

Boats stickers and equipment branding at 2017 ICF Canoe Slalom Events

After consultation and discussion with stakeholders involved in Canoe Slalom, it has been agreed to follow a consistent standard for boat stickers at ICF Canoe Slalom Competitions.

It is thought to be a benefit to have a consistent standard, where possible, across all ICF Events. This clarification of space reinforces the athlete's identification, the sponsors' visibility, and gives a homogeneous style.

Other equipment (e.g. helmet and paddles) remains available to the athlete and/or the National Federation without restriction.

1 - Athlete's Name sticker



The athlete's name sticker will be applied on all boats for ICF Canoe Slalom competitions (level 1-2). In order for the canoes and kayaks to be presented in a standard manner the name stickers must be positioned at the same point on every boat. It is the National Federation's responsibility to provide the sticker for the athlete.

Please use the template provided by the ICF with the correct sizes and font. Templates are available on the ICF website / NF Area / Marketing.



Font	Arial bold capital letters on white background
Designation	Last name / space / first letter of the first name / dot. Example: HOCHSCHORNER P.
Letters height	6 cm
Sticker height	7 cm
Sticker length	Given the wide variety of name lengths, having a single sticker length will look ungainly. Therefore, stickers will be cut to the length of the name, leaving equal left and right margins of 4 cm at each side.
Positioning of the sticker	Names stickers will be placed below the seam line starting 10 cm in front of the cockpit.
Sponsors logos	One additional sticker with Athlete/NF Sponsor logo can be placed at each side of the athlete's name. The dimension of the stickers must not exceed 7 cm height and 12 cm length. Recommendation: If the space beside the name sticker is not used for logo, it is advised to display the national flag.

Examples of sticker's positioning

K1



C1



C2



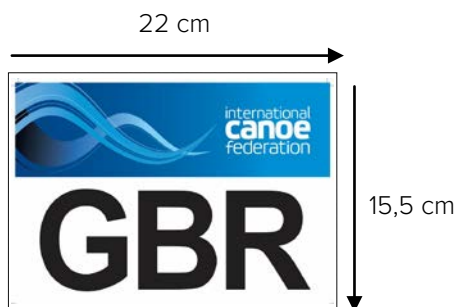
2 - Country Code sticker

The Country code sticker will be applied on all boats and at the same point for ICF Canoe Slalom competitions.

It is the **National Federation's responsibility to provide the sticker to the athlete.**

It is mandatory to use the templates provided by the ICF (ICF website /NF Area / Marketing) with correct sizes and font.

General view of the sticker:



Font	NOC Tricode: Arial bold capital letters black on white background
Letters height	7 cm
Sticker height	15,5 cm
Sticker width	22 cm
Designation	ICF logo + NOC tricode
Positioning sticker	one sticker on the deck at the front of the boat (in the front of the Athlete's area).

Option: an additional space can be used by the HOC below the NOC sticker, for the Event logo or Event Sponsor logo.

This event logo or event sponsor logo sticker must be placed no more than one centimetre below the NOC tricode sticker.

Sticker height: 7,5 cm, Sticker width: 22cm.

