

# IIHF Competition Branding Guide

Applicable to all official IIHF competition-related communications

**Version 2.00**



INTERNATIONAL  
ICE HOCKEY  
FEDERATION

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## ID-use quick reference card

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# 1. 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



Top Division Competitions



Lower Division Competitions



Other IIHF Competitions



## 2. Competition logos

### 2.1 Standard competition logos

The IIHF will supply standard competition logos for the official IIHF Continental Cup, IIHF Inline Hockey World Championship 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 official IIHF Ice Hockey World Championships logos are copyright protected by the relevant international intellectual property laws. These IIHF competition emblems should always carry the registered trademark ® symbol in the bottom right corner and the graphic specifications in this manual should be respected at all times.**

*Official IIHF Ice Hockey World Championships at Division level*



*Official IIHF club competition*



*Official IIHF Inline Hockey World Championship*



### 2.1.1 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.

### 2.1.2 Logo states

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

The different states are available from the IIHF Marketing Department.



Vertical



Horizontal



Colour tonal



Grey



Colour tonal inverse



Black

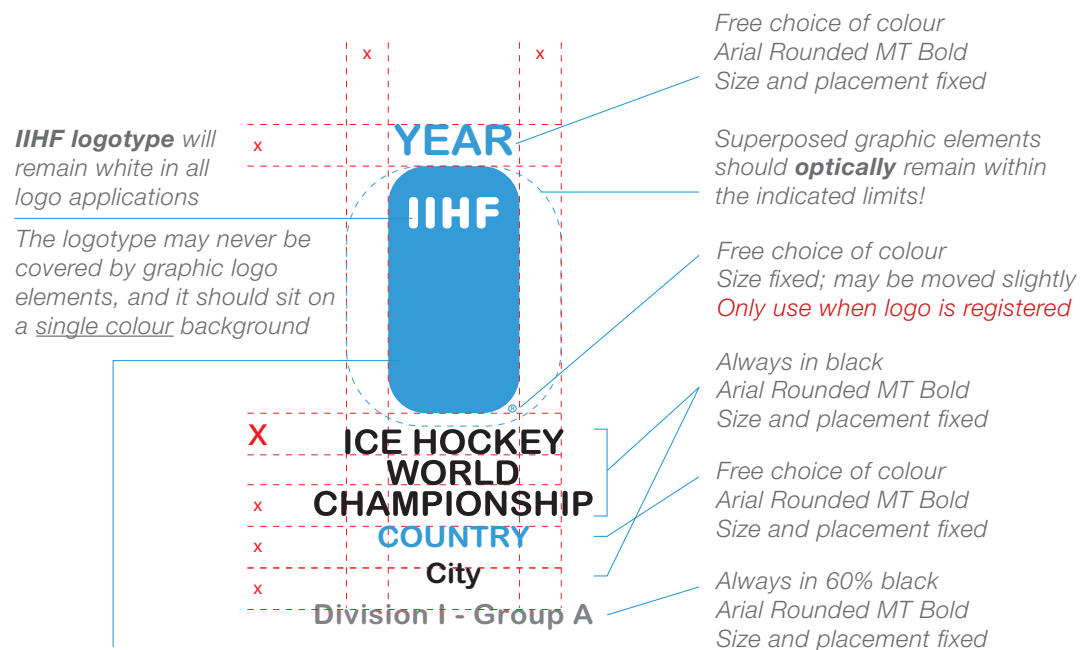
## 2.2 Personalized competition logos

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 we offer some examples of IIHF Ice Hockey World Championship logos that have been created using the templates below. We hope that these examples inspire you when creating your own competition logos.

Vertical logo template



The **rink** is a standard element of the competition logo. Colour and fill elements are free

Horizontal logo template



As a starting point, all text sizes and interline are the same as on the vertical logo; all text is flush left. The entire text block will fit in the height of the emblem; when needed, spacing may be altered between city name and Division lines, or a space may be added after the year.



## 2.2.1 Design inspiration

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.

