

# The IIHF brand

Applicable to all official Federation-related communications

**International Ice Hockey Federation**

Corporate brand identity manual

Version 1.00



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## ID use quick reference card

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# The IIHF Branded House

IIHF Parent Logo



Top Division Competitions



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.

Lower Division Competitions



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.

Other IIHF Competitions



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## Brand assets - the logos



### The parent logo

The IIHF parent logo consists of a carefully balanced combination of the IIHF emblem with the IIHF logotype.

This base logo is to be used only as described in this manual.

### The IIHF emblem

A secondary logo features the IIHF emblem only.

**This secondary logo should only be used when necessary - e.g. due to space restrictions, formatting etc.**

**IIHF**

### The word mark

**Use of this logo is limited; in no case may this logo represent the IIHF brand on printed pieces.**



### The combined mark

The two components of this mark should only be combined as above.

**Use of this logo is limited; in no case may this logo represent the IIHF brand on publication covers.**

**All IIHF logos are copyright protected, registered trademarks and protected by other relevant intellectual property laws internationally, and may therefore not be changed or modified. The IIHF emblem should at all times carry the registered trademark ® symbol in the bottom right corner and the graphic specifications in this manual should at all times be respected. All logos are available as digital files.**

## The official logo states



**INTERNATIONAL  
ICE HOCKEY  
FEDERATION**

*Flat colour version  
(3 PMS colours + black)*



**INTERNATIONAL  
ICE HOCKEY  
FEDERATION**

*Black only  
(IIHF Decision)*



**INTERNATIONAL  
ICE HOCKEY  
FEDERATION**

*PMS 282 only  
(IIHF Force)*



*Flat colour version  
(3 PMS colours + black)*



*Black only  
(IIHF Decision)*



*PMS 282 only  
(IIHF Force)*

### IIHF parent logo states

The IIHF brand asset library provides different colour reproduction options of the parent logo. In addition to the official full-colour version (page 8), there are three other base versions (shown above).

The colour of the logotype (text) may be changed depending on the background, although rules exist in such cases.

### IIHF emblem states

In addition to the official full-colour version of the emblem (page 8), there are three other base versions. Alternative colours cannot be used for the IIHF emblem.

**IIHF**

*IIHF red (IIHF Passion)*

**IIHF**

*Black only (IIHF Decision)*



*Flat colour version  
(3 PMS colours + black)*



*Black only (IIHF Decision)*










### IIHF word mark states


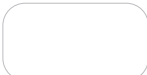
The IIHF word mark is also available in white only for use on coloured backgrounds.

### IIHF combined mark states

A version of this logo with the IIHF word mark in white is also available.

## Brand assets - the colours

								
<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>2</b>
<b>IIHF Passion</b>	<b>IIHF Force</b>	<b>IIHF Victory</b>	<b>IIHF Heritage</b>	<b>IIHF Men*</b>	<b>IIHF Women</b>	<b>IIHF U20</b>	<b>IIHF U18</b>	<b>IIHF WU18</b>
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®
<b>Process colour values (CMYK)</b>								
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
<b>RGB-colour values (on-screen; Adobe® Photoshop value indications)</b>								
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
<b>Hexachromic colour values (web; Adobe® Photoshop value indications)</b>								
#CE211F	#002D62	#1595D3	#00549F	#002D62	#B60050	#F57B20	#367C2B	#79288C

	<b>IIHF Decision</b>	Black	CMYK 0/0/0/100; RGB 0/0/0; HEXA #000000
	<b>IIHF Justice</b>	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).

### 1: IIHF primary colours

A set of primary colours is used to embed the different brand values in the logos.

- IIHF Passion-red shall never be used in less than a 100% colour tint.
- IIHF Decision-black, IIHF Force-dark blue and IIHF Heritage-blue may be used in different shades.
- IIHF Victory-light blue may be used in shades and gradations to a minimum of 25% colour tint.
- Text may be set in a 70% tint of the IIHF Decision-black (i.e. normal black).

### 2: IIHF secondary colours

The secondary set of colours are introduced to identify the different categories of the IIHF competitions.

Only in rare occasions when the primary colours do not suffice should these be used on primary IIHF communications.

These colours are of course preferential when communicating around a fixed competition brand (see IIHF Competition ID manual).

## Brand assets - graphic support elements



### Global movement and agility - the swish

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 always be coloured in the light blue tints embedded in the original graphic file, with the skate marks in white and grey.

A combination of light blues tints, with one of the swishes in another corporate colour (primary or secondary), is also possible. The swishes are applied in translucent fashion onto backgrounds.

Under no circumstances may the shapes be redrawn.

To the right of the swish 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. Transparencies of colours will keep the individual players clearly identified, and make them appear more dynamic.

Combinations of players should only show one single puck; the digital files allow for variations in placing, colouring and transparency. Sets of two players work best, but in cases where more players are used, please 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 éèëïüöääß**

Helvetica Neue 45 Light  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 0123456789 éèëïüöääß

### 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 professionally printed pieces 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.

