

# Look and Style Guide



***Always moving forward***

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## Introduction

In order to become easily identifiable, we must be consistent in our communications and protect the image of the International Canoe Federation (ICF) and Canoeing. By standardising our competitions and our product we will reinforce public awareness.

This Look& Style Guide is for the ICF Family and its stakeholders in order to provide guidance for the “look” of Canoeing and the use of ICF logo and terminologies.

This guide might not anticipate every possible situation. If you have any questions or would like to obtain quality copies and digital images of the logo, please feel free to contact ICF at [catherine.wieser@canoeicf.com](mailto:catherine.wieser@canoeicf.com) or [info@canoeicf.com](mailto:info@canoeicf.com).

The ICF owns the rights to all logos and canoeing names mentioned in the document. The logo and names cannot be altered or amended in anyway.



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## Section One – ICF Logo

### I. Official ICF Logo



The ICF logo represents the governing body for the sport of Canoeing and is used to promote our sport.

### II. Logo Significance

The individual lines represent the diversity of our canoeing disciplines all moving in the same direction: Canoe Sprint, Paracanoe, Canoe Slalom, Wildwater Canoeing, Canoe Marathon, Ocean Racing, Canoe Polo, Dragon Boat and Canoe Freestyle.

The logo transcends the fluidity, buoyancy, speed and dynamic nature of the sport which is represented in the character of the lines, the blue represents water and the natural environment of our sport. Our logo, like our sport, is youthful, modern, cool, and always moving forward.

### III. Typography

*Etelka light pro* and *Etelka light pro-BOLD* are the only fonts allowed for the script "international canoe federation" for the logo.

### IV. General Logotype



The entire logo should be used as one element. It must not be altered or changed in anyway (including homothety)

### V. General Guidelines

The International Canoe Federation (ICF) logo is the primary representation of the organisation. This logo is a unique trademark used to identify our competitions and communication materials. When using the logo remember to:

1. Never use the logo below its minimum size restriction;
2. Never alter the logo in any way. The logo may not be redrawn, changed or distorted;
3. Use the correct amount of free space around the logo;
4. Use the correct logo colour combinations;
5. Never create the logo using an alternate font;
6. Do not use any other script or titles, sponsors, third parties associated or seemingly associated with the logo.

## **VI. Specifications of Usage**

### **A. Positioning of logo**

When used as the main visual on a document, the logo should be centered on the page.

When used for competitions the logo must be placed at the top left of all publications or website in a prominent position and without any associated third party logos. Generally, the Competition or NF logo would be on the right hand side. The ICF logo should be the largest or equal size to any other logo on the visual material.

### **B. Size Restrictions**

Minimum size: To maintain the integrity and quality of the logo, a minimum size has been set. Do not use the logo smaller than 25.4mm (1.00 inch) in width on a website page, A3, A4, legal or letter sizes.

### **C. Spacing**

To protect the logo's integrity and legibility, as much "free space" as possible should surround the logo. Free space is an area that contains no text and graphic elements such as imagery, secondary logos and symbols.

The diagram below shows the minimum amount of free space that should surround the logo. The rules regarding free space apply to any background. For instance, if the logo is produced on a photograph, then it should be placed on an area of the photograph that will not interfere with or distract from the logo.



### **Spacing rules**

*10 % of free space on the right side of logo  
18 % of free space at the top & bottom of logo  
16 % of free space on the left side of the logo*

### **For example**

*If you use for a document a version of the logo that is 25 cm X 17 cm, you will need to leave the following spacing around the logo.*

*At least 2.5 cm (10% of 25 cm) of free space on the right side of the logo.*

*A least 3 cm (18% of 17 cm) of free space at the top and bottom of the logo.*

*At least 4 cm (16% of 25 cm) of free space on the left side of the logo.*

## **D. Colour Template**

It is important to maintain maximum control over the ICF colour. For offset printing, the logo should be reproduced using these methods:

The specifications for Pantone®, CMYK and RGB colour applications.

Pantone® 7461 C  
CMYK 81-41-0-0  
RGB R29, G130, B197



## **E. Colour Combinations**

**Positive use:** it is important to maintain maximum control over ICF's logo colour. For offset printing, the logo should be reproduced using these methods:

- When four-colour applications (CMYK) are required, use process mix C81, M41, Y0, K0.
- When two-colour or single-colour applications (spot) are required: use Pantone 7461 C
- For Web/multimedia usage the logo should be reproduced in the RGB equivalent of: R29, G130, B197.

