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# ADVERTISING ON EQUIPMENT

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## ICF CANOE SPRINT COMPETITIONS

## Introduction

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

It is thought to be a benefit to have a consistent standard, where possible, across all ICF Competitions. This clarification of space reinforces the athletes' identification, the sponsors' visibility and provides an homogeneous style.

Other guidelines are available on the ICF website in the National Federation area/Marketing

- ICF Look & Style guide use of logo and terminology
- ICF Branding at Venue 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),...

## Athlete's name sticker

The athlete's name sticker must be applied on all boats for ICF Canoe Sprint competitions.

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. The stickers will be checked at the Boat Control.

**It is the participating National Federations' responsibility to provide the stickers to their athletes.**

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

**NEW from 2022: Athlete names stickers have been modified to match the re-formatted TV graphics. The last name is now placed after the initial of first name.**

**L. CARRINGTON** ▲ 6.5 cm (letters = 6 cm)

→  
According to name length

Example of TV graphics



Font	Arial bold capital letters on white background
Designation	Initial of first name + dot + space + last name
Letters height	6 cm
Sticker height	6.5 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 sticker	For K1-2-4, Competitors names will be placed on each side of the boat. The letters on the stickers should be placed just below the cockpit. In all cases the sticker must be as close to the cockpit rim as possible consistent with a good view from the side, with the sticker leveled.

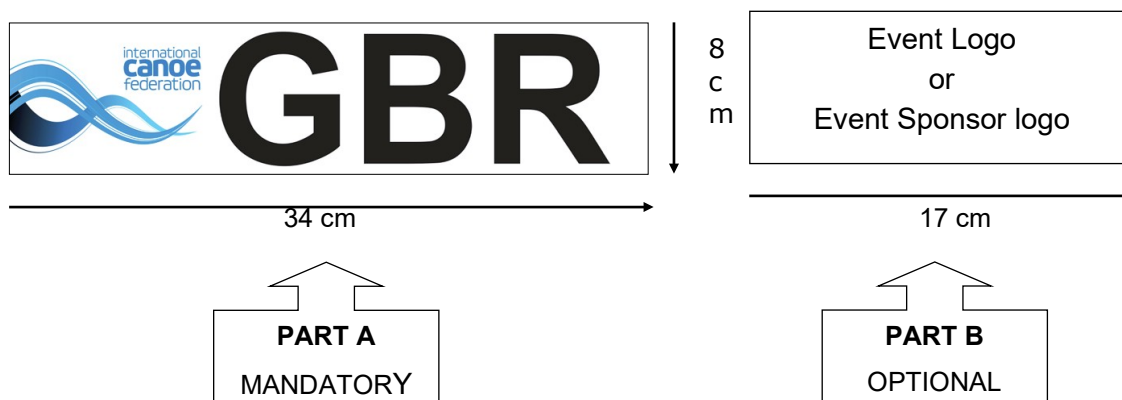
## Country code sticker (NOC code)

The Country code sticker will be applied on all boats and at the same place for each ICF Canoe Sprint competition. The sticker will be checked at the Boat Control.

**It is the participating National Federations' responsibility to provide the stickers to their athletes.**

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

General view of sticker:



### Part A: Mandatory

The Athlete will keep the NOC sticker on the boat for the whole season:

Font NOC Tricode	Arial bold capital letters on white background
Designation	Left: ICF logo
Sticker height	8 cm
Sticker length	34 cm
Letters height	7 cm
Positioning of the sticker	On the deck at the front of the boat on each side of the boat

### Part B: Optional:

An additional space can be used by the HOC at the right of the NOC sticker for the Event logo or Event Sponsor logo. This sticker must be placed no more than one centimeter on the right of the NOC tricode sticker.

