



# ICF BRANDING AT VENUES

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## 2020

# Introduction

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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](mailto: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                               |
| - ICF Advertising on Equipment                           | information about boat stickers and BIB                   |
| - ICF Partners at ICF Competitions                       | rights and visibility of ICF partners at ICF competitions |
| - Various templates (boat stickers, award backdrops),... |   |

# ICF Branding Checklist

The list of items and areas below **must be approved by the ICF before production** and **must include the ICF logo**.

The branding documents need to be sent to the ICF in **EPS and JPG format**.

The ICF retains the right to decide if the branding is ready for printing so please send at least **2 weeks before printing**.

## Mandatory Branding Checklist

- All disciplines
- Flat-water disciplines
- White-water disciplines

Branding	Minimum Size	Template available on NF Area/ Marketing	Remarks
<b>Mandatory for all disciplines</b>			
Competition Logo			
Medal Award backdrop	400x350cm	√	
Finish position			
Mix zone - Interview backdrop		√	
Accreditation		√	<a href="#">Accreditation guideline</a> For further details, contact <a href="mailto:naelle.henderson@canoEICF.com">naelle.henderson@canoEICF.com</a>
ICF Flags			Must be hoisted at Opening/Medal Ceremony. Available for purchase/borrow
Banners			
VIP area			
Competition program & results			
<b>Mandatory for Flat-water disciplines</b>			
Start banner (Flat-water disciplines)			

**Mandatory for White-water disciplines**

Start gate/backdrop (White-water disciplines)		√	ICF logo must represent at least 20% of all backdrop content
Kiss & Cry backdrop	350x200cm	√	
XCSL Start Platform	400x300cm		
BIB		√	

# 1. Mandatory for all disciplines

## 1.1 Competition logo (all disciplines)

The HOC shall produce a competition logo.

This logo must be submitted to ICF for approval in 2 versions (EPS/JPG) **one year before the competition.**

The HOC can ask ICF to help them in the creation of this logo.

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

The *ICF abbreviation*, then the *Discipline*, and finally the *Competition*.

The *Year* can either be placed *first or next to the location*.

E.g.:

2020	ICF	Canoe Slalom	World Championships
2020	ICF	Junior & U23 Canoe Sprint	World Championships
2020	ICF	Canoe Marathon	World Cup
2020	ICF	Masters Canoe Sprint	World Cup



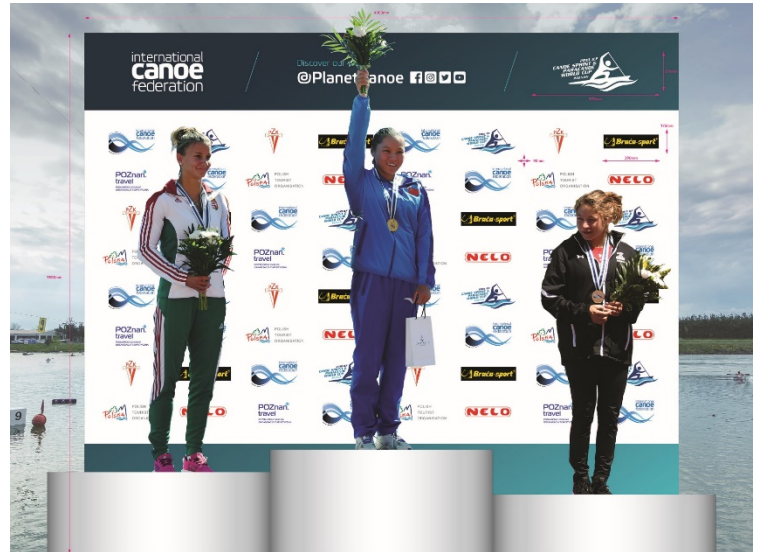
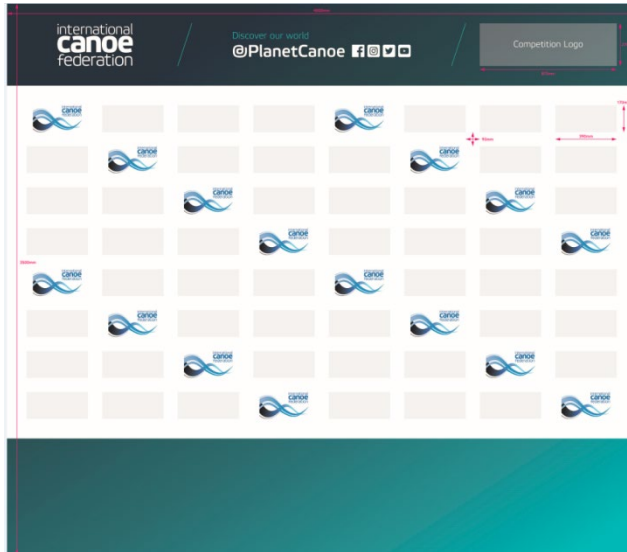
## 1.2 Medal Award Backdrop (all disciplines)