**Helvetica Neue 65 Medium**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789 éèëïüöääß**

**Helvetica Neue 75 Bold**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789 éèëïüöääß**

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

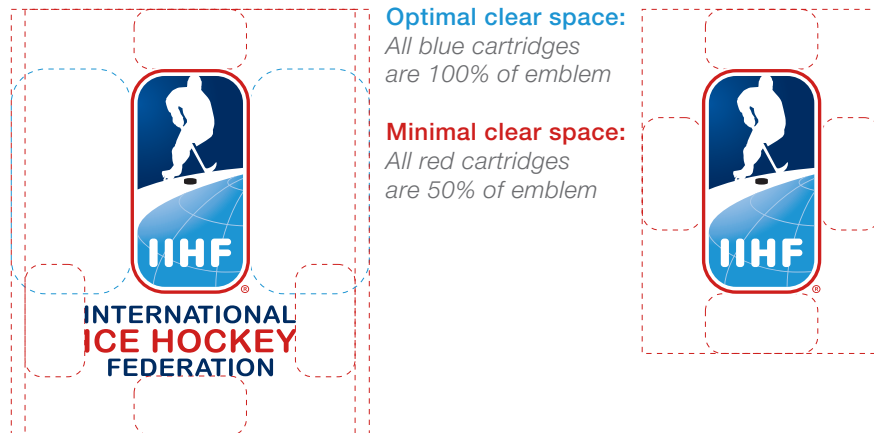
Helvetica Neue may be replaced by Arial in office applications (e-mail, MS Word, Excel and PowerPoint).

# Know the rules: Brand fairplay

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### Logo clear spaces

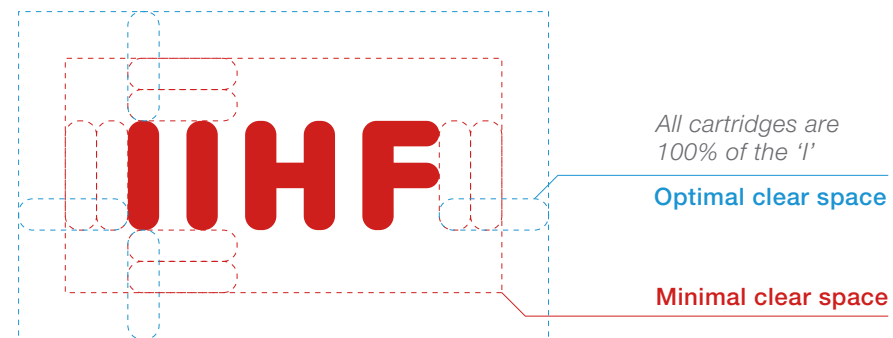


**Optimal clear space:**

*All blue cartridges are 100% of emblem*

**Minimal clear space:**

*All red cartridges are 50% of emblem*

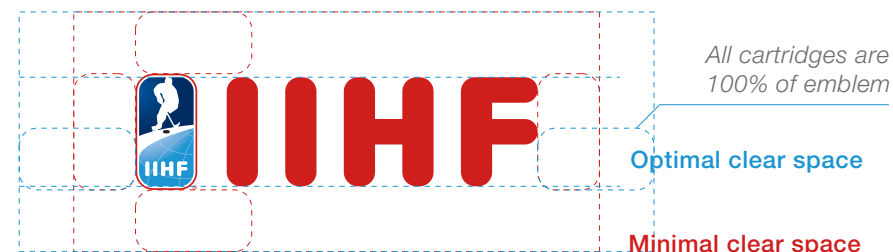


*All cartridges are 100% of the 'I'*

**Optimal clear space**

**Minimal clear space**

On IIHF managed publications or communication pieces, the logo clear space guidelines on this page apply. The clear space is to stay void of any non-IIHF managed mark or brand logo elements. Clear space rules are also indicated in event templates.



*All cartridges are 100% of emblem*

**Optimal clear space**

**Minimal clear space**

## Minimum logo dimension

### High quality printing



*IHF parent logo  
full logo height  
min. 15 mm*



*IHF emblem  
min. 10 mm*



*IHF emblem  
min. 10 mm*

### Lower and flexible quality printing



*IHF parent logo  
with the emblem  
min. 15 mm*



*IHF emblem  
min. 15 mm*



*IHF emblem  
min. 15 mm*

In order to ensure clarity, minimum sizes have been identified.

Depending on quality limitations of reproduction, the flat logo versions may also be used for small versions. The same minimum dimensions apply in such cases.

