

IFF Event Identity Guidelines

These guidelines are intended to serve as checklist for the IFF Member Associations planning the use of the IFF Corporate Identity in the IFF Events they are organizing.

The organizer commits to use the IFF Corporate Identity 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 idea behind the use of an IFF Corporate Identity is to increase the visibility of Floorball and make people identify and remember our sport and logo, and not just the “temporary” event logo. The organizers event-logo will 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.

IFF logo

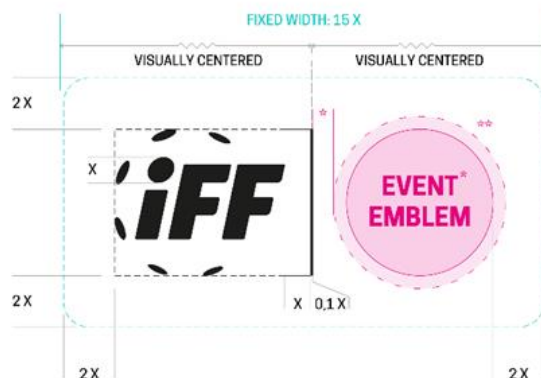


IFF Emblem



The IFF Event Visual Identity consists of two basic elements:

1. The Event Logo (composite of IFF emblem and Event emblem)



* **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

2. The Event Visual Style (Event Colors, Event Typography and Event Visual Motif)

EVENT LOGO
(See the chapter Event Logo)

EVENT VISUAL IDENTITY

Anything shown in pink color shall be decided by the organiser and then approved by the IFF.

EVENT LOGO



+

EVENT MOTIF



+

EVENT TYPEFACE

Aa Bb Cc
0 1 2 3

+

EVENT COLOR PALETTE



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

The IFF Event Identity

The IFF Event Corporate Identity consists of the IFF emblem and the Event emblem, which together makes the IFF Event Corporate Identity.

The organizer is free to design the Event 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.

The organizer is free to choose the color and font for the logo and can adjust the IFF emblem color to the Event image color. The IFF logo can only have one color.

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 emblem and the image component.

Few examples of the IFF Event Corporate Identity already used previously

EVENT LOGO



EVENT LOGO - HORIZONTAL



EVENT LOGO - "RESPONSIVE"



IFF emblem

Event Image Component:

- decided by the organiser,
approved by the IFF

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

EVENT LOGO



EVENT LOGO - HORIZONTAL



EVENT LOGO - "RESPONSIVE"



Below some examples of how to use colors and the separation of the IFF and Event emblems from each other

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



MULTIPLE COLOR SCHEME

(Event Visual Style uses two or more colors)

EVENT COLORS (Example)



