

ICF BRANDING AT VENUES

1.Introduction

2.ICF Branding checklist

3.Mandatory for all disciplines

- Competition logo (all disciplines)
- Medal award backdrop (all disciplines)
- Mixzone – interview backdrop (all disciplines)
- Accreditations
- Flags
- Banners

4.ICF official partners' branding

5.Mandatory for flatwater disciplines

- Start banners & finish position

6.Mandatory for white-water disciplines

- Start gate / startbackdrop / start platform (Extreme Canoe Slalom)
- Kiss & Cry backdrop
- Bridges
- Finish position



1.Introduction

Visual presentation is a key factor in the success of any sporting event.

A consistent and professionally branded look across all venues enhances the image of the competition and ensures ICF competitions are easily recognisable.

This document outlines the minimum branding requirements for Host Organising Committees (HOC).

All branding must comply with ICF guidelines and is subject to prior approval by the ICF.

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2. ICF branding checklist

All items and designated areas listed below are **subject to prior approval by the ICF** before production and must feature the official ICF logo.

All branding materials must be submitted to the ICF for review, addressed to Lily Simonffy (lily.simonffy@canoefcfsport).

The ICF reserves the right to determine whether branding materials are approved for printing. Accordingly, **all documentation must be submitted no later than two weeks prior to the planned print date.**

Mandatory branding checklist

- o All disciplines
- o Flatwater disciplines
- o Whitewater disciplines

Mandatory for all disciplines

03

Branding	Minimum Size	ICF Template available on NF Area/ Marketing	Remarks
Competition logo			
Medal Award backdrop	400x350cm	✓	
Finish position (only for whitewater)			With ICF logo
Mixed zone - interview backdrop - kiss & cry		✓	
Accreditation		✓	Accreditation guideline For further details, contact nashle.henderson@canoefcfsport
ICF flags			Must be hoisted at Opening/Medal Cerem only.
Banners			
Competition program & results			

Mandatory for flatwater disciplines

Branding	Minimum Size	ICF Template available on NF Area/ Marketing	Remarks
Start banner (Flat-water disciplines)			If possible, on water

Mandatory for whitewater disciplines

Branding	Minimum Size	ICF Template available on NF Area/ Marketing	Remarks
Start gate/backdrop		✓	ICF logo must represent at least 20% of all backdrop content
Kiss & Cry backdrop	350x200cm		
XCSL Start Platform	400x300cm	✓	ICF logo must represent at least 20% of all backdrop content
BIB		✓	



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3.Mandatory for all disciplines

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- Flags
- Banners

4.ICF official partners' branding

5.Mandatory for flatwater disciplines

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3. Mandatory for all disciplines Competition logo (all disciplines)

The HOC shall produce a competition logo.

This logo **must be submitted to ICF for approval** in 2 versions (EPS/JPG), **one year before the competition**.
The HOC can ask ICF to help in the creation of the logo.

The designation of the competition must be set according to the following guidelines:

1. The ICF abbreviation,
2. then the discipline, and
3. finally, the competition.

The given "year" can either be placed first or next to the location.

E.g.:

2025	ICF	Canoe Slalom	World Championships
2025	ICF	Junior & U23 Canoe Sprint	World Championships
2025	ICF	Canoe Marathon	World Cup
2025	ICF	Masters Canoe Sprint	World Cup



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Mandatory for all disciplines Medal Award Backdrop (all disciplines)

To have a visual impact, dimensions of the backdrop should be a minimum 400x350cm with logos that should be more than 45 cm x 25cm. Templates are available [here](#).

The ICF logo must be visible in several positions, plus the @PlanetCanoe banner must be included on top of the podium backdrops.



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- Accreditations
- Flags
- Banners

4.ICF official partners' branding

5.Mandatory for flatwater disciplines

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Mandatory for all disciplines

Mixed Zone – Interview backdrop (all disciplines)

There is no minimum banner size, but it **must include the ICF logo**. Templates are available [here](#).