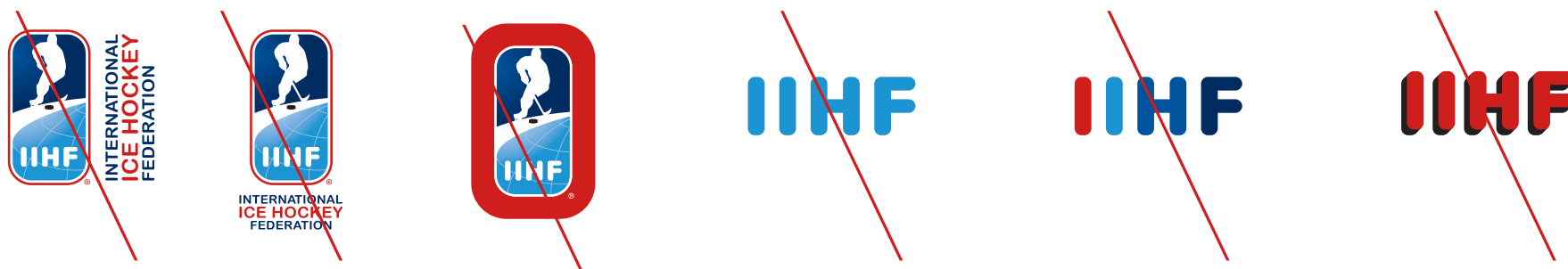
## Logo restrictions



*Do not recolour the composite elements of the logos.*

*Do not create new logo states.*

*Do not create new logos.*



*Do not create new logos.*

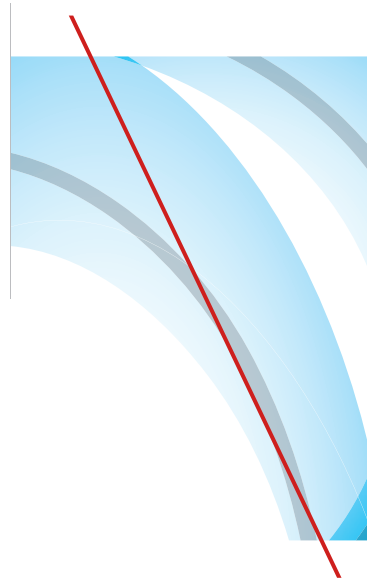
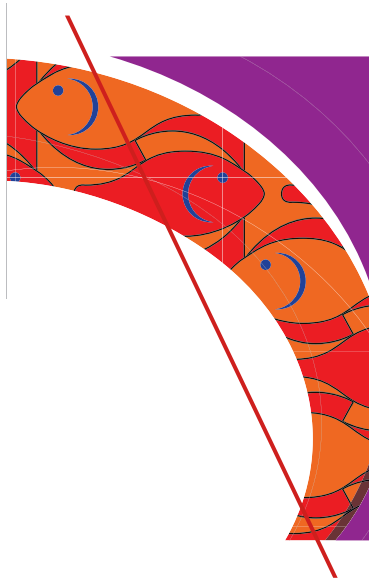
*Do not change proportions.*

*Do not apply colours other than specified.*

*Do not apply visual effects.*

**Never rearrange, distort, or alter the colour or composition of any of the IIHF corporate logo elements. All IIHF logos are available as digital files and should NEVER be changed.**

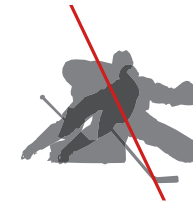
## Graphic element restrictions



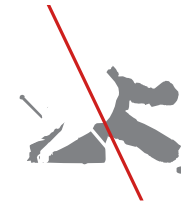
*Do not apply 100% of only one colour.*



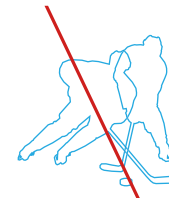
*Do not repeat shapes.*



*Avoid creating unclear shapes or intersections.*



*Do not use fill patterns.*



*Do not apply outlines.*



*Avoid to-white gradations.*



*Do not use different scales.*

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 over-emphasize the skate marks.*

*Do not rescale or move parts of the element.*

# Play the game: Using the assets

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## Placing the logos



### The IIHF parent logo and emblem

The corporate IIHF emblem is fitted with a white frame that is half the width of the red frame around the emblem. This allows the IIHF emblem to stay unchanged on any background.

### The IIHF word mark (and logotype in general)

To maintain maximum visibility, the colour of the IIHF word mark/logotype should be determined by the colour of the background. As a general rule, when the background is visually darker than 30% black (light grey), logotype should be coloured white. On graded backgrounds, the greatest legibility of the logo is required - your own judgement is valued here.



*Primary appearance*

www.IIHF.com

www.IIHF.com

*Secondary appearance***The IIHF.com logo**

The placing of the IIHF.com logo is similar to that of the word mark, and it must be done as displayed above.

On an IIHF Passion red background, the texts www. and .com preferably stay black (overprint), but you may choose to make the entire logo white.

## Placing the logos



**INTERNATIONAL  
ICE HOCKEY  
FEDERATION**

*Distance to paper  
edge is 6% of the  
width of the  
publication.*



*Distance to paper  
edge is the width  
of the emblem.*

The width of the IIHF emblem in the logo should be at least 10% of the width of the publication. If the logo is not used together with a title text (or in a special event logo), it should be placed towards the right edge of the printed publication.

To calculate the minimum distance between the logo and the edge see the illustrations above - these distances remain the same when the logo is placed to the left.

**Other IIHF logos should never be used on publication covers.**

## Placing the logo - using the swish



Some simple rules apply to using the support graphics:

- always place them in the background
- colour may be applied to the graphic (preferably in visual coherence with IIFH logos used or with the main colours of the event)
- avoid having visually busy zones behind the logotype
- make the entire piece look dynamic
- use the zones outside of the support graphic with creativity (fill with colour, use as frame for an image, use colour gradations to create extra depth, etc)

## Placing the logo - using the IIHF heroes



When using the IIHF heroes graphics in combination with the swish, some simple rules apply:

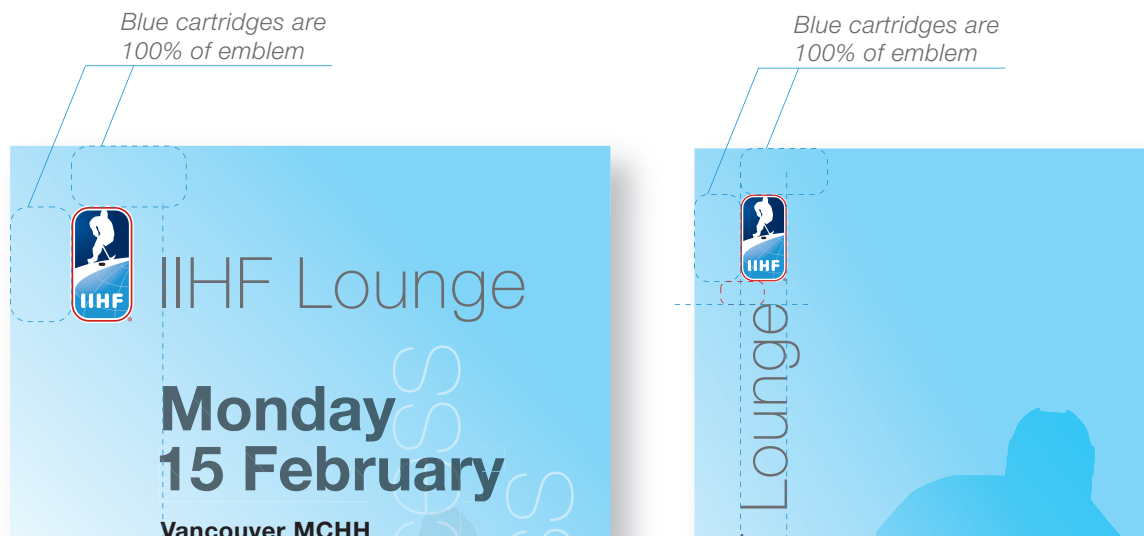
- the IIHF heroes are used in transparency on any background graphic
- always place support graphics in the background
- to create a natural effect, place the IIHF heroes as low as possible
- on restricted widths, the IIHF heroes may only be used with the IIHF emblem (so the graphic can be placed low and the puck can be seen)
- always make sure the puck is visible
- colour may be applied to the graphic