**Negative Use:** the logo may be produced in black or white when used on ICF blue, colour or dark background. You must get ICF's approval for negative use.

## F. Black and Grey Applications

The colour version of the logo should be used at all times. In cases where the colour version cannot be used, you must get ICF's approval to use the black or grey applications.

Logo should be reproduced on white background. Gray version can be used on colour documents. Black logo on all black/white correspondence.

### *Black application*



*As a guide Black and White is used solely for black and white publications.*

### *Grey application*



E.g. Grey application can be used for colour documents when bright colours clash with the blue of the logo.



**Black/White and Grey Logos must have the ICF approval before use.**

## **G. Use of text with ICF logo**

As a guide, the only text that can be used with the logo can be the ICF title competition or the *Always Moving Forward* slogan.

Etelka light pro and Etelka light pro-BOLD are the fonts to be used when possible.

**All additional text must be approved by the ICF.**

## **VII. Rules for use with sponsors logos**

The logo should not be placed directly adjacent to another company's logo or identifier. The logo and another identifier of any type must be placed within the spacing specified in this Style Guide.

## **VIII. Logo Usage in Advertising and Publications**

If the ICF logo must appear on any printed related matter such as brochures, invitations, and advertisements, it must be in accordance with the specifications mentioned above.

The ICF logo should not misrepresent or mislead any promoter, third party, NF sponsor/supplier in any way. The logo must be clearly divided from all other graphics.

## **IX. Composite Logo**

In certain situations a composite logo can be designed. This consists of the ICF logo, a vertical line and then the local organiser logo (Must be non-connected).

### **Horizontal Format**



The ICF logo should always be on the left side with a solid blue line (ICF Blue) on the right. The width of the line separating the ICF and organiser's logos should be 1 ½ pt. The partner's logo should be of the same size as the ICF logo.

**ICF must approve all composite logos.**



## X. Flags

The ICF's flag should always be on white background and the logo should be hung from left to right.

E.g.



As a guide, the ICF flag can be printed in the following dimensions:

Ratio	Type	Size
2:3	Table flags	10 cm x 15 cm
5:7		<b>15 cm x 21 cm *</b>
1:1	Square Flags	<b>60 cm x 60 cm *</b>
		80 cm x 80 cm
2:3	Flags	30 cm x 45 cm
		60 cm x 90 cm
		90 cm x 120 cm
		100 cm x 150 cm
		<b>120 cm x 180 cm *</b>
		<b>150 cm X 225 cm *</b>
	<b>160 cm x 240 cm *</b>	
	180 cm x 270 cm	
	<b>200 cm x 300 cm *</b>	
3:4	Flags	180 cm x 240 cm
3:5	Flags	90 cm x 150 cm
		150 cm x 250 cm

### \* Preferred sizes

All additional dimensions must be approved by ICF.

## XI. Medals



Front

Back

**ICF World Championships:** the medals shall be furnished by the ICF at the expense of the Organising Federation.

Design on front side: must always show the ICF logo and the year of the competition

Design on back side:

Option 1: back side is engraved with the title of the competition and discipline.

Option 2: should the Organising Committee choose to include the competition logo on the back of the medal, that logo must comply with the Guideline for competition titles found in the ICF Look & Style Guide. This option is costlier since it necessitates two moulds.

**ICF World Cups:** the medals can be furnished by the ICF at the expense of the Organising Federation or purchased locally by organisers. In this latter case, the ICF must approve the design before final production.

Specifications about sizes and ribbon are available in the ICF Protocol Guide or [info@canoeicf.com](mailto:info@canoeicf.com).

## XII. Embroidery

**Negative Use (white Logo on dark colour background)**



**Black Version**



**Use of script on shirts, polo shirt and caps (Blue and Black)**

international  
**canoe**  
federation

international  
**canoe**  
federation

## Section 2 – Terminologies and general Guidelines

### I. Designation and Accepted Fonts

The following designations should always be used in any printed matter such as brochures, invitations and advertisements, as well as on all on-line media.

