IFF Event Corporate Identity guidelines

These guidelines are intended to serve as check-list for the IFF Member Associations, when they are both planning and using the IFF Corporate Identity in the Events they are organizing.

The organizer commits to use the logo and the identity of IFF, in accordance with good manners and what is generally accepted in the sporting world. They are not to be used in any way that would harm the general interest or brand image of Floorball and the IFF.

The whole idea behind the use of a Visual Identity is to increase the visibility of Floorball and make people identify and remember our sport. The organizers Event related emblem, will and can only have an event related lifespan, so it is important to use the IFF Corporate Identity as much as possible to reach a larger audience and connect different Floorball Events to each other.

The IFF Event Visual Identity consists of two basic elements:

1/ The Event Logo (composite of IFF Emblem and Event Emblem)
2/ The Event Visual Style (Event Colors, Event Typography and Event Visual Motif)

If any question arises, in relation to the use of the IFF Event Visual Identity, please feel free to contact the IFF secretary general directly by email at liljelund@floorball.org.

Usage of the IFF logo:

The IFF logo, is mainly for the IFF use and it has here been defined in the following way.

- In all IFF documents, materials, presentations, booklets, DVD's, Newsletters
- IFF flag and pendant
- IFF web page and social media
- International Referees outfits
- NA web pages
- Event face off
- Medals and memory medals, Service medals, IFF Event trophy
- Local organiser's event webpage for IFF Events (including International Weekend events)

The IFF Event Corporate Identity

The IFF Event Corporate Identity consists of the IFF logo and the Event image component, which together makes the IFF Event Corporate Identity.
The organizer is free to design the Event Image component in the way they like to, so that they have the needed localization included into it. But it is very important that in all marketing and information

actions and materials made for the Event, uses the same visual approach in-line with the chosen identity. Meaning that all materials, regardless if they are published electronically or printed, shall be designed using the same approach.

An ideal solution would be that the elements, colors or shapes of the Corporate Identity would be found in all the materials together with the IFF logo and the image component.

EXAMPLES:
Few examples of the IFF Event Corporate Identity

- The font of the text in the IFF Logo and the Event Image component, shall be the same

INTERNATIONAL FLOORBALL FEDERATION

SINGLE COLOR SCHEME
(Event Visual Style uses only one basic color)

EVENT COLOR (Example)

MAGENTA

IFF Emblem, separating bar and text
should be recolored to Event Color

EVENT EMBLEM

Floorball Event or Championships Year
Date & Month, City, Country
another optional row

MULTIPLE COLOR SCHEME
(Event Visual Style uses two or more colors)

EVENT COLORS (Example)

MAGENTA

IFF Emblem, separating bar and Event name
should be using darker, more contrasting color

Other additional Event Color could be
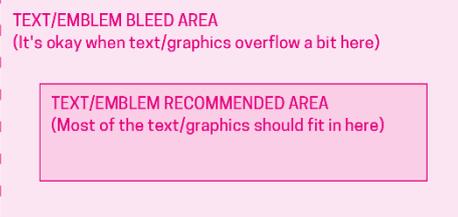used as and accent color for the rest of the text