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3. Mandatory for all disciplines

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- Mixzone – interview backdrop (all disciplines)
- Accreditations
- Flags
- Banners

4. ICF official partners' branding

5. Mandatory for flatwater disciplines

- Start banners & finish position

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Accreditations

The Organising National Federation can design accreditations, with all necessary ICF sponsor logos. Guidelines are available [here](#). For design approval, contact lily.simonffy@canoefederation.org. For technical details, contact sdp@canoefederation.org. SDP user guide is available [here](#).



The ICF Accreditation Card remains the property of the International Canoe Federation (ICF) for the duration of an event and can be withdrawn at the ICF's discretion. By using this card, signees to the event, signatories, photographers and athletes during the ICF event.



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2.ICF Branding checklist

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- Mixzone – interview backdrop (all disciplines)
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- Flags
- Banners

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Mandatory for all disciplines

Flags

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



* Preferred sizes

All additional dimensions must be approved by ICF.

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

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

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1.Introduction

2.ICF Branding checklist

3.Mandatory for all disciplines

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- Medal award backdrop (all disciplines)
- Mixzone – interview backdrop (all disciplines)
- Accreditations
- Flags
- Banners

4.ICF official partners' branding

5.Mandatory for flatwater disciplines

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Banners

Template available [here](#).



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2.ICF Branding checklist

3.Mandatory for all disciplines

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- Medal award backdrop (all disciplines)
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- Flags
- Banners

4.ICF officialpartners' branding

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The ICF official partners' branding

The ICF Official Partners play a vital role in supporting the development of the sport and must be provided with appropriate and high-quality exposure at the event.

The list of the ICF Official Partners attending the event will be shared with the organisers one month prior to the event. Should this timeframe be insufficient for production, printing, or layout requirements, organisers are requested to inform the ICF in advance.

To ensure consistency across events, the inclusion of ICF Official Partners' logos in all banner and branding materials is mandatory. The ICF Official Partners' logos are available on the [ICF website /Event Organisers/Branding at venue](#).

The ICF Partners' rights in terms of exposure and access are detailed in the [ICF partners guidelines](#).

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1.Introduction

2.ICF Branding checklist

3.Mandatory for all disciplines

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- Accreditations
- Flags
- Banners

4.ICF official partners' branding

5.Mandatory for flatwater disciplines

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Mandatory for flatwater disciplines

Start banners & Finish position

When possible, the ICF logo must be placed on the water. In all cases, the ICF banners must be visible from the start.

The finish position must be clearly identified. In all cases, the ICF logo must be visible at the finish position (on water or on the water bank).



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- Flags
- Banners

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Mandatory for whitewater disciplines

Start gate / start backdrop / start platform (Kayak cross)

The HOC is responsible for the production of a start gate or backdrop.

- **START GATE:** If the start position is between two blocks with slight water flow.



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3.Mandatory for all disciplines

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4.ICF official partners' branding

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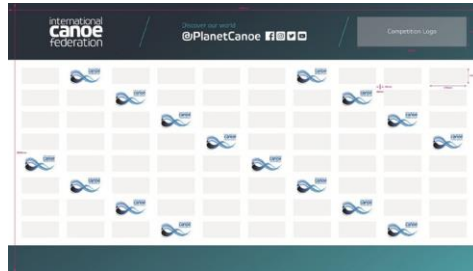
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Mandatory for whitewater disciplines

Kiss & Cry backdrop

To have a visual impact on broadcasting/streaming, dimensions of the **backdrop** should be a minimum 350x200 cm, with logos minimum 45 cm x 25cm.



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1.Introduction

2.ICF Branding checklist

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- Accreditations
- Flags
- Banners

4.ICF official partners' branding

5.Mandatory for flatwater disciplines

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6.Mandatory for white-water disciplines

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Bridges



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1.Introduction

2.ICF Branding checklist

3.Mandatory for all disciplines

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- Accreditations
- Flags
- Banners

4.ICF official partners' branding

5.Mandatory for flatwater disciplines

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Mandatory for whitewater disciplines

Finish position

The finish position must be clearly identified.

ICF logo must be visible at the finish position (on water or on the water bank).

