IIHF competition branding
Applicable to all official IIHF competition-related communications

International Ice Hockey Federation
Competition brand identity manual

Version 1.00

In this manual

For all enquiries and sign-off:

International Ice Hockey Federation
Brandschenkestrasse 50
Postfach   CH-8027 Zurich
Switzerland

www.iihf.com

Phone   +41 44 562.22.00
Fax   +41 44 562.22.29
Email   marketing@iihf.com

The IIHF Branded House

The IIHF brand architecture brings coherence to official IIHF ice hockey competitions and helps establish the IIHF as the governing body of international ice hockey worldwide.

The IIHF identity builds around the shape of an ice rink, which is the common visual denominator between all identities of official IIHF competitions. The entire IIHF brand architecture adopts this shape as the base of all of its logos - ensuring a clear visual relationship within the IIHF family. The structured use of other design elements such as fonts and colours strengthens this relationship.

This approach will ensure a coherent, recognizable brand throughout all IIHF competitions and IIHF events: a truly branded house.

By following these guidelines you will be able to build an official competition brand that is clearly related to the IIHF. The strength of the IIHF brand will reflect positively on your competition, increasing recognition and visibility.

IIHF Parent Logo

INTERNATIONAL ICE HOCKEY FEDERATION

Top Division Competitions

2012
ICE HOCKEY WORLD CHAMPIONSHIP
FINLAND & SWEDEN
Helsinki - Stockholm

Lower Division Competitions

YEAR	YEAR	YEAR	YEAR	YEAR
ICE HOCKEY WORLD CHAMPIONSHIP COUNTRY Division I - Group A	ICE HOCKEY WOMEN'S WORLD CHAMPIONSHIP COUNTRY Division I - Group A	ICE HOCKEY U20 WORLD CHAMPIONSHIP COUNTRY Division I - Group A	ICE HOCKEY U18 WORLD CHAMPIONSHIP COUNTRY Division I - Group A	ICE HOCKEY U18 WOMEN'S WORLD CHAMPIONSHIP COUNTRY Division I - Group A

Other IIHF Competitions

2012			YEAR
CHALLENGE CUP OF ASIA **INDIA** Dehradun	EUROPEAN **WOMEN** CHAMPIONS CUP	CONTINENTAL CUP	INLINE HOCKEY WORLD CHAMPIONSHIP COUNTRY

Know the players:
The brand assets

The standard competitions

Brand assets - the standard competition logos

Official IIHF regional competitions

EUROPEAN
WOMEN
CHAMPIONS CUP

CONTINENTAL
CUP

Official IIHF InLine Hockey World Championship

YEAR
INLINE HOCKEY
WORLD
CHAMPIONSHIP
COUNTRY

Official IIHF Ice Hockey World Championships at Division level

YEAR
ICE HOCKEY
WORLD
CHAMPIONSHIP
COUNTRY
Division I - Group A

YEAR
ICE HOCKEY
WOMEN'S WORLD
CHAMPIONSHIP
COUNTRY
Division I - Group A

YEAR
ICE HOCKEY
U20 WORLD
CHAMPIONSHIP
COUNTRY
Division I - Group A

YEAR
ICE HOCKEY
U18 WORLD
CHAMPIONSHIP
COUNTRY
Division I - Group A

YEAR
ICE HOCKEY
U18 WOMEN'S WORLD
CHAMPIONSHIP
COUNTRY
Division I - Group A

The standard competition logos
The IIHF will supply standard competition logos for IIHF regional competitions and IIHF Ice Hockey World Championships at division level.

The logos for these competitions are managed and made available in usable formats by the IIHF Marketing Department.

All IIHF standard competition logos are copyright protected, registered trademarks and protected by other relevant intellectual property laws internationally. These IIHF competition emblems should at all times carry the registered trademark ® symbol in the bottom right corner and the graphic specifications in this manual should be respected at all times.
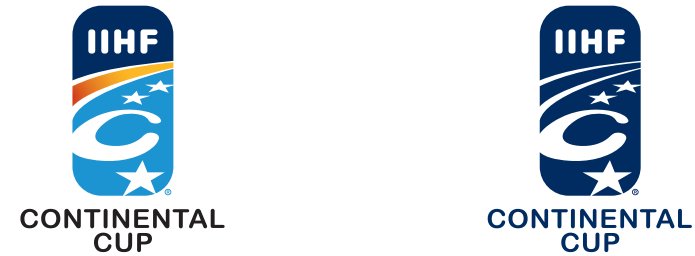
Brand assets - the standard competition logos

Competition logo versions

Competition logo states

Process colour (cmyk)

IIHF Force blue only

Flat

Black only

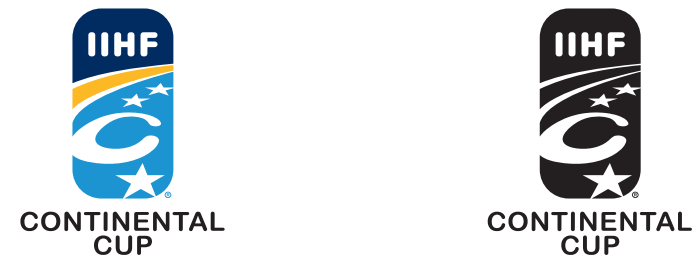**The standard competition logo versions**
The competition logos come in the usual vertical and horizontal versions. For some of the horizontal logos, the font size has been increased to improve the balance.

The standard competition logo states
The competition logos come in prepared states that reflect different reproduction requirements.

The different states are available from the IIHF Marketing Department.

