The purpose of the 2020 Event Branding document is to provide consistency across IFSC World Cups.

The Event Graphic Charter section focuses on the promotional elements which do not depend on each venue and are thus strictly the same across all of the 2020 World Cup events. The subsequent Branding on the Field of Play section focuses on the creation of the elements specific to each venue.

The 2020 Event Branding document is designed for the World Cups only, and any adaption or use of this document for other IFSC events must first be discussed with and approved by the IFSC Communications Team.

"Please note that throughout this document the term “Event Organiser” refers to the National Federation"
EVENT POSTER

Dimension: 40 X 60 cm

IFSC MAIN SPONSORS:
- Maximum 2
- Logo ratio: 1x1

EVENT ORGANISER MAIN SPONSORS:
- Maximum 2
- Logo ratio: 1x1

IFSC ADDITIONAL SPONSORS:
- Maximum 6
- Logo ratio: 2x1

EVENT ORGANISER ADDITIONAL SPONSORS:
- Maximum 6
- Logo ratio: 2x1

If there are fewer logos, they can’t be bigger and have to respect the ratio 1x1 for main sponsors or 2x1 for other sponsors.

Both main sponsor and sponsor logos include all the partners (private partners, institutional partners such as hosting city/region, local organisers...).

Event Organiser Logo: preferably the National Federation. However the National Federation may decide otherwise.

The addition of key information regarding discipline, event location, date, ticketing, etc., is highly encouraged.

Any text added to the poster will use Oswald or a subtype of Oswald font.
EVENT FACEBOOK BANNER

Dimension: 820 X 461 pixels

IFSC SPONSORS:
- Maximum 8: 2 main sponsors + 6 additional sponsors
- Logo ratio: 2x1

EVENT ORGANISER SPONSORS:
- Maximum 8: 2 main sponsors + 6 additional sponsors
- Logo ratio: 2x1

Two banners will be produced - one banner with IFSC sponsor logos for IFSC platforms and one banner with Event Organiser sponsor logos for domestic platforms.
EVENT TWITTER BANNER

Dimension: 1500 X 500 pixels

IFSC SPONSORS:
- Maximum 8: 2 main sponsors + 6 additional sponsors
- Logo ratio: 2x1

EVENT ORGANISER SPONSORS:
- Maximum 8: 2 main sponsors + 6 additional sponsors
- Logo ratio: 2x1

Two banners will be produced - one banner with IFSC sponsor logos for IFSC platforms and one banner with Event Organiser sponsor logos for domestic platforms.
EVENT YOUTUBE BANNER

Dimension: 2560 X 1440 pixels (visible: 1546 x423 pixels)

IFSC SPONSORS:
- Maximum 8: 2 main sponsors + 6 additional sponsors
- Logo ratio: 2x1

EVENT ORGANISER SPONSORS:
- Maximum 8: 2 main sponsors + 6 additional sponsors
- Logo ratio: 2x1

Two banners will be produced: one banner with IFSC sponsor logos for IFSC platforms and one banner with Event Organiser sponsor logos for domestic platforms.
EVENT WEBSITE BANNER

Dimension: 2560 X 970 pixels

IFSC SPONSORS:
- Maximum 8: 2 main sponsors + 6 additional sponsors
- Logo ratio: 2x1

EVENT ORGANISER SPONSORS:
- Maximum 8: 2 main sponsors + 6 additional sponsors
- Logo ratio: 2x1

Two banners will be produced - one banner with IFSC sponsor logos for IFSC platforms and one banner with Event Organiser sponsor logos for domestic platforms.
PODIUM BACKDROP

Dimension: 4 X 3 m

- Logo ratio: 1x1
INTERVIEW BACKDROP

Dimension: 2 X 2 m

- Logo ratio: 1x1

COMPULSORY FOR THE EVENT ORGANISERS

IFSC Graphic Charter of the 2020 World Cups - DECEMBER 2020 10
PERIMETER BANNER

Dimension: 4 x 0.8 m (dimension of 1 banner)