*Personalized competition logo samples*



## 2.2.2 IIHF base 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.

<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).



### 2.2.3 Logo versions

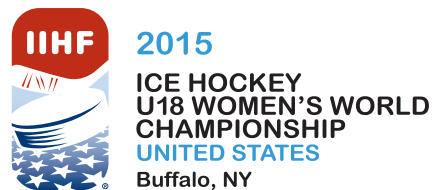
Logos for top division events should be prepared in both vertical and horizontal formats, as well as mini and condensed.

### 2.2.4 Logo states

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.



Vertical



Horizontal



Colour tonal



Grey



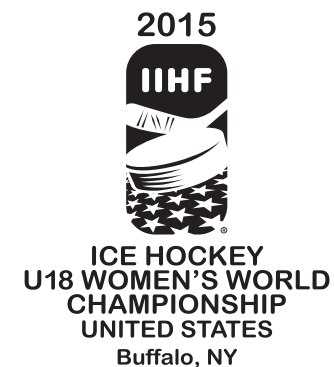
Mini logo



Condensed logo



Colour tonal inverse



Black

## 2.2.5 Minimal logo dimensions

To ensure the clarity of the official IIHF competition logos when used in a small format, all elements should obey the below rules to ensure clarity.

*Minimal sizes for official IIHF competition logos*



All printing qualities



All printing qualities



*Special occasion only mini logos*



High quality printing



Minimal dimensions

Low and flexible quality printing



Minimal dimensions

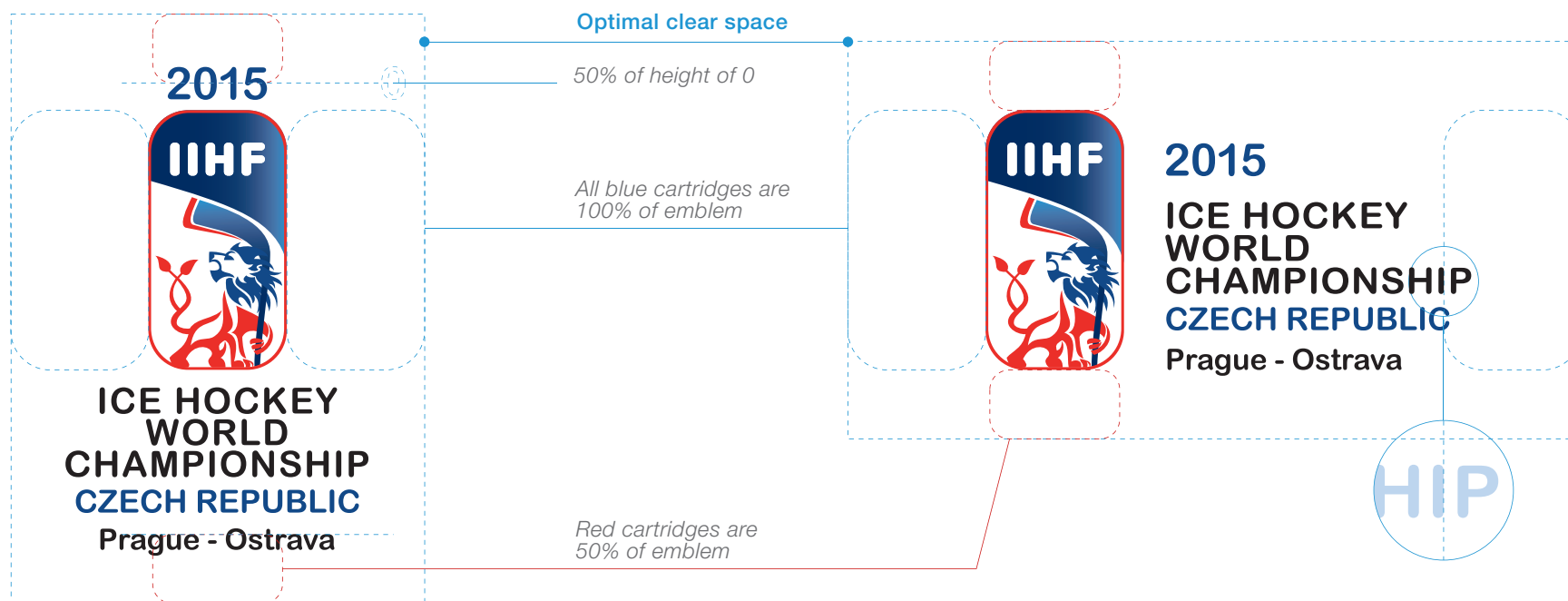
*Special occasion*



## 2.3 Logo clear space

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.



## 2.4 IIHF base fonts

### 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 Rounded MT Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 éèëïüöääß

### Helvetica Neue 45 Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 