Know the players:
The brand assets
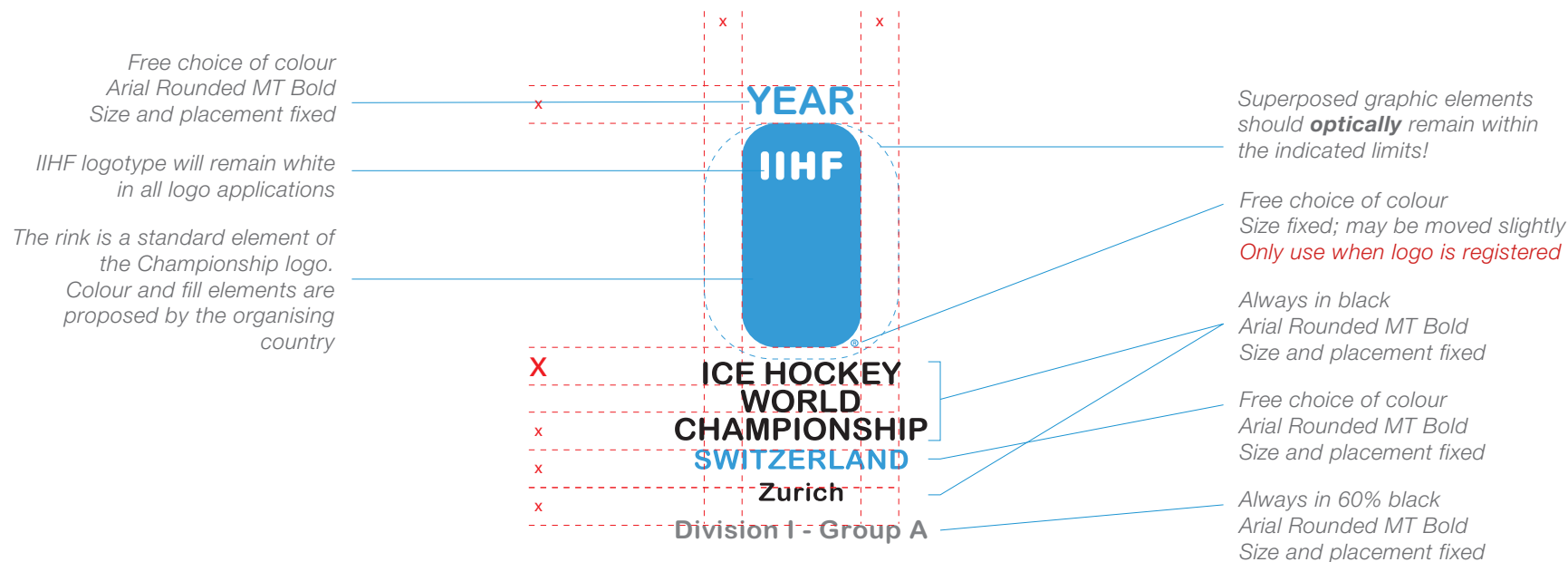
The top-division competitions

Brand assets - the personalised logos

IIHF Ice Hockey World Championship logo template

Free choice of colour
Arial Rounded MT Bold
Size and placement fixed

IIHF logotype will remain white
in all logo applications

The rink is a standard element of
the Championship logo.
Colour and fill elements are
proposed by the organising
country

YEAR

IIHF

ICE HOCKEY
WORLD
CHAMPIONSHIP
SWITZERLAND
Zurich
Division 1 - Group A

Superposed graphic elements
should **optically** *remain within*
the indicated limits!

Free choice of colour
Size fixed; may be moved slightly
Only use when logo is registered

Always in black
Arial Rounded MT Bold
Size and placement fixed

Free choice of colour
Arial Rounded MT Bold
Size and placement fixed

Always in 60% black
Arial Rounded MT Bold
Size and placement fixed

The IIHF Ice Hockey World Championship logo template
Top division IIHF Ice Hockey World Championships are allowed to create their own logo. To assist, the IIHF has established a logo design template to ensure coherency of the IIHF brand worldwide. Prior to use, the logo needs to be presented to the IIHF Marketing Department for approval.

It is always a good idea to protect an original creation and thus register the logo at least at national level. Only in this case can the ®-symbol be placed. Free low-profile protection can be obtained by using the ©-symbol.

On the following page is a logo that has been produced using the above template. This logo is featured throughout the manual as inspiration as to how you can apply your own IIHF Ice Hockey World Championship creations to a wide array of materials.

Brand assets - the personalised logo versions

IIHF Ice Hockey World Championship logo - vertical

IIHF Ice Hockey World Championship logo - horizontal

This logo has been created using the template on the previous page. Logos for top-division events should be prepared in both vertical and horizontal formats and in all relevant colour variations. The logo-template that is available from the IIHF has guides, fixed shapes and editable text elements embedded.

Brand assets - the personalised logo states

IIHF Ice Hockey World Championship logo states

Full-colour tonal

PMS tonal

Grey-scale tonal

Inverse

Full-colour flat

PMS flat

Grey-scale flat

Black flat

This page features a standard set of vertical logo states. The horizontal versions should reflect these states. The digital files of these logo states should be saved as vector files (in .eps or .ai; allowing for unlimited enlargement) as well as single-layer, fixed files (in .jpg) in the definition and colour system needed.

To foresee the different applications and technical issues which you may encounter, it is best to create a full set of logo states at an early stage. Following the above sample set will help you ease the process. The tonal versions are for high quality print reproduction (and on-screen) while the flat versions ideal for lower quality print reproduction techniques. On-screen versions should always appear in tonal color (RGB, supplied as .jpg files).

Design inspiration

Personalized competition emblem samples

Creation of the symbols in the logo
When creating the emblem for your logo, please keep the following in mind:

- Strictly follow the IIHF logo templates
- Include elements that relate to hockey, the venue or the host culture
- Think about influences on logo usage - e.g. successful printing and embroidery
- Choose simple, strong images
- Limit the number of colours used - fewer is better
- Preferably use flat colours without shading or colour gradations
- Be sensitive to other cultures and religions
- **Submit your designs to the IIHF Marketing Department well in advance of use. This will help with optimization of your logo and ease the approval process.**

Please avoid:
- Elements from photographs or imported images
- Images that have small details and fine lines as these are difficult to reproduce
- An extended colour palette or metallic colours
- Infringing copyrights when choosing images.

Brand assets - IIHF base colours

1	**1**	**1**	**1**	**2**	**2**	**2**	**2**	**2**
IIHF Passion	**IIHF Force**	**IIHF Victory**	**IIHF Heritage**	**IIHF Men***	**IIHF Women**	**IIHF U20**	**IIHF U18**	**IIHF WU18**
PMS 485® + 15% PMS 282® (or 15% black in CMYK)	PMS 282®	PMS 7461®	PMS 661®	PMS 282®	PMS 215®	PMS 166®	PMS 364®	PMS 2602®

Process colour values (CMYK)

0/97/100/15	100/68/0/54	78/28/0/0	100/69/0/9	100/68/0/54	0/100/35/27	0/64/100/0	65/0/100/42	63/100/0/3

RGB-colour values (on-screen; Adobe® Photoshop value indications)

206/33/31	0/45/98	21/149/211	0/84/159	0/45/98	182/0/80	245/123/32	54/124/43	121/40/140

Hexachromic colour values (web; Adobe® Photoshop value indications)

#CE211F	#002D62	#1595D3	#00549F	#002D62	#B60050	#F57B20	#367C2B	#79288C

	IIHF Decision	Black	CMYK 0/0/0/100; RGB 0/0/0; HEXA #000000
	IIHF Justice	White	CMYK 0/0/0/0; RGB 255/255/255; HEXA #FFFFFF

* Note: IIHF Men (secondary colour) is the same as IIHF Force (primary colour).

