

**IBU**  
**VENUE DRESSING GUIDE**

*(IBU Brand Identification for Biathlon Venues)*

Open European Championships (OECH)

## **PREAMBLE**

### **The new IBU Branding**

IBU, the International Biathlon Union, is the umbrella federation of all international stake holders in biathlon. Over the years it has developed biathlon into a portfolio of exciting competition series, with millions of viewers following on all media and thousands of fans watching at the course.

As hard as the fight on the course and on the shooting stands are - national federations, organizing committees, athletes, team members and fans are: The Biathlon Family.

Together they have made IBU biathlon one of the most attractive brands in the field of winter sports on what is a very tight winter sports schedule.

At the 12<sup>th</sup> IBU Congress 2016 in Moldova, the IBU introduced the new IBU branding. They subsequently announced in 2016 that the IBU branding will become mandatory for Organizing Committees starting from 2017/2018.

Detailed steps for the implementation process were discussed at the 2017 OC meeting. This Guide aims to identify the detailed steps from the 2017/2018 season onwards, and forms part of the Event Hosting Declaration for each hosted IBU event.

### **Venue Dressing**

The purpose of having a uniform appearance and the corresponding designs and logos in the field of play is to strengthen and raise the recognition and value of biathlon as a sport and of all the parties involved in the different series and events organized and hosted on behalf of the International Biathlon Union (IBU).

A consistent venue dressing will ensure that the appearance of the event remains highly professional when broadcast around the world.

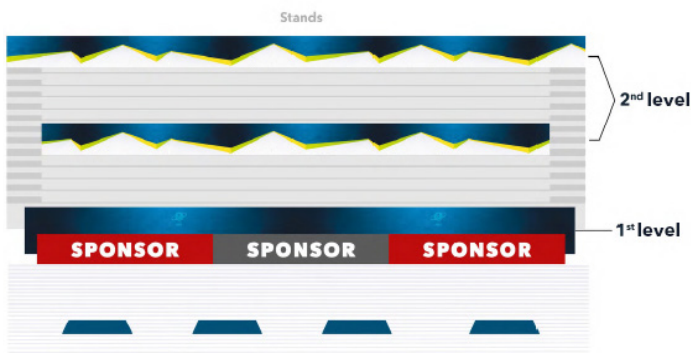
## **1. DESIGN LEVEL FOR VENUE DRESSING**

The venue dressing at each venue is divided up into three (3) different levels:

1st level in TV-relevant area: Banner right behind sponsors - very generic to avoid any visual disruption of the sponsor design (according to specifications of IBU and its advertising partner Infront Austria).

2nd level in TV-relevant area: The IBU brand design combined with the Local Organisation Committee ("LOC") venue colour (according to specifications of IBU and its advertising partner Infront Austria).

Non TV-relevant area: IBU brand design combined with the LOC venue colour and individual elements (according to specifications of IBU and its advertising partner Infront Austria).



## **2. PRODUCTION PROCESS, APPROVAL OF DESIGNS AND PRINTING DATA**

The process of design approval and subsequent printing must always fulfil the conditions stipulated in this document and comply with the IBU Rules for Advertising and the IBU Event & Competition Rules, and must include the following steps (unless agreed otherwise between the involved parties):

- Tailoring of graphical approach to individual needs of each LOC by Infront Austria (in consultation with United Senses - if required)
- Coordination and exchange of ideas and best practice recommendations between Infront Austria and the respective LOC
- The respective LOC is responsible for communicating the individual layout requirements to Infront Austria at least three months (12 weeks) prior to the corresponding competition week (single layouts could be requested at any time before the competition - taking into consideration the workload, the staff available, and with prior arrangement with Infront)
- Layout approval from IBU and Infront Austria
- Delivery of approved and "ready to print" data for each LOC via email or download link from Infront Austria
- Each LOC is responsible for production and setup of the respective branding material themselves

### **3. MANDATORY IMPLEMENTATION FROM 2017/2018 ONWARDS**

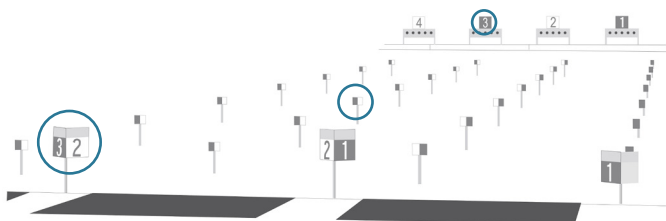
A good venue dressing is based on the corporate design of the respective international federation (e.g. IBU) and is consistent, unique and strict. It offers space for individualization within a uniform typography, colour-code, use of logo, design elements and mandatory guidelines for all parties involved.

