

BMW IBU WORLD CUP BIATHLON



IBU Venue Dressing

(IBU Brand Identification for Biathlon Venues)

AGENDA

1

**Design
Level**

2

**Production
Process**

3

**Mandatory
2017/2018
onwards**

4

**Optional
2017/2018
onwards**

5

Examples

VENUE DRESSING INTRODUCTION



Why ...

...is a good Venue Dressing important?

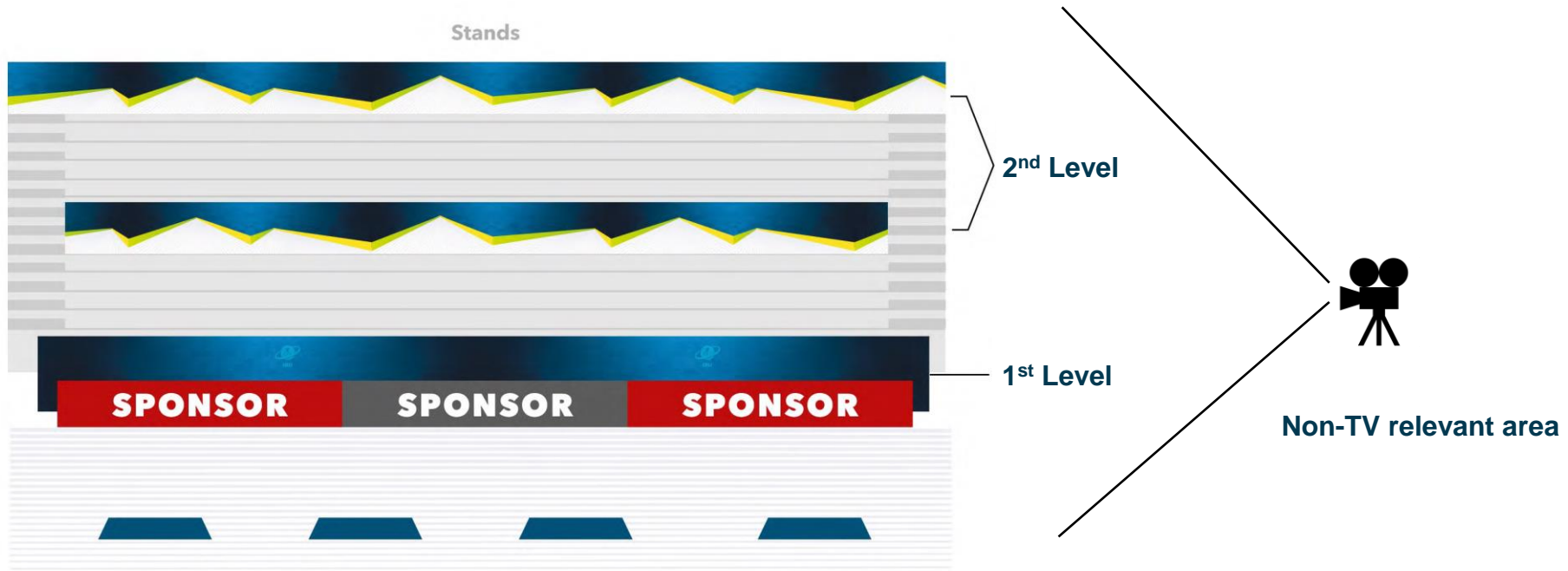
- Raise of the recognition and value of the event(s)
- Represent the external appearance of all parties involved
- High quality marketing tool and framework beside the main sport competition

What ...

...does a good Venue Dressing include?

- It's based on the corporate design of the international federation
- Consistent, unique and strict design
- Offers space for individualisation
- A good handling guide with
 - Uniform typography and color-codes
 - Uniform usage of logos and design elements
 - Mandatory guidelines for all parties involved

DESIGN LEVEL



DESIGN LEVEL



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

2nd Level in in TV- relevant area: The IBU brand design combined with the Local Organisation Committee (“LOC”) venue colour (according to specifications of IBU and its marketing 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 Infront Austria)

DESIGN LEVEL EXAMPLES



1st Level

2nd Level



DESIGN LEVEL EXAMPLES



2nd Level



1st Level

Non-TV relevant areas...

... are those zones which are outside of the live TV picture.

