

# **2024 BRANDING ELEMENTS**

## **FOR UIAA ICE CLIMBING EVENTS**

ANNEX 4 OF THE UIAA EVENT ORGANIZER AGREEMENT (EOA)

## DESIGN AND PRODUCTION OF BRANDING ELEMENTS

All branding elements shall be produced and placed by the Organizer EO.

The EO has 2 options:

1. The UIAA will design all branding elements to the specific location and event. EO provides vectorized logos and preferred logo order and placement 8 weeks before the event. UIAA will send EO a complete set of print data. EO will produce the elements locally. Cost for design and print data per event: EUR 950.—.
2. The EO will use local graphic artists to design all branding elements in accordance with these regulations. The UIAA must validate all elements no later than 4 weeks before the event, prior to production and placement.

## GENERAL REGULATIONS

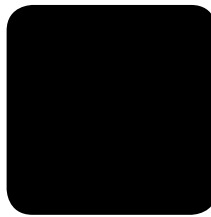
- Field of Play FOP:
  - climbing structure plus 1 m around climbing structure
  - podium, interview, and livestream backdrops
  - surface/podium below the climbing structure
- World Tour Presenting Partner: “Outdoor Research”. Field of play brand visibility must be 60% of total space reserved for sponsor visibility. Exclusive brand visibility for apparel.
- Top, route and quickdraw signs are reserved for UIAA and UIAA partners.
- Outside of FOP: 30 % of total space reserved for additional UIAA sponsors and partners.
- Event-logo, UIAA, host federation, host country, city, resort logos do not count as sponsor logos
- Livestream: a destination trailer (60”) and 2 EO sponsors logos can be integrated.

## UIAA LOGO



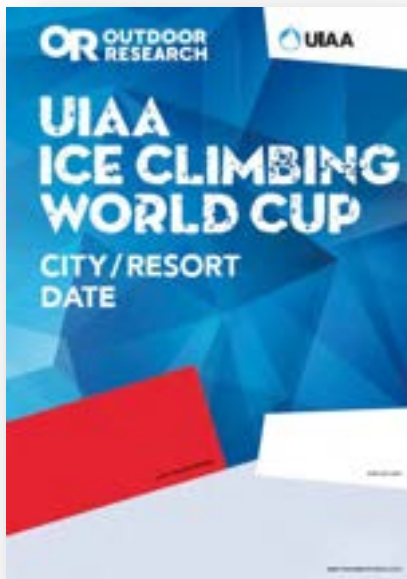
**FONTS****DEATHFROMABOVE**

Avenir book

**AVENIR BLACK****COLORS**CMYK  
80/20/0/0Web  
#009ad9CMYK  
86/48/11/0Web  
#1472adCMYK  
100% blackWeb  
#000000CMYK  
50% blackWeb  
#9d9c9c**ICE BACKGROUND**

**EVENT POSTER A3 OR SIMILAR**  
**EVENT PROGRAM A5 OR SIMILAR**

- Top on white or light grey background, size can be adjusted: National Federation, UIAA, UIAA Official World Tour partner logos, 1 – 2 UIAA sponsor logos
- Center on ice background: UIAA ICE CLIMBING WORLD CUP (DFA font), CITY, DATE (Avenir Black font), city and date in local language
- Red space, size can be adjusted: event program
- White space, size can be adjusted: destination/resort/city logo
- Bottom light grey space, size can be adjusted: 1 – 8 local organizer sponsor logos



**WELCOME BANNER 5 x 2 M FORMAT OR SIMILAR**

- Top white space, size can be adjusted: Destination/resort/city logo
- Left center on ice background: DATE (Avenir Black font), UIAA ICE CLIMBING WORLD CUP (DFA font), date in local language
- Right center red space (optional), size can be adjusted: Event information and/or claim
- Bottom right white space: UIAA, UIAA Official World Tour partner logos



### ICE CLIMBING BANNER, 4 x 1 M, OR 3.8 x 0.8 M FORMAT OR SIMILAR

- Left center on ice background: UIAA ICE CLIMBING WORLD CUP or UIAA ICE CLIMBING (DFA font)
- Bottom white area: National Federation, UIAA



### SPONSOR BANNER, 4 x 1 M, OR 3.2 x 0.80 M FORMAT OR SIMILAR

- To be used on climbing structure and 1 m left, right or on top of structure or structure elements, in combination with UIAA Official World Tour partner and host city branding
- Top left white area: National Federation, UIAA, UIAA Official World Tour partner logos
- Left on ice background: UIAA ICE CLIMBING WORLD CUP or UIAA ICE CLIMBING (DFA font)
- Center and right on ice background: 1 – 5 local organizer sponsor logos