### **IIHF branded banners for IIHF competitions and events**

The IIHF should be visible at IIHF-related events; graphics may be adapted to the general colour theme of the event. The previous rules apply.

**Remember: Using the IIHF parent logo is preferential - especially at larger public events. A combination of the two official IIHF logos is also allowed but do NOT place them too close to each other.**

## Exceptions



When a special occasion is IHF branded, the special event logo patch is placed in the top left of the branded piece, with margins as indicated above.

The special event logo patch may also carry the event name vertically below the IHF emblem. As a general rule, the patch should be large enough to be clearly read and recognized from a reasonable distance.

The examples shown have been cut at the bottom.

## Materials other than publications



For pieces other than printed publications, the non-standard nature often requires a more creative approach and therefore no specific rules can be identified.

Shown are some examples of materials intended to inspire different uses of the brand and the graphic support elements on non-standard pieces.

**Remember: Any use of the IHF brand needs to be communicated to and signed off by the IHF Marketing Department.**



# Play the game: Document templates

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## Using standard IIHF cover templates

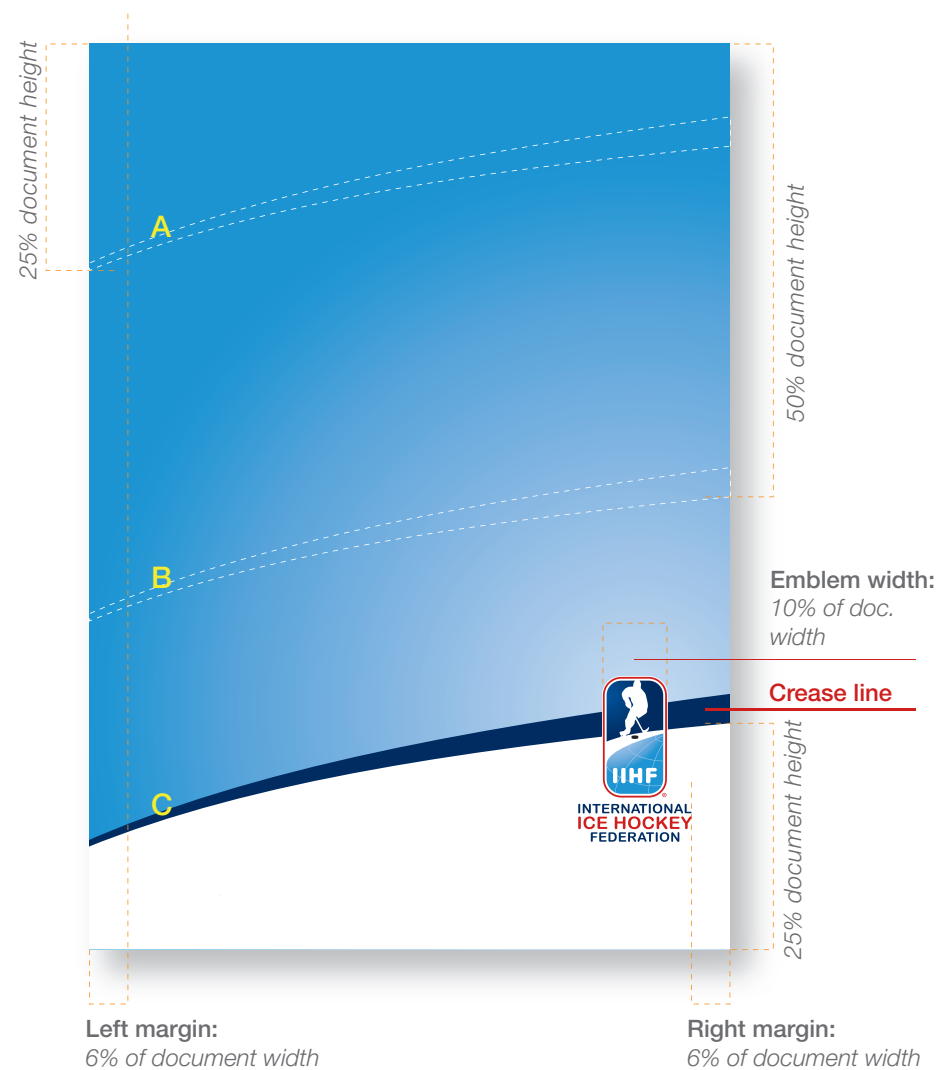


### Crease line:

The top of the white crease line in the IIHF emblem is placed in line with the crease line in the background.

The IIHF identity system comes with a set of standard cover designs. 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 to level A, B or C in line with the IIHF logo.