**IFSC SPONSORS:**
- Maximum 2 Main sponsor logos - ratio: 2x1
- Maximum 6 sponsor logos - ratio: 1x1

**EVENT ORGANISER SPONSORS:**
- Maximum 2 Main sponsor logos - ratio: 2x1
- Maximum 6 sponsor logos - ratio: 1x1

These banners should be used around the stage or for any other purposes. It should be discussed with the venue manager prior to the event.
BIB

Dimension: A5

IFSC SPONSORS:
- Maximum 1 per category - 2 in total
- Logo ratio: 2.5x1

EVENT ORGANISER SPONSORS:
- Could have the same sponsor space for both bibs or 1 per category, but a maximum of 2 in total
- Logo ratio: 2.5x1
ACCREDITATION

Dimension: 15 cm x 10,5 cm

CATEGORIES

FULL ACCESS

TEAM

OFFICIALS

ORGANISER

VIP

IFSC EVENT STAFF

IFSC STAFF
### PRESS ACCREDITATION

**In 2020, no accredited media will have access to the Field of Play.**

3 press badges will be provided:
- a press badge for TV Rights-Holder who may access the Media Zone and film the competition,
- a press badge for photographers who may access the Media Zone,
- a press badge for non-rights-holding TV and journalists who may not.

#### 2020 IFSC ACCREDITATION SYSTEM

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<th>PRESS ROOM</th>
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**Definitions:**
- **Field of Play:** Location of the Sporting event. In this instance, excluding the isolation zone.
- **Isolation Zone/Transition Zone:** Should be the most limited access area. Entry only permitted to qualified athletes, team officials and management.
- **Media Zone:** The Media Zone is comprised of corridor and side lanes as applicable for the discipline and venue.

**Dimensions:** 15 cm x 10,5 cm
DIRECTION SIGNS

Dimension: A5 / A3 / A2

**TEXT**

**TEXT TEXT**

**TEXT TEXT**

**TEXT**
BOULDER SIGNS

Diameter:
- 10 cm for Bonus
- 15 cm for Start and Top
PVC 3 mm
2 holes of 3 mm on each part of the disc for the screw (to avoid any rotation)
BOULDER NUMBER SIGNS

SERIES A

Dimension: A4
PVC 3 mm
BOULDER NUMBER SIGNS
SERIES B

Dimension: A4
PVC 3 mm
BOULDER NUMBER SIGNS

SERIES C

Dimension: A4
PVC 3 mm
LEAD SIGNS

Dimension: 60 cm x 40 cm
PVC 3 mm to 5 mm
TOP LEAD SIGNS

Diameter: 30 cm
PVC 3 mm to 5 mm
2 holes of 3 mm on each part of the disc for the screw
SPEED SIGNS

Dimension: 60 cm x 40 cm
PVC 3 mm to 5 mm
OFFICIAL BOARD SIGN

Dimension: 60 cm x 120 cm
PVC 5 mm
RESULTS SLIDE

Dimension: PPT 16/9

Dimension: PPT 4/3
PROGRAM

Dimension: 21 cm x 29,7 cm - closed format (A4)

42 cm x 29,7 cm - open format (A3)
INVITATION
Dimension: 21 cm x 10.5 cm

The addition of key information like name of the event location and date is highly encouraged.
Any text added to banners must use Oswald or a subtype of Oswald font.
Holds, Macros, Volumes (maximum size 30 cm): Only the holds, macros and volumes manufacturer’s logo shall appear on holds. The holds, macros and volumes manufacturer’s logo should not exceed 2 cm in width and 2 cm in height; or 1 cm in width and 4 cm in height. If the logo size exceeds these dimensions, the logo will be sprayed or covered.