Examples:

- Cover of fences and bridges at the spectator area
- Grandstand back side cover
- Accreditation and competition Office
- Spectator pathways
- Banners at spectator areas
- VIP- and spectator tent
- Parking areas

DESIGN LEVEL EXAMPLES



Non-TV relevant areas

DESIGN LEVEL EXAMPLES



Non-TV relevant areas

DESIGN LEVEL EXAMPLES



Non-TV relevant areas

DESIGN LEVEL EXAMPLES



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Non-TV relevant areas

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Production process and approval of designs and printing data

- Tailoring of graphical approach to individual needs of each LOC by Infront Austria
- 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 3 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 Austria)
- 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 of the respective branding material themselves

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MANDATORY IMPLEMENTATION FROM SEASON 2017/2018 ONWARDS

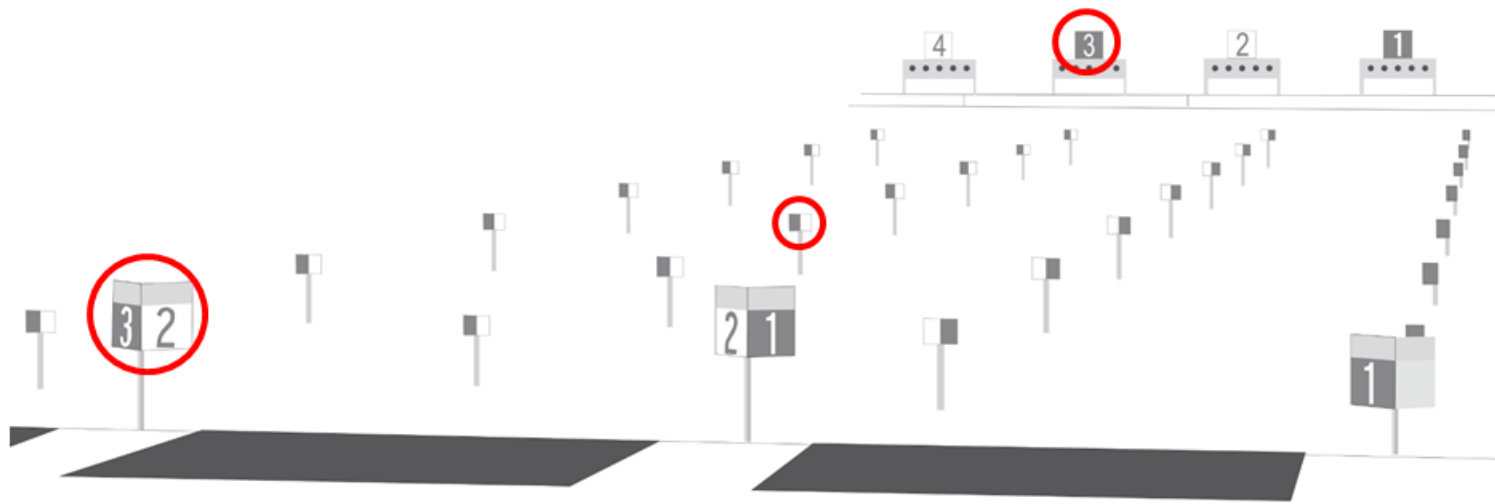


Every IBU Biathlon World Cup LOC is committed implementing the following five (5) TV relevant branding elements starting with their first World Cup season from season 2017/ 2018 onwards:

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

MANDATORY IMPLEMENTATION FROM SEASON 2017/2018 ONWARDS

Shooting range signage



MANDATORY IMPLEMENTATION FROM SEASON 2017/2018 ONWARDS

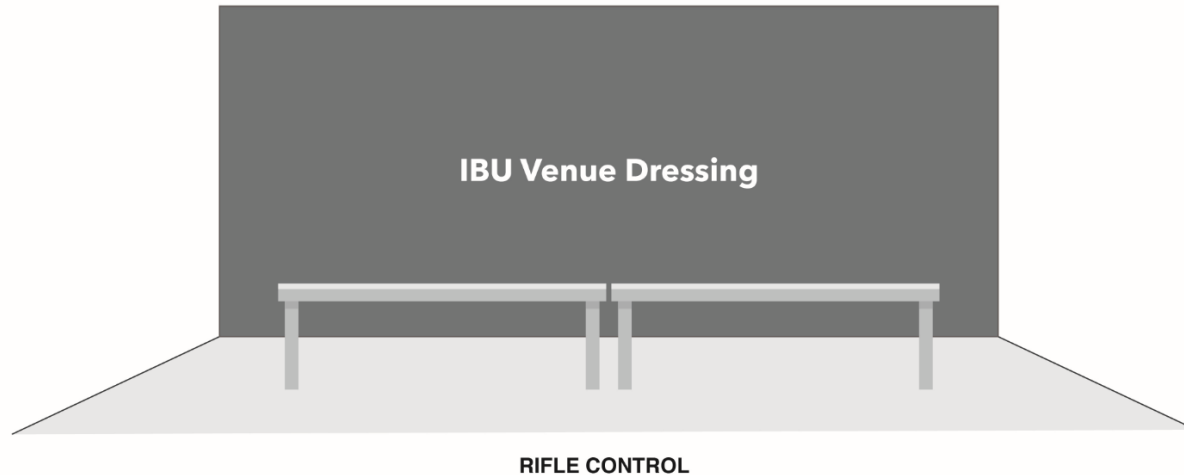


Shooting range signage



MANDATORY IMPLEMENTATION FROM SEASON 2017/2018 ONWARDS

Background at equipment/material inspections



MANDATORY IMPLEMENTATION FROM SEASON 2017/2018 ONWARDS

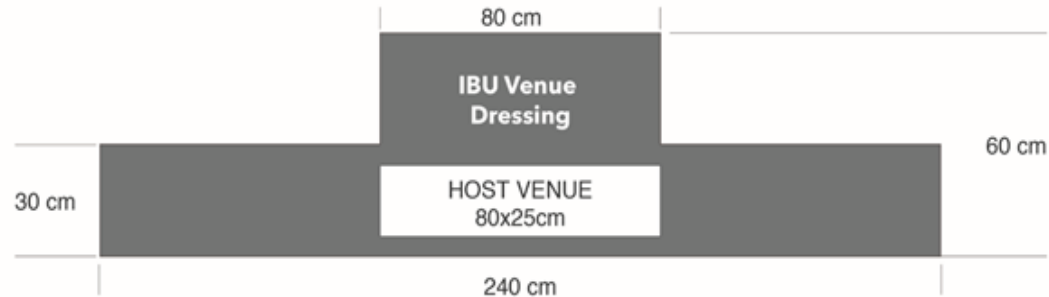


Background at equipment/material inspections



MANDATORY IMPLEMENTATION FROM SEASON 2017/2018 ONWARDS

World Cup signage and podium for flower ceremony



MANDATORY IMPLEMENTATION FROM SEASON 2017/2018 ONWARDS

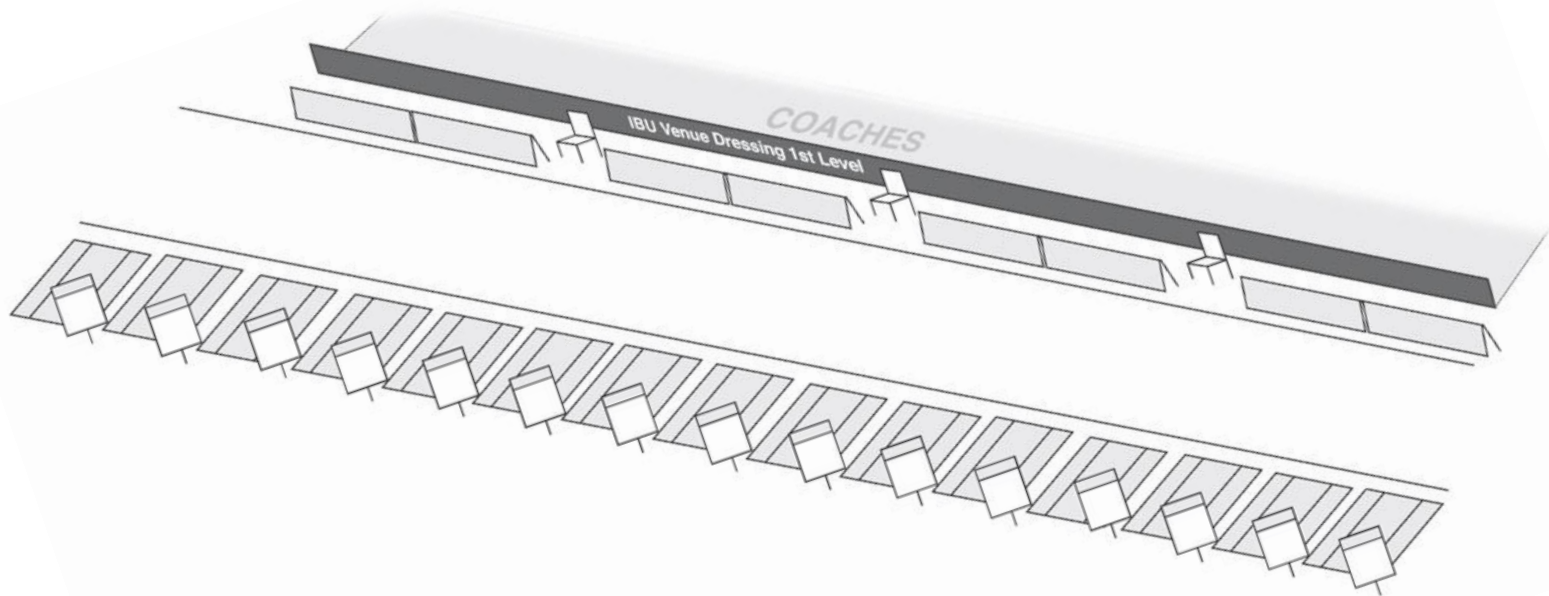


World Cup signage and podium for flower ceremony



MANDATORY IMPLEMENTATION FROM SEASON 2017/2018 ONWARDS

Fence cover in front of the coaches at the shooting range



MANDATORY IMPLEMENTATION FROM SEASON 2017/2018 ONWARDS

Fence cover in front of the coaches at the shooting range



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OPTIONAL 2017/2018 ONWARDS IMPLEMENTATION AREA DO'S & DON'TS



TV-relevant areas (layout without logos and wordings)

- ✓ Shooting range roof
- ✓ Shooting range base
- ✗ 1st row bannering in TV relevant areas
 - ✗ Camera podiums and different covers ✓ (only specific 1st level IBU Design)
 - ✗ Positions in combination with advertising banners ✓ (only white banners)
- ✓ 2nd and 3rd row bannering in stadium and along the track
- ✓ Grandstand covers and clothing for constructions (bridges, tunnels, etc.)

non TV-relevant

- ✓ Accreditation and competition office
- ✓ Bannering at spectator areas
- ✓ VIP and spectator tent
- ✓ Digital event communication