éèëïüöääß

### Helvetica Neue 65 Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 éèëïüöääß

### Helvetica Neue 75 Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 éèëïüöääß

## 3. Using the logo

### 3.1 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 blue 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.



#### 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.



### 3.1 Graphic support elements - continued

#### 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.

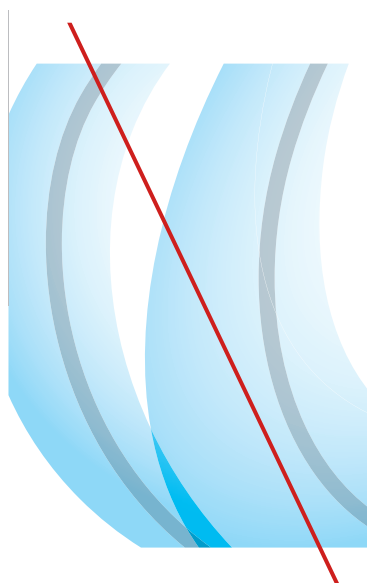
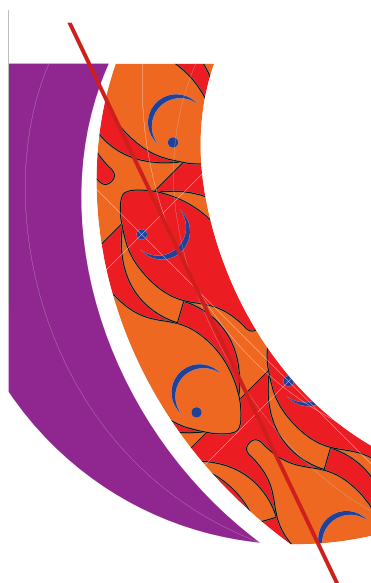
*Do not fill shapes with a pattern or too many colours.*

*Do not emphasize the skate marks too much.*

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

In addition to the guidelines below, please use ice hockey heroes sparingly.

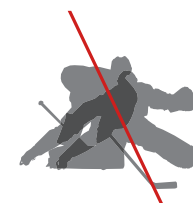
For appropriate use of both elements, please refer to the different illustrations throughout this manual.



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



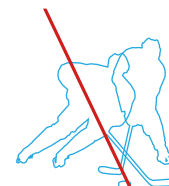
*Do not repeat shapes.*



*Avoid creating unclear shapes or intersections.*



*Do not use patterns.*



*Do not apply outlines.*



*Avoid to-white gradations.*

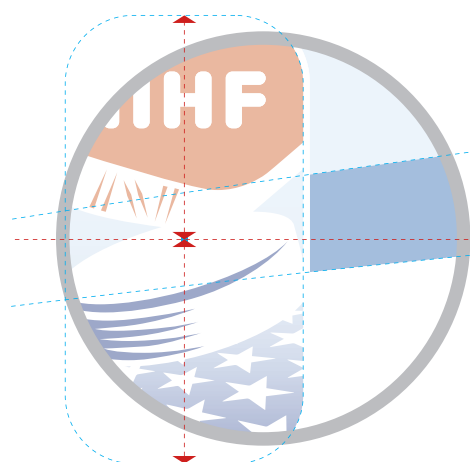


*Do not use different scales.*

### 3.2 IIHF publication templates

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.