Sticker height	8 cm
Sticker width	17 cm

## General layout on boats

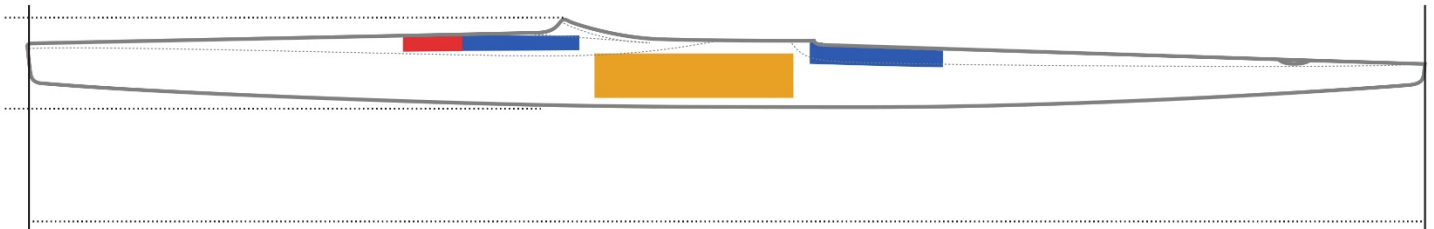
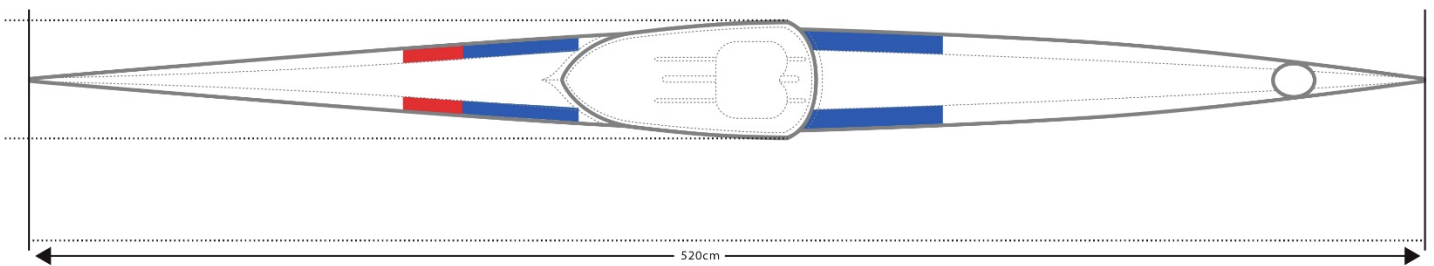
This clarification of space between the different stakeholders reinforces the athlete's identification, the sponsors' visibility, and gives a homogeneous style.

A space for ICF Sponsor is reserved at the back of the boats. If no information is given from the ICF, the NF/Athlete can use this space.



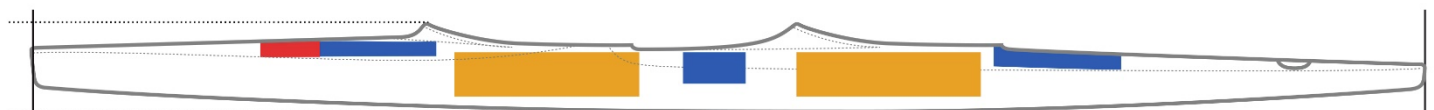
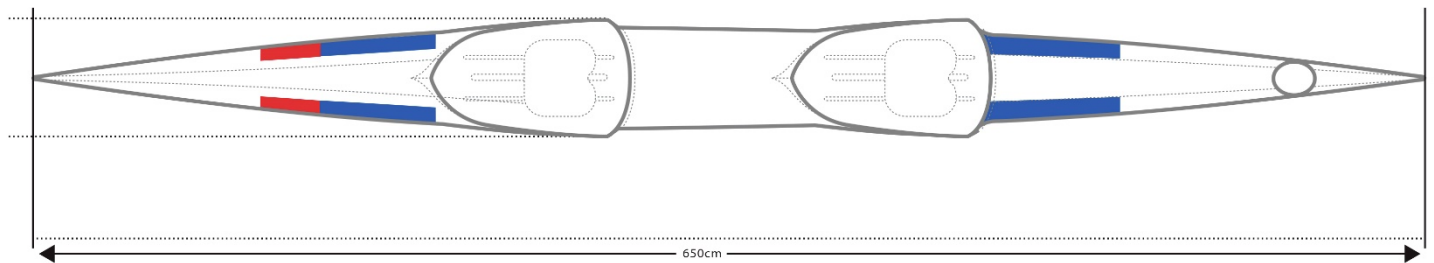
International Canoe Federation  
Canoe Sprint K1 Boat