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EXAMPLES IMPLEMENTATION DO'S & DON'TS



Based on the IBU rules of advertising and the implementation of designs over the last years in the Biathlon WC & WCH as well as at the IBU Cup /OECH and YJWCH there are different scenarios and areas where the Venue Layout is perfectly fitting and others where this design shouldn't be used.

Always considered the different stadiums and situations on site and in close cooperation between the involved parties.

These areas are divided in TV-relevant and non-TV relevant areas which leads to different recommendations.

EXAMPLES FOR NON-TV RELEVANT AREAS IMPLEMENTATION DO'S & DON'TS



Integration of OC specific
graphic elements
in non-TV relevant areas



EXAMPLES FOR NON-TV RELEVANT AREAS IMPLEMENTATION DO'S & DON'TS



Highway implemented
upside down



EXAMPLES FOR NON-TV RELEVANT AREAS IMPLEMENTATION DO'S & DON'TS



Different Font than
“Avenir next W1G”



EXAMPLES FOR NON-TV RELEVANT AREAS IMPLEMENTATION DO'S & DON'TS



Highway on both sides in
OC colors



EXAMPLES FOR NON-TV RELEVANT AREAS IMPLEMENTATION DO'S & DON'TS



One side of the highway
is missing



EXAMPLES FOR NON-TV RELEVANT AREAS IMPLEMENTATION DO'S & DON'TS




Modification of Composite
Logo is not allowed



EXAMPLES FOR NON-TV RELEVANT AREAS IMPLEMENTATION DO'S & DON'TS



Blue background is missing 

EXAMPLES FOR NON-TV RELEVANT AREAS IMPLEMENTATION DO'S & DON'TS



No white area in the layout



EXAMPLES FOR NON-TV RELEVANT AREAS IMPLEMENTATION DO'S & DON'TS



EXAMPLES FOR NON-TV RELEVANT AREAS IMPLEMENTATION DO'S & DON'TS



DVORANE: B, C, D, 1. NAD.
HALLS: B, C, D 1st FLOOR



EXAMPLES FOR NON-TV RELEVANT AREAS IMPLEMENTATION DO'S & DON'TS



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