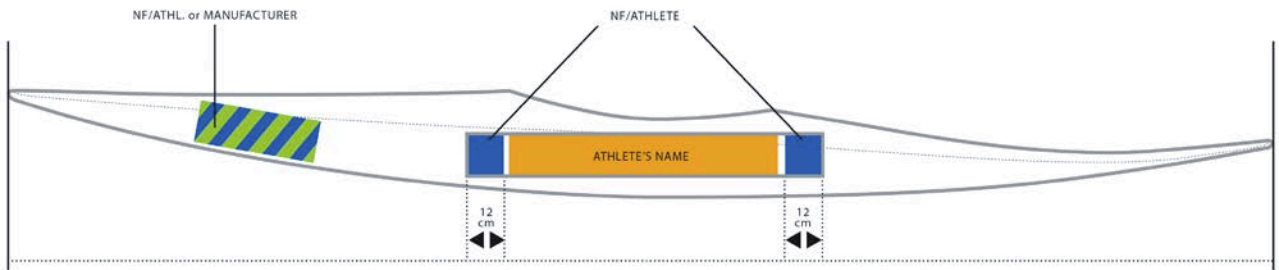
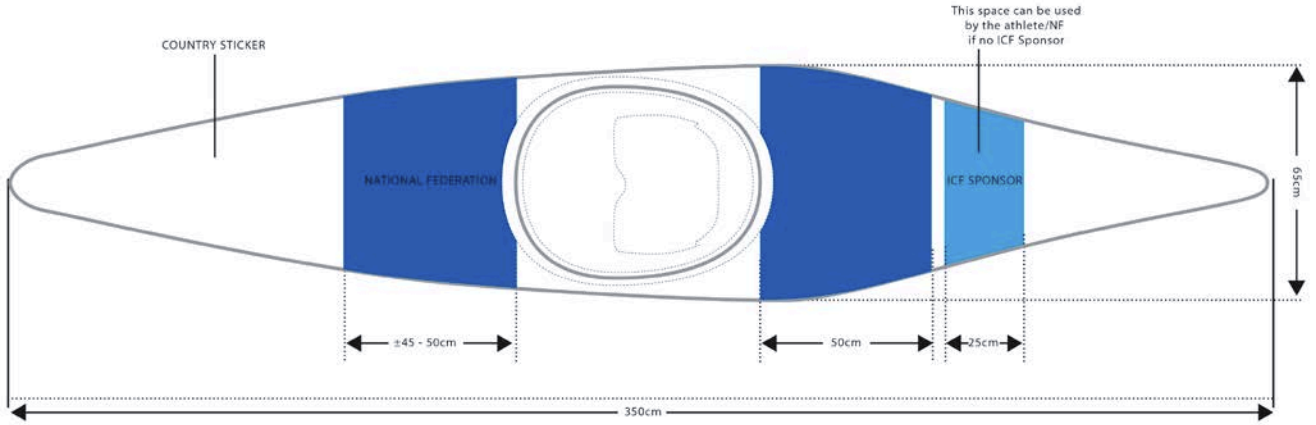


3 - General layout



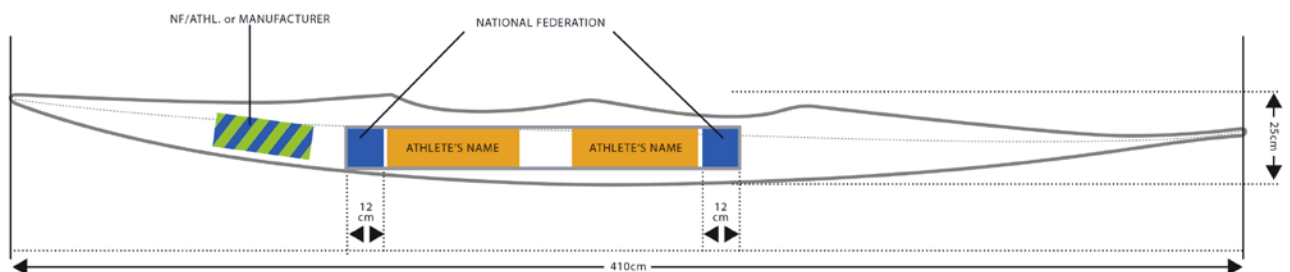
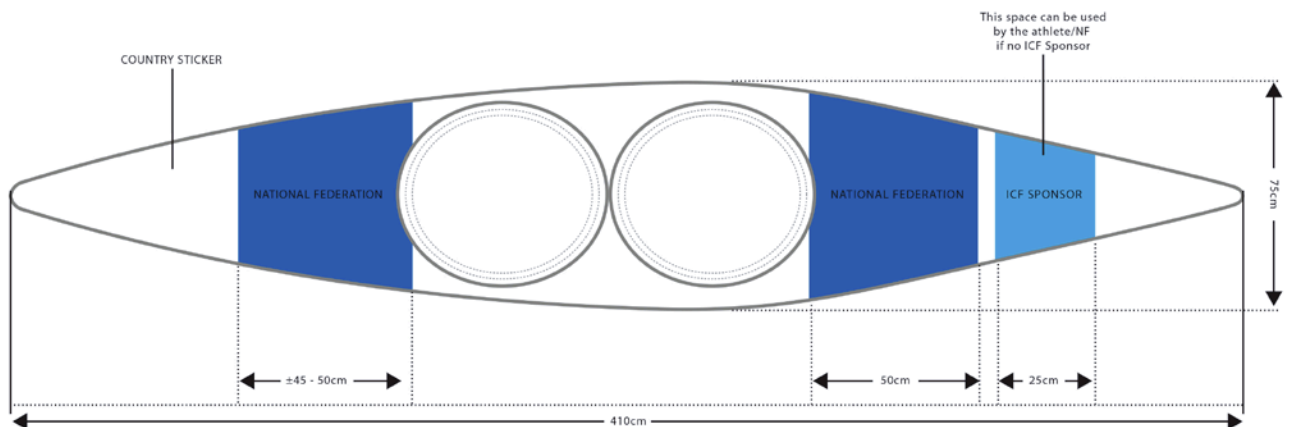
International Canoe Federation Canoe Slalom C1 Boat