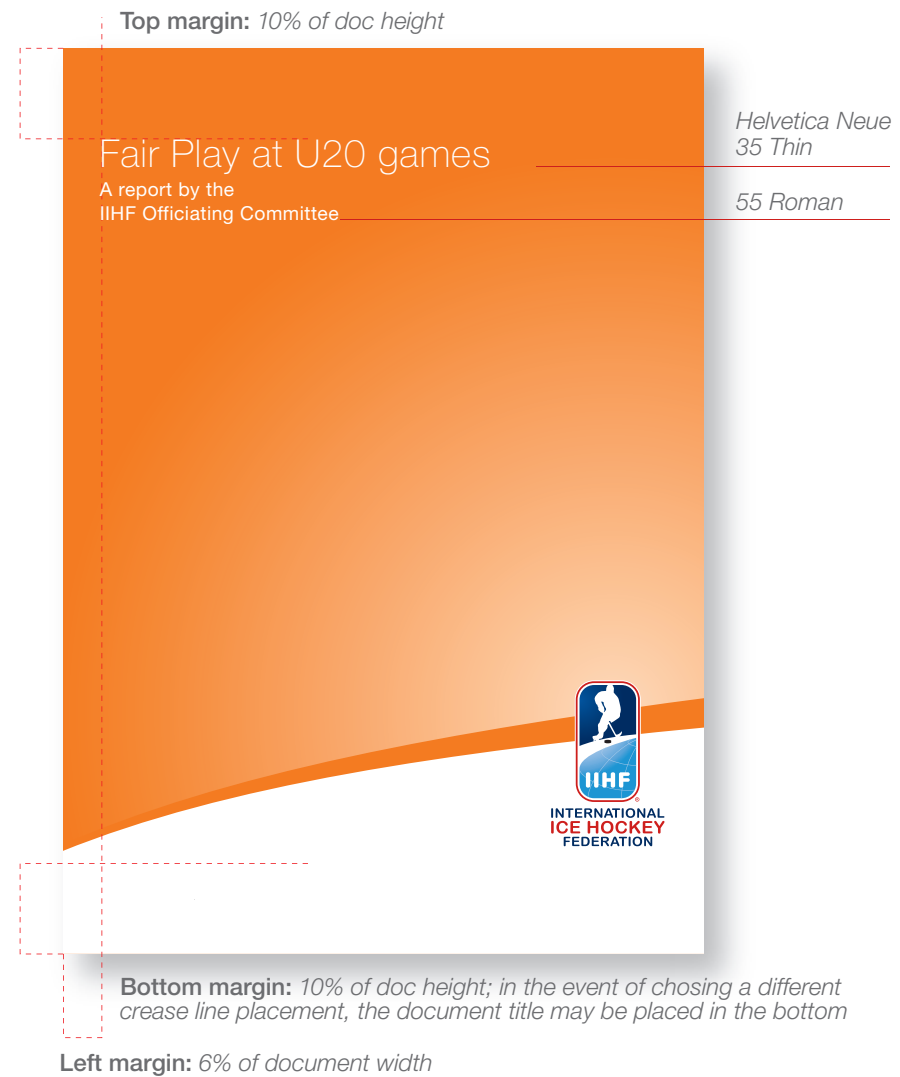
The background areas may be filled with either a photo, illustration or with colour, however one of the areas must remain primarily white. The crease line may be filled with another colour or gradient. A pattern or image fill cannot be applied to the crease line.



## Cover layout samples and tips

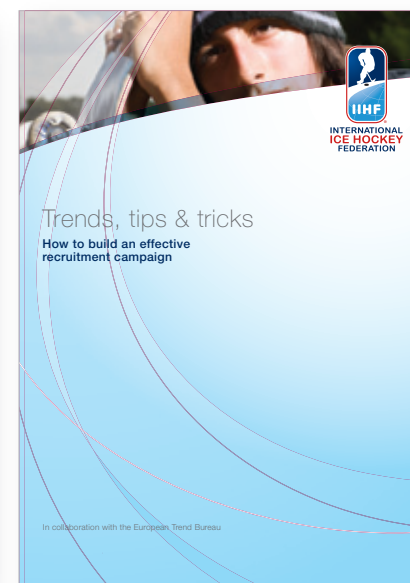
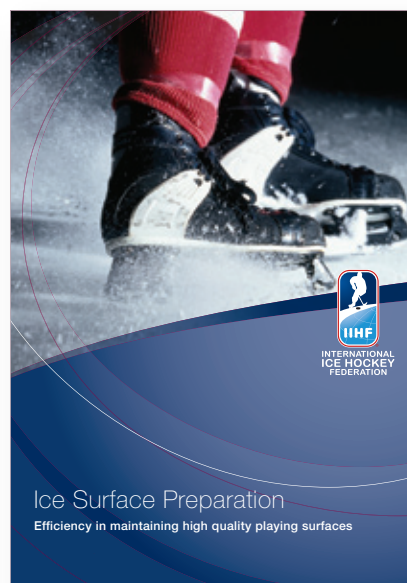
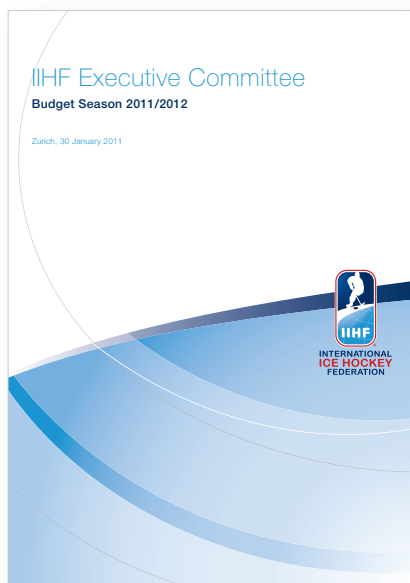
The IIHF cover templates come with embedded type specifications and text placements. The type can also have colour applied to it based on the background or fill.

The embedded text in the cover templates may not fully correspond to your needs - if you wish you may add extra lines and/or apply another type weight/size to your text.