To have a visual impact, dimensions of the backdrop should be no less than 400x350cm with logos that should be more than 45 cm x 25cm.

ICF logo must be visible in several positions.

@PlanetCanoe banner must be included on top of podium backdrops.

### Example Template





## 1.3 Mix Zone – Interview backdrop (all disciplines)

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No minimum size of banner, must include ICF logo.





# 1.4 Accreditations

**PLAYTEX** **NELO** **VAJDA** **Braća-sport**

**COMPETITION SCHEDULE/赛程**

**Thursday 17.10.2019./2019年10月17日周四**  
 K1 Women Junior/ K1女子青年组  
 C1 Men Junior/ C1男子青年组

**Short Distance/短距离**  
 C1 Men and C1 Women/ C1男女组  
 K1 Men and K1 Women/ K1男女组  
 K1 Men Junior/ K1男子青年组

**Friday 18.10.2019./2019年10月18日周五**  
 K2 Women Junior/ K2女子青年组  
 C2 Men Junior/ C2男子青年组  
 C1 Women Junior/ C1女子青年组  
 K1 Women Under 23/ K1女子23岁以下组  
 C1 Men Under 23/ C1男子23岁以下组  
 K2 Men Junior/ K2男子青年组  
 K1 Men U23/ K1男子23岁以下组

**Saturday 19.10.2019./2019年10月19日周六**  
 C1 Women/ C1女子组  
 C1 Men/ C1男子组  
 K1 Women/ K1女子组  
 K1 Men/ K1男子组

**Sunday 20.10.2019./2019年10月20日周日**  
 C2 Men/ C2男子组  
 K2 Women/ K2女子组  
 K2 Men/ K2男子组

绍兴地铁·2019国际划联皮划艇马拉松世界锦标赛暨亚洲锦标赛  
 2019 ICF CANOE MARATHON WORLD CHAMPIONSHIPS & ASIAN CHAMPIONSHIPS

**MEDIA/媒体**

**Qiang WANG**  
 Press/Poto-TV  
 CHN

**王强**  
 新闻/电视拍摄  
 中国

**The Access Zones/通行区**  
 1 Officials' Area/官员区  
 2 Competition Area/竞赛区  
 3 Team Quarters & Areas/运动员区  
 4 TV Areas/电视制作区  
 5 Media Areas/媒体区  
 6 Back of House/后勤区  
 7 VIP Areas/贵宾区

**Shaoxing 2019**  
 international canoe federation

2 4 5 6

The ICF Accreditation Card remains the property of the International Canoe Federation (ICF) for the duration of an event and can be withdrawn at the ICF's discretion. By using this card, I agree to be filmed, televised, photographed and identified during the ICF events.

**The Access Zones**

**1 Officials' Area**  
**2 Competition Area**  
**3 Team Quarters & Areas**

**5 Media Areas**  
**6 Back of House**  
**7 VIP Areas**

**∞ Access to all zones listed above**

The ICF Accreditation Card remains the property of the International Canoe Federation (ICF) for the duration of an event and can be withdrawn at the ICF's discretion. By using this card, I agree to be filmed, televised, photographed and identified during the ICF events.

**international canoe federation**

**FFCK**  
 Fédération Française de Canot/Kajak

**AURAY QUIBERON**  
 TRIATHLON

**QUIBERON**  
 TRIATHLON

**Scit'Arme Quiberon**

**NELO** **Braća-sport** **VAJDA** **PLAYTEX**

## 1.5 Flags

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The ICF's flag should always be on white background and the logo should be hung from left to right.