The IIHF colours

All IIHF standard logos have been created using a combination of official IIHF colours (1 = primary colour; 2 = secondary colour).

When designing your logos, we advise you to focus on this official colour palate, to bring coherency and IIHF brand value to your event.

Logo states featuring only a secondary colour should use the colour related to the relevant competition, which should be the main colour of the logo, or the IIHF category.

All standard competition logos come with a white background frame around the emblem.

* Note: IIHF Men (secondary colour) is the same as IIHF Force (primary colour).

Brand assets - graphic support elements

**Global movement and agility - the swishes**
The main attributes of the sport are expressed in the form of swishes and skate marks. Speed and agility are clearly represented when using the element.

The swish should ideally be coloured in the light blue tints embedded in the original graphic file, with the skate marks in white and grey - or a colour that coincides with the rest of the design.

A combination of the light blues tints, with one of the swishes in another corporate colour (primary or secondary), is also possible. The swish file may be applied in a blend-mode, preferably the 'multiply' option (the swish file is placed onto your design backgrounds, which will cause the light blue colour of the swish file to blend with the background colour; applying the swish in this manner, will assure the swishes will stay visible as a graphic element.

Under no circumstances may the shapes be redrawn.

(To the right of the full view of the swish-graphic, a framed detail is shown)
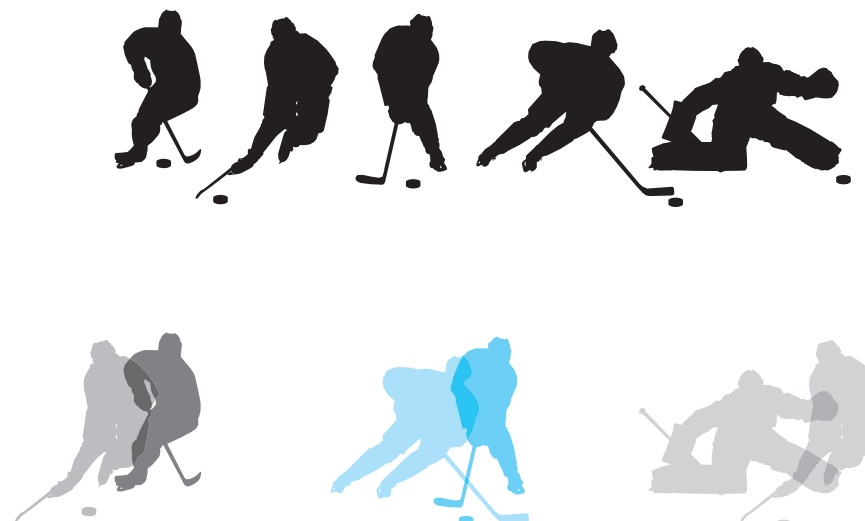
IIHF Heroes
A set of ice hockey player silhouettes has been created to represent the actual actors and heroes of the game. The individual figures can be combined in order to create dynamic snapshots that look like they have come straight out of a game. Transparencies of colours will keep the individual players clearly identified, and make them appear more dynamic.

Combinations of players should of course only show one single puck; the digital files allow for variations in placing, colouring and transparency. Sets of two players work best; always produce natural-looking scenes of duelling ice hockey opponents.

Under no circumstances may these figures be adjusted, turned or mirrored - this would cause incorrect ice hockey positions.

Brand assets - corporate type

Arial Rounded MT Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 éèëïüöäáß

Helvetica Neue 65 Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 éèëïüöäáß

Helvetica Neue 45 Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 éèëïüöäáß

Helvetica Neue 75 Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 éèëïüöäáß

Arial Rounded
This type has been used to set the IIHF logotype, although the IIHF parent logo files are only available with the outline versions of the type.

Arial Rounded is further used in the date and venue descriptions of all official IIHF World Championship logos. This information is set according to strict indications available in the templates. Arial Rounded is NOT used anywhere else.

Helvetica Neue
All official, professionally printed communication pieces communicating the IIHF brand are set in one of the weights of the Helvetica Neue family.

Running texts are set in Helvetica Neue 45 Light, in general at a 70% tint of black. The italic version (Helvetica Neue 46 Light Italic) can be used to highlight certain texts but the use of italics should stay low key in order to keep a visual balance in the texts.

Medium (65) and Bold (75) can be used to emphasize texts and titles. No strict rules are to be followed concerning these. Italic versions may be used sparsely and in general italics are not used in titles.

Any of the other weights (ultra light, thin, roman, heavy) may be used as well, taking into account that there should be sufficient visual difference between highlights in texts. Helvetica Neue Ultra Light and Thin should only be used for larger titles due to its fragile character at smaller sizes.

Type should not to be stretched, squeezed, pulled, nor should any text decoration effects be used (e.g. shadow, 3dimensional effects, pattern fills, etc).

Arial
Helvetica Neue may be replaced by Arial in office applications (e-mail, MS Word, Excel and Powerpoint), e.g. in your IIHF competition-related correspondence.

