



IBU

EVENT BRAND GUIDE

IBU OECH | IBU CUP

IBU Y/JWCH | IBU JOECH | IBU JUNIOR CUP

IBU SBWCH



**IBU OPEN
EUROPEAN
CHAMPIONSHIPS
BIATHLON**



**IBU CUP
BIATHLON**



**IBU YOUTH &
JUNIOR WORLD
CHAMPIONSHIPS
BIATHLON**



**IBU JUNIOR
OPEN EUROPEAN
CHAMPIONSHIPS
BIATHLON**



**IBU SUMMER
BIATHLON
WORLD
CHAMPIONSHIPS**



**IBU
JUNIOR CUP
BIATHLON**



DIRECTORY

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THE IBU BRAND

The International Biathlon Union (IBU), is the international governing body for the sport of biathlon. Over the years, it has developed biathlon into a portfolio of exciting competition series, with millions of TV viewers and followers on digital channels, as well as hundreds of thousands of fans at the events.

No matter how hard the fight is on the tracks and the shooting stands, the IBU national federations, organizing committees, athletes, teams and fans make up **THE BIATHLON FAMILY**. Together they have made Biathlon one of the most attractive brands in winter sports that continues to thrill and delight fans around the globe.



THE STORY / THE BRANDING

The IBU has decided to revise the World Championships and World Cup appearance from 2016. In order to make it easier for the OCs in the future gradients and graphic backgrounds were waived. This is aligned with the demand of broadcasters and digital media to simplify and clarify the appearance.

The new appearance only works with the color deep blue and gold at the World Championships and Ice Blue or an own OC color at the World Cups. The composite logos are tilted to the right as before and should symbolize together with the inclined bar to the left the competition of fast skiing and concentrated shooting.

NEW BRANDING IBU CUP, IBU OECH



NEW BRANDING IBU JUNIOR CUP, YJWCH



NEW BRANDING SBWCH





THE BRAND PACKAGE

Each venue will get its own brand package, where all logos and design elements are included. The brand package contains the following items:

- | | |
|-------------------------------------|--|
| 01 IBU EVENT BRAND GUIDE | This document explaining the new branding for IBU World Championships and IBU World Cup |
| 02 IBU LOGO | The official IBU logo |
| 03 IBU SLOGAN | The official IBU slogan - The Biathlon Family |
| 04 COMPETITION SERIES LOGO | The official competition logos (OECH, IBU CUP, Y/JWCH, JOECH, IBU JUNIOR CUP, SBWCH) |
| 05 INDIVIDUAL COMPOSITE LOGO | The official new Composite Logo |
| 06 TEMPLATES | Pre-layouet Adobe InDesign (CS6) and Adobe Illustrator templates (CS6) to create print products. |
| 07 IBU FONT | The official new IBU corporate font - ROBOTO |



ROBOTO is a free Google font and is part of the brand package. Please contact IBU for more information

IBU EVENT BRAND GUIDE

IBU OECH | IBU CUP | IBU Y/JWCH | IBU JOECH | IBU JUNIOR CUP | IBU SBWCH



IBU LOGO

Our logo is our main point of contact and recognition and should always be kept in the original form. The logo is defined as a combination of the icon and the subtext. Line spacing between icon and subtext may not be changed. We have four different color options for different applications.



**INTERNATIONAL
BIATHLON
UNION**

Full Descriptive Logo

This version is required when the full name of the organisation is used.



IBU

Full Colour – Gradient

Original logo and preferred version. In colour with gradients.



IBU

Full Color – Flat

Flat version, reduces the color gradient. Is used mostly when the preferred version cannot be used or for minimalistic layouts.



IBU

Negative

Mostly used when the use of colors is greatly reduced. For instance print material or sponsor partnerships.



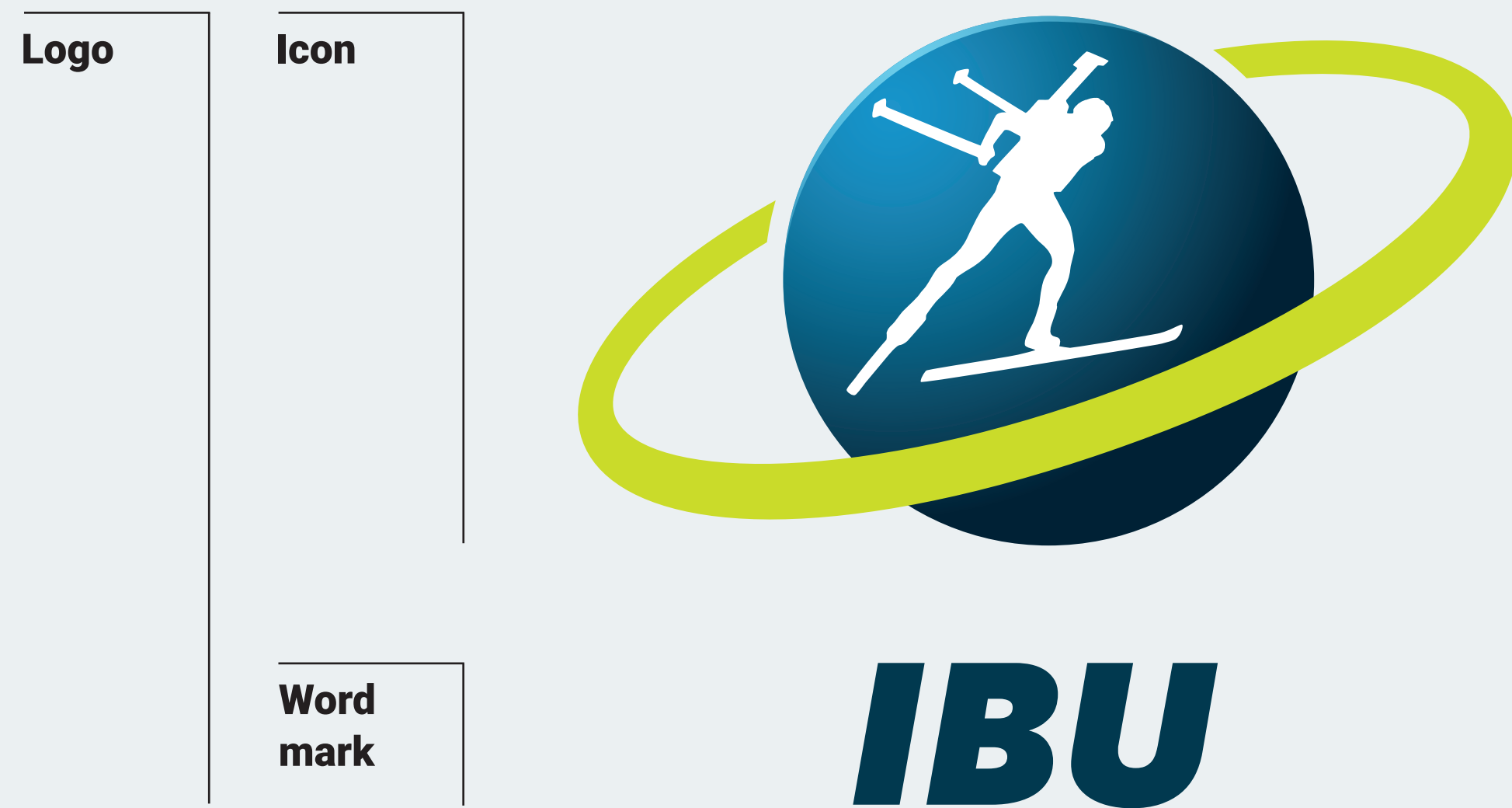
IBU

Positive

Mostly used whenever the name of the organisation is not properly readable.

IBU LOGO

The full logo consists of the biathlon planet icon and the IBU word mark.



LOGO POSITIONING & SIZE

When positioning the IBU logo alongside other organisational logos, the IBU logo should be positioned to produce an equally balanced group of logos. However there must be no less than the minimal space between the IBU logo and any other graphic or text.





IBU SLOGAN

„The Biathlon Family“ is the official IBU slogan. The slogan communicates the strong and emotional connection between all stakeholders: National federations, organising committees, teams, athletes and fans.



The slogan is part of the logo suitcase and available in rgb, cmyk, black, white and pantone.

VERTICAL VERSION

THE
BIATHLON
FAMILY

HORIZONTAL VERSION

THE BIATHLON FAMILY



IBU COMPETITION SERIES LOGOS

The main logos are defined as a combination between the IBU icon and the competition word mark. The competition word marks must remain in place at all times.

Line spacing between logo and text may not be changed! The logos are available in cmyk and rgb as well as for usage on bright and dark backgrounds.



IBU COMPOSITE LOGO

The Composite logo is defined as a combination between the IBU logo and the venue logo. Spacing and layout may not be changed! The logos are available for use on both light and dark backgrounds.



The font for the venue name on the right side can be selected by the OC. The **shadow edge**, which divides the composite logo, is obligatory.