Holds, Macros, Volumes (minimum size 30 cm and maximum size 50 cm): Only the Holds, Macros, and Volumes manufacturer’s logo shall appear on Holds, Macros and Volumes. The Holds, Macros, and Volumes manufacturer’s logo should not exceed 3 cm in width and 3 cm in height; or 2 cm in width and 5 cm in height. If the logo size exceeds these dimensions, the logo will be sprayed or covered.

Holds, Macros, Volumes (size larger than 50 cm): Only the Holds, Macros, and Volumes manufacturer’s logo shall appear on Holds, Macros, and Volumes. The Holds, Macros, and Volumes manufacturer’s logo should not exceed 7 cm in width and 7 cm in height or 5 cm in width and 10 cm in height. If the logo size exceeds these dimensions, the logo will be sprayed or covered.

Note: Any Holds, Macros and/or Volumes depicting a logo by design, placement or combination will be considered as an Event Organiser’s Sponsor Logo and must follow the sizing dimensions listed herein.
TOP PLATFORM

The platform space is divided into 3 series. Each series comprises of:
- Left side area: 1 IFSC logo and 2 IFSC sponsor logos.
- Central area: Event name/logo.
- Right side area: 1 Event Organiser logo and 2 Event Organiser sponsor logos.

The size of a logo should respect the 1X1 ratio.

IN CASE TOP THE PLATFORMS CANNOT BE DISPLAYED:
All logos should be displayed on the top of the wall with minimum height of 0.8m.

BRANDED QUICK DRAWS
are permitted on the basis of the following allocation:
- 50% for the IFSC sponsor
- 50% for the Event Organiser sponsor.

SIDE OF THE WALL

The space is allocated as follows:
- 1 IFSC logo + 2 IFSC sponsor logos.
- 1 Event Organiser’s logo + 2 Event Organiser’s sponsor logos.

The maximum size of each logo is 1m high and 1m wide. These logos can be repeated depending on the size of the side of the wall.

SPONSOR LOGOS:
The position of the logos is for informational purposes. It will be discussed with each event organiser.

WALL MANUFACTURER:
No manufacturer logo should be displayed on the wall except if the logo of the wall manufacturer is an Event Organiser sponsor logo and respects the IFSC 2020 Event Branding.
FIELD OF PLAY

COUNTDOWN CLOCK

Should be located visible to the spectators and camera crew (either broadcasters and/or webcast crew). If any, IFSC time keeping sponsor has priority in the advertising on the countdown clock.

The surface of the logo shall not exceed the clock’s surface, wherever the clock is displayed (wall, giant screen...).

TRANSL T ZONE

At the exit of the transit zone, a starting gate is highly recommended.

The starting gate design will include:

- Event Logo at top center of the starting gate
- IFSC Logo
- Event Organiser Logo
- IFSC sponsor logos: maximum 4
- Event Organiser sponsor logos: maximum 4

Note: these logos can be repeated depending on the size of the transit zone. The size of a logo should respect the ratio 1x1.

GIANT SCREEN

Minimum size 3 m x 2 m.

GROUND SPACE AT THE BOTTOM OF THE WALL

The ground space can be used to display logos.

Maximum logo size: 1 m x 1 m

1 IFSC Sponsor Logo,
1 Event Organiser Sponsor Logo.

Each logo can only be repeated 2 times offering a maximum of 2 logos each.
**BOULDER | FIELD OF PLAY**

More information in the EOH 2020 section FOP

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**TRANSIT ZONE**

At the exit of the transit zone, a starting gate is highly recommended.

The starting gate design will include:

- **Event logo** at top center of the starting gate
- **IFSC logo**
- **Event Organiser logo**
- **IFSC sponsor logos**: maximum 4
- **Event Organiser sponsor logos**: maximum 4

**Note:** These logos can be repeated depending on the size of the transit zone. The size of a logo should respect the ratio 1x1.

---

**COUNTDOWN CLOCK**

Should be located visible to the spectators and camera crew (either broadcasters and/or webcast crew).

