



ADVERTISING ON EQUIPMENT AT ICF CANOE SLALOM COMPETITIONS

(boat stickers and Bibs)

Introduction

After consultation and discussion with stakeholders involved in Canoe Slalom, it has been agreed to follow a consistent standard for boat stickers at ICF Canoe Slalom Competitions.

It is thought to be a benefit to have a consistent standard, where possible, across all ICF Competitions. This clarification of space reinforces the athletes' identification, the sponsors' visibility and provides an homogeneous style.

Other equipments (e.g. helmet and paddles) remain available to the athlete and/or the National Federation.

Other guidelines are available from the ICF website in the National Federation Area:

- ICF Look & Style guide: use of logo and terminology
- Branding at venues: information about boat stickers and BIB (CSL)
- ICF Partners at ICF Competitions: rights and visibility of ICF partners at ICF competitions
- Various templates (boat stickers, award backdrops),...

Athlete's name sticker

The athlete's name sticker must be applied on all boats for ICF Canoe Slalom competitions (level 1-2). In order for the canoes and kayaks to be presented in a standard manner, the name stickers must be positioned at the same point on every boat.

It is the participating National Federations' responsibility to provide the stickers to their athletes.

Please use the template provided by the ICF with the correct sizes and font. Templates are available on the ICF website / NF Area / Marketing.



| | |
|------------------------|---|
| Font | Arial bold capital letters on white background |
| Designation | Last name / space / first letter of the first name / dot. Example: HOCHSCHORNER P. |
| Letters height | 6 cm |
| Sticker height | 7 cm |
| Sticker length | Given the wide variety of name lengths, having a single sticker length will look ungainly. Therefore, stickers will be cut to the length of the name, leaving equal left and right margins of 4 cm at each side. |
| Positioning of sticker | Names stickers will be placed below the seam line (with a margin of 5 cm above if needed) starting 10 cm in front of the cockpit. |
| Sponsors logos | One additional sticker with Athlete/NF Sponsor logo can be placed at each side of the athlete's name. The dimension of the stickers must not exceed 7 cm height and 12 cm length. Recommendation: If the space beside the name sticker is not used for logo, it is advised to display the national flag. |

#Advertising on CSL equipment

Examples of sticker's positioning

K1



C1



C2



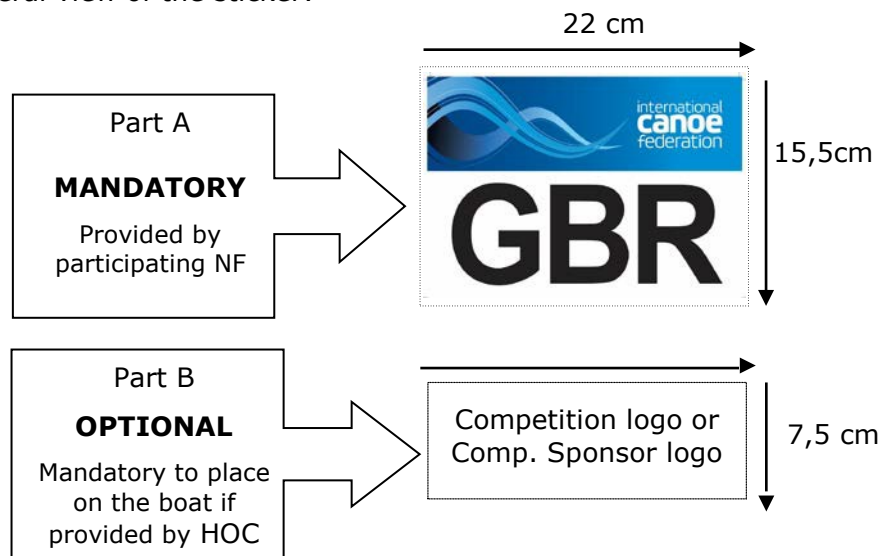
Country code sticker (NOC code)

The Country code sticker will be applied on all boats and at the same place for each ICF Canoe Slalom competitions.

It is the participating National Federations' responsibility to provide the stickers to their athletes.

It is mandatory to use the templates provided by the ICF (ICF website /NF Area / Marketing) with correct sizes and font.

General view of the sticker:



Part A: Mandatory

| | |
|---------------------|--|
| Font | NOC Tricode: Arial bold capital letters black on white background |
| Letters height | 7 cm |
| Sticker height | 15,5 cm |
| Sticker width | 22 cm |
| Designation | ICF logo + NOC tricode |
| Positioning sticker | one sticker on the deck at the front of the boat (in the front of the Athlete's area). |

Part B: Optional:

An additional space can be used by the HOC below the NOC sticker, for the Competition logo or Competition Sponsor logo.