Know the rules:
Brand fairplay

Brand assets - logo clear space

IIHF Ice Hockey World Championship logo clear space

Optimal clear space

50% of height of 0

All blue cartridges are 100% of emblem

Red cartridges are 50% of emblem
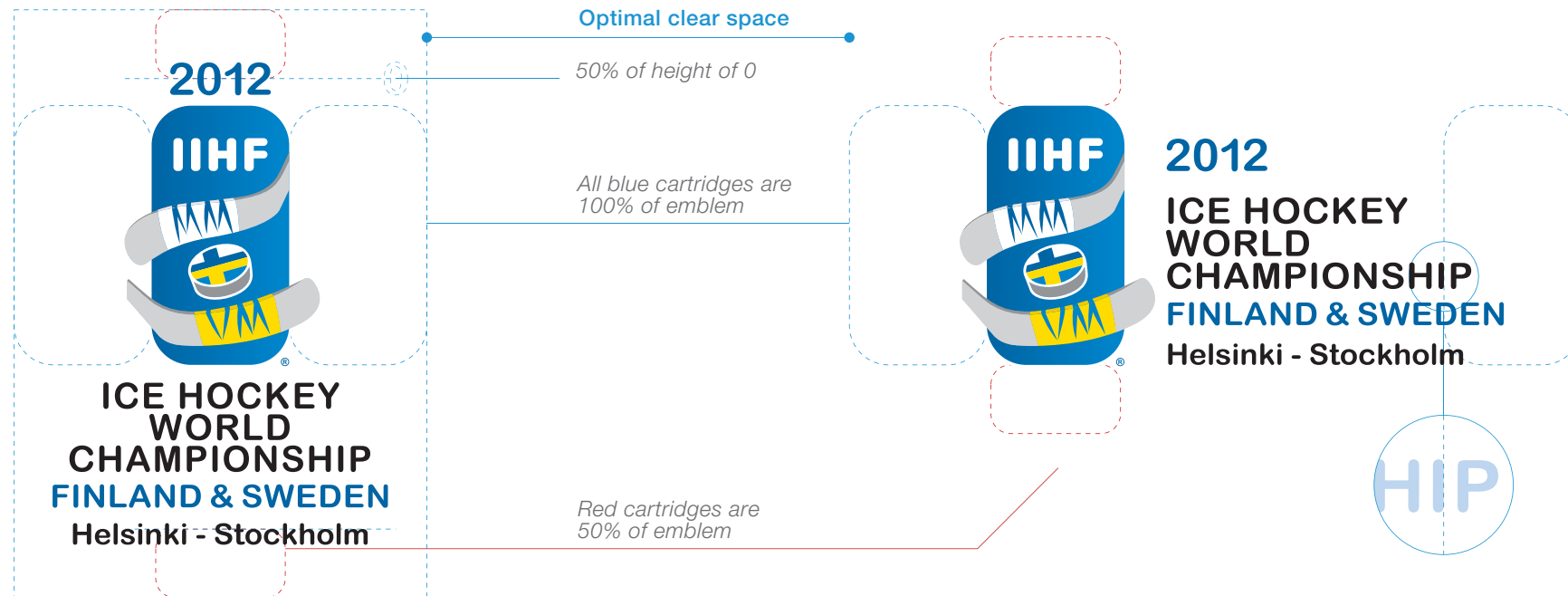
To ensure your logos are communicating effectively, it is important that you respect some simple white space rules. These rules give you the opportunity to keep the background of your logos free of any non-competition related visuals.

Any branding element that is directly related to the competition (colour, shape or imagery) or the IIHF brand (secondary branding elements) can enter the clear space, but anything unrelated to the competition could disturb the interpretation of the logo (or brand) and thus is to be kept outside of the indicated clear space limits.

Brand assets - minimal logo dimensions

Minimal sizes for official IIHF competition logos

All printing qualities

*Emblem
min. 15 mm*

All printing qualities

*Emblem
min. 15 mm*
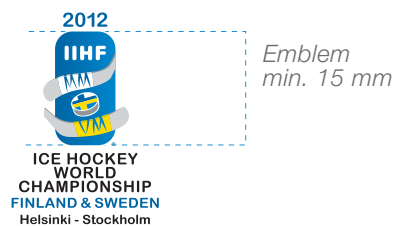
To ensure the clarity of the official IIHF competition logos when used in a small
format, all elements should obey the above rules to ensure clarity.

Brand assets - minimal logo dimensions

Special occasion only mini logos

High quality printing

Emblem
min. 10 mm

Minimal dimensions

Low and flexible quality printing

Emblem
min. 15 mm

Minimal dimensions

Occasionally, an out-of-the-ordinary version of the official IIHF competition logo is needed (pins, on a pen, as a holographic seal etc). Such logos will need all the basic competition information as per the above samples. Whilst minimal dimension rules apply, the length of texts may sometimes result in elements being smaller than allowed by the guidelines. If this is the case, please ensure that the logo is as large as possible to allow high quality reproduction.
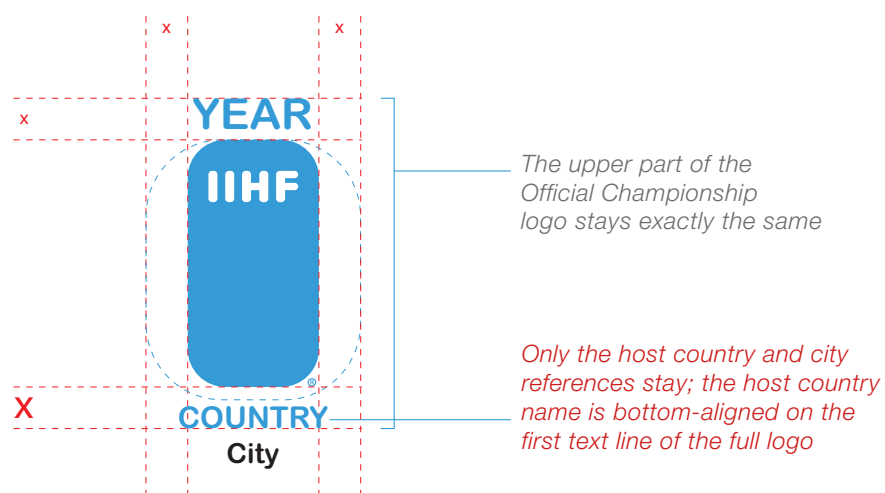
In order to accomodate for use on items with only compacted space available, the logo may be composed differently maintaining the reading right order of the elements, and taking into account the above rules for dimension of the emblem.

2012 **ICE HOCKEY WORLD CHAMPIONSHIP** FINLAND & SWEDEN

2012 **ICE HOCKEY WORLD CHAMPIONSHIP** FINLAND & SWEDEN

Brand assets - condensed logo

IIHF Ice Hockey World Championship condensed logo template

IIHF Ice Hockey World Championship logo, mini logo and condensed logo

The emblem is exactly the same as in the official competition logo; the text block information is reduced and moved up

YEAR

IIHF

COUNTRY
City

The upper part of the Official Championship logo stays exactly the same

Only the host country and city references stay; the host country name is bottom-aligned on the first text line of the full logo

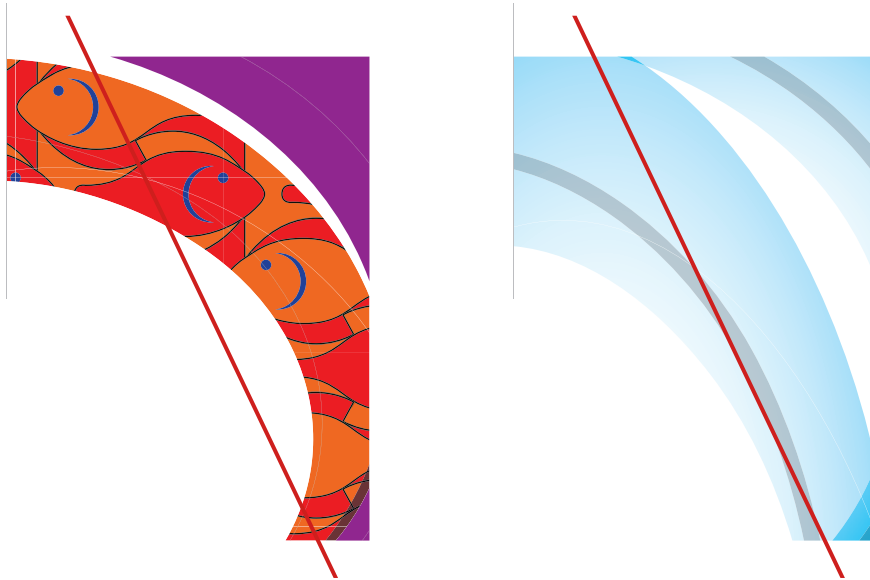**IIHF Ice Hockey World Championship condensed logo template**
We have created a condensed logo template for smaller applications where the detailed mini version (page 19) cannot be used due to the reproduction technique.