IBU OPEN EUROPEAN CHAMPIONSHIPS



IBU YOUTH & JUNIOR WORLD CHAMPIONSHIPS



IBU SUMMER BIATHLON WORLD CHAMPIONSHIPS



The OC logo has to contain:

- **VENUE LOGO** • **VENUE NAME** • **YEAR OF EVENT**



If you need assistance in implementing the Composite logo, please contact the IBU.

IBU COMPOSITE LOGO

The Composite logo is defined as a combination between the IBU logo and the venue logo. Spacing and layout may not be changed! The logos are available for use on both light and dark backgrounds.

i The font for the venue name on the right side can be selected by the OC. The **shadow edge**, which divides the composite logo, is obligatory.

IBU CUP



IBU JUNIOR CUP / IBU JUNIOR EUROPEAN CHAMPIONSHIPS



The OC logo has to contain:

- **VENUE LOGO**
- **VENUE NAME**

i If you need assistance in implementing the Composite logo, please contact the IBU.

LOGO ON BACKGROUNDS

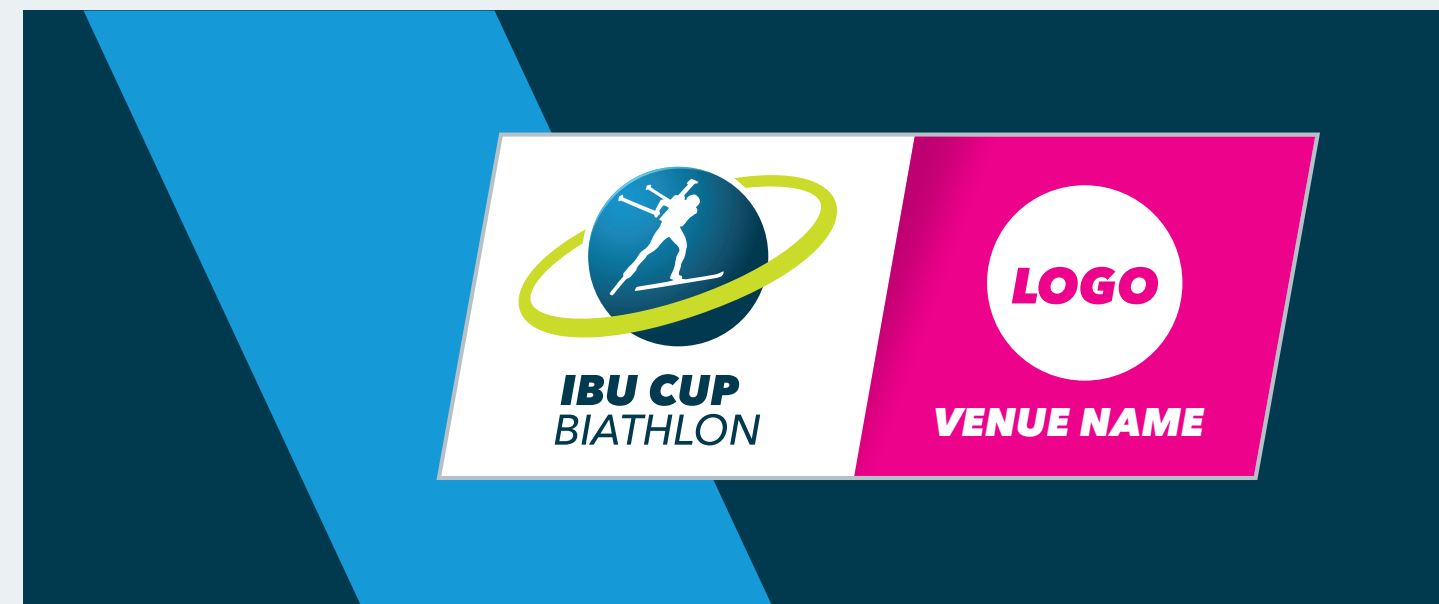
The logo should be used primarily on the IBU deep blue or on a neutral white except those OCs who will have a WC in the near future (already allocated), for which an own OC color can be allowed. Different positioning only in exceptional cases.

PRIMARY USAGE

on IBU deep blue or white



on IBU deep blue and energy green



EXCEPTIONAL USAGE

on images with clear background



IBU EVENT BRAND GUIDE

IBU OECH | IBU CUP | IBU Y/JWCH | IBU JOECH | IBU JUNIOR CUP | IBU SBWCH



COLOR CODING

Deep blue and Ice blue are the colors of IBU Cup and OECH, but can be used for all kind of events. Basically, Energy green should be used for the Junior Cup and the YJWCH and Deep green for the SBWCH.

Since these colors cannot be used for the IBU Cup and OECH, in case an OC is hosting both, IBU Cup/OECH and Junior Cup/YJWCH or SBWCH, it is recommended to use Ice blue.

COLORS IBU CUP, IBU OECH



COLORS IBU JUNIOR CUP, YJWCH



COLORS SBWCH





COLORS IBU

Deep blue, Ice blue and Energy green is the color code of the International Biathlon Union. They represent the environment of the biathlon competitions and the power of the athletes.

Wherever possible, the logo should be reproduced in the specified colors. On occasions when the preferred colour is unavailable, the logo can be reproduced in black.

<p>DEEP BLUE</p> <p>#023850 C 100 M 70 Y 45 K 40 R 2 G 56 B 80 PANTONE® 3035 C</p>	<p>ICE BLUE</p> <p>#0698D6 C 77 M 24 Y 00 K 00 R 6 G 152 B 214 PANTONE® 2925 C</p>	<p>ENERGY GREEN</p> <p>#D3D800 C 25 M 00 Y100 K 00 R 211 G 216 B 0 PANTONE® 389 C</p>	<p>DEEP GREEN</p> <p>#A7BD18 C 43 M 08 Y100 K 00 R 167 G 189 B 24 PANTONE® 583 C</p>
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SECONDARY COLORS IBU

LIGHT GREY

#F0F4F7
C 07 M 03 Y 03 K 00
R 240 G 244 B 247
PANTONE® COOL GRAY 1 C

MEDIUM GREY

#E1E1E2
C 14 M 10 Y 10 K 00
R 225 G 225 B 226
PANTONE® COOL GRAY 2 C

DARKER GREY

#636260
C 60 M 50 Y 50 K 30
R 99 G 98 B 96
PANTONE® COOL GRAY 10 C

BLACK

#000000
C 00 M 00 Y 00 K 100
R 00 G 00 B 00
PANTONE® BLACK 3 C

RED

#B41918
C 20 M 100 Y 100 K 12
R 180 G 25 B 24
PANTONE® 7621 C

GENERAL COLOR COMBINATION

Die Farbkombination bei Veranstaltungen unterhalb des Weltcups wurde von der IBU mit Deep blue und Ice blue festgelegt.

DEEP BLUE	ICE BLUE
#023850 C 100 M 70 Y 45 K 40 R 2 G 56 B 80 PANTONE® 3035 C	#0698D6 C 77 M 24 Y 00 K 00 R 6 G 152 B 214 PANTONE® 2925 C

ADDITIONAL COLOR COMBINATION

Bei den Junioren Veranstaltungen kann auch anstatt Ice blue auch Energy green verwendet werden um sich deutlicher von den Europäischen Serien zu unterscheiden. Ebenfalls kann auch für die Sommerbiathlon WM Deep Green verwendet werden. Dies ist aber nicht verpflichtend.

DEEP BLUE	ENERGY GREEN	DEEP GREEN
#023850 C 100 M 70 Y 45 K 40 R 2 G 56 B 80 PANTONE® 3035 C	#D3D800 C 25 M 00 Y100 K 00 R 211 G 216 B 0 PANTONE® 389 C	#A7BD18 C 43 M 08 Y100 K 00 R 167 G 189 B 24 PANTONE® 583 C



TYPOGRAPHY

„ROBOTO“ is the new IBU corporate font.
The font will be available in 6 font styles.