As a guide, the ICF flag can be printed in the following dimensions:

Ratio	Type	Size
2:3 5:7	Table flags	10 cm x 15 cm <b>15 cm x 21 cm *</b>
1:1	Square Flags	<b>60 cm x 60 cm *</b> 80 cm x 80 cm
2:3	Flags	30 cm x 45 cm 60 cm x 90 cm 90 cm x 120 cm 100 cm x 150 cm <b>120 cm x 180 cm *</b> <b>150 cm X 225 cm *</b> <b>160 cm x 240 cm *</b> 180 cm x 270 cm <b>200 cm x 300 cm *</b>
3:4	Flags	180 cm x 240 cm
3:5	Flags	90 cm x 150 cm 150 cm x 250 cm

\* **Preferred sizes**

All additional dimensions must be approved by ICF.

## 1.6 Banners



international canoe federation

# #PLANETCANOE

## JOIN THE COMMUNITY



## 2. Mandatory for Flat-water disciplines

### 2.1 Start banners

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

In all cases ICF banners must be visible from the start



### 2.2 Finish position

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Finish position must be clearly identified.

ICF logo must be visible at finish position (on water or on the water bank).

### 3. Mandatory for White-water disciplines

#### 3.1 Start gate / Start backdrop / Start Platform (Extreme Canoe Slalom)

The HOC is responsible for production of a start gate or backdrop.

- **START GATE:** If the start position is between two blocks and with slight water flow.

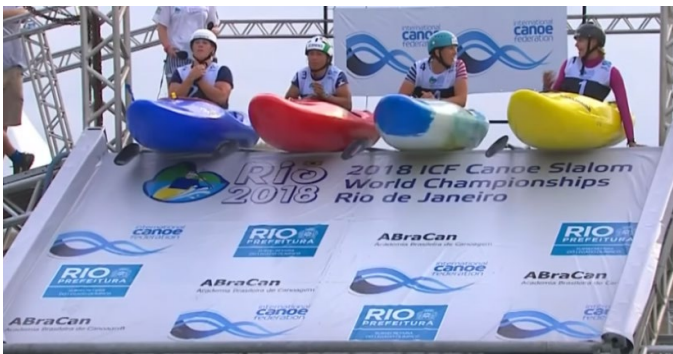


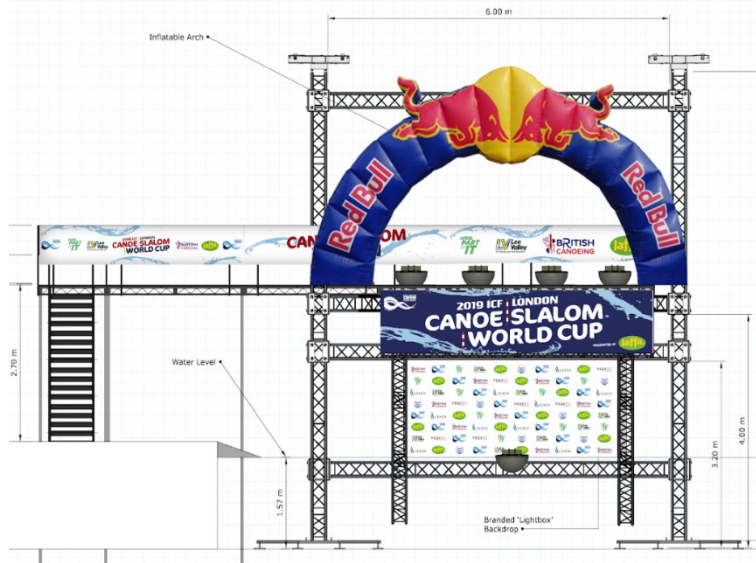
## ICF Branding

- **START BACKDROP:** In all other cases.



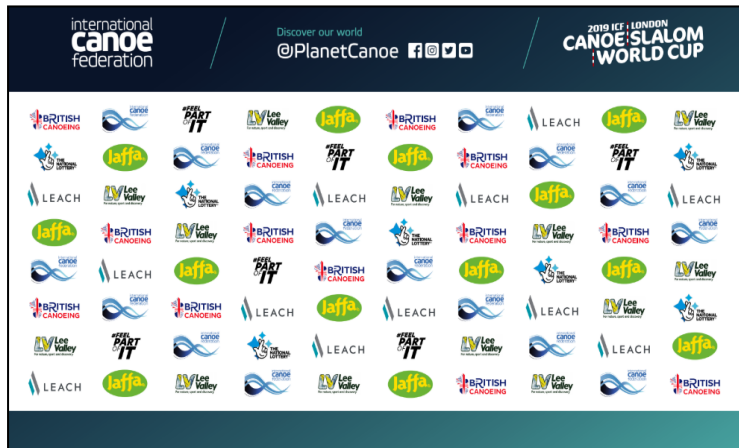
- **START PLATFORM (Extreme Canoe Slalom)**