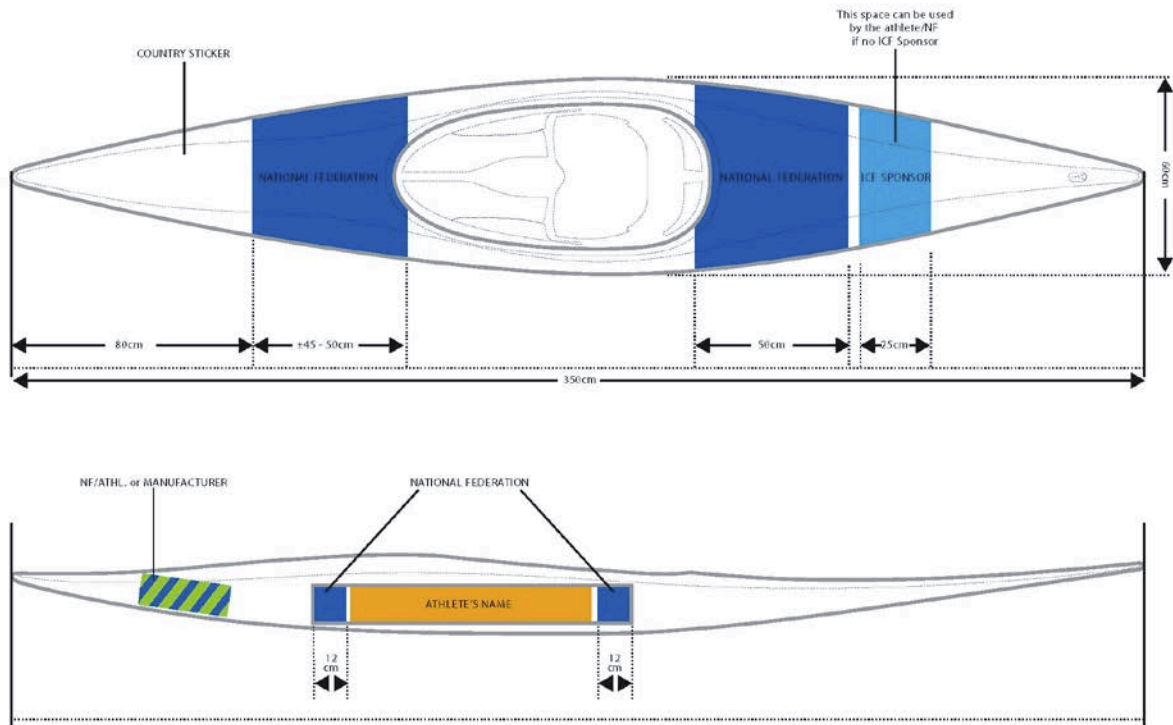
- NF/ATHLETE
- ICF SPONSOR
- NF/ATH/MANUFACTURER
- ATHLETE'S NAME



International Canoe Federation Canoe Slalom C2 Boat

- NF/ATHLETE
- ICF SPONSOR
- NF/ATH/MANUFACTURER
- ATHLETE'S NAME





ICF Sponsor's space can be used by the Athlete/NF if there is no ICF Sponsor (please check with ICF HQ before).

Manufacturer space must not exceed 45 x 10 cm. The athlete/NF can use this space for sponsor if not used for manufacturer logo and accordingly to the agreement between the athlete/NF and the manufacturer

4 – Corporate branding

Boats can be painted with the corporate branding identification of the athlete's sponsor. However, if additional sponsor stickers are added, they must be placed at the reserved spaces as described above.

5 – Paddle and helmet

Paddles and helmet can be used without restriction by the athlete and/or the National Federation.

Helmet: It is recommended to avoid accumulation of stickers (up to three; one at the front and one at each side works well) for the sake of sponsor visibility and to ensure homogeneity. If really needed and after discussion with athletes/NF, the ICF reserves the right to add an ICF logo. Country recognition is welcome.

Paddle: It is recommended to avoid accumulation of stickers. Country recognition is welcome.