MAGENTA



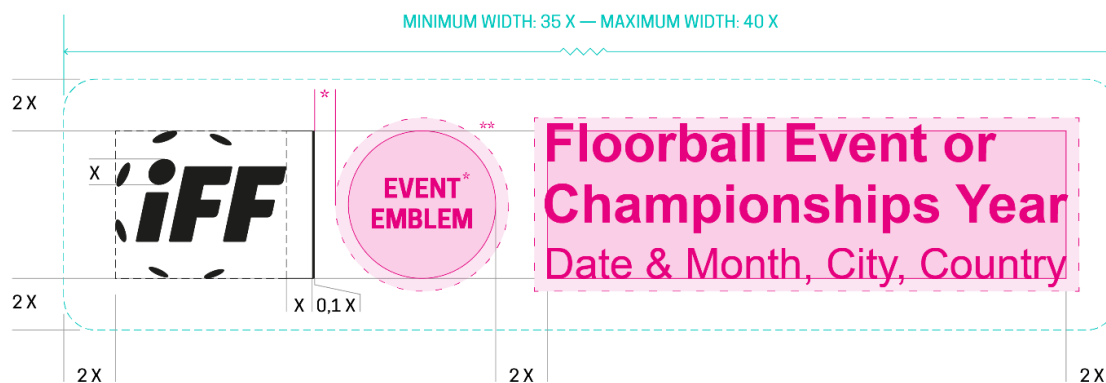
PURPLE

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

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



The basic measures



*** 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

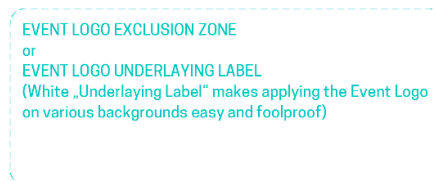
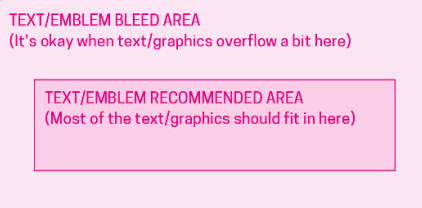
BASIC MEASURE UNIT

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



LEGEND

(Explanation of various elements used in Event Logo construction guides)



Below few example of applying the Event logo on different surfaces

PHOTOGRAPHY – BRIGHT CLEAN AREA

(use Event Logo – Monochrome Black)



PHOTOGRAPHY – DARK CLEAN AREA

(use Event Logo – Monochrome White)



ANY BACKGROUND

(use "foolproof" Event Logo – Color Positive Label)



DO'S



DEVELOP APPROPRIATE COLOR PALETTE

Try to find pleasing color combinations, you can use national colors of Your country or just stick with one simple color.



PURPLE

Event Color Palette
WFC 2015, Tampere



RED

Event Color Palette
WFC 2016, Riga



DARK GREY

DON'TS



DON'T BREAK THE RULES

Try to follow all the recommendations and rules as closely as possible. Your design has better chance to be approved by IFF.

DON'T MAKE IT UNUSABLE

Try to avoid problematic colors, which can't be reproduced in print or could cause problems in readability of text.



NEON PINK



METALIC



MIND READABILITY

Contrast is the key, avoid using bright colors on white background and dark colors on dark background.

**Floorball Event of
Championships Year**

DON'T MIX THE COLORS WITHIN IFF EMBLEM.

IFF Emblem shall be recolored with one color only including the bar between emblems.



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

The Event Emblem 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 (here use the most simplified version)
- Front cover of the Match program
- Tickets of the Event
- Accreditation Cards
- 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
- Merchandising
- Event flag
- Any sponsor of the event shall use the Event Corporate Identity

Event Emblem (Symbol)

- Venue decoration
- Very small merchandising items (pins, magnets, etc.)
- Mascot

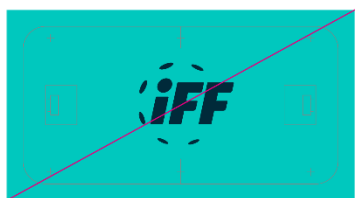
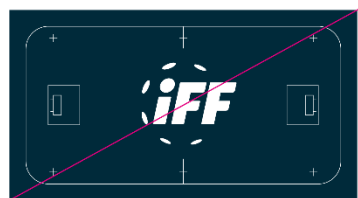
Few examples how to use the IFF emblem on different formats

BASIC RULES OF USING THE COMPOSITE LOGO
All communication, promotion and branding of the IFF events should always come with the IFF event composite logo consisting of both Event Emblem and IFF Emblem.

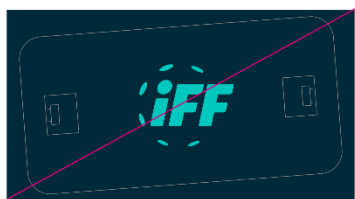
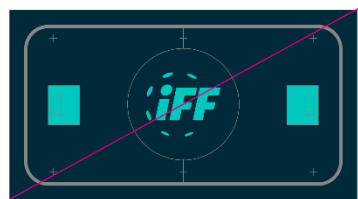


Examples of how not to use the IFF logo

A) SWAP AND CHANGE COLOURS



B) CHANGE / REMOVE / MODIFY STROKES AND SHAPES



C) REPLACING AND CHANGING POSITION OF IFF EMBLEM