- NF/ATHLETE
- COUNTRY STICKER
- ATHLETE'S NAME



International Canoe Federation  
Canoe Sprint K2 Boat

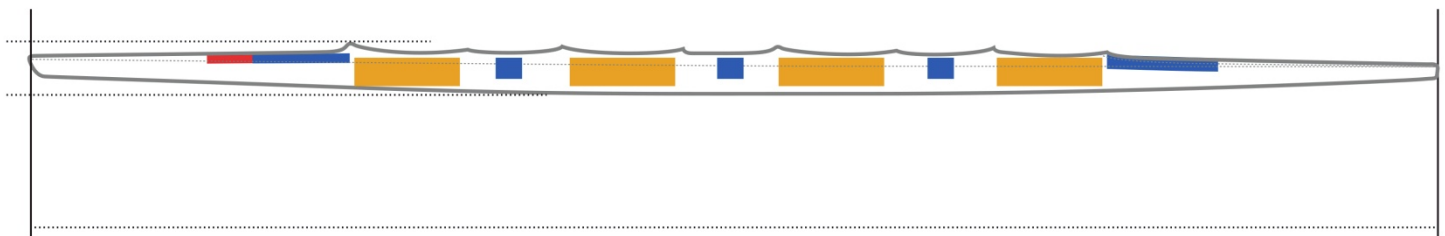
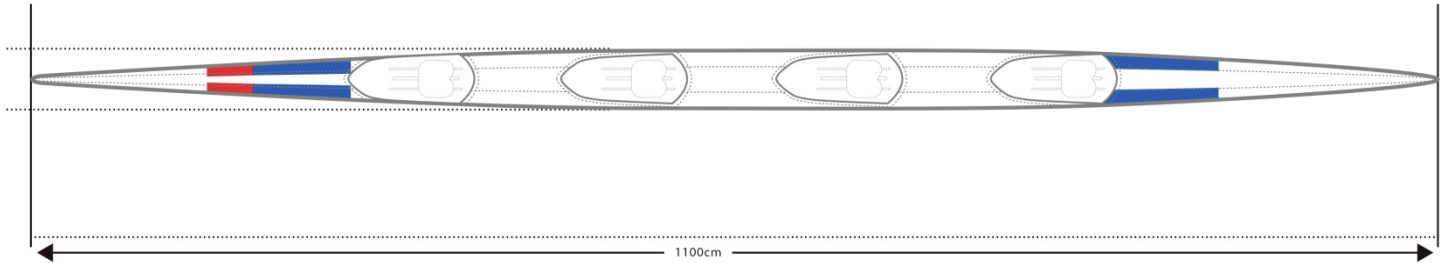
- NF/ATHLETE
- COUNTRY STICKER
- ATHLETE'S NAME





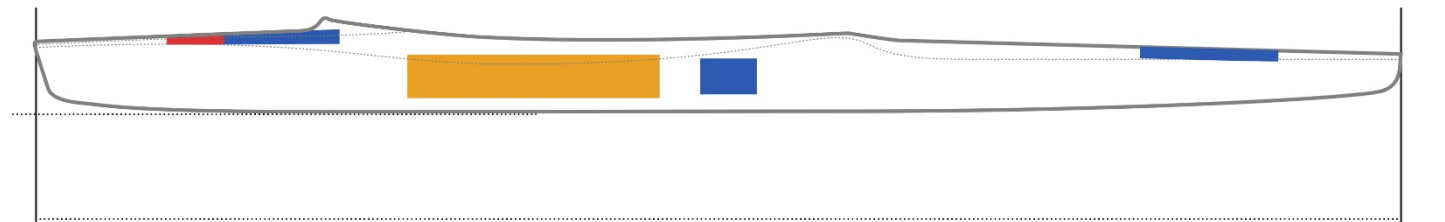
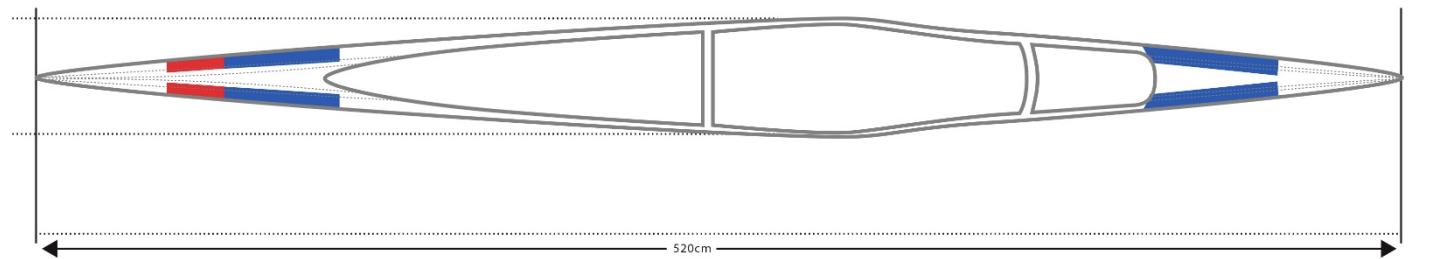
International Canoe Federation  
Canoe Sprint K4 Boat