**Logo placement on the document crease line:**  
 The logo emblem is **vertically centred on the height of the crease line**.  
 The right edge of the text part of the competition logo is aligned on the right-hand document margin

Top margin

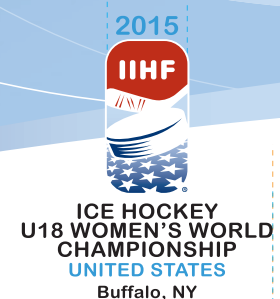
## Fan Survey

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

Emblem width:  
 10% of document width

Swishes

Crease line



25% document height

Left and right margins: 6% of document width

### 3.2.1 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 decided 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:

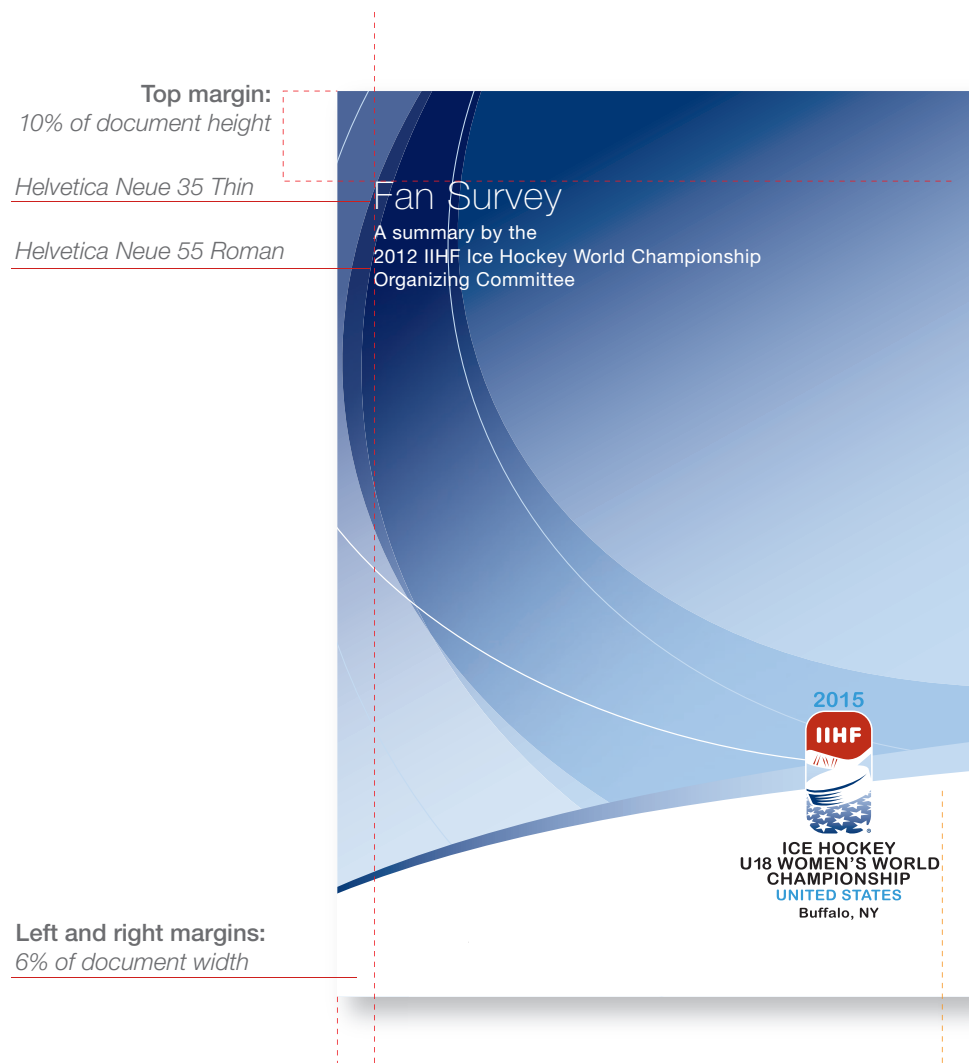
- the IIHF crease line stretching from left to right,
- the use of the swish brand element,
- image- and white areas,
- logo size and placement,
- text placement, style and basic sizes.