If any, IFSC time keeping sponsor has priority in the advertising on the countdown clock.

The surface of the logo shall not exceed the clock’s surface, wherever the clock is displayed (wall, giant screen...).

---

**TOP PLATFORM**

The platform space is divided into 3 series. Each series comprises:

- Left side area: IFSC logo and 2 IFSC sponsor logos.
- Central area: Event name/logo.
- Right side area: 1 Event Organiser logo and 2 Event Organiser sponsor logos.

The size of a logo should respect the 1x1 ratio.

---

**GIAN TSCREEN**

Minimum height = 0.8 m

Minimum size 3 m x 2 m.

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**ALONG THE ROUTE**

The following logos must be displayed along each route in the same size (MAXIMUM 0.2 m x 0.2 m) and with the equal advertising space:

- **IFSC sponsor logos**: 0 if any and maximum 1 per route
- **Event Organiser sponsor logos**: 0 if any and maximum 1 per route.

---

**GROUND SPACE AT THE BOTTOM OF THE WALL**

The ground space can be used to display logos:

- **IFSC logo**: 1 m x 1 m
- **IFSC sponsor logo**: 1
- **Event Organiser logo**: 1
- **Event Organiser sponsor logos**: Each logo can only be repeated 4 times offering a maximum of 4 logos each.

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**PUBLIC AREA**

- **Media corridor**
- **Ground space**
- **Media corridor**
- **Public area**

---

**PERIMETER BANNERS / AROUND THE STAGE**

Refer to page 9

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*In accordance with EN12572-2

Note: In case the manufacturer of the wall is not a sponsor of either the IFSC or the Event Organiser and that its name and/or logo appear(s) on the wall, this logo will be considered as Event Organiser’s sponsor and counted in the space allocated to the Event Organiser. The size shall not exceed 0.2m x 0.2m.

---

**WALL MANUFACTURER:**

No manufacturer logo should be displayed on the wall except if the logo of the wall manufacturer is an Event Organiser sponsor logo and respects the IFSC 2020 Event Branding.
TOP PLATFORM

The platform space is divided into 3 series:
Left side area: 1 IFSC logo and 2 IFSC sponsor logos
Central area: Event name/logo
Right side area: 1 Event Organiser logo and 2 Event Organiser sponsor logos.

The size of a logo should respect the 1X1 ratio
This series can be repeated depending on the size of the top platform.

TIME CLOCKS

to be shown clearly at the top of both routes, well illuminated and visible to spectators and cameramen.
In case the IFSC gets a Time Keeping sponsor, the Speed Time clocks will be branded.

ALONG THE ROUTE
no advertising should be applied.

VERTICAL BANNER
on the central section between the 2 routes has a maximum of 0.4 m.
for a one-piece-wall.

When no width constraints exist (two-piece-wall), the width of the vertical banner has a minimum of 0.4 m. The logos on the vertical banner will be displayed in this manner:
IFSC sponsor logo, IFSC Sponsor logo, IFSC logo, EO logo, EO sponsor logo, EO sponsor logo, Event logo. This series of logos can be repeated 4 times depending on the size of the vertical banner. The size of a logo should respect the ratio 1x1.

Giant Screen
Minimum size
3 m x 2 m.

TOP OF EACH FINISH PAD
a logo Maximum 0.2 m x 0.2 m is allowed:
-1 for IFSC sponsor
-1 for Event Organiser sponsor.

TRANSIT ZONE
At the exit of the transit zone, a starting gate is highly recommended.
The starting gate design will include:
Event logo on the top center
IFSC logo
Event Organiser logo
-IFSC sponsor logos: maximum 8
-Event Organiser sponsor logos: maximum 8
Note: these logos can be repeated depending on the size of the transit zone.
Size of the logo should respect the ratio 1x1.

More information in the EOH 2020 section FOP