

IIHF SUPPLIER POOL HANDBOOK

2018/2019



INTERNATIONAL
ICE HOCKEY
FEDERATION

MEN

 2019 IIHF ICE HOCKEY WORLD CHAMPIONSHIP SLOVAKIA Bratislava - Košice	 2019 IIHF ICE HOCKEY WORLD CHAMPIONSHIP Lower Divisions	 2019 IIHF WORLD JUNIOR CHAMPIONSHIP CANADA Vancouver - Victoria	 2019 IIHF ICE HOCKEY U20 WORLD CHAMPIONSHIP Lower Divisions	 2019 IIHF ICE HOCKEY U18 WORLD CHAMPIONSHIP SWEDEN Örnsköldsvik - Umeå
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EXPLANATIONS

UNIFORM

Nike

IIHF

Nike

IIHF

IIHF

OFF-ICE APPAREL

Nike

Nike

ON-ICE OFFICIALS

Warrior

Warrior

Warrior

ON-ICE EQUIPMENT

Supplier Pool

Supplier Pool

Supplier Pool

Supplier Pool

Supplier Pool

The IIHF is pleased to present the new Supplier Pool Handbook for IIHF Tournaments. This guide contains the general rules as well as specific details for the different categories of the IIHF Supplier Pool. We hope that this brochure will clarify the correct use of logos through clear pictures.



René Fasel, IIHF President



WOMEN

2019

 ICE HOCKEY U18 WORLD CHAMPIONSHIP
 Lower Divisions

2019

 CONTINENTAL CUP

2019

 ICE HOCKEY WOMEN'S WORLD CHAMPIONSHIP
 FINLAND
 Espoo

2019

 ICE HOCKEY WOMEN'S WORLD CHAMPIONSHIP
 Lower Divisions

2019

 ICE HOCKEY U18 WOMEN'S WORLD CHAMPIONSHIP
 JAPAN
 Obihiro

2019

 ICE HOCKEY U18 WOMEN'S WORLD CHAMPIONSHIP
 Lower Divisions

IIHF

Nike

IIHF

IIHF

IIHF

Nike

Warrior

Warrior

Supplier Pool

Supplier Pool

Supplier Pool

Supplier Pool

Supplier Pool



The IIHF Supplier Pool was established in 1999. With this program the IIHF not only controls the trademark exposure at IIHF events but is able to establish a worldwide hockey development program. The IIHF together with the Supplier Pool Members organize approx. 40 shipments with equipment worldwide. The equipment is used in these countries to support grassroots development and the IIHF Supplier Pool members thus contribute to the worldwide growth of our game.



INTERNATIONAL
 ICE HOCKEY
 FEDERATION

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6

10

12

14

FAQ & RULES

1.

THE RULES APPLY TO WHOM?

The rules apply to all members of a team – players, coaches, bench personnel and team officials.

2.

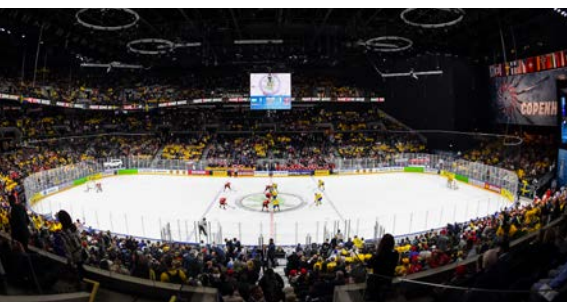
WHEN DO THE RULES APPLY?

The entire duration of all national team events governed by the IIHF including games and practices (incl. 72 hours after the end of the event).

3.

WHICH LOCATIONS ARE COVERED?

In the arena(s) (including practice facilities), or when viewing games as a spectator. Event related functions (e.g. press conferences, mixed zone), no matter the location they will take place.



4.

WHICH COMPANIES?

All companies listed on the attached poster are entitled to expose their logo the way they are for retail purposes (unless further specified). Their logos shall not be blacked out, damaged or altered. Trademarks not listed in the IIHF Supplier Pool have to be blacked out by the teams.

5.

WHICH EQUIPMENT IS COVERED?

The Supplier Pool Regulations apply only to the equipment categories listed – goalie equipment, sticks, gloves, skates, helmets and pucks. Equipment which is covered by jerseys, pants and socks such as shoulder pads, elbow pads and shin pads are not part of the IIHF Supplier Pool regulations. However, in case players wear shells over their pants the trademarks on the pants' kidney protectors have to be covered – with the exception of the trademarks of Nike. The same rule applies to the trademark exposure on turtle necks worn underneath jerseys.

6.

WHY FOLLOW THE RULES?

It is the responsibility of the participating Member National Association to ensure that all items of equipment worn or used by the members of their delegation comply with the regulations. All violations of the IIHF Supplier Pool regulations will be reported to the IIHF Tournament Chairman and non-compliance will result in sanctions by the IIHF.