ROBOTO REGULAR

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTU
1234567890

ROBOTO ITALIC

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTU
1234567890

ROBOTO BOLD

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTU
1234567890

ROBOTO BOLD ITALIC

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTU
1234567890

ROBOTO BLACK

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTU
1234567890

ROBOTO BLACK ITALIC

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTU
1234567890



ROBOTO is a free Google font and is part of the brand package.
Please contact IBU for more information

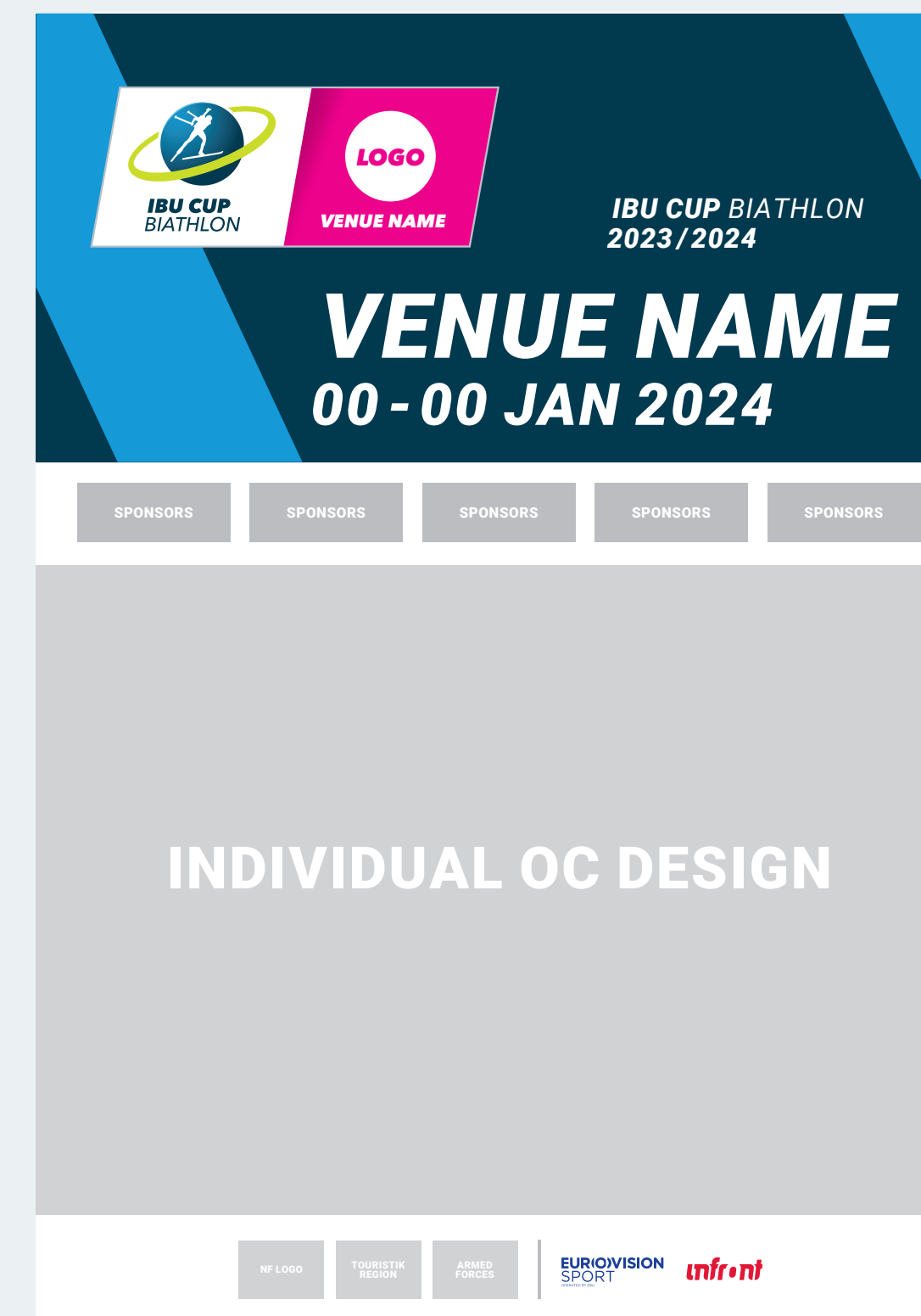
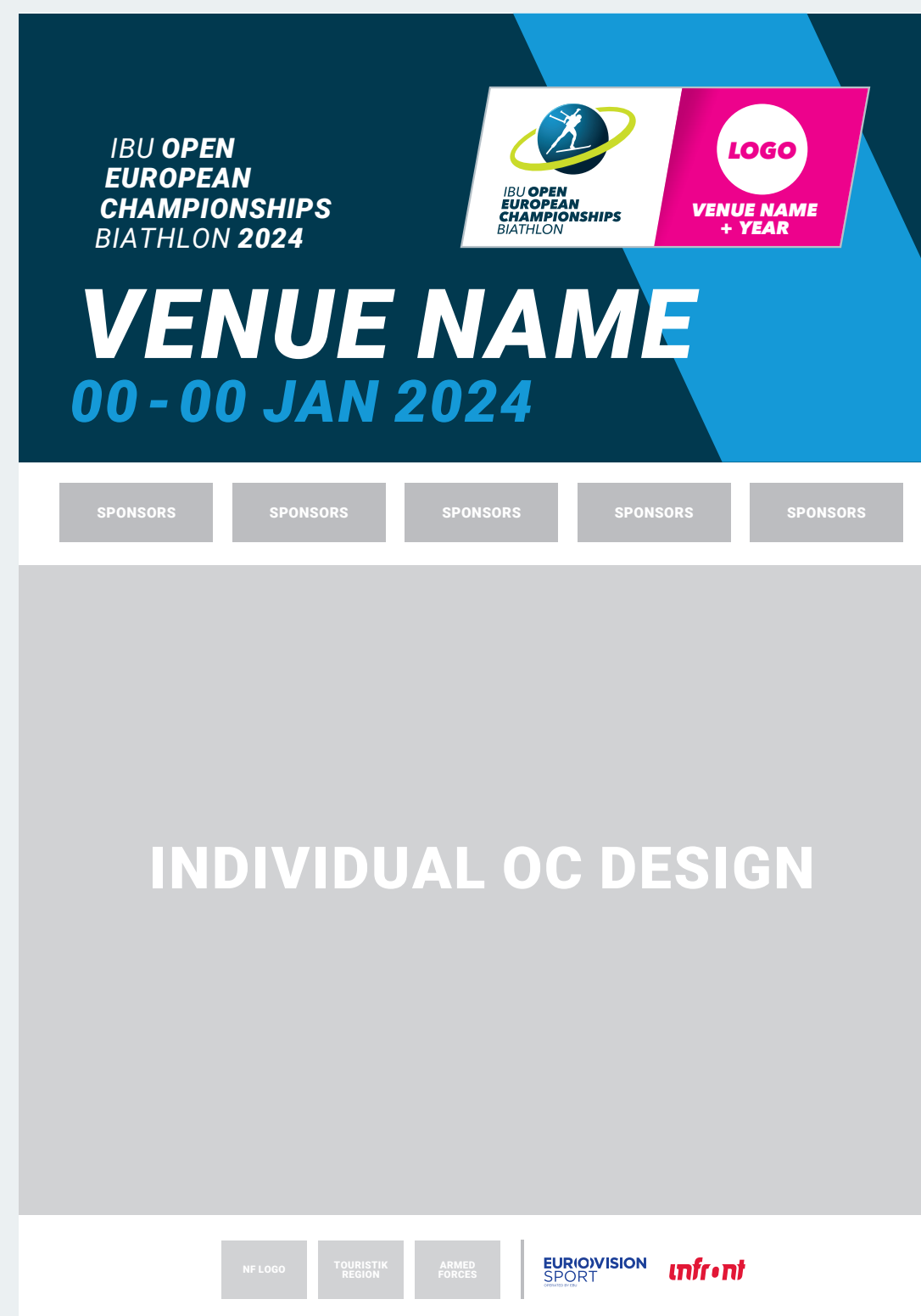
TEMPLATES OFFICIAL

The official templates contain all IBU and regional sponsor logos and are available in two size formats (DIN A3 hoch und quer, DIN lang).

OFFICIAL IBU TEMPLATE WITH SPONSORS

This Templates has to be used for:

- Posters
- Official programme folder
- Announcement
- Invitations
- Flyers
- Result booklets
- Result lists
- VIP invitations
- Parking vouchers
- Entry tickets
- Writing paper



The individual PDF templates for each OC are part of the brand package.