## Cover layout tips



### Placing text

When placing texts on the cover, make sure that:

- the main title elements are placed in top or bottom, depending on the location of the crease line, applying the 10% and 6% margin rules as explained
- they are legible when placed over photographic images
- margin recommendations are respected for texts placed in the bottom of the cover

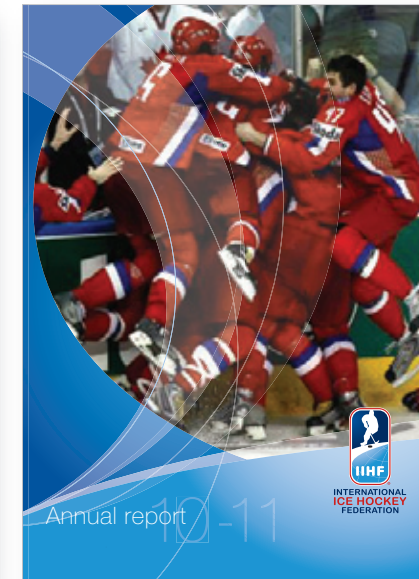
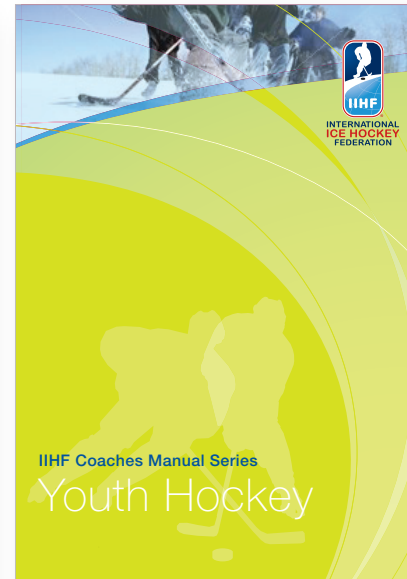
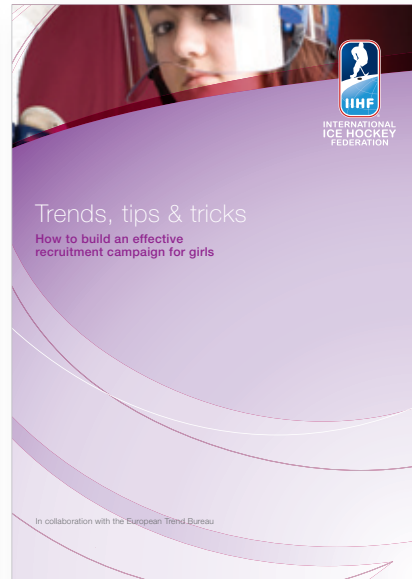
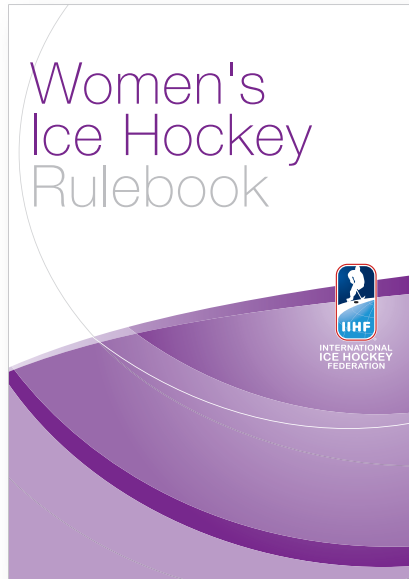
### Using imagery

When using imagery on the cover, ensure they are:

- free to use or with proper rights (recommended source: [imagesonice.net](http://imagesonice.net))
- of good enough quality and contrast (check this with your print supplier if needed)
- relevant to the subject
- impactful and intriguing
- showing professionalism
- game imagery: showing action, passion, victory, positive values...
- void of empty stands (during game)

Together with the graphic support elements, the image you use for your cover design can become very inviting and communicate the right values.

Feel free to play with the elements (using transparencies, colour and interesting placements) but make sure the titles and the IIHF Parent logo are always legible.



### Using colour

When choosing a colour for background, crease line, type etc. make sure the colour is relevant to the subject, clearly distinguishable, showing enough contrast and - preferably - from either the primary or secondary colour palettes.

White space shows distinction and generates more attention to the more important elements. Use of white also shows respect for the IIHF brand and the federation's status in the world of professional sport, while passion and excitement is generated with lively colours.