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

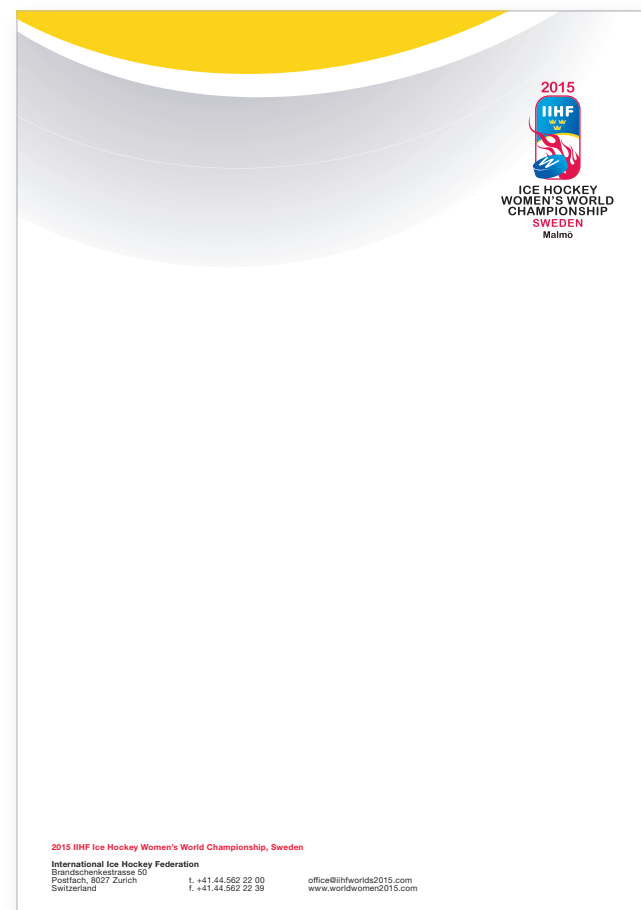




### 3.2.2 Cover template



### 3.2.3 Letterhead template



## 3.3 Event related material

### 3.3.1 Banners