2012

IIHF

ICE HOCKEY WORLD CHAMPIONSHIP
FINLAND & SWEDEN
Helsinki - Stockholm

2012 FIN & SWE

IIHF

2012

IIHF

FINLAND & SWEDEN
Helsinki - Stockholm

Brand assets - the graphic support elements

Do not apply only 100% of one color.

Do not repeat shapes.

Avoid creating unclear shapes or intersections.

Do not use patterns.

Do not apply outlines.

Avoid to-white gradations.

Do not use different scales.

Compliant use of the graphic support elements
The graphic elements help evoke the spirit of professional ice hockey and its inherent attributes (speed, agility, passion etc). It is important that this is respected when handling these elements.

Do not fill shapes with a pattern or too many colours.

Do not emphasize the skate marks too much.

Do not rescale or move parts of the element.
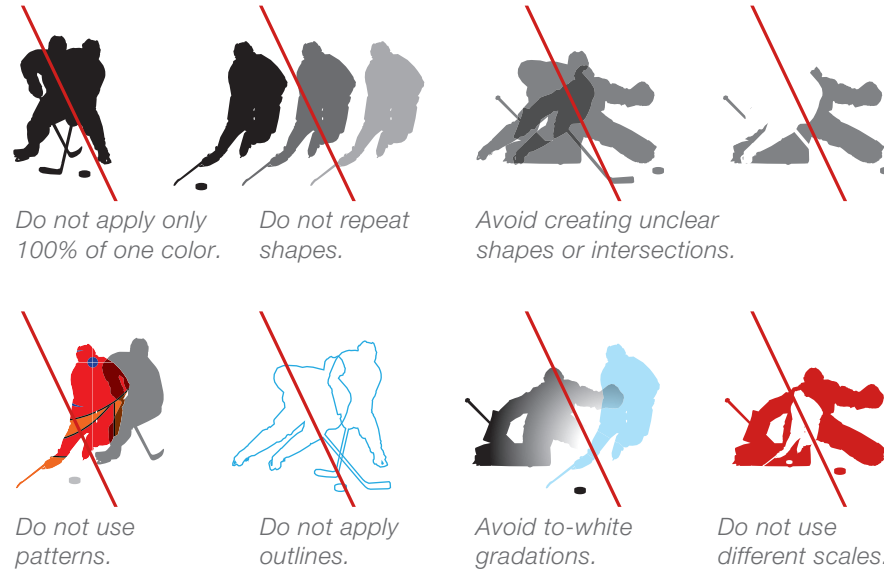
Alongside the recommendations above, please use ice hockey heroes sparingly.

For appropriate use of both elements, please refer to the different illustrations throughout this manual.

Building your event:
Implementing the brand

Publications

Environmental graphics

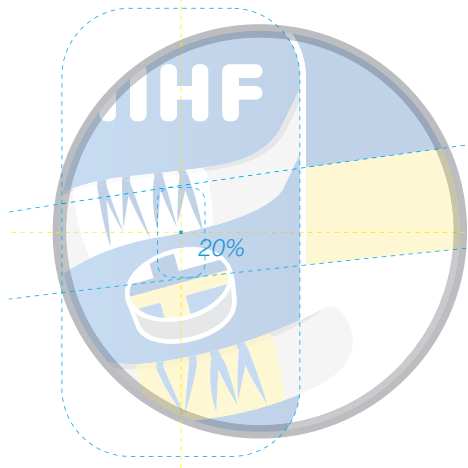# Using the standard IIHF publication templates

20%

Vertical logo placement on the document crease line:
*The logo is placed **centred on the crease line**; the height of the crease line in the place where the logo should sit is close to **20% of the logo cartridge**.*

The crease-line publication cover template
These are digital templates which allow the upper and lower areas on these covers to be enlarged or reduced, respectively. The crease line may be moved vertically to level A, B or C along with the IIHF competition logo.

The background areas may be filled with either a photo, illustration or with colour. The crease line may be filled with another colour or gradient, and in a translucent fashion if wished, however no pattern or image fills are allowed.