TEMPLATES OFFICIAL

Composite Logo, obligatory

Size: 40% of width

Header Information, obligatory

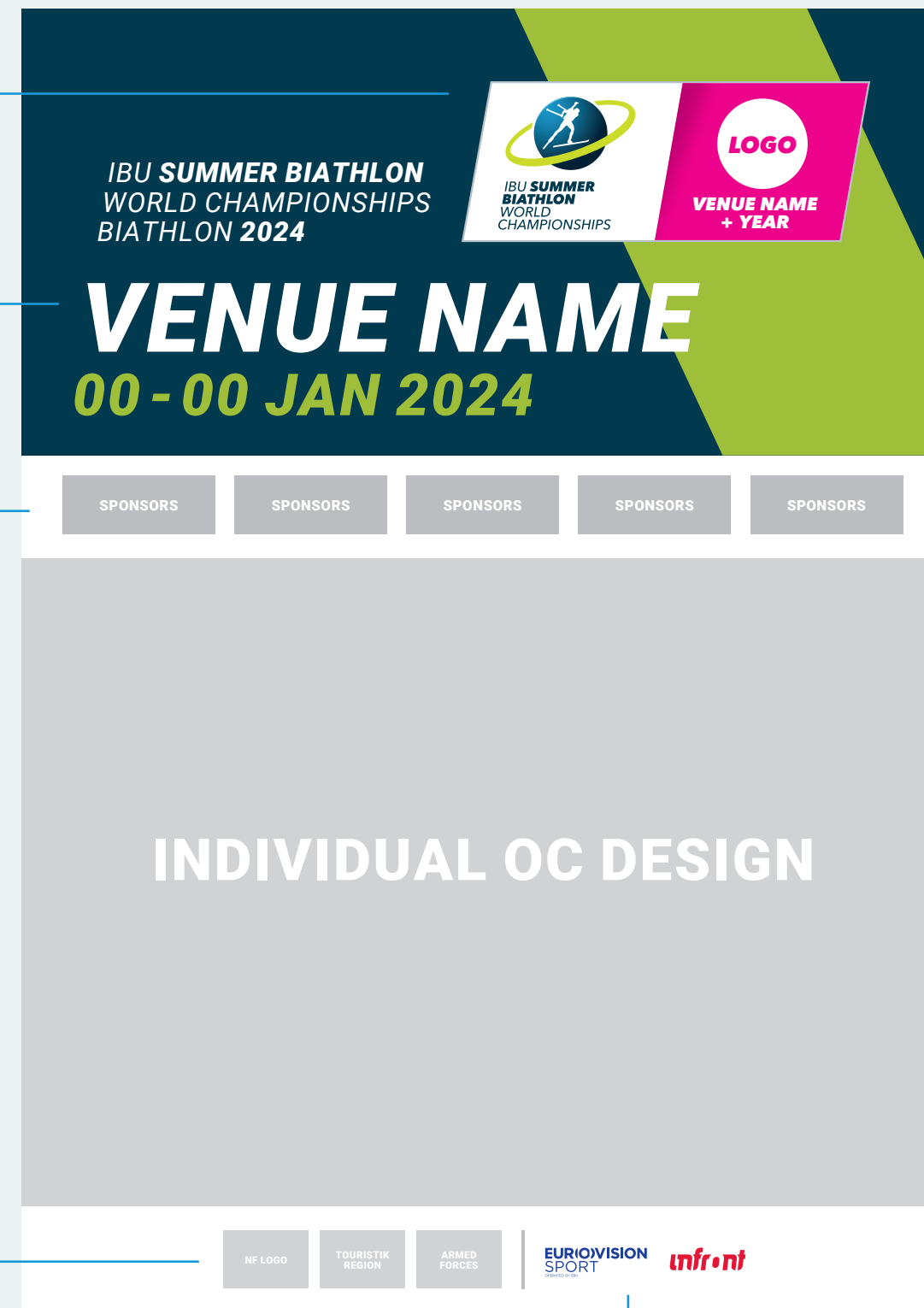
EVENT NAME + VENUE + DATE

Font: **Roboto** Regular italic / **Black italic**. Content is obligatory for posters but can be adjusted for other print products. (e.g. Team Guide, etc.)

Official IBU / OC Sponsors, obligatory

Individual OC Partners

Optional: NF, Touristic Region, Army
Size: 8% of width



Event zone*

OC Layout zone*

Regional Partners zone*

* Do not change the size of this area.

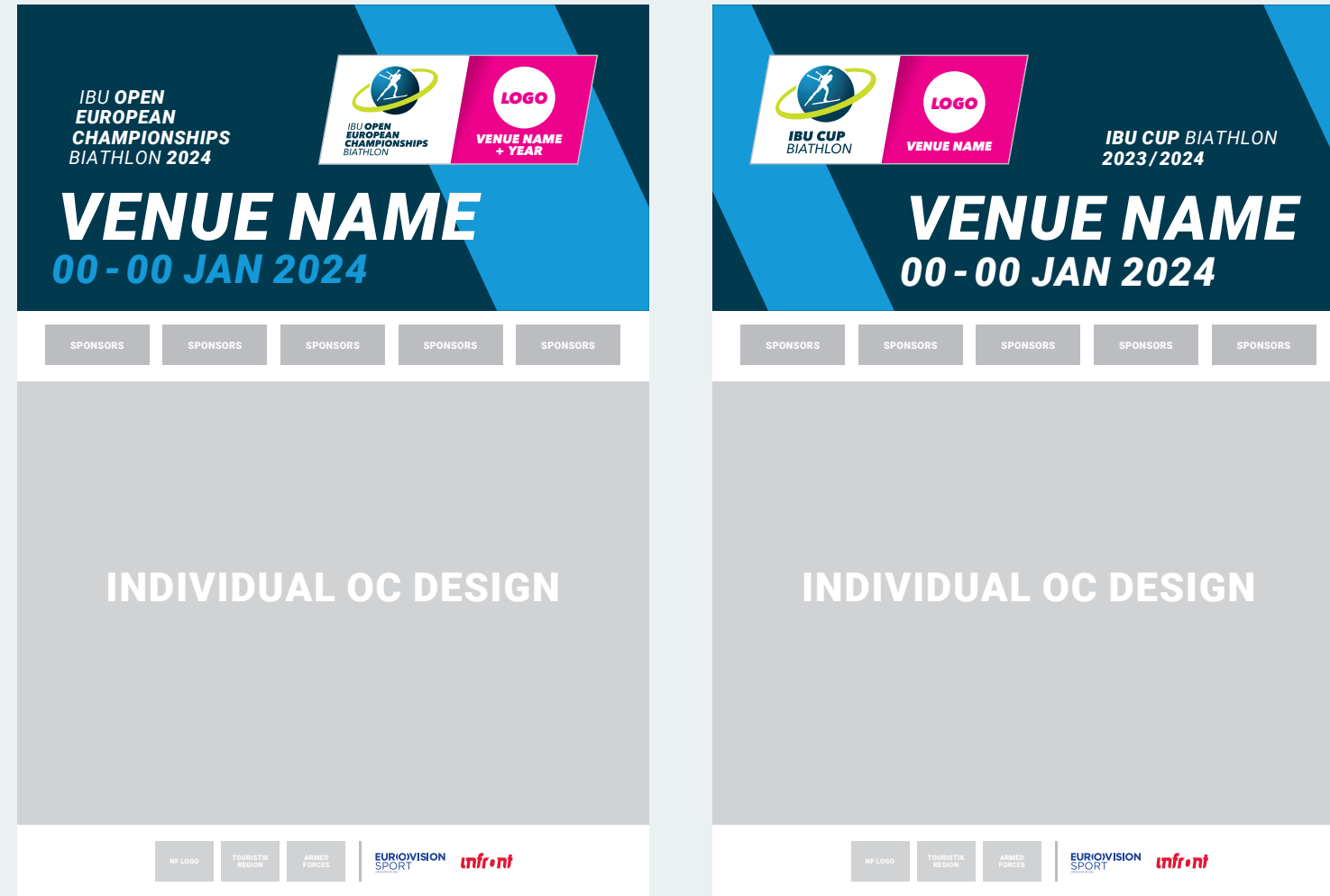
Media / Marketing rightsholders
Obligatory: Eurovision, Infront