MEASUREMENT



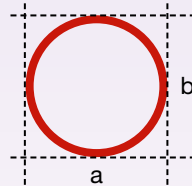
Identification means the normal display of the name, designation, trademark, logo or any other distinctive sign of the manufacturer of an item of equipment or clothing. Authorised identifications or any portion thereof (such as graphic/text that serve as concept extensions) cannot be used in designs of items of equipment or clothing (e.g. repetitions, extensions, distortions, watermarks, patterns, etc.). Specific sizes and display frequency are applicable as given in the following sections.

REGULAR SHAPES



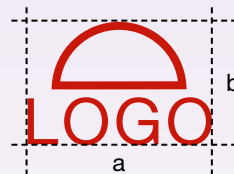
Where the identification of the manufacturer appears as a rectangle or square, the mathematical rules to calculate surface area of a shape will be applied.

IRREGULAR SHAPES



Where the identification of the manufacturer is an irregular shape, a rectangle or square will be traced around the identification, and the mathematical rules used to calculate the surface area of a rectangle or square applied.

COMBINED SHAPES



Where the identification of a manufacturer combines the manufacturer name with manufacturer logo, a rectangle or square will be traced around the combined identification and the surface area of the rectangle or square shall be calculated in its entirety.

$$a \times b = c^*$$

*c = maximum area



**INTERNATIONAL
ICE HOCKEY
FEDERATION**

GAME

6

MANUFACTURER

JERSEY

One identification of the manufacturer per clothing item will be permitted on the right side of the chest.

PANTS/PANT SHELLS

One identification per item will be permitted.

SPONSOR

JERSEY

One sponsor advertising on both sleeves of the jersey.

A



B



C

30 cm²

30 cm²

All sponsor advertising must be approved by the IIHF **at least one month before the tournament**. See IIHF Marketing Guidelines for details.

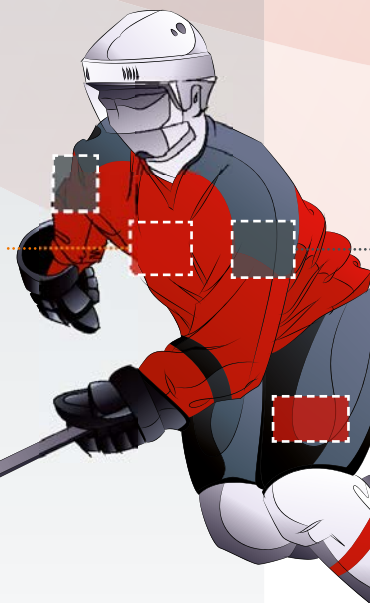
22 × 8 cm

above or below the player's number



No logo of a manufacturer may be visible on the kidney protectors.

MANUFACTURER



A

WM
WM20
WW

B

WM I-III
WM20 I-III
WM18
WM18 I-III
WW I-III
WW18
WW18 I

C

permitted logo area



PRACTICE

MANUFACTURER

JERSEY

One identification of the manufacturer per clothing item will be permitted on the right side of the chest.



Subject to IIHF approval

30 cm²

PANTS/PANT SHELLS

One identification per item will be permitted.



30 cm²

SPONSOR

JERSEY

One sponsor advertising on both sleeves of the jersey.

All sponsor advertising must be approved by the IIHF at least **one month before the tournament**. See IIHF Marketing Guidelines for details.

22 × 8 cm

SPONSOR

SPONSOR

MANUFACTURER



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ICE HOCKEY
FEDERATION

GAME AND PRACTICE

MANUFACTURER

HELMET/FACIAL PROTECTION

One logo can be displayed on each side of the helmet above the ears.

GOALIE MASK

No logo allowed on front and on the back plate of the mask.

SPONSOR

HELMET

One sponsor advertising on the front side of the helmet. **In the case that there is no advertising sticker the manufacturer logo must be covered.**

All sponsor advertising must be approved by the IIHF **at least one month before the tournament.** See IIHF Marketing Guidelines for details.

5.5 × 16 cm

helmet front side

A	IIHF Supplier Pool Helmet Category	IIHF Supplier Pool Helmet Category
B	IIHF Supplier Pool Helmet Category	IIHF Supplier Pool Helmet Category
C	15 cm ²	15 cm ²



- A WM
WM20
WW
- B WM I-III
WM20 I-III
WM18
WM18 I-III
WW I-III
WW18
WW18 I
- C permitted logo area



MANUFACTURER

UNDERWEAR/PROTECTION

No logo may be visible except for Nike in the collar area, especially on the turtleneck.



Open

THROAT PROTECTORS

One sponsor advertising on the headgear.

IIHF Supplier Pool
Helmet Category

IIHF Supplier Pool
Helmet Category

SOCKS

No identification may appear.



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OFF-ICE APPAREL

MANUFACTURER

JACKETS, TOPS, SHIRTS

One identification of the manufacturer per clothing item will be permitted, either on the left or right side of the chest.