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

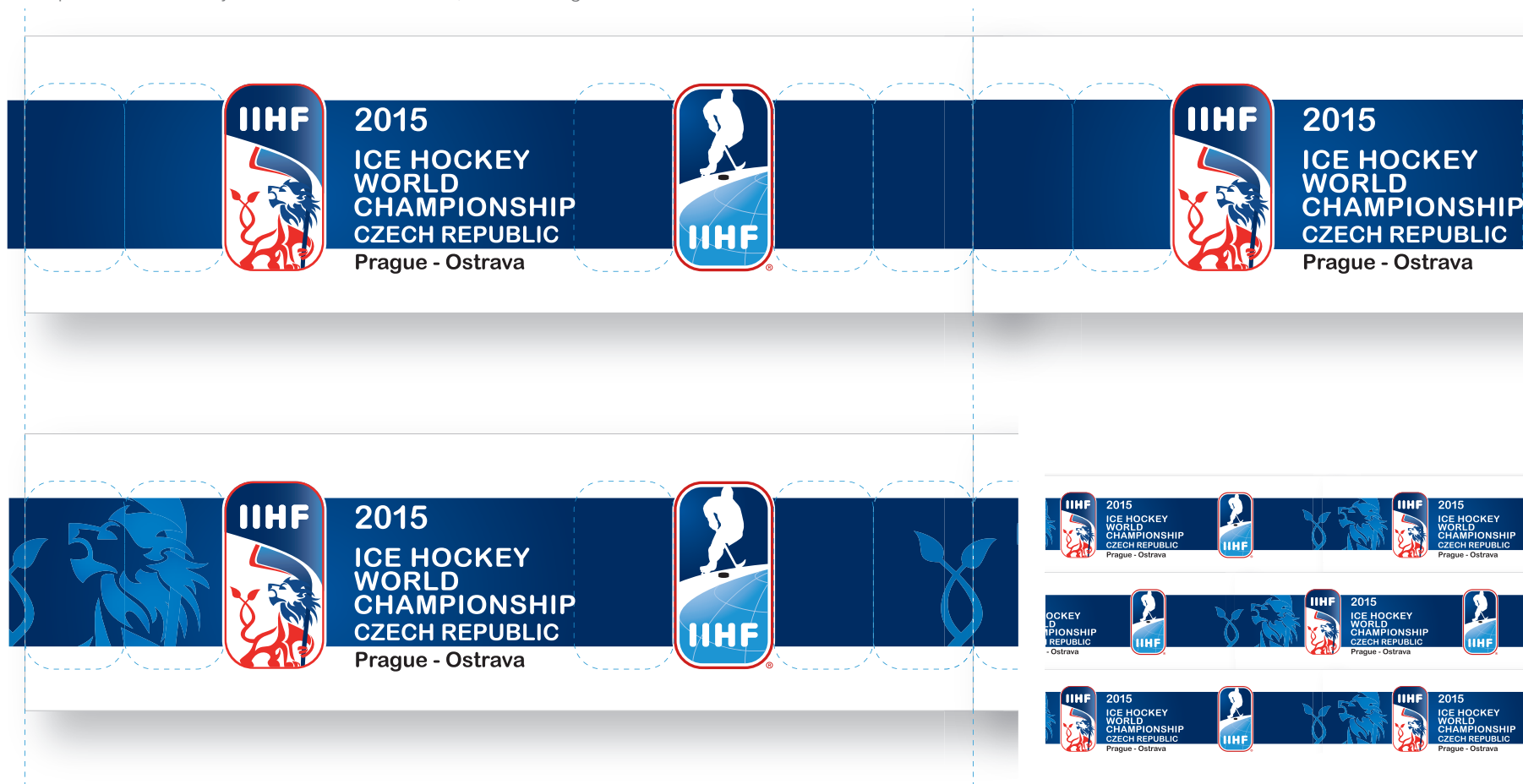
The banner on the left shows that the width of the cartridge in the competition logo is a third of the width of the banner it is placed on.