IBU EVENT BRAND GUIDE

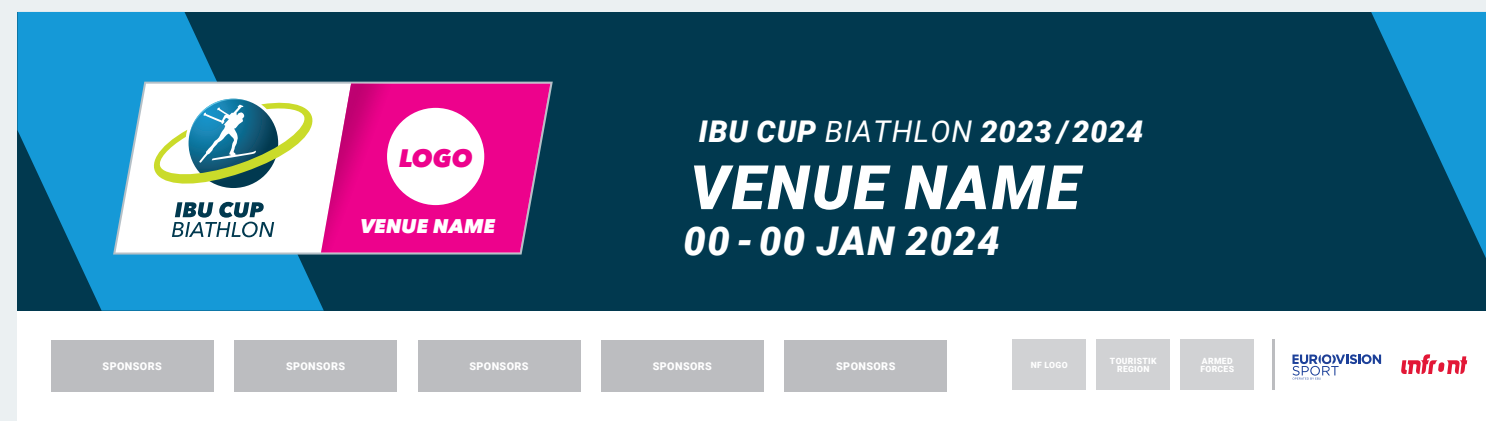
IBU OECH | IBU CUP | IBU Y/JWCH | IBU JOECH | IBU JUNIOR CUP | IBU SBWCH



TEMPLATES OFFICIAL



TEMPLATE DIN A3 / DIN A4

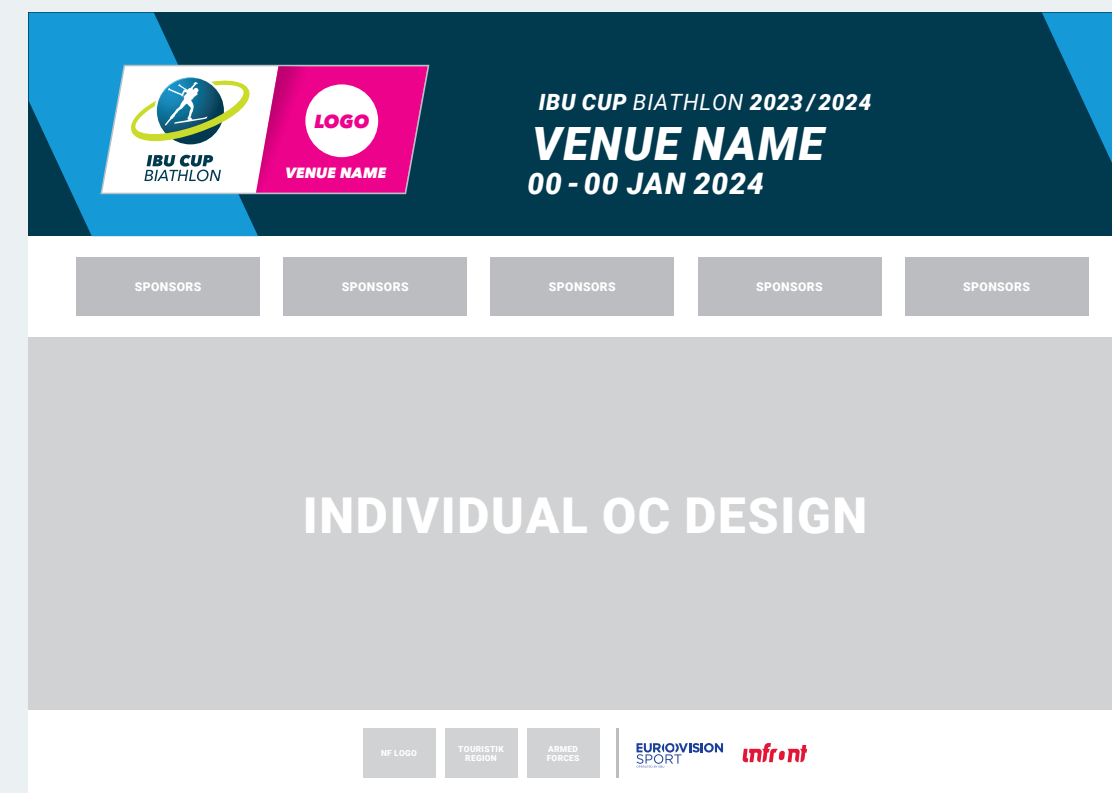
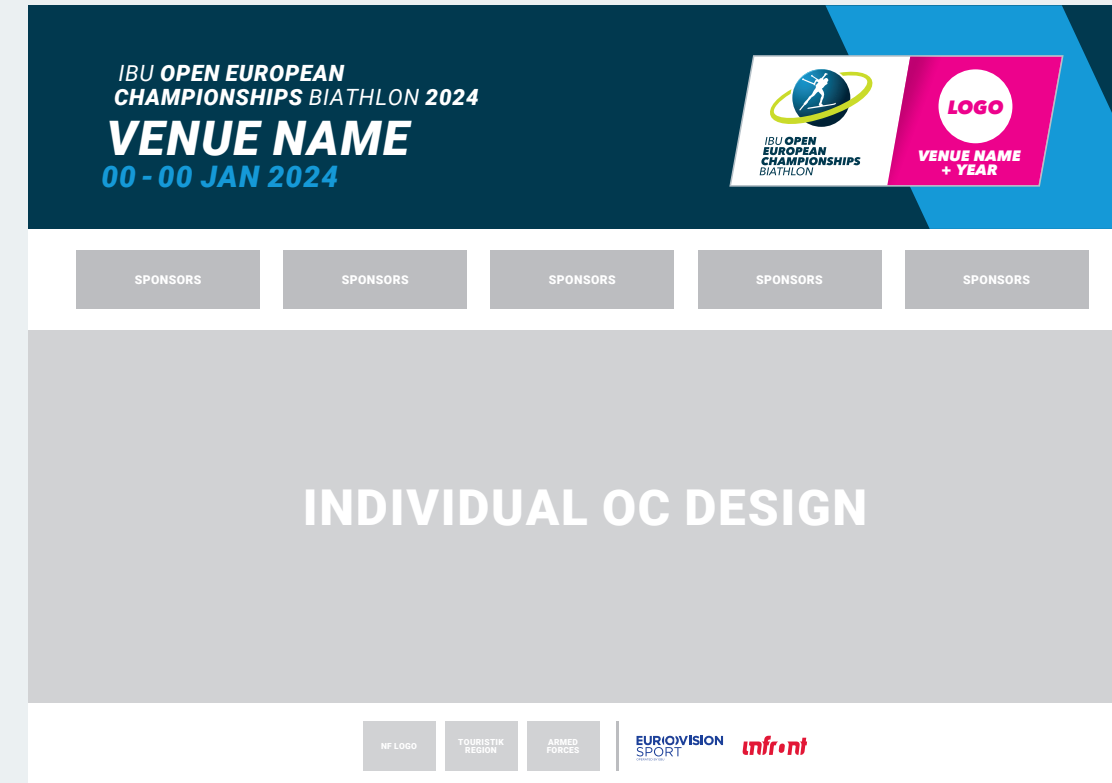