#### A. Official Names of disciplines, Committees & Commissions

All ICF competitions must use full title discipline.

##### 1. Disciplines & Abbreviations

<b>CANOE SPRINT (CSP)</b>	<b>CANOE SLALOM (CSL)</b>
<b>PARACANOE</b>	<b>WILDWATER CANOEING (WWC)</b>
<b>CANOE MARATHON (CAM)</b>	<b>CANOE POLO (CAP)</b>
<b>DRAGON BOAT (DRB)</b>	<b>CANOE FREESTYLE (CFR)</b>
<b>CANOE OCEAN RACING (OCR)</b>	

##### 2. Working Groups, Committees and Commissions

<b>ICF SUP COMMISSION</b>	<b>MEDICAL &amp; ANTI-DOPING COMMITTEE</b>
<b>ATHLETES' COMMITTEE</b>	<b>ICF EQUALITY AND DIVERSITY COMMISSION</b>

### B. Accepted Fonts

Below are recommended font types that can be used for titles or text.

<b>Font</b>	<b>Examples</b>
Etelka Light Pro	international canoe federation <i>Always Moving Forward</i>
Verdana	international canoe federation <i>Always Moving Forward</i>
Arial	international canoe federation <i>Always Moving Forward</i>
Gautami	international canoe federation <i>Always Moving Forward</i>
Gill	international canoe federation <i>Always Moving Forward</i>
Tahoma	international canoe federation <i>Always Moving Forward</i>

## II. Guidelines for competition titles

The guidelines set forth for competition titles demonstrate how the branding process can be used to provide a strong, consistent identity for ICF.

Maintaining consistency throughout naming the competitions is essential to promote a unified identity for ICF and canoeing.

Titles should always be prominent and in full. No sponsor names permitted as the use is reserved for ICF sponsors.

For all ICF approved competitions and all competitions listed on the ICF International Calendar the ICF has the right to amend the name of the competition and specify the order of titles and branding should it deem it necessary to standardise names across the world.

### SENIOR COMPETITIONS

Competition names should be set according to the following guidelines, first the **Year**, followed by the **ICF abbreviation**, then the **Discipline**, and finally the **Competition**.

Note: When no category is mentioned, the senior category is implied.

E.g.: 2018 ICF Canoe Sprint World Championships

Other examples:

2018 ICF Canoe Slalom World Cup

2018 ICF Canoe Marathon World Championships

2018 ICF Wildwater Canoeing World Championships

### JUNIOR COMPETITIONS

Competition names should be set according to the following guidelines, first the **Year**, followed by the **ICF abbreviation**, then the **Junior Category**, the **Discipline** and finally the **Competition**.

E.g.: 2018 ICF Junior Canoe Sprint World Championships

### MASTERS COMPETITIONS

Competition names should be set according to the following guidelines, first the **Year**, followed by the **ICF abbreviation**, then the **Masters Category**, the **Discipline**, and finally the **Competition**.

E.g.: 2018 ICF Masters Canoe Marathon World Cup

**Competition Titles must have the ICF approval before use.**

**III. Guidelines for ICF competition logo**

ICF Competition logo should consist of;

- official competition title designation as described in §II (year can be positioned in a different place if needed for graphic purposes)
- a graphic/design composed by the NFs or the Organiser
- the name of the place where the competition takes place

Optional: exact dates and country

E.g.:



**The ICF Competition logo must be approved by the ICF.**

## IV. ICF Slogans

These key messages can be powerful as they rely on ICF core values. They should be used by all in our communications to promote the sport of canoeing.

### A. Always moving forward Slogan

Always moving forward... reflects the vision, youth, dynamism of our sport and also the constant evolution of our sport and federation - it is also the direction the boats move!



### B. Canoeing and Lifestyle Slogan

Canoeing is a 'sporting lifestyle with attitude done in a clean environment' - lifestyle because it appeals to all ages and most people keep doing it all their lives, attitude is the fashion trendiness and dynamic nature of the sport. The environment is the natural arena canoeing is participated in.

## IV. Logo Requests and Approvals

To request the different **eps and jpeg files** of the logo or for approval of any of your publications or materials, please forward your request to [catherine.wieser@canoeicf.com](mailto:catherine.wieser@canoeicf.com) or [info@canoeicf.com](mailto:info@canoeicf.com).