### 3.3.2 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.

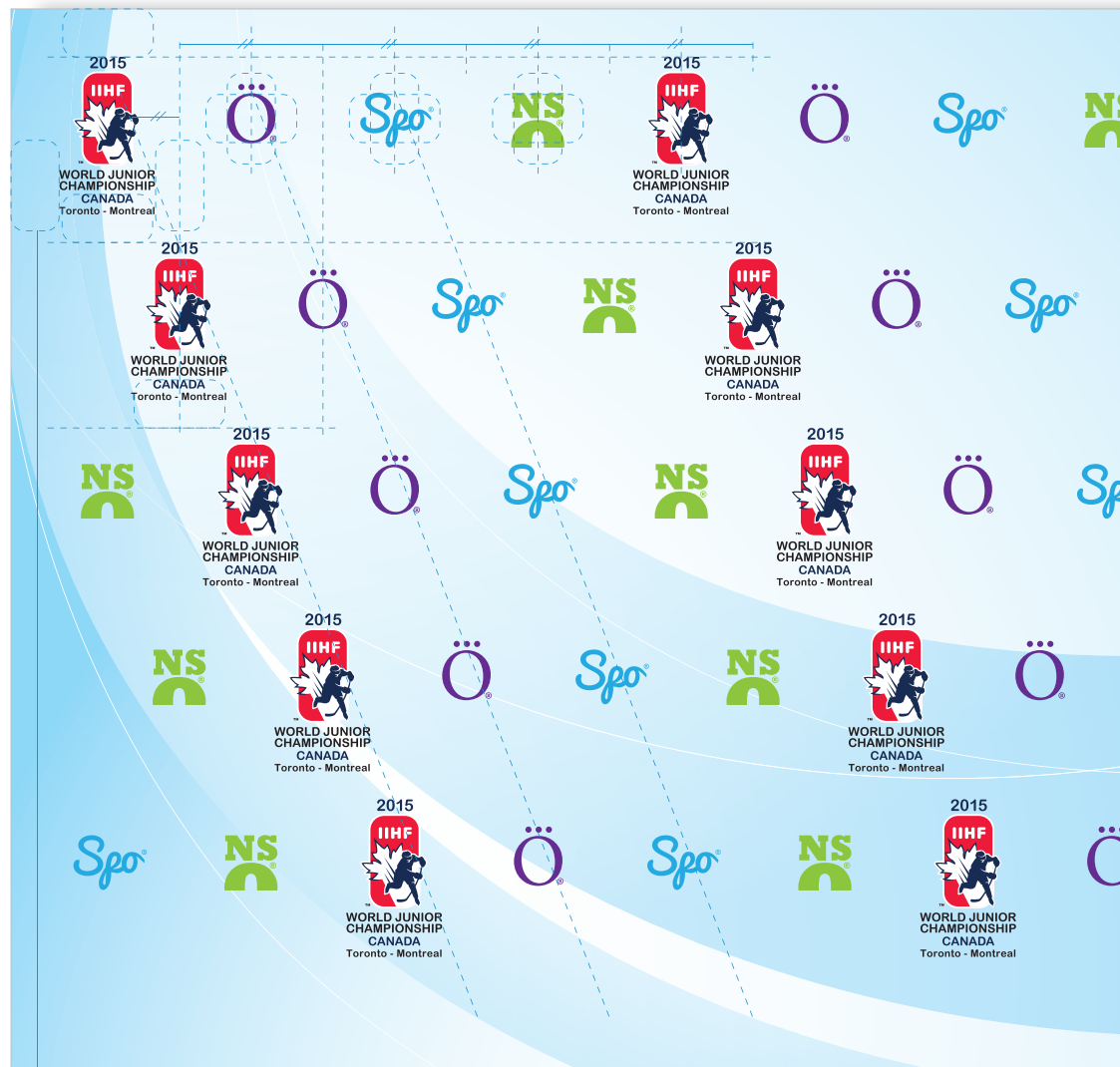
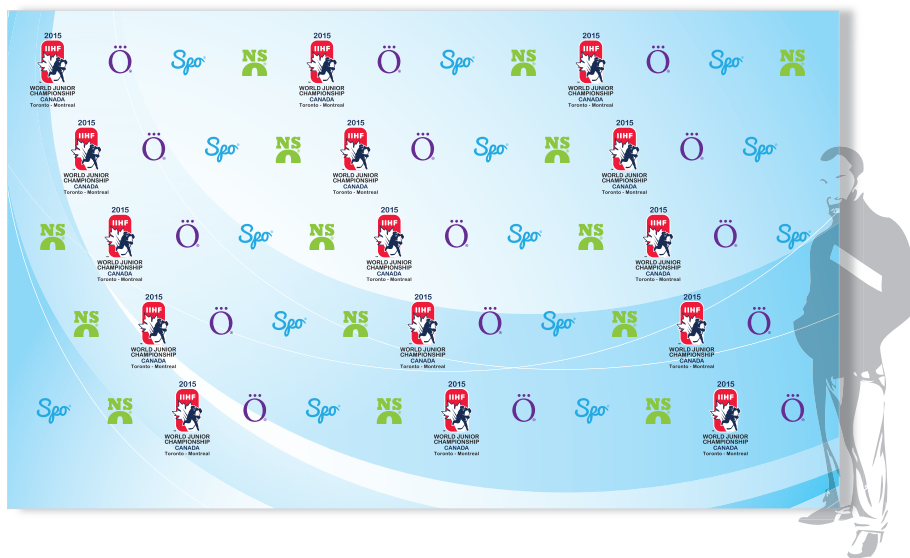


### 3.3.3 Press backdrop

The press backdrop features a repetitive pattern to ensure that a competition logo is visible in all media shots. The background remains as light coloured as possible to maximise visibility of both logos and interviewee.