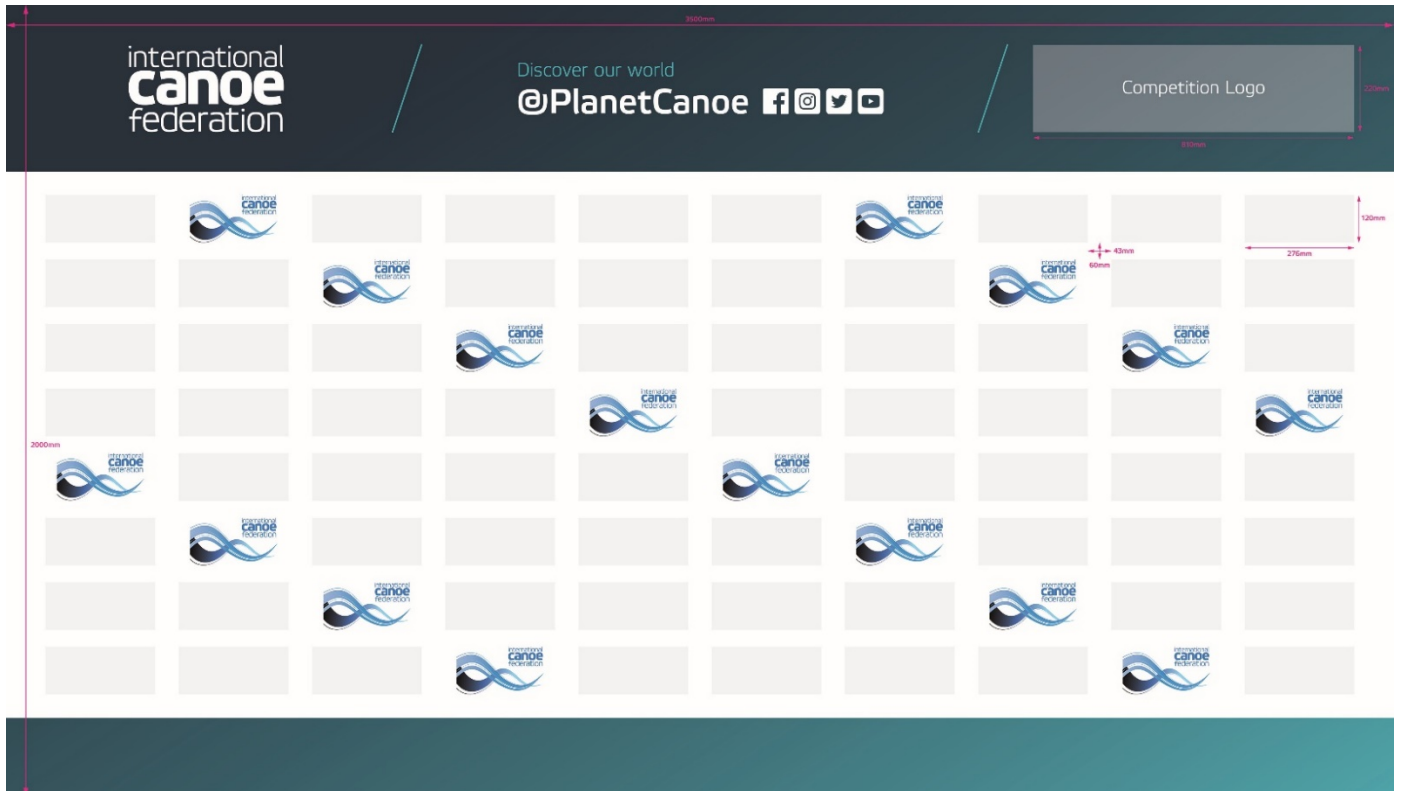


### 3.2 Kiss & Cry backdrop

To have a visual impact on broadcasting/streaming, dimensions of the backdrop should be no less than 350x200cm with logos that should be no less than 45 cm x 25cm.



#### Kiss & Cry Template





### 3.3 Bridges



## 3.4 Finish position

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Finish position must be clearly identified.

ICF logo must be visible at finish position (on water or on the water bank).



## ICF Partners' branding

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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. Partners' logos are available on the ICF website in the National Federation Area.

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