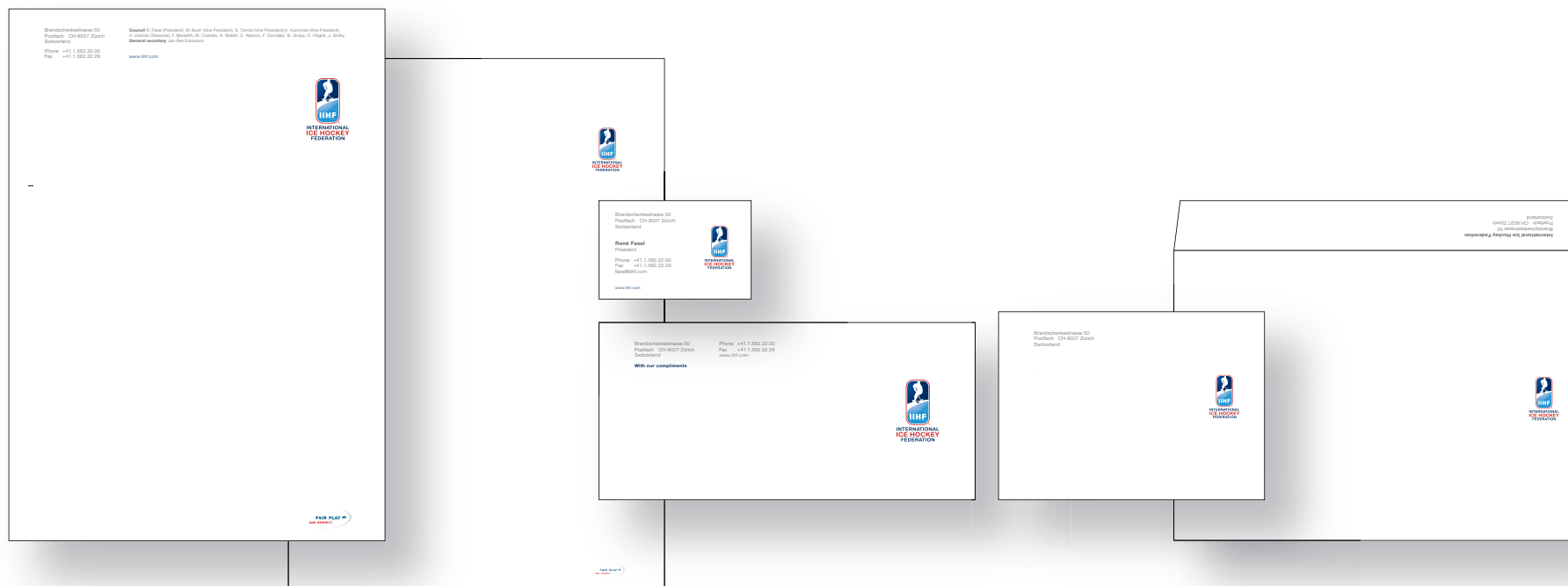
### Using the graphic support elements

As mentioned on page 20, the IIHF heroes are to be used together with the IIHF parent logo only when the space available allows placement on the bottom of the piece.

The graphic support elements are used to create a feeling of speed and excitement.

Please do not make the support elements too prominent, as this will dilute the overall message.

## IIHF corporate stationery



The documents above make up the IIHF corporate stationery and are to be used for all official written communication.

All elements are pre-printed but the production files are available from the IIHF Marketing Office; you may change details such as name, address, phone numbers etc.

The actual contents of all relevant pieces (e.g. letter) is managed via MS Word templates and either pre-installed on your PC or available from the IIHF Marketing Department.

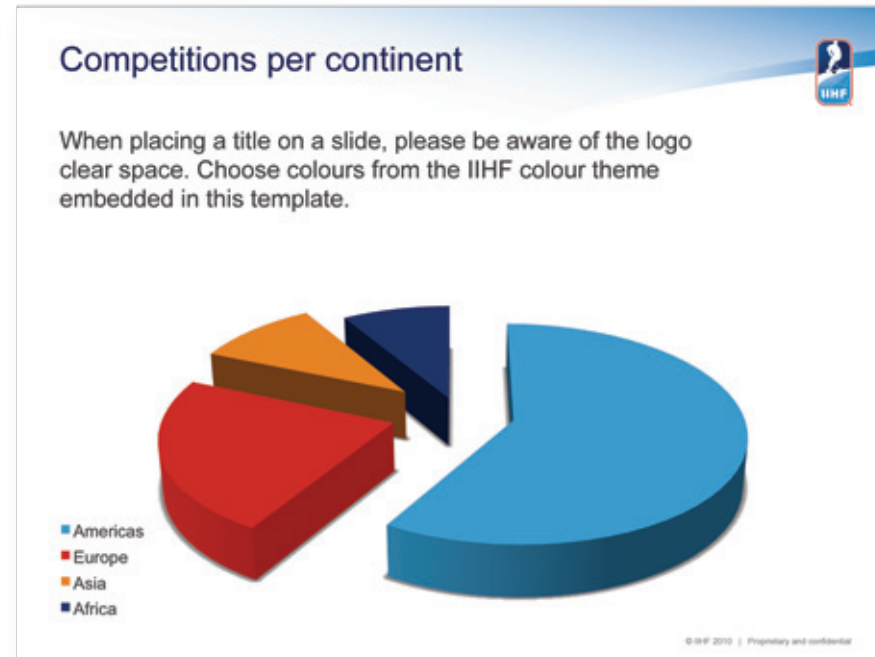
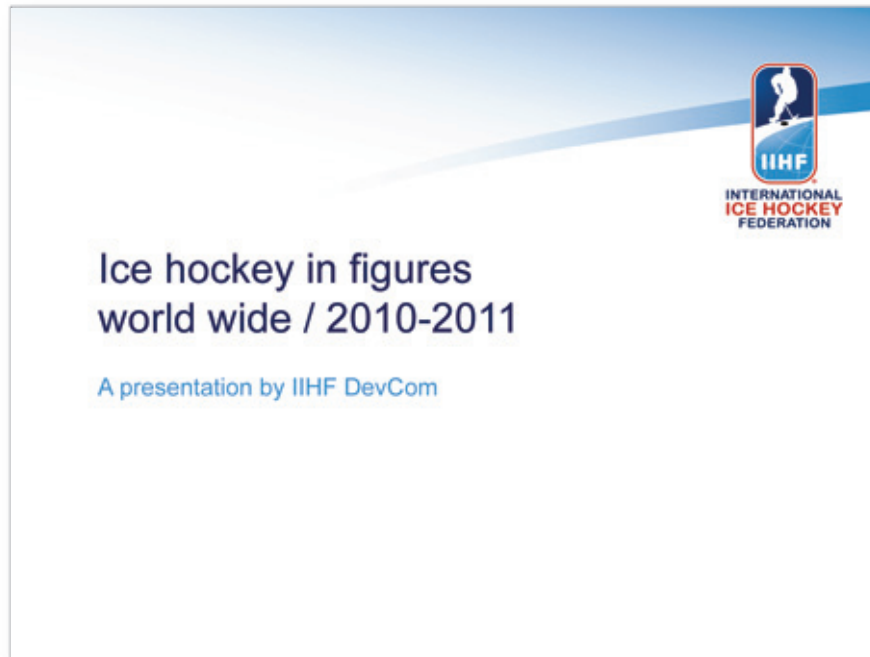
The entire set includes:

- IIHF letterhead, 1st page
- IIHF letterhead, following pages
- IIHF compliment slip
- IIHF business card
- IIHF C5 envelope
- IIHF postage label
- fax sheet (not shown)

All pieces are in line with European standards and thus comply to DIN norms.

