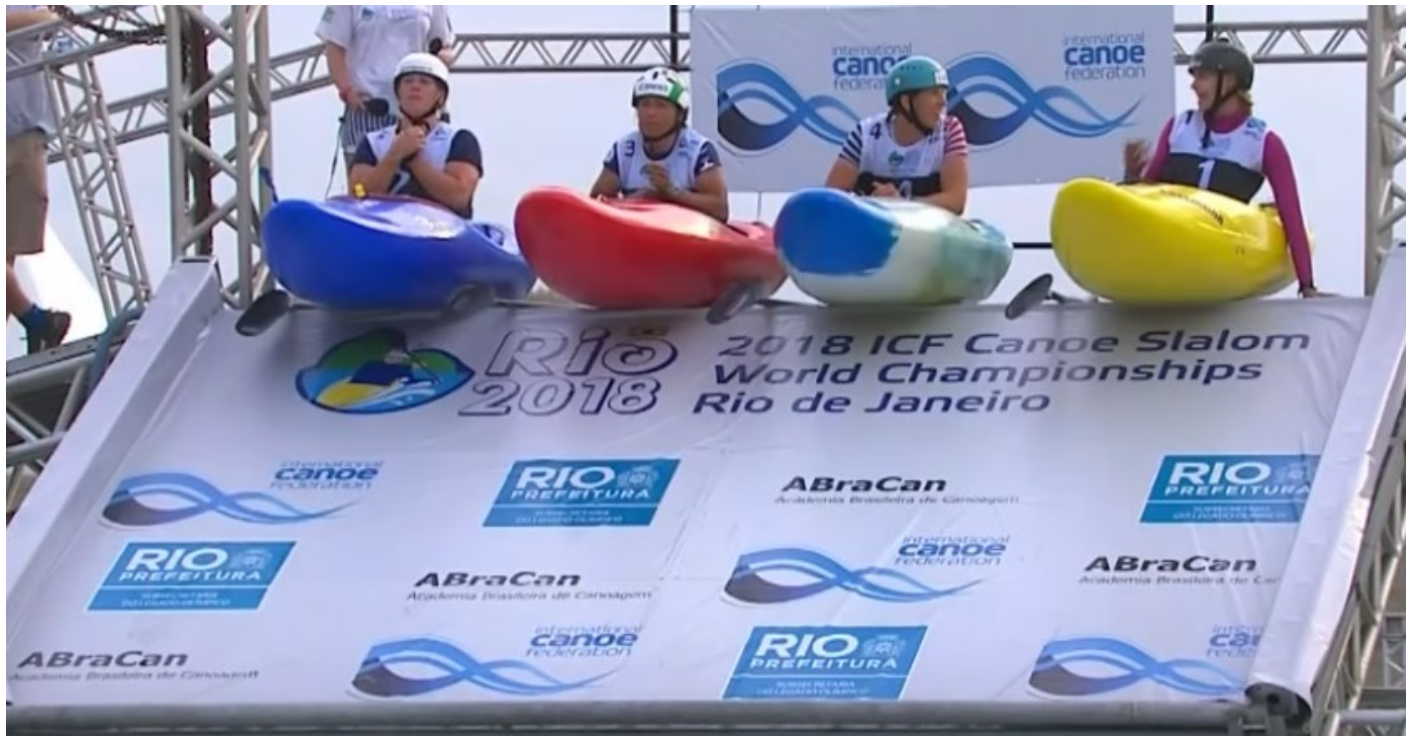
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- In all other cases a **START BACKDROP** should be designed and provided



EXTREME CANOE SLALOM START PLATFORM

The HOC is responsible for production of the Extreme Canoe Slalom start platform. The design of the covering and the backdrop must be submitted for ICF approval at least 1 month prior to the competition’s start.



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CANOE SPRINT

When possible, ICF logo must be placed on the water.

In all cases ICF banners must be visible from the start



Finish positions

Finish position must be clearly identified
ICF logo must be visible at finish position.



Medal Award Backdrop



- To have a visual impact, dimensions of the logos should be no less than 45 cm x 25cm.
- ICF logo must be visible in several positions.
- #PLANETCANOE banner must be included on top of podium and interview backdrops (files available on ICF website /NF Area / Marketing).



- Template can be provided by the ICF

Kiss&Cry – Interview Backdrops

- ICF logo must be visible in several positions.
- #PLANETCANOE banner must be included on top of the backdrop



Bridge



Banners





ICF Partners branding

ICF Official Partners are an important support for the development of the sport. They must be given a good exposure.

For the sake of consistency and image, we would appreciate if Partners logo would be included with your banners production. If not possible, the ICF will provide you with the Partners banners.

The final list of ICF Official Partners will be provided to the organizers four months before the event. If this deadline is too short for you (for printing or layout purposes), please let the ICF know.

The ICF Partners' rights in terms of exposure and access are detailed in the "ICF Partners at ICF Competitions" guidelines.