25% document height

A

B

C

50% document height

25% document height

Emblem width: *10% of document width*

2012
IIHF
ICE HOCKEY WORLD CHAMPIONSHIP
FINLAND & SWEDEN
Helsinki - Stockholm

Crease line

Left and right margins:
6% of document width
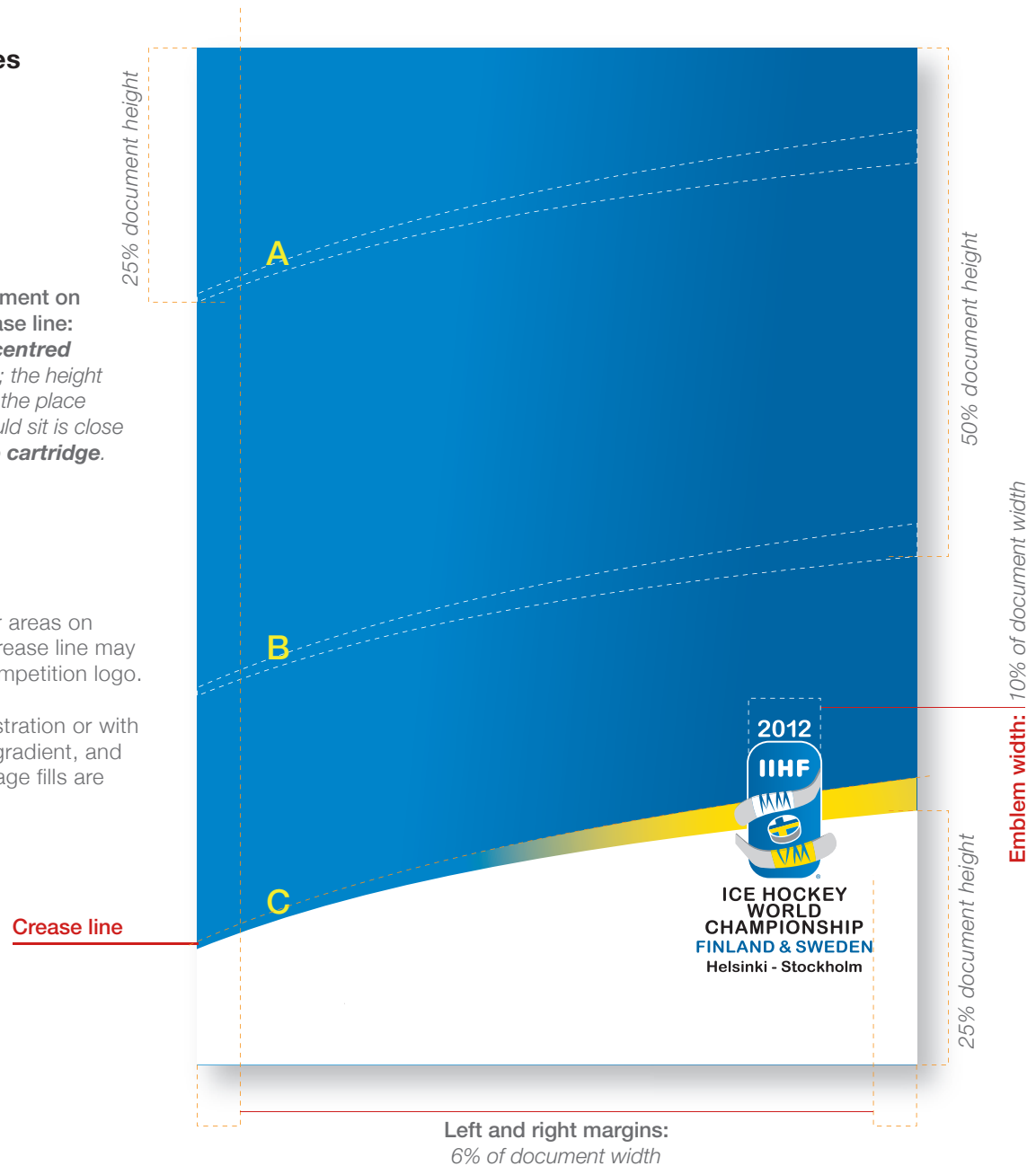
The IIHF Poster Template

The IIHF brand is also built through collateral expressions. In order to build the brand in a more coherent and managed way, the IIHF has de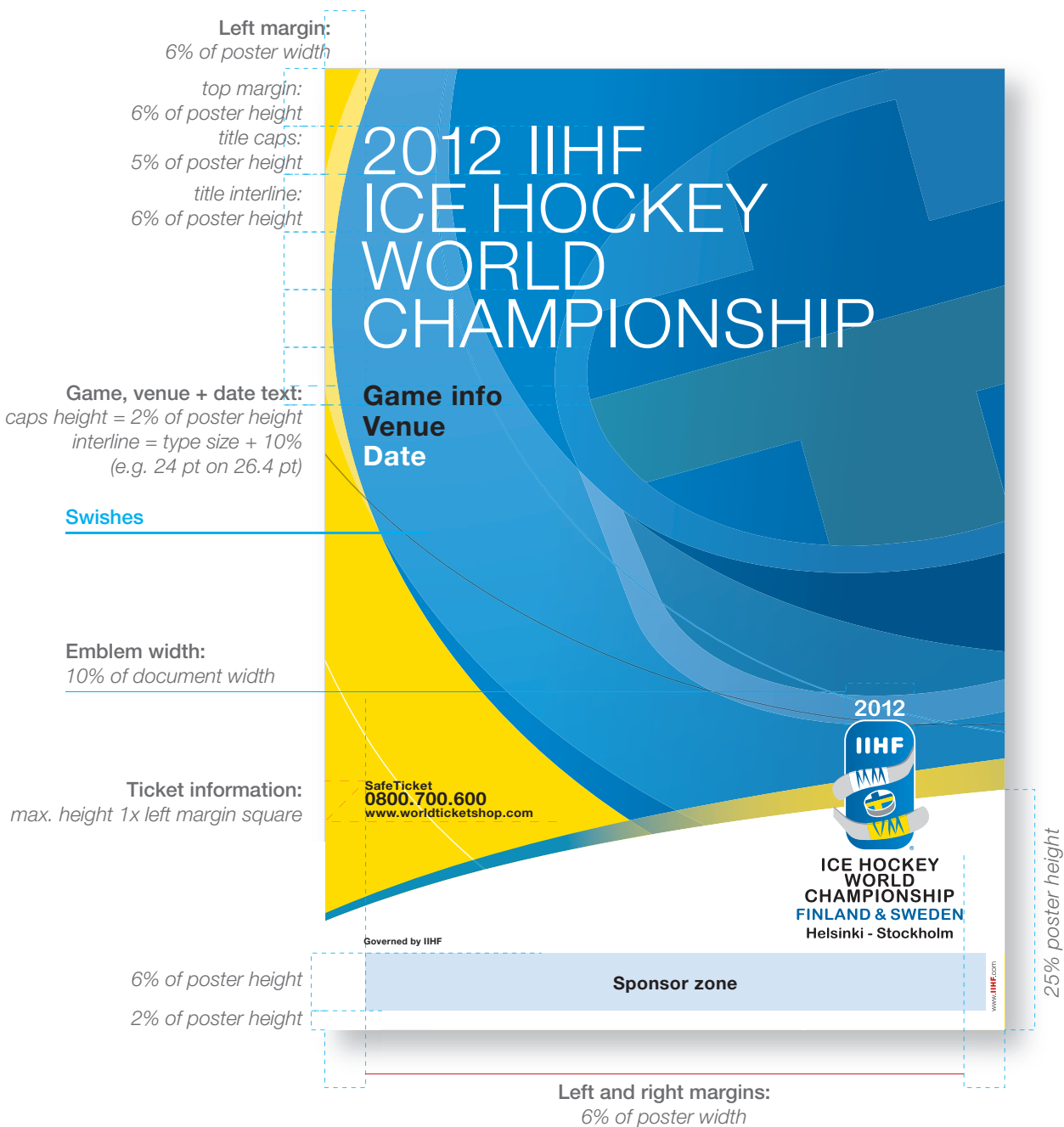cided to publish simple, primary rules for posters, publications etc. These rules also include guidelines for the application of sponsor logos.