- Option: negative white 1 – 6 local organizer sponsor logos



### VERTICAL BANNER, 1 x 4 M, or 3.2 x 0.80 M FORMAT OR SIMILAR

- To be used on climbing structure and 1 m left, right or on top of structure or structure elements, in combination with UIAA Official World Tour partner and destination/resort/city branding
- Top section: National Federation, UIAA, UIAA Official World Tour partner logos, host city logo, UIAA ICE CLIMBING WORLD CUP or UIAA ICE CLIMBING (DFA font)
- Mid and lower section negative white on ice background: 1 – 4 local organizer sponsor logos



### ENTRANCE GATE

- Use 2 **VERTICAL BANNERS** and 1 **ICE CLIMBING BANNER**

### SQUARE BANNER, 1 x 1 M, OR 0.80 x 0.80 M FORMAT OR SIMILAR

- To be used on climbing wall for UIAA, UIAA partner and local organizer sponsor logos
- Only 1 – 2 logos per square, white on ice background



## PODIUM, INTERVIEW, LIVESTREAM BACKDROP 4 x 3 M FORMAT OR SIMILAR

- Top left center on ice background: UIAA ICE CLIMBING WORLD CUP or UIAA ICE CLIMBING (DFA font)
- Top right on white space: National federation and host city logos
- Top 3 lines: UIAA, UIAA Official World Tour partner logos, must be included **equal number of logos per partner, diagonal placement of logos**
- Bottom 4 - 5 lines: 1 - 8 local organizer sponsor logos, **equal number of logos per partner, diagonal placement of logos**



## PODIUM

- 1, 2, 3 in big numbers, Avenir Black font white on ice background

## OFFICIAL BOARD, A3



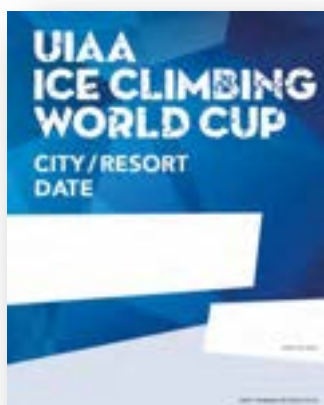
## BIBS

- Shirts
- **Do not print yellow frame – this area is reserved for the seams**
- Top left: UIAA Official World Tour partner logo; top right: UIAA
- Center left: UIAA ICE CLIMBING WORLD Cup (DFA font)
- Center right, white space, size can be adjusted: Destination/resort/city logo
- Center: bib number (Avenir Black font)
- Bottom, light grey space, size can be adjusted: 1 – 4 local organizer sponsor logos (logos on front- and backside may be different = maximum 8 different sponsor logos)



## ACCREDITATION BADGES, A6 FORMAT OR SIMILAR, VARIOUS COLORS

- Details as for event poster
- Center left white space: name, function, organization
- Use backside for program info



**FACEBOOK BANNER, 851 x 315 PX**



**TWITTER BANNER, 1500 x 500 PX**



**YOUTUBE BANNER, 2560 x 1440 PX VISIBLE: 1264 X 211 PX**



**WEBSITE BACKGROUND 1900 x 1200 PX**

**DIRECTION SIGNS, A5 / A4 / A3 FORMAT**

- Top left on ice background: UIAA ICE CLIMBING WORLD CUP (DFA font)
- Top right on white space: Destination/resort/city logo
- Left / Right / Banner versions



### LEAD START SIGNS, A3 FORMAT

- Top center on ice background: UIAA or UIAA partner logo
- White (Avenir Black font) on ice background: Woman Final, ½ Final, 1, 2; Men Final, ½ Final, 1, 2



### LEAD AND SPEED TOP SIGNS, A3 FORMAT

- Top center on ice background: UIAA or UIAA partner logo
- White (Avenir Black font) on ice background: TOP



### LEAD QUICKDRAW SIGNS, A3 FORMAT

- Top center on ice background: UIAA or UIAA partner logos
- Bottom center white (Avenir Black font) on ice background: 1 – 20



### RESULTS SLIDE, PPT 4/3 OR 16/9

- Top center on ice background: UIAA ICE CLIMBING WORLD CUP (DFA font)
- White (Avenir Black font) on ice background: 1, 2, 3
- Flags of winners



**BEACHFLAG****UIAA International Climbing and Mountaineering Federation**

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