PANTS

One identification per item will be permitted.

SPONSOR

JACKETS, TOPS, SHIRTS

One sponsor advertising per clothing item will be permitted, either on the left or the right side of the chest.

10

A



No advertising allowed

B

Open

Open

Subject to IIHF approval

C

30 cm²

30 cm²

30 cm²

MANUFACTURER



SPONSOR



Coaches
Players
Bench Staff

A

WM
WM20
WW

B

WM I-III
WM20 I-III
WM18
WM18 I-III
WW I-III
WW18
WW18 I

C

permitted
logo area

MANUFACTURER

CAPS & HATS

One identification per manufacturer on headgear is permitted.



Open

30 cm²

SPONSOR

CAPS & HATS

One sponsor advertising on the headgear.

No advertising allowed

Subject to IIHF approval

30 cm²

MANUFACTURER
OR SPONSOR



INTERNATIONAL
ICE HOCKEY
FEDERATION

ON-ICE OFFICIALS

MANUFACTURER

HELMET

Two identifications per manufacturer on helmets and headgear is permitted. These may only be displayed on each side of the helmet above the ears.

JERSEY

One identification of the manufacturer per clothing item will be permitted on the right side of the chest.

PANTS

One identification per item will be permitted.

12

A



B

Open

Open

Open

C

15 cm²

30 cm²

30 cm²



A

WM
WM20
WM18
WW18
WW

B

WM I-III
WM20 I-III
WM18 I-III
WW I-III
WW18 I

C

permitted
logo area

SPONSOR

*** All sponsor advertising must be approved by the IIHF at least one month before the tournament. See IIHF Marketing Guidelines for details.**

HELMET

A maximum of one sponsor is permitted. In the case that there is no advertising sticker the manufacturer logo must be covered.

* Except WM and WMI

Open

5.5 × 16 cm

helmet front side

JERSEY

A maximum of one sponsor is permitted. The advertising on the jersey (front and back) is to a maximum size of 30 × 30 cm. The advertising should cover neither the IIHF crest nor the jersey manufacturer's trademark.

* Except WM and WMI

Open

30 × 30 cm

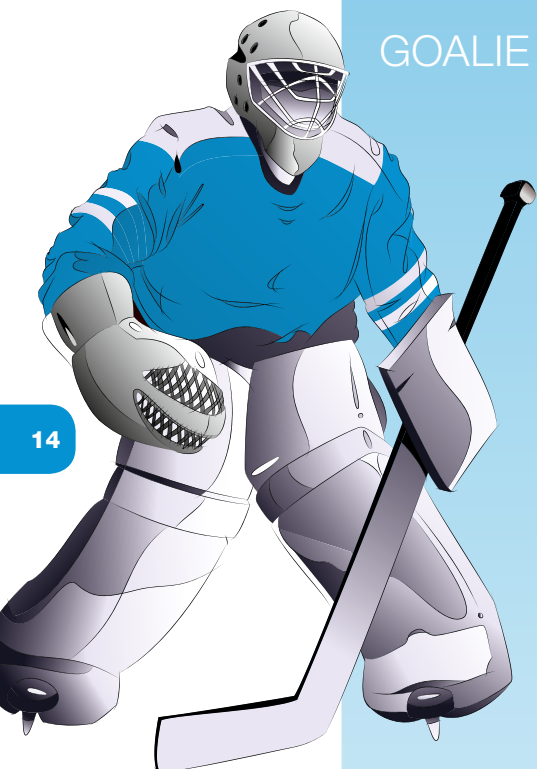
on the chest and/or
on the back

SPONSOR
FRONT AND BACK



INTERNATIONAL
ICE HOCKEY
FEDERATION

IIHF SUPPLIER POOL 2018/19



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GOALIE



GOALIE MASK,
FACIAL
PROTECTORS,
THROAT
PROTECTORS

BAUER

CCM



STICKS,
SHAFTS,
REPLACEMENT
BLADES

BAUER

CCM



SHER-WOOD

TRUE



GLOVES

BAUER

CCM



PADS

BAUER

CCM



15 cm²

permitted logo area
max. size



All brands are entitled to expose their logo, company name and trademark on the equipment of the respective product category.



HELMETS,
VISORS,
FACIAL
PROTECTORS,
THROAT
PROTECTORS

GLOVES

SKATES

STICKS,
SHAFTS,
REPLACEMENT
BLADES

PUCKS

PLAYER

BAUER

BAUER

BAUER

BAUER

GUFEX®

CCM

CCM

CCM

CCM

FISCHER

SHER-WOOD

GRAF

FISCHER

OAKLEY

TACKLA

TRUE

FRONTIER

WARRIOR

TRUE

SHER-WOOD

TACKLA

TRUE

WARRIOR



15 cm²

permitted logo area max. size



**INTERNATIONAL
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FEDERATION**

International Ice Hockey Federation

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