PURPLE

EVENT EMBLEM

Floorball Event or Championships Year
Date & Month, City, Country
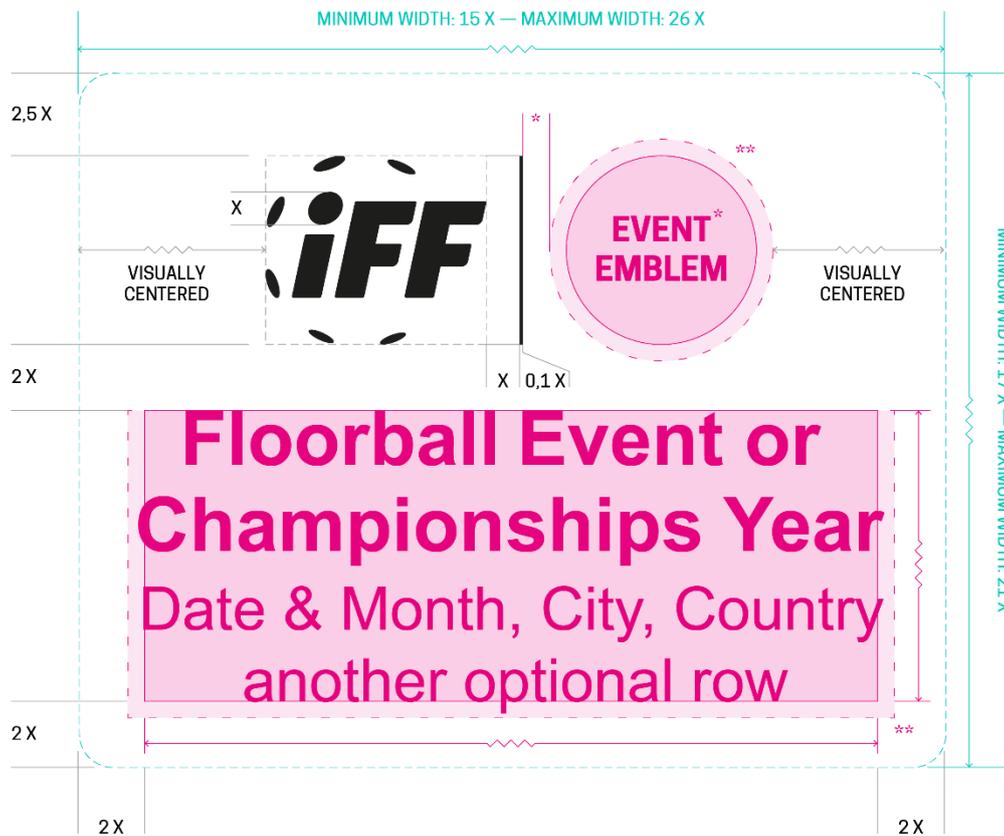another optional row

BASIC MEASURE UNIT
(Everything can be measured as multiple of X – height of the
dot above letter "i" in the IFF Emblem)

X

LEGEND
(Explanation of various elements used in Event Logo
construction gudies)

TEXT/EMBLEM BLEED AREA
(It's okay when text/graphics overflow a bit here)

TEXT/EMBLEM RECOMMENDED AREA
(Most of the text/graphics should fit in here)

EVENT LOGO EXCLUSION ZONE
or
EVENT LOGO UNDERLAYING LABEL
(White „Underlaying Label" makes applying the Event Logo
on various backgrounds easy and foolproof)

FIXED DIMENSION   FLEXIBLE DIMENSION

MINIMUM WIDTH: 15 X — MAXIMUM WIDTH: 26 X

2,5 X

X

VISUALLY CENTERED

iFF

EVENT EMBLEM *

**

VISUALLY CENTERED

MINIMUM WIDTH: 17 X — MAXIMUM WIDTH: 21 X

2 X

X 0,1 X

Floorball Event or Championships Year
Date & Month, City, Country
another optional row

2 X

2 X

2 X

**

2 X

2 X

* **EVENT EMBLEM SHOULD:**
  1/ be scaled so that the visual balance is equally weighted with the IFF Emblem.
  2/ appear in same distance from middle bar as the IFF Emblem does

** **BLEED AREA:**
  Expanded by 0,25 X

MINIMUM WIDTH: 35 X — MAXIMUM WIDTH: 40 X

2 X

X

iFF

EVENT EMBLEM *

**

Floorball Event or Championships Year
Date & Month, City, Country

2 X

X 0,1 X

2 X

2 X

2 X

* **EVENT EMBLEM SHOULD:**
  1/ be scaled so that the visual balance is equally weighted with the IFF Emblem.
  2/ appear in same distance from middle bar as the IFF Emblem does

** **BLEED AREA:**
  Expanded by 0,25 X

The IFF is to approve the proposed IFF Event Corporate Identity well in advance of the Event.

The Event Image Component shall consist of the following information:
- Which Event and Year
- Country where it is played
- Event Emblem
- Dates and Host Cities

Use of the IFF Event Corporate Identity:
- In all official documents, materials, letterheads, presentations, web page
- TV swipe
- Front cover of the Match program
- Tickets of the Event
- Accreditation Cards and
- Posters, signs, advertisements,
- Social media: Facebook, Twitter, YouTube, Flicker
- Event Sponsorship sales material
- IFF and Event Main Sponsors materials and channels
- On Event rink (outside of the rink)
- LOC, IFF, NA, Sponsor web pages
- Media packages and services (News logo)
- Volunteer outfit

Event Image Component (Symbol)
- Venue decoration
- Event flag
- Merchandising (t-shirts, event souvenirs etc)
- Mascot
- LOC secondary sponsors on their materials and channels

42 mm		150 %
35 mm		125 %
28 mm		100 %
21 mm		75 %
14 mm		50 %
9,8 mm		35 %