In line with the IIHF Green Initiative, please avoid printing unless necessary.

## PowerPoint presentation template



The IIHF PowerPoint template includes a full set of page types, based on a primarily white page design. All necessary colours and text styles are embedded.

Since the page designs carry the IIHF emblem, it is important that the logo clear space (see page 11) is respected.

The template has the primary and secondary colours (RGB screen values) embedded as a colour theme (IIHF screen colours). Graphs can be personalised using these colours.

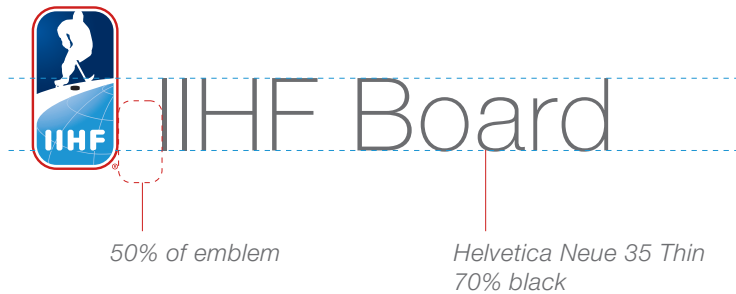
Please do not create your own designs.

# Play the game: Event templates

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## IIHF special event logo



Any official IIHF special event or occasion (i.e. other than competitions and official matches) may have its own logo. This should always feature the IIHF emblem and the corporate typeface as per the set-up shown above.

Whilst the IIHF Marketing Department can supply you with the finished logo files you may also request the templates to create your own logos - in this case, please obtain official sign-off on the final logo from the IIHF Marketing Department.

## Event banners



Most likely, the banner size will change depending on the supplier or event, yet the IIHF logo (IIHF parent logo or the IIHF emblem) should have a fixed place on the banner. The background and support graphic colours may be changed depending on the event identity, along with the placement and angle of the graphics.

This item is available as a standard template but can be easily adapted as far as size and placement of individual components concern.

## Official IIHF rink board



An official IIHF rink board must feature the IIHF combined mark. For visibility reasons, the dimensions of the IIHF combined mark has to be optimised over the available height of the board white, not taking into account white margins as stated earlier in the manual.

Do not change the colour scheme of the official IIHF rink board, and do not cover the yellow kick board with any graphics.

In the case that your rinkboard is wide, it is recommended that you keep the IIHF combined mark centered or - if there is sufficient place - place a second IIHF combined mark, keeping a distance of at least 50% of the full width of the combined mark between the two marks.

Never have the .com logo bigger or more prominent than the IIHF combined mark, the height of the .com logo is at maximum the height of the horizontal lines in the IIHF word mark.

## Jersey patch



The official IIHF jersey patch is used on all jerseys that are worn by teams participating in official IIHF competitions or during Olympic Winter Games.

The patch is a fixed item and is supplied by the IIHF only.

Individual IIHF competitions may not adapt the patch with their personalized logo designs, nor does any other mark (IIHF or third party) sit close to its proprietary position (bottom right on jersey back).

## Referee and linesman patches



**REFEREE**  
2010/2011



**LINESMAN**  
2010/2011

All official referees and linesmen are identified with the IIHF Referee or IIHF Linesman patch. These patches are available from the IIHF Marketing Department. The stitching of the patches to the referee or linesman jerseys is done in respect to some simple application rules.



## 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 IIHF communication material.

Preview								
Logo state	Full colour (1=CMYK) (2=RGB)	Flat colour (3 PMS colours + black)	Black only (IIHF Decision)	PMS 282 only (IIHF Force)	Full colour (1=CMYK) (2=RGB)	Flat colour (3 PMS colours + black)	Black only (IIHF Decision)	PMS 282 only (IIHF Force)
<b>Printing</b>								
Four colour/digital	● (1)				● (1)			
Two colour			●	●			●	●
One colour			●	●			●	●
Silkscreen	● (2)	●	●	●		●	●	●
<b>On screen</b>								
Electronic media	● (2)				● (2)			
Word processing	● (2)				● (2)			
Web	● (2)				● (2)			
Television	● (2)				● (2)			
<b>Other</b>								
Embroidery		●	●	●		●	●	●
Embossing/debossing			●				●	
Etching/engraving			●				●	
Holography			●				●	

**To guarantee quality reproduction, do supply .eps or .ai files or high definition .jpg (.jpeg) files.**

Please note that use of the logos below is restricted.

Preview



Logo state

Full colour (1) or  
Flat colour (4)  
(IHF Passion)

Black only  
(IHF Decision)

Full colour  
(1=CMYK)  
(2=RGB)

Flat colour  
(3 PMS colours + black)  
or low quality full colour print

Black only  
(IHF Decision)

Printing

Four colour/digital

● (1)

● (1)

●

Two colour

One colour

● (4)

●

●

Silkscreen

● (4)

●

● (1)

●

●

On screen

Electronic media

● (2)

● (2)

Word processing

● (2)

● (2)

Web

● (2)

● (2)

Television

●

●

Other

Embroidery

●

●

Embossing/debossing

●

●

Etching/engraving

●

●

Holography

●

●

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