The basic elements of the publication guidelines are:
- the IIHF crease line stretching from left to right,
- the use of the swish brand element,
- image- and white areas,
- logo size and placement,
- text placement, style and basic sizes.

In addition to these graphic elements, there are logos, imagery, sportive feel etc. that help make a publication fit into the IIHF family.

Left margin:
6% of poster width

top margin:
6% of poster height
title caps:
5% of poster height

title interline:
6% of poster height

**2012 IIHF
ICE HOCKEY
WORLD
CHAMPIONSHIP**

Game, venue + date text:
caps height = 2% of poster height
interline = type size + 10%
(e.g. 24 pt on 26.4 pt)

**Game info
Venue
Date**

Swishes

Emblem width:
10% of document width

2012

IIHF

Ticket information:
max. height 1x left margin square

**SafeTicket
0800.700.600**
www.worldticketshop.com

**ICE HOCKEY
WORLD
CHAMPIONSHIP
FINLAND & SWEDEN**
Helsinki - Stockholm

www.**IIHF**.com

Governed by IIHF

6% of poster height

2% of poster height

Sponsor zone

25% poster height

Left and right margins:
6% of poster width

Using the standard IIHF publication templates

Top margin:
10% of document height
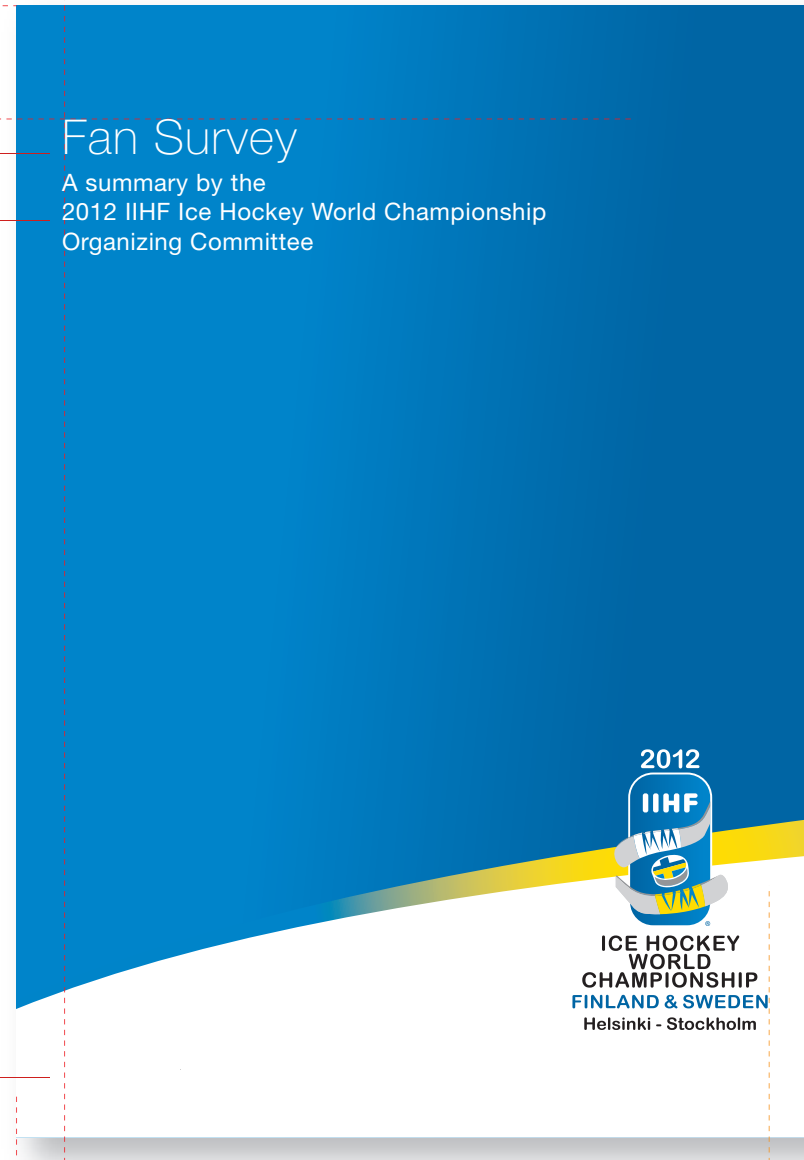
Helvetica Neue 35 Thin
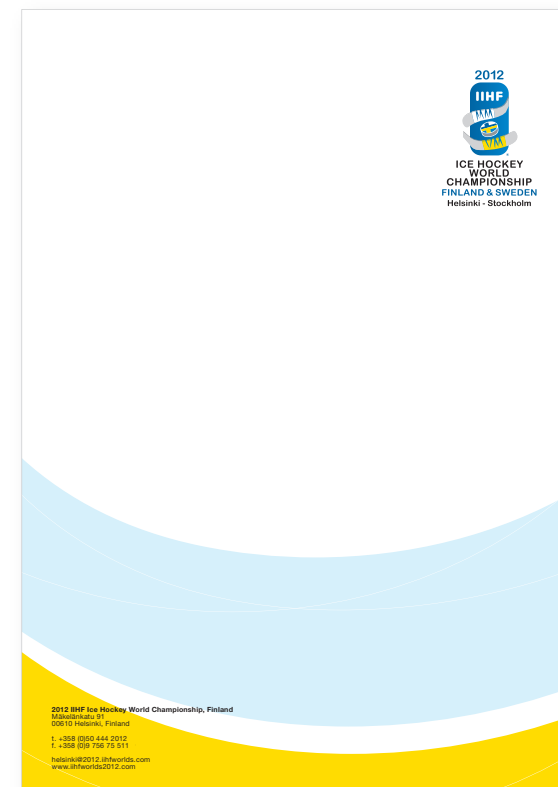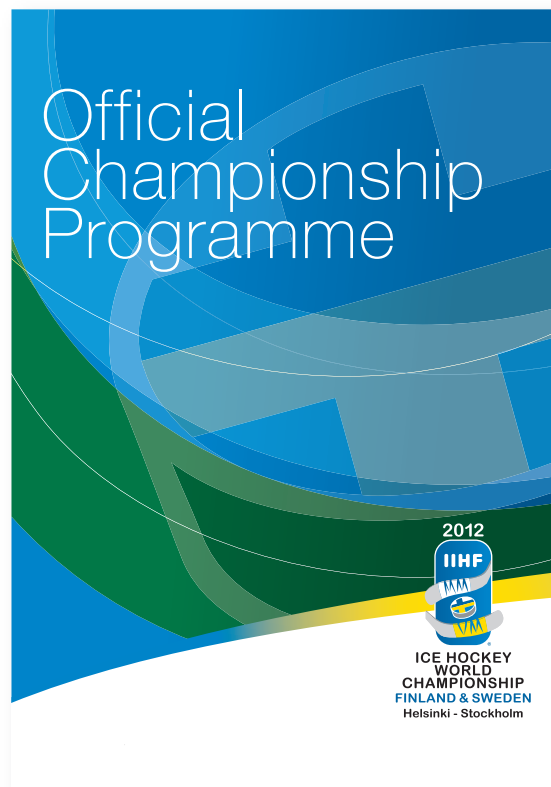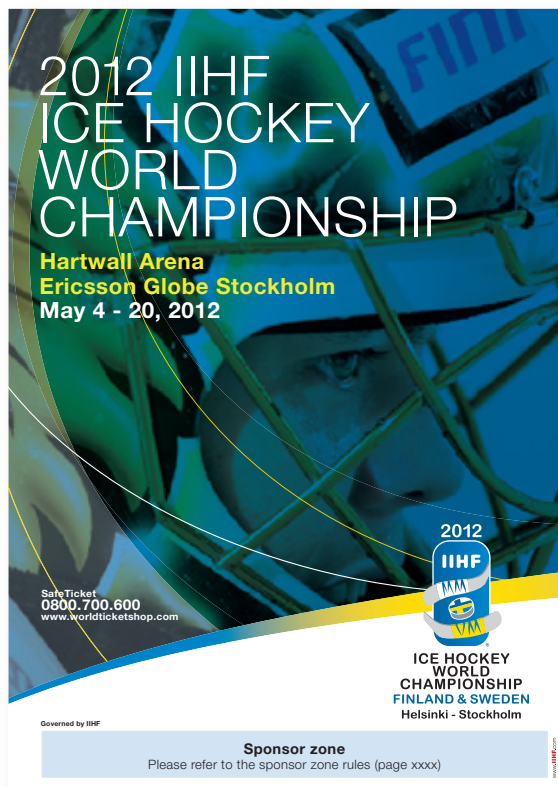
Helvetica Neue 55 Roman