- NF/ATHLETE
- COUNTRY STICKER
- ATHLETE'S NAME



International Canoe Federation  
Canoe Sprint C1 Boat

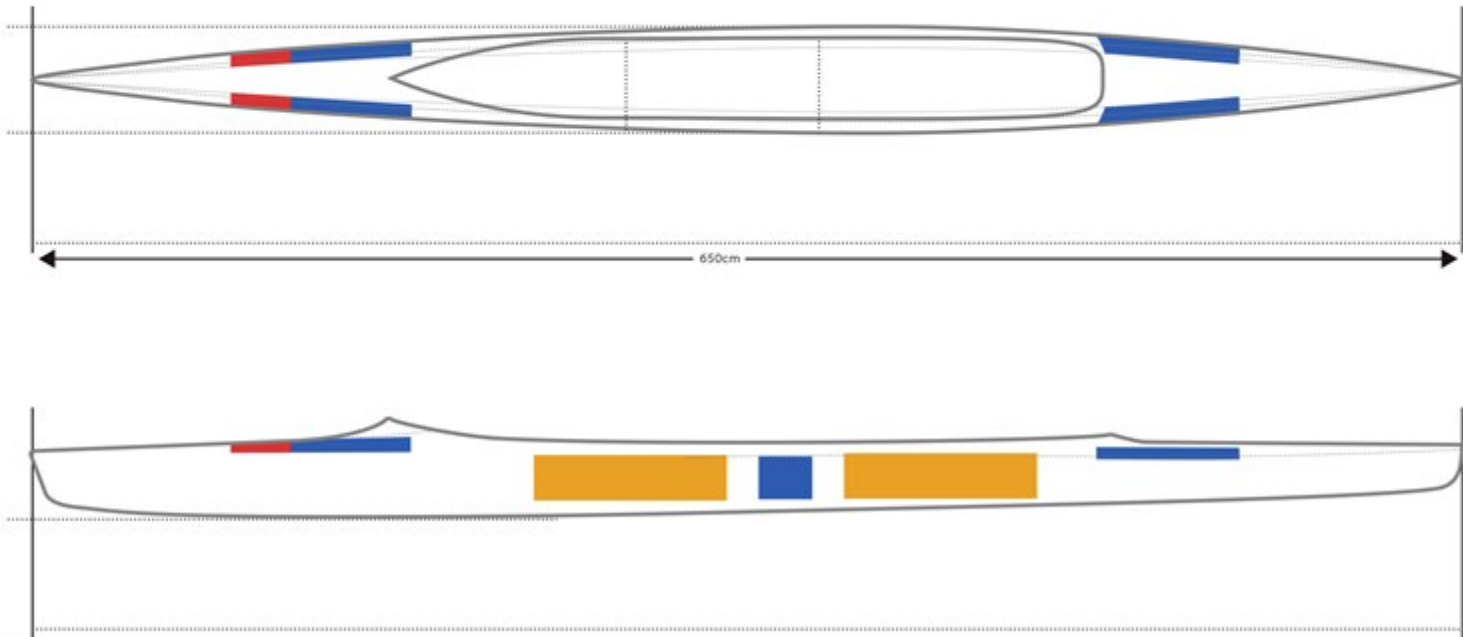
- NF/ATHLETE
- COUNTRY STICKER
- ATHLETE'S NAME





International Canoe Federation  
Canoe Sprint C2 Boat

■ NF/ATHLETE  
■ COUNTRY STICKER  
■ ATHLETE'S NAME



- C2 Front Paddler: Front edge of the sticker 20cm back from inside front of cockpit.  
Rear Paddler: So that the front of the sticker is 1/3 of the cockpit length from the back of the cockpit.

## 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.