This sticker must be placed no more than one cm below the NOC tricode sticker.

Sticker height: 7,5 cm, Sticker width: 22 cm.

General layout on boats

The clarification of space between the different stakeholders reinforces the athlete's identification, the sponsors' visibility, and gives a homogeneous style.

ICF Sponsor's space can be used by the Athlete/NF if there is no ICF Sponsor (please check with ICF HQ).

Manufacturer space must not exceed 45 x 10 cm. The athlete/NF can use this space for sponsor if not used for manufacturer logo and accordingly to the agreement between the athlete/NF and the manufacturer. One logo only (on each side) per Manufacturer is allowed on the boat.

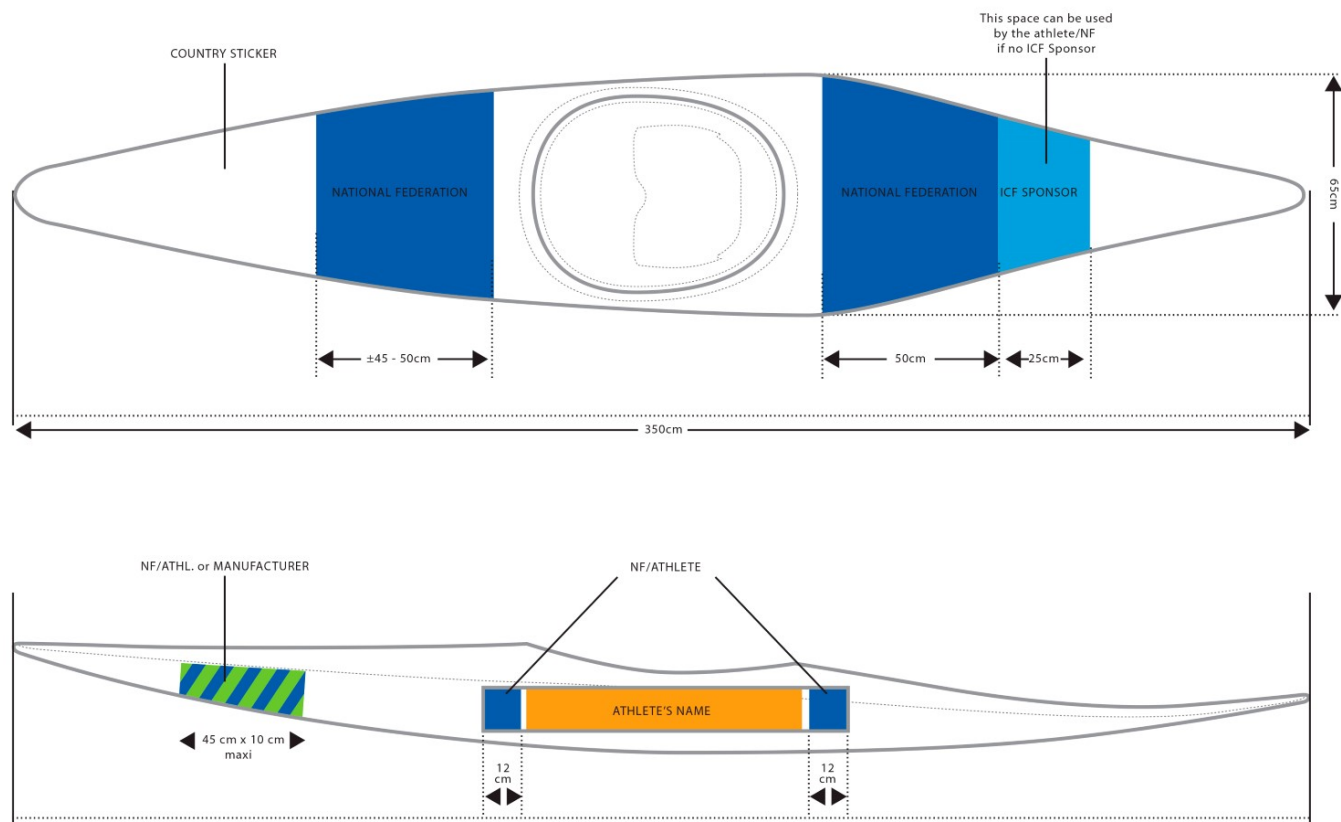
Corporate branding

Boats can be painted with the corporate branding identification of the athlete's sponsor. However, if additional sponsor stickers are added, they must be placed at the reserved spaces as described above.