TEMPLATE BANNER

TEMPLATE DIN LANG



TEMPLATE NOTE PAPER



TEMPLATE DIN A3 / DIN A4 QUER

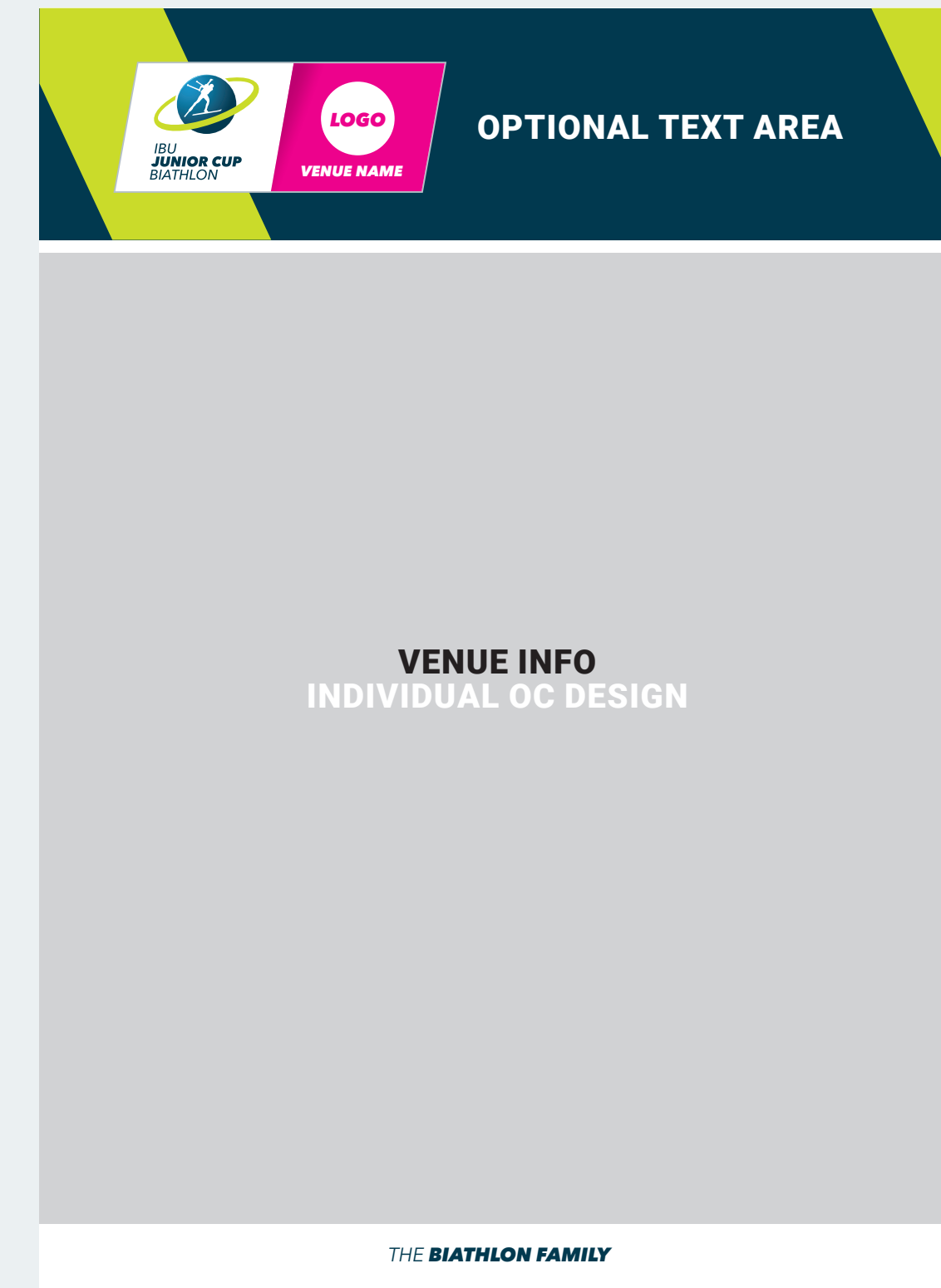
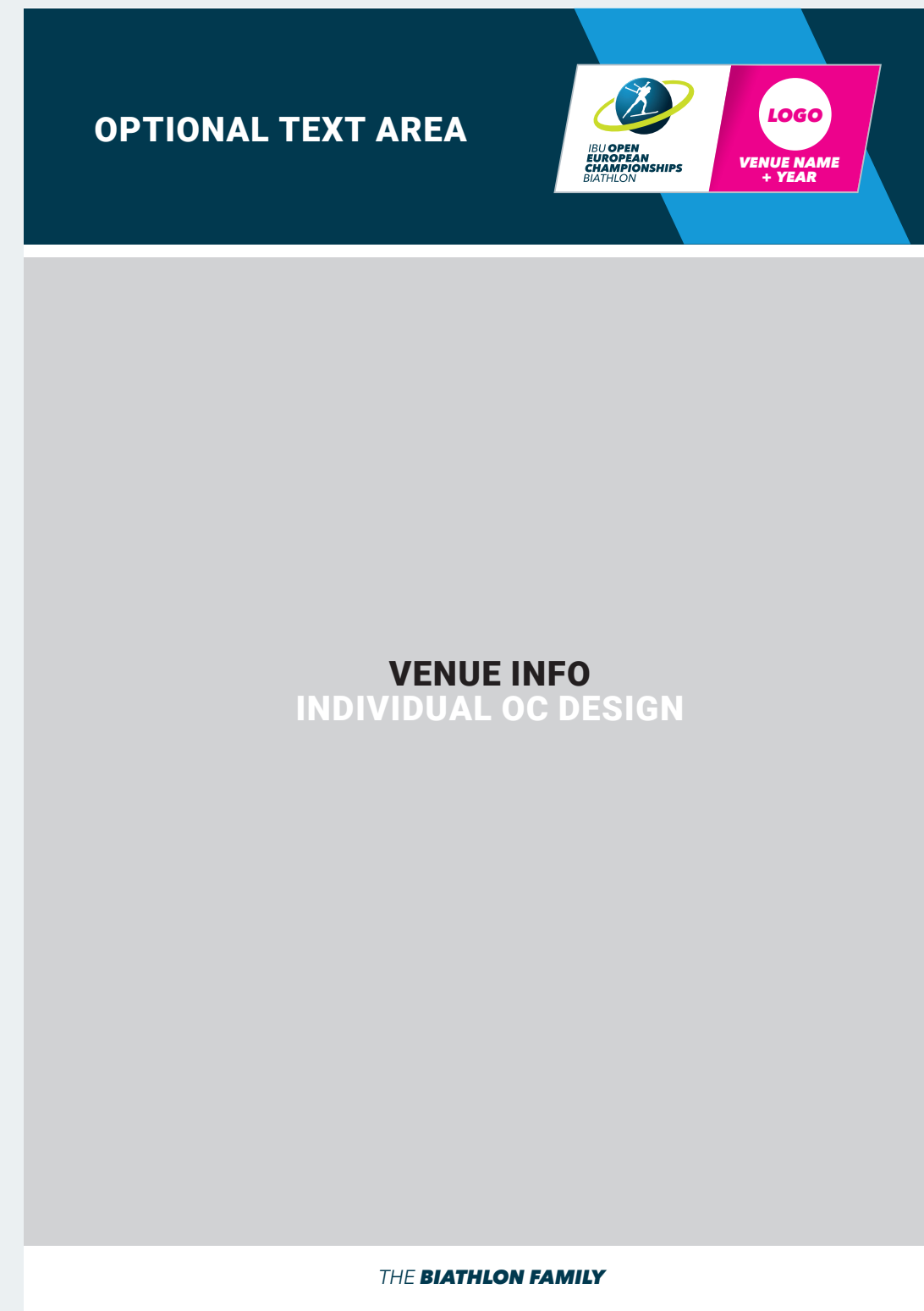
TEMPLATES ADDITIONAL

These templates should support the official templates and brand the venue. They contain the composite logo and the race track design elements. The brand package includes the four most common size ratios and can be adapted from there.

IBU VENUE SIGNAGE TEMPLATES (EXAMPLES)

This Templates has to be used for:

- Door signage
- Directions
- Banners
- Roll Ups
- Boards
- Flags
- Documents
- Presentations
- etc.



The individual PDF templates for each OC are part of the brand package.