Placing text on the covers is also regulated - mainly through margin and typeface recommendations.

Fan Survey
A summary by the
2012 IIHF Ice Hockey World Championship
Organizing Committee

2012
IIHF
ICE HOCKEY WORLD CHAMPIONSHIP
FINLAND & SWEDEN
Helsinki - Stockholm

Left and right margins:
6% of document width

2012 IIHF
ICE HOCKEY
WORLD
CHAMPIONSHIP
Hartwall Arena
Ericsson Globe Stockholm
May 4 - 20, 2012

SafeTicket
0800.700.600
www.worldticketshop.com

2012
IIHF

ICE HOCKEY
WORLD
CHAMPIONSHIP
FINLAND & SWEDEN
Helsinki - Stockholm

Governed by IIHF

Sponsor zone
Please refer to the sponsor zone rules (page xxxx)

Official
Championship
Programme

2012
IIHF

ICE HOCKEY
WORLD
CHAMPIONSHIP
FINLAND & SWEDEN
Helsinki - Stockholm

2012
IIHF
ICE HOCKEY
WORLD
CHAMPIONSHIP
FINLAND & SWEDEN
Helsinki - Stockholm

2012 IIHF Ice Hockey World Championship, Finland
Mäkelänkatu 91
00610 Helsinki, Finland

t. +358 (0)50 444 2012
f. +358 (0)9 756 75 511

helsinki@2012.iihfworlds.com
www.iihfworlds2012.com

Publication templates - samples of use of poster, official championship programme and letterhead.

Personalised stadium banners

Stadium banners
Exterior or interior stadium decoration also uses the graphic branding elements and competition logo to the full extent.

The banner on the left shows that the width of the cartridge in the competition logo is a third of the width of the banner it is placed on.

Blue cartridges are 100% of emblem

Red cartridge is 50% of emblem

Red cartridge is 50% of emblem

Align visually with Championship as placed on event banners

2012

IIHF

ICE HOCKEY
WORLD
CHAMPIONSHIP
FINLAND & SWEDEN
Helsinki - Stockholm

Players' bench and penalty booth; the press backdrop

The players' bench and penalty booth
An endless banner is based on existing templates in which the relevant competition logo is placed and repeated to create an attractive pattern. It is recommended to use three rows to cover the relevant area, spacing the individual rows so that a diagonal pattern results (chevron effect - see image to the bottom-right).

Graphic elements may be used on the dark bar, between logos.

The press backdrop (next page)
The press backdrop features a repetitive pattern to ensure that a competition logo is visible in all media shots.

It is based on a template in which the relevant competition logo can be placed in combination with the IIHF emblem and/or sponsor logos. The background should remain white to maximise visibility.

*Blue cartridges are
100% of emblem*

Using the Championship logo on apparel

2012
IIHF
ICE HOCKEY
WORLD
CHAMPIONSHIP
FINLAND & SWEDEN
Helsinki - Stockholm

*Condensed logo on the front
of a baseball cap*

Use on apparel
Your competition logo may also be used on officially licensed apparel. Here are a few rules relating to the design of apparel:

-   Always keep the logo elements together
-   Assure that the best possible quality for reproduction is obtained
-   Do not use a large logo that wraps around or is partially hidden
-   Be aware that a printed logo does not run over a seam; an embroidered logo may do so only when the quality of the logo is assured

-   Use a logo on one single colour of textile (the apparel may be composed of different colours if you choose so); different colours may be printed in the background
-   Ensure that all elements of the logo are in sharp contrast to the colour of the textile, to ensure visibility
-   Logo white spaces do not have to be respected due to the nature of apparel though do respect the integrity of the logo(s) placed on the item.

Quick reference logo-file & reproduction-process card

This page gives you a quick overview of which logo state to supply when you are producing your communication piece.

	Full colour tonal (1=CMYK) (2=RGB) (3=PMS)	Flat colour (1=CMYK) (3=PMS)	Black only	Greyscale tonal	Greyscale flat
Printing					
Four-colour/digital	● (1)				
Two-colour		●	●		
One-colour			●	●	●
Silk-screen	● (1,3)	● (3)	●	●	
On-screen					
Electronic media	● (2)				
Word processing	● (2)		●	●	
Web	● (2)				
Television	● (2)				
Other					
Embroidery		●	●		●
Embossing/debossing			●		
Etching/engraving			●		
Holography				●	

To guarantee quality reproduction, do supply .eps or .ai files or highly defined .jpg (.jpeg) files.