International Canoe Federation
Canoe Slalom C1 Boat

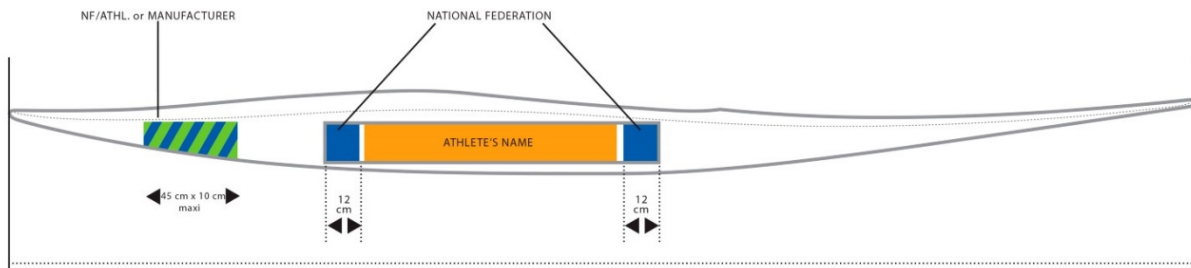
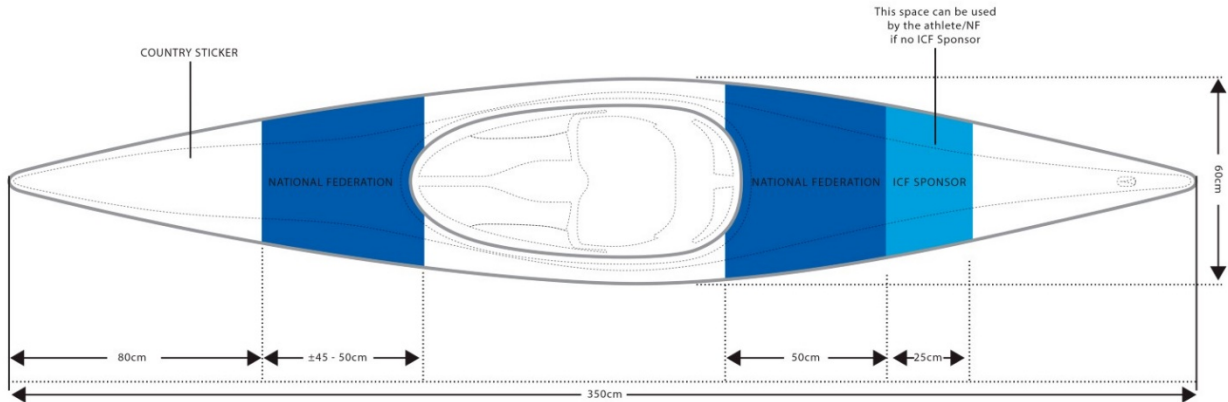
■ NF/ATHLETE ■ ICF SPONSOR
■ NF/ATH/MANUFACTURER ■ ATHLETE'S NAME





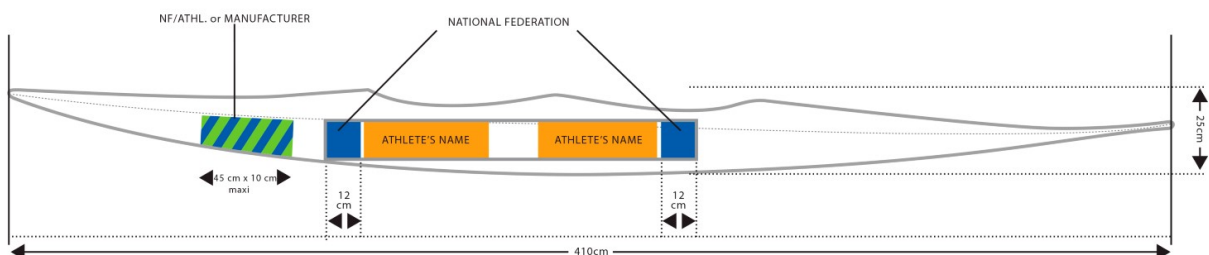
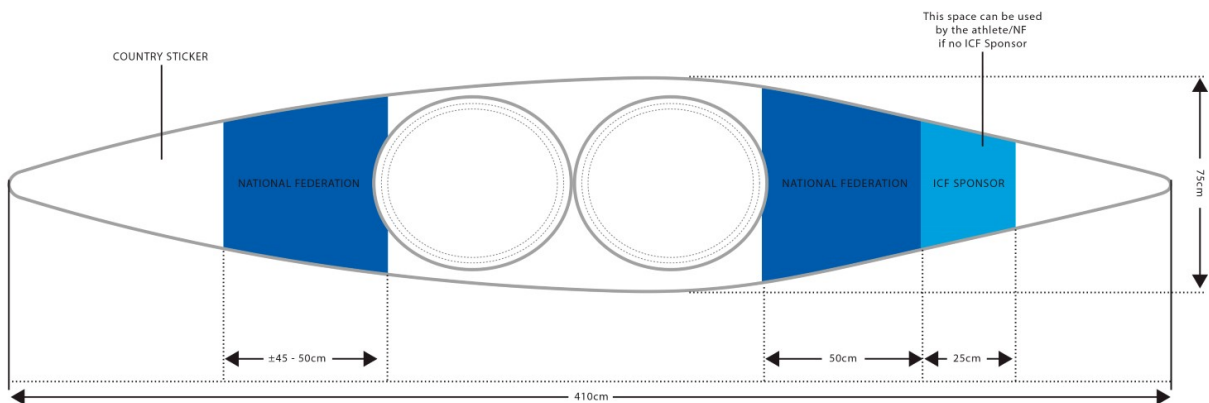
International Canoe Federation Canoe Slalom K1 Boat