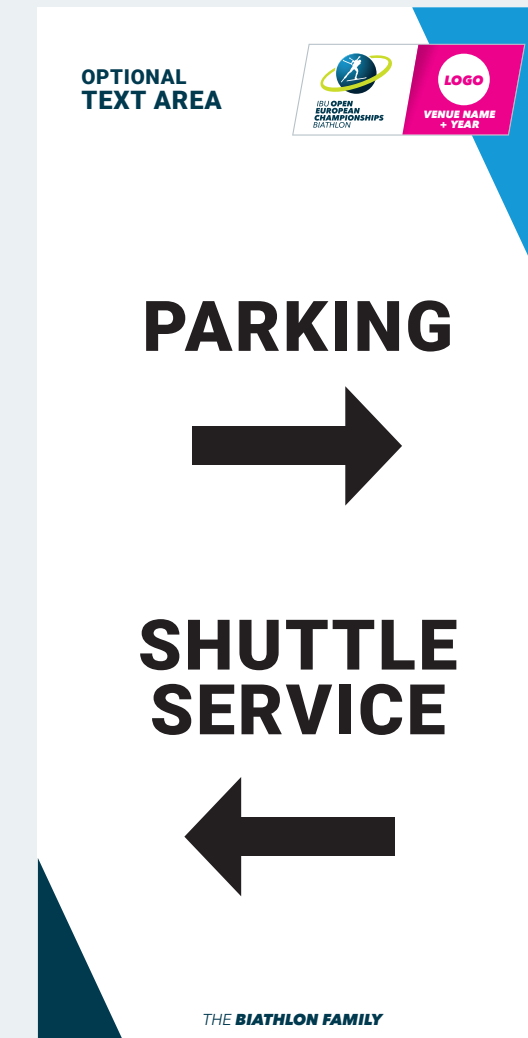
TEMPLATES ADDITIONAL OUTSIDE VENUE



PORTRAIT



TEMPLATE DIN A3 / DIN A4 QUER



TEMPLATE DIN LANG

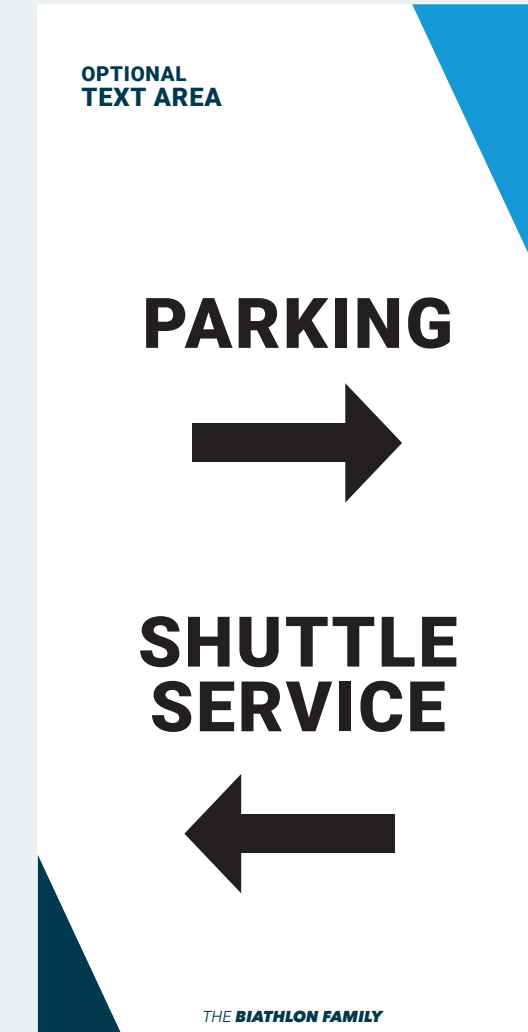
TEMPLATES ADDITIONAL ON VENUE



PORTRAIT



TEMPLATE DIN A3 / DIN A4 QUER



TEMPLATE DIN LANG



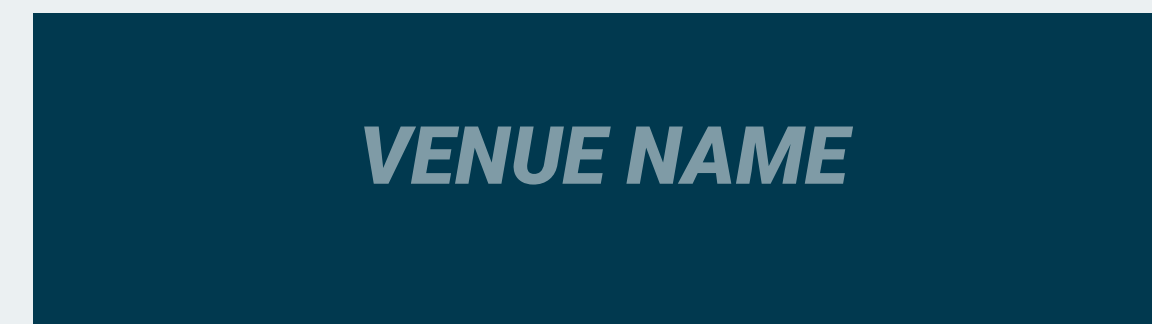
IMPLEMENTATION OF SET- / VENUE-DESIGN

- **Neutral IBU design** (dark blue) with options to include venue name/site identification for all TV relevant areas
- Site identification in TV-relevant areas:
 - Only name of venue/host: list to be defined and confirmed by IBU
 - In front of coaches max. 2 x
 - only selected locations to be defined for each specific venue together with the parties involved (IBU, Infront, EBU)
- **OC design** (slanted element in OC color) only for non-TV relevant areas

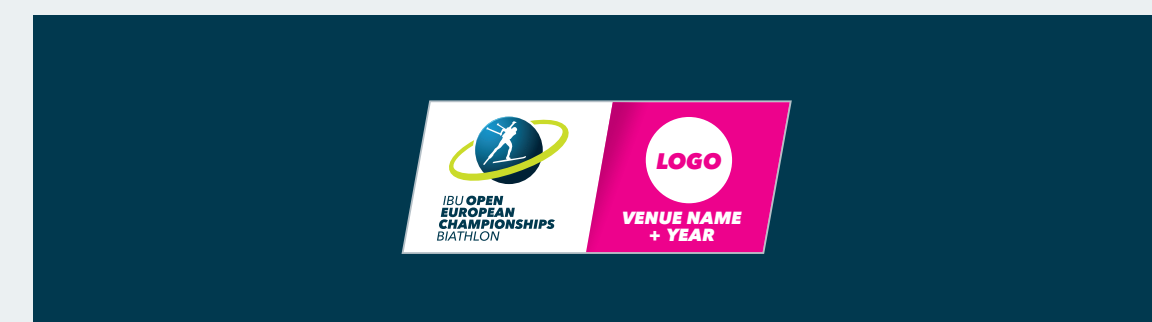


Templates can be found from slide 28 and individual items can be created upon request

**Neutral
IBU design**



OC design

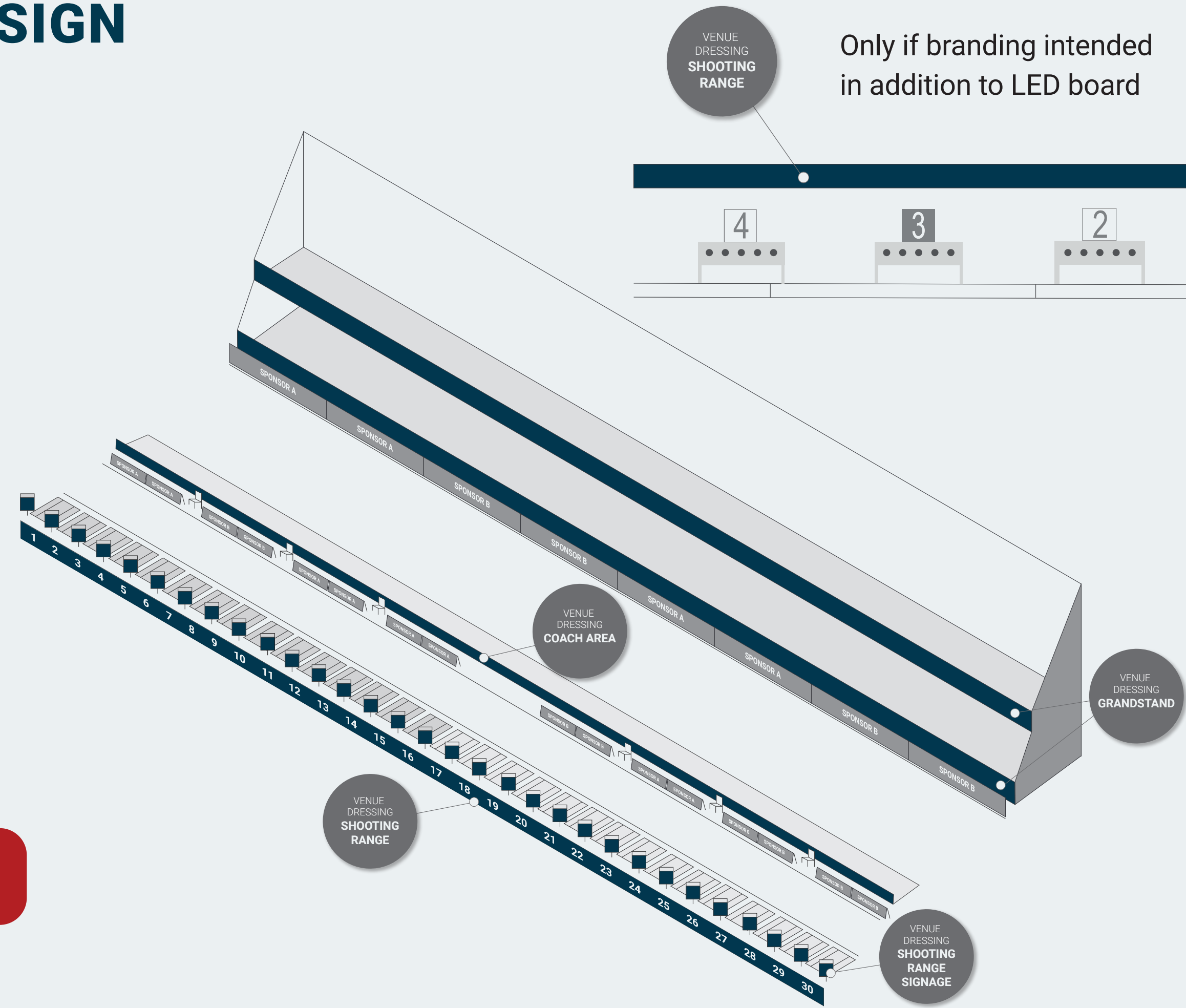


IMPLEMENTATION OF SET- / VENUE-DESIGN

MANDATORY ITEMS FOR SEASON 2023/24

- In front of coaches –
IBU Cup, OECH, YJWCH, Junior Cup, SBWCH
- Lane numbers (no change but reminder) –
IBU Cup, OECH, YJWCH, Junior Cup, SBWCH
- Front edge of firing line – only OECH and YJWCH
- Material control backdrop –
OECH, YJWCH (IBU Cup recommended)
- Flower ceremony backdrop –
IBU Cup, OECH, YJWCH, Junior Cup, SBWCH
- Flower ceremony podium –
IBU Cup, OECH, YJWCH, Junior Cup, SBWCH

NOTE: all old branding elements need to be removed/replaced: NO MIX





IMPLEMENTATION OF SET- / VENUE-DESIGN

- IBU will produce a certain amount of endless banner in neutral IBU design (logo/slogan/site identification) and share with OCs
- Season 23/24 to evaluate individually which parts/items need to be added for upcoming year (again supported partly by IBU with a 50:50 share). This will happen during the event week after the final setup in a common meeting and results in a written document
- The same staggered approach (1st season basic setup then individual additions in 2nd season) applies also for venues who will have the first WC in later seasons.