It is based on a template in which the relevant competition logo is shown in combination with the IIHF emblem and/or sponsor logos. On the backdrop, there should be at least three (3) columns of competition logos.

Depending on the amount of sponsors, the sponsor logos could be reduced and placed in the available spaces between the minimum of 3 competition logo columns.



Blue cartridges are 100% of emblem

### 3.3.4 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.



*Condensed logo on the front of a baseball cap*

## 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.

Preview	2015 	2015 	2015 	2015 	2015 
Logo state	<b>ICE HOCKEY U18 WOMEN'S WORLD CHAMPIONSHIP UNITED STATES Buffalo, NY</b> <i>Full colour tonal (1=CMYK) (2=RGB) (3=PMS)</i>	<b>ICE HOCKEY U18 WOMEN'S WORLD CHAMPIONSHIP UNITED STATES Buffalo, NY</b> <i>Flat colour (1=CMYK) (3=PMS)</i>	<b>ICE HOCKEY U18 WOMEN'S WORLD CHAMPIONSHIP UNITED STATES Buffalo, NY</b> <i>Black only</i>	<b>ICE HOCKEY U18 WOMEN'S WORLD CHAMPIONSHIP UNITED STATES Buffalo, NY</b> <i>Greyscale tonal</i>	<b>ICE HOCKEY U18 WOMEN'S WORLD CHAMPIONSHIP UNITED STATES Buffalo, NY</b> <i>Greyscale flat</i>

### Printing

Four-colour/digital	● (1)				
Two-colour		●	●		
One-colour			●	●	●
Silk-screen	● (1,3)	● (3)	●	●	

### On-screen

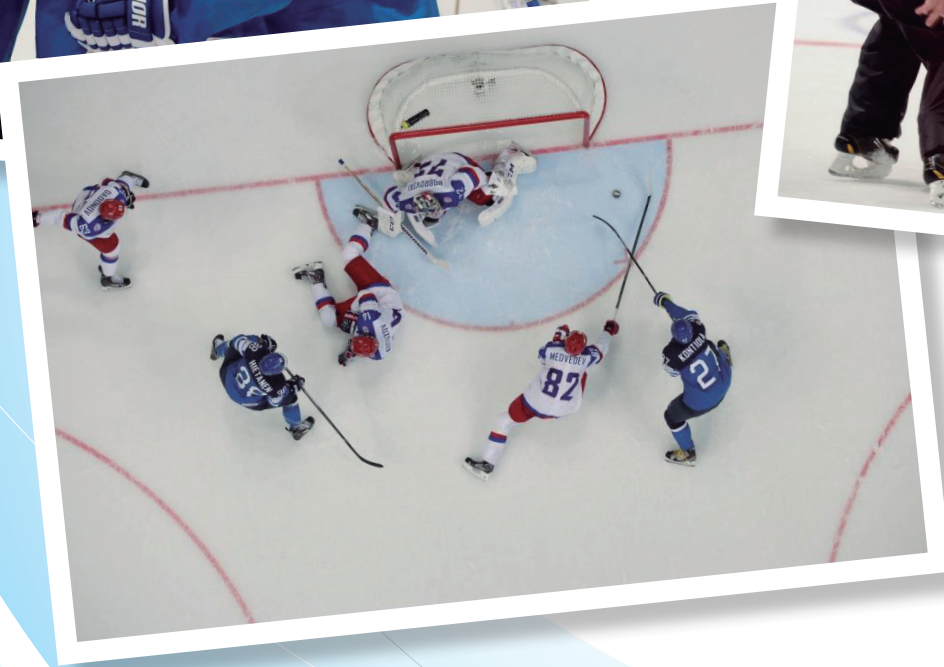
Electronic media	● (2)				
Word processing	● (2)		●	●	
Web	● (2)				
Television	● (2)				

### Other

Embroidery		●	●		●
Embossing/debossing			●		
Etching/engraving			●		
Holography				●	

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





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