

ICE CLIMBING BRANDING ELEMENTS



DESIGN AND PRODUCTION OF BRANDING ELEMENTS

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

The EO has 2 options:

1. The UIAA will design all branding elements to the specific location and event. The Event Organizer provides vectorized logos and preferred logo order and placement 8 weeks before the event. UIAA will produce a complete set of print data. The Event Organizer will produce the elements locally. Cost for design and print data per event: EUR 1000.–.
2. The Event Organizer will use local graphic artists to design all branding elements in accordance with these templates. The UIAA must validate all branding 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
- UIAA World Tour Partners - FOP, 60 % of total space must be reserved for UIAA partner visibility.
- Top, route and quickdraw signs are reserved for UIAA and UIAA partners.
- Outside of FOP: 75 % of the total space belong to EO and EO partners, 25 % belong to UIAA and UIAA partners.
- Event logo, UIAA, host federation, host country, city, resort logos do not count as actual sponsor logos.
- EO partner logos - these logos maybe placed on the white spaces available on the bibs and banners, and also in place of the example partner logos in the graphics detailed in this document.
- Livestream: a destination trailer (max. 60") and 2 Event Organizer partner logos can be integrated.
- UIAA World Tour Partners in-kind product - in-kind product provided by a UIAA partner for use during the event must be used inside the FOP by UIAA officials and athletes.







PURE CIRCLE/MOUNTAIN LOGO FOR SOCIAL MEDIA ONLY

UIAA International Climbing and Mountaineering Federation to be added as header.

AVENIR BLACK

**A B C D E F G H I J K L M -
N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0 % &**

Death from above

abcdefghijklmnopqrstuvwxyz
1234567890

AVENIR BOOK

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890%&

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis, ultricies nec, pellentesque eu, pretium quis, sem. Nulla consequat massa quis enim. Donec pede justo, fringilla vel, aliquet nec, vulputate eget, arcu. In enim justo, rhoncus ut, imperdiet a, venenatis vitae, justo. Nullam dictum felis eu pede mollis pretium. Integer tincidunt. Cras dapibus. Vivamus elementum semper nisi. Aenean vulputate eleifend tellus.

UIAA CORPORATE COLORS

The UIAA core colour palette is derive from the organisation's logo and provides and immediate sense of the mountain environment.

Main blue

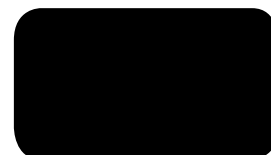


CMYK
100/75/15/0



CMYK
60/30/0/0

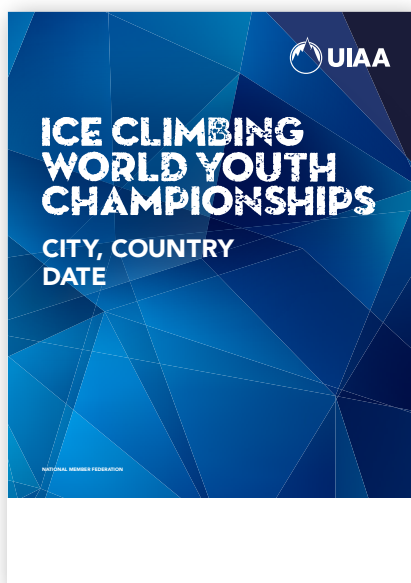
Background (color nuances can be used)



CMYK
0/0/0/100



CMYK
0/0/0/50



**ICE CLIMBING
CONTINENTAL CUP**



UIAA

**CITY, COUNTRY
DATE**

150

FRONT | BACK

















UIAA

International Climbing and Mountaineering Federation

Monbijoustrasse 61
Postfach
CH-3000 Bern 14
Switzerland

www.theuiaa.org
www.iceclimbing.sport
office@theuiaa.org