Besides the implementation of the composite logo and printing material introduced for season 2016/2017 every IBU Biathlon OECH LOC is committed to implementing the following five (5) TV-relevant branding elements starting with 2017/2018 onwards:

- Shooting range signage (T-posts, lane numbers, target numbers)
- Background for equipment/material inspections
- OECH signage, podium and backwall for the flower ceremony/press conference
- Fence cover in front of the coach area at the shooting range
- One (1) additional individual branding element, depending on the final camera plan

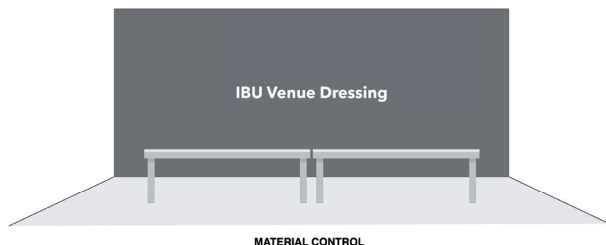
#### **3.1 Shooting range signage**

A complete description of the corresponding markings and the measurements are described in the IBU Event & Competition Rules in section 3.3.3.1 and 3.4.5. Please refer to section 2. above (i.e. "Production process and approval of designs and printing data").



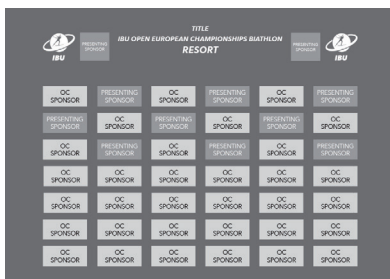
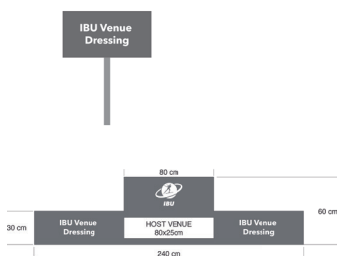
### 3.2 Background at equipment/material inspections

LOCs are responsible for providing a background at the equipment/material inspections in current IBU Design. Measurements and material should be decided by each LOC. Please refer to section 2. above (i.e. "Production process and approval of designs and printing data").



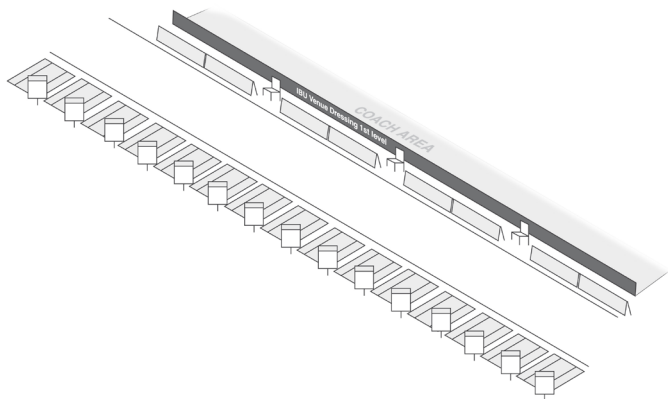
### 3.3 OECH signage, podium and back wall for the flower ceremony/press conference

LOCs are responsible for providing a podium for the flower ceremony in line with the current IBU design as well as a back wall for the flower ceremony. Therefore Infront Austria will provide the layout and will integrate the current IBU design. The signage at the venue needs to correspond with the current IBU design. Please refer to section 2. above (i.e. "Production process and approval of designs and printing data").



### **3.4 Fence cover in front of the coach area at the shooting range**

LOCs are responsible for providing a fence cover mounted on the fencing between the shooting range judges and the coach area behind. Please refer to section 2. above (i.e. "Production process and approval of designs and printing data").



### **3.5 One (1) additional individual branding element depending on final camera plans**

LOCs are responsible for providing one additional branding element customized for their venue. This element will be communicated by IBU to each LOC the latest as soon as the final camera plans are available (these positions could be e.g. one of the optional elements as stipulated in section 4. and 5. below (i.e. "Optional implementation from 2017/2018 onwards")).

#### **4. OPTIONAL IMPLEMENTATION FROM 2017/2018 ONWARDS / TV-RELEVANT**

In addition to the mandatory elements (please refer to section 3. above, "Mandatory implementation from 2017/2018 onwards") each LOC shall have the opportunity to implement additional elements e.g. shooting range roof, shooting range base, fence covers, grand stand covers and (camera) podium covers. Each LOC must contact Infront Austria in regards to these elements in a timely manner (please refer to section 2. above, i.e. "Production process and approval of designs and printing data").

#### **5. OPTIONAL IMPLEMENTATION FROM 2017/2018 ONWARDS / NON TV-RELEVANT**

Non TV-relevant areas such as the stadium entrance, visitor areas, parking areas, different covers and posters are also welcome to be branded in the corresponding design, but must be approved in advance by the IBU and Infront Austria.

#### **6. CONTACTS**

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