- NF/ATHLETE
- ICF SPONSOR
- NF/ATH/MANUFACTURER
- ATHLETE'S NAME



International Canoe Federation Canoe Slalom C2 Boat

- NF/ATHLETE
- ICF SPONSOR
- NF/ATH/MANUFACTURER
- ATHLETE'S NAME



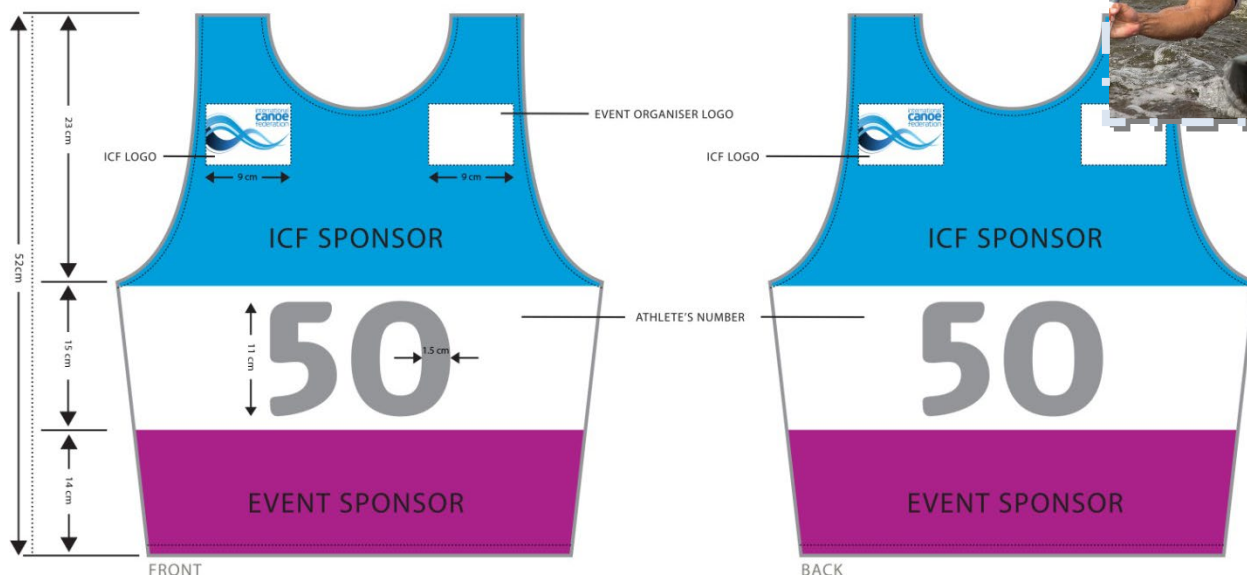
Bibs

The HOC shall get ICF approval for competition bib designs at least 2 months prior to the competition.

CANOE SLALOM

BIB should be designed as follow:

- ICF SPONSOR
- EVENT SPONSOR



- If ICF space (blue) is not used by the ICF, the HOC may take this place for his own Sponsor subject to ICF approval and under certain conditions.
- template is available from the ICF headquarters

EXTREME CANOE SLALOM

Check with Canoe Slalom Committee.

Helmet and Paddles

Helmets and paddles can be used without restriction by athletes and/or National Federations.

Helmet

It is recommended to avoid accumulation of stickers (up to three; one at the front and one at each side works well) for the sake of sponsor visibility and to ensure homogeneity.

If really needed and after discussion with athletes/NF, the ICF reserves the right to add an ICF logo.

Country recognition is welcome.

Paddle

It is recommended to avoid accumulation of stickers.

Country recognition is welcome.

Examples of country recognition:

