

IFSC Official Sport Equipment Brand Guidelines



INTERNATIONAL FEDERATION OF SPORT CLIMBING



For use by brands part of the IFSC Official Sport Equipment catalogue comprising:

- Certified Auto Belay
- Certified Speed Holds
- Certified Speed Wall
- Certified Speed Automatic Timing System
- Authorised Holds
- Authorised Volumes
- Authorised Macros
- T20 Catalogue Official Holds
- T20 Catalogue Official Macros
- T20 Catalogue Official Volumes

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1. INTRODUCTION

As the global governing body for sport climbing, the IFSC is responsible for providing authenticity to programmes, events and products around the world through rigorous testing and training.

The Official Sport Equipment was introduced in May 2018 to meet the following objectives:

- **SAFETY, FAIRNESS and QUALITY:**
 1. Ensure the field of play is safe by enforcing minimum standards to all equipment (EN Standards);
 2. Ensure the field of play is fair by regulating and enforcing technical standards to all equipment (Sport-specific, internally regulated standards);
 3. Raise quality of all events' equipment;
- **STANDARDISATION:** support event staff and officiating teams by standardising all equipment (timing devices and TV connections);
- **COLLABORATION and RECOGNITION:** serve and protect sport climbing manufacturers;
- **IMPROVEMENT:** encourage innovation for the development of the sport;
- **SUPPORT AND PROTECTION OF ATHLETES**
- **SUPPORT TO EVENT ORGANISERS:** be respectful of Event Organiser needs and requirements by providing links to brands which are supportive of the growth of the sport and are aligned with the IFSC

Sport Equipment manufacturers and providers have to meet regulations and certifications tests set out by IFSC to confirm their compliance. Once the standards of the Official Sport Equipment are met and Certificates are issued, the manufacturers are able to use the IFSC Label on their equipment.



2. THE LABELS

Naming should be as follows:

- Certified Auto Belay
- Certified Speed Holds
- Certified Speed Wall
- Certified Speed Automatic Timing System
- Authorised Holds
- Authorised Volumes
- Authorised Macros
- T20 Catalogue Official Holds
- T20 Catalogue Official Macros
- T20 Catalogue Official Volumes

For existing contracts specifying a different Label, conditions stated in the contract remain valid.



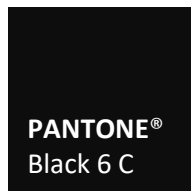


2. COLOURS

Always use the correct colour references for the Pantone[®], CMYK, RGB or web hex equivalents shown below.

IFSC provide 3 sets of Labels:

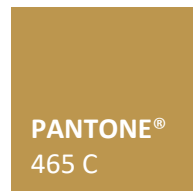
- For printing
- For web and screen
- For etching (mono)



C: 0 M: 0 Y: 0 K: 100

R: 0 G: 0 B: 0

HEX # 000000



C: 23 M: 36 Y: 74 K: 100

R: 188 G: 150 B: 78

HEX # bc964e



C: 69 M: 1 Y: 0 K: 0

R: 30 G: 187 B: 238

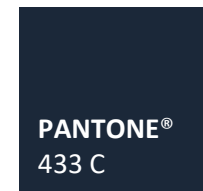
HEX # 1ebbee



C: 1 M: 97 Y: 4 K: 0

R: 229 G: 12 B: 126

HEX # e50c7e



C: 93 M: 76 Y: 49 K: 59

R: 27 G: 40 B: 57

HEX # 1B2839



3. MINIMUM/MAXIMUM SIZES AND CLEAR SPACE

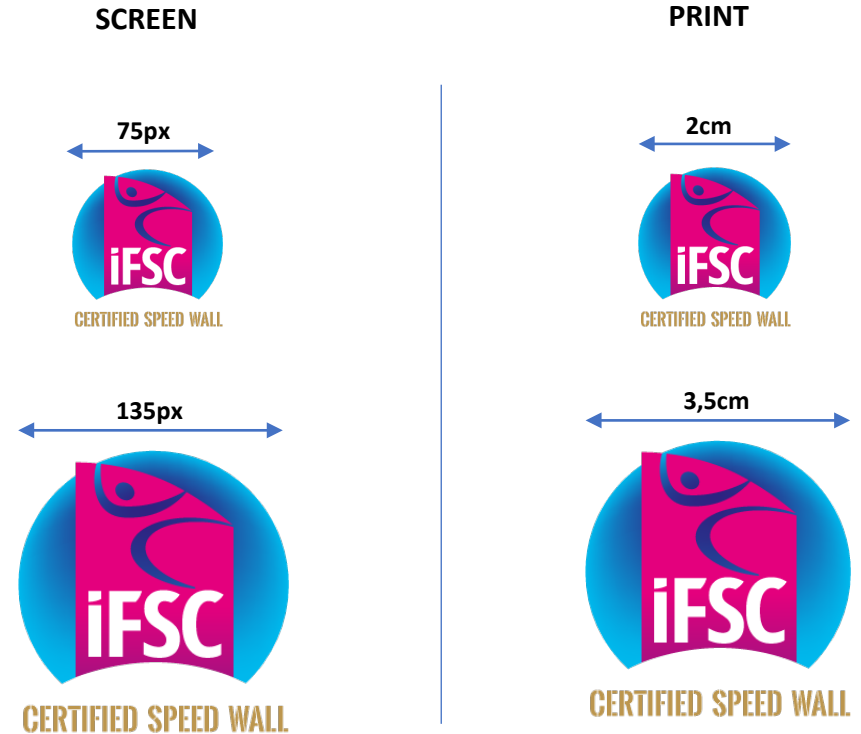
For maximum impact, the Label should always be used prominently and legibly. To ensure the words are legible, the Label should not be used below a certain width;

- 75 pixels on screen (72dpi) or 2cm in print. These sizes are the absolute minimum.
- 135 pixels on screen (72dpi) or 3,5cm in print. These sizes are the absolute maximum.

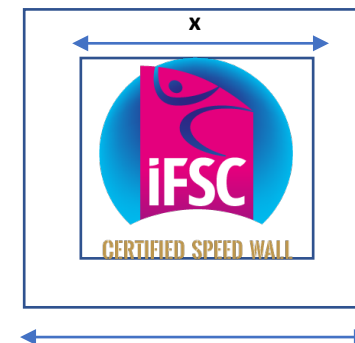
The recommended Label sizes are illustrated on the right. The Label should not be larger than the image of the product that appears in promotional material.

The exclusion zone ensures that the Label is not compromised by other elements.

The exclusion zone is a distance equivalent to one and a half times the size of the Label (x in the figure). This is the minimum clearance; whenever possible, leave more space around the Label than the exclusion zone.



Exclusion zone (Clear space)





4. USING THE LABEL

The IFSC Labels may only appear on the following materials:

- Advertisement (print)
- Website
- Social networks²
- Brochures
- Catalogue
- Newsletter

The Label may only appear on the materials here above next to the certified product, its photo or name. The Label must be used next to the certified product's photo or name.

Non certified products will not be permitted or authorised to use the Label.

The Label shall not appear on the Products, unless otherwise specified in the contract.

**Labels shall not appear on any Profile Picture*



5. LABEL RULES

The following simple rules ensure the Label is reproduced correctly.

Always:

- Use the correct Label for the process, ie. web/print etc
- Protect with the exclusion zone
- Reproduce the Label at, or larger than the minimum size

Examples of incorrect use are:

- Don't rotate the Label
- Don't add any additional wording (eg Official, Certified)
- Don't refer to your company as official provider or supplier or manufacturer of the IFSC.
The Labels must not appear alongside any commercial brands that suggests a connection between IFSC and the associated commercial brand.

Please contact IFSC should you wish to include the Label on any material not covered in the above list.



CERTIFIED SPEED WALL

Do not modify the order of any of the individual elements of the logo



CERTIFIED SPEED WALL

Do not change the proportions of any of the elements



CERTIFIED SPEED WALL

Do not display with a shadow



Do not display in 3D form



Do not combine the logo with other elements



CERTIFIED SPEED WALL

Do not change the colour



5. CONTACT

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