

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 Corporate Identity is to increase the visibility of Floorball and make people identify and remember our sport. The organizers Event related symbol, 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 Corporate identity consists of three different single elements:

- The IFF logo
- The IFF Event Corporate Identity
- The Event Image Component

If any question arises, in relation to the use of the IFF Event Corporate Identity, please feel free to contact the IFF secretary general directly by email at liljelund@floorball.org or by phone +358-400-529030.

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 banner and the Event image component, which together makes the IFF Event Corporate Identity.

The organizer is free to design the Event Image component in any way they like to, in order to 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 logo banner and the image component.

The IFF Event Corporate Identity:

The example used is the Event Corporate Identity for the WFC 2014.

IFF Logo banner:

- color can be changed to suite the Event Image Component



Event Image Component:

- decided by the organiser, approved by the IFF

- The font of the text in the IFF Logo banner and the Event Image component , shall be the same
- The IFF logo banner is of a fixed size and ratio in the Corporate Identity, but the form can vary:



- The organizer can use only a part (shape, form, color etc.) of the Event Image component in the materials, where they can use only the Image component.
- The same color surrounding shall be used in all materials
- The name of the Event shall be written as IFF World Floorball Championships

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 Symbol

Optional information:

- 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, Flickr
- 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