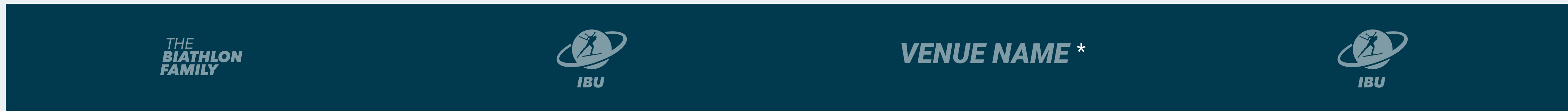


IMPLEMENTATION OF SET- / VENUE-DESIGN

IBU EVENT BANNERS ON TV RELEVANT AREAS (CAN ALSO BE USED IN NON-TV RELEVANT AREAS)



* only selected locations to be defined for each specific venue together with the parties involved (IBU, Infront, EBU)

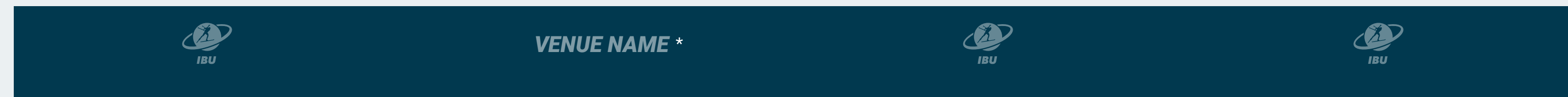


IMPLEMENTATION OF SET- / VENUE-DESIGN

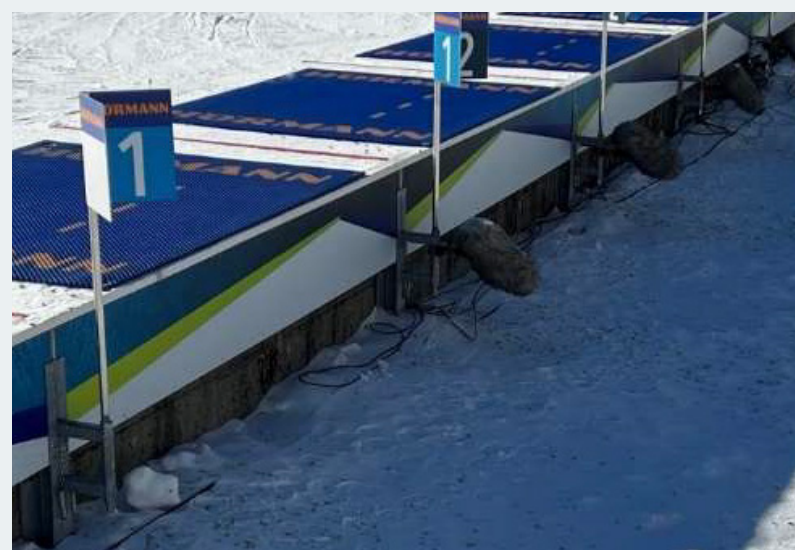
LONG BANNER IN FRONT OF COACHES AT THE COACHES CORRIDOR



* max. 2 x

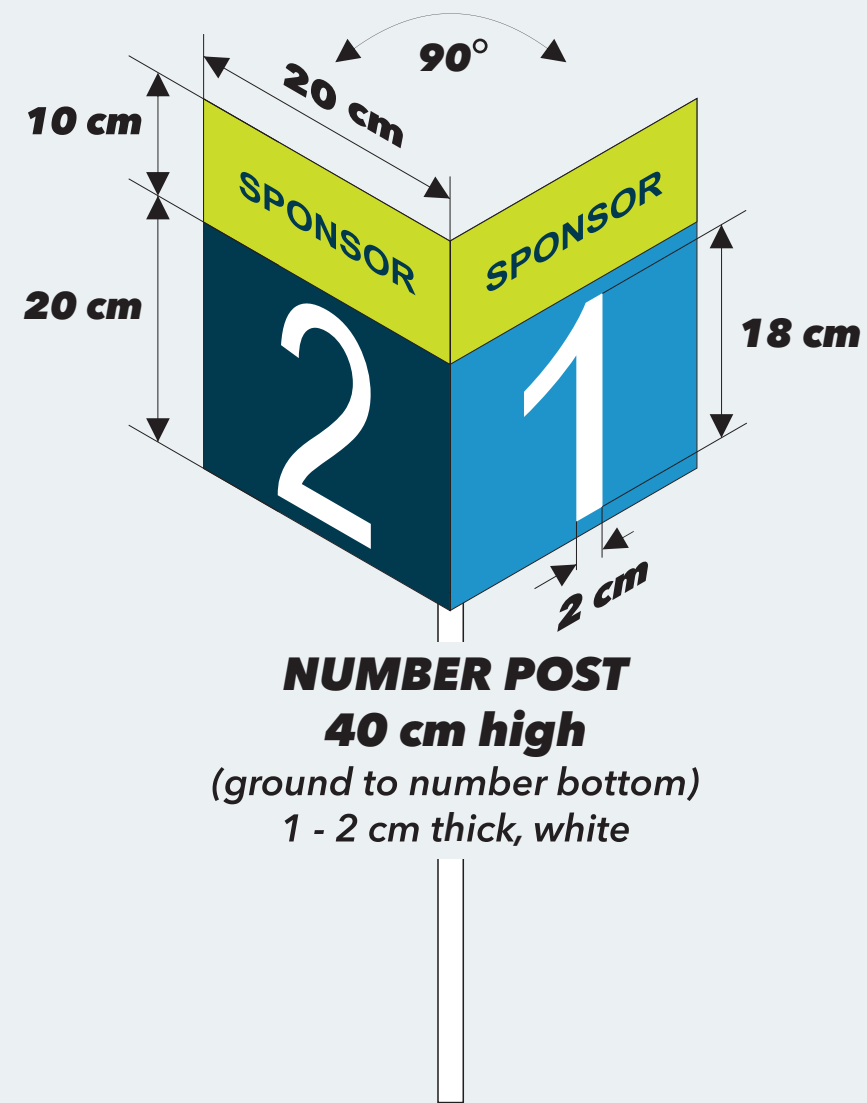


WE SHOULD DEFINE FOLLOWING MARKINGS AT THE RANGE:

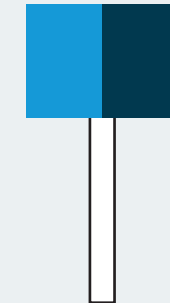


IMPLEMENTATION OF SET- / VENUE-DESIGN

WE SHOULD DEFINE FOLLOWING MARKINGS AT THE RANGE:



Target Number



T-Post Lane Markers

IMPLEMENTATION OF SET- / VENUE-DESIGN

PODIUM





INSTALLATIONS FOR START, SPLIT-TIME AND FINISH

IBU Logo, obligatory

Size: 30% of width

Installations Information, obligatory

Font: **Roboto Black**

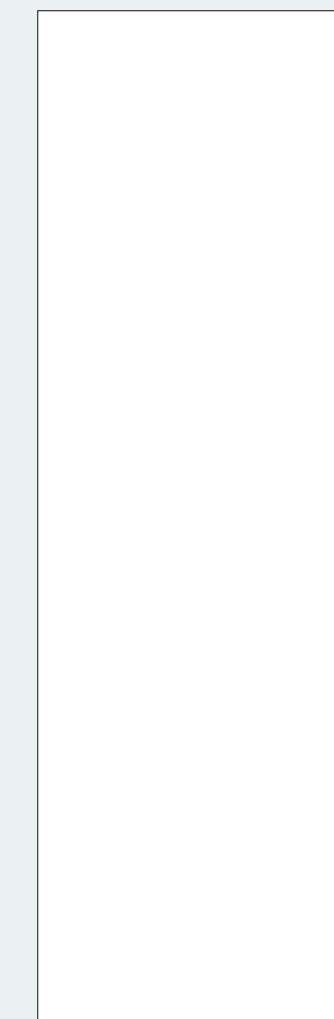
Venue Name, obligatory

Font: **Roboto Black Italic**

Individual OC Partners & Sponsors

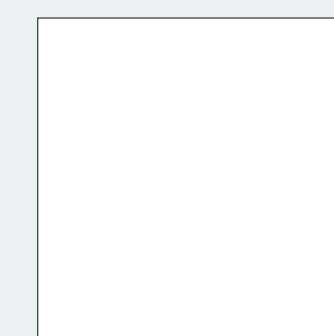
Optional: NF, Touristic Region,
Army, Sponsors.

Maximal size: 75 x 70 cm



Size of installations

305 x 100 cm



Area of installations

100 x 100 cm



RECOMMENDATIONS FOR SUSTAINABLE LONG-TERM USE OF BRANDING AND SIGNAGE

- Consider your material choices and their lifecycle to reduce impact: avoid all single-use items and items that cannot be recycled, such as PVC or vinyl where possible
- Ensure professional handling and storage of material (clean, dry, rolled - not folded)
- Produce **good quality** for long-term use
- Education of the staff on how to install, dismantle and handle the material
- Whenever possible, pick materials that contain a high proportion of recycled or certified content (e.g. FSC wood)
- Consider and identify recycling solutions for materials' end of life, rather than simply opting for landfill or incineration
- Prioritise multi-use: Use the composite logo wisely on prominent positions, especially outside the venue (e.g. parking lots) and less for long term productions (to facilitate the correct branding for all series)
- Don't use year or date if not necessary
- Place local sponsors in the public areas and on the branding wisely - collected at specific positions (if a sponsor changes you only need to reproduce a small number of the bannerings)



INTERNATIONAL
BIATHLON
UNION

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www.biathlonworld.com

Sonystrasse 20, 5081 Anif b. Salzburg, Austria

ABOUT IBU The International Biathlon Union (IBU) is recognised by the International Olympic Committee as the international governing body for the Olympic sport of biathlon. Headquartered in Anif near Salzburg, the IBU is a non-profit organisation registered in Austria that regulates the sport and oversees competition organisation world-wide. In cooperation with its 60 member national federations, the IBU uses competitions, events, programmes and other activities to promote and develop participation in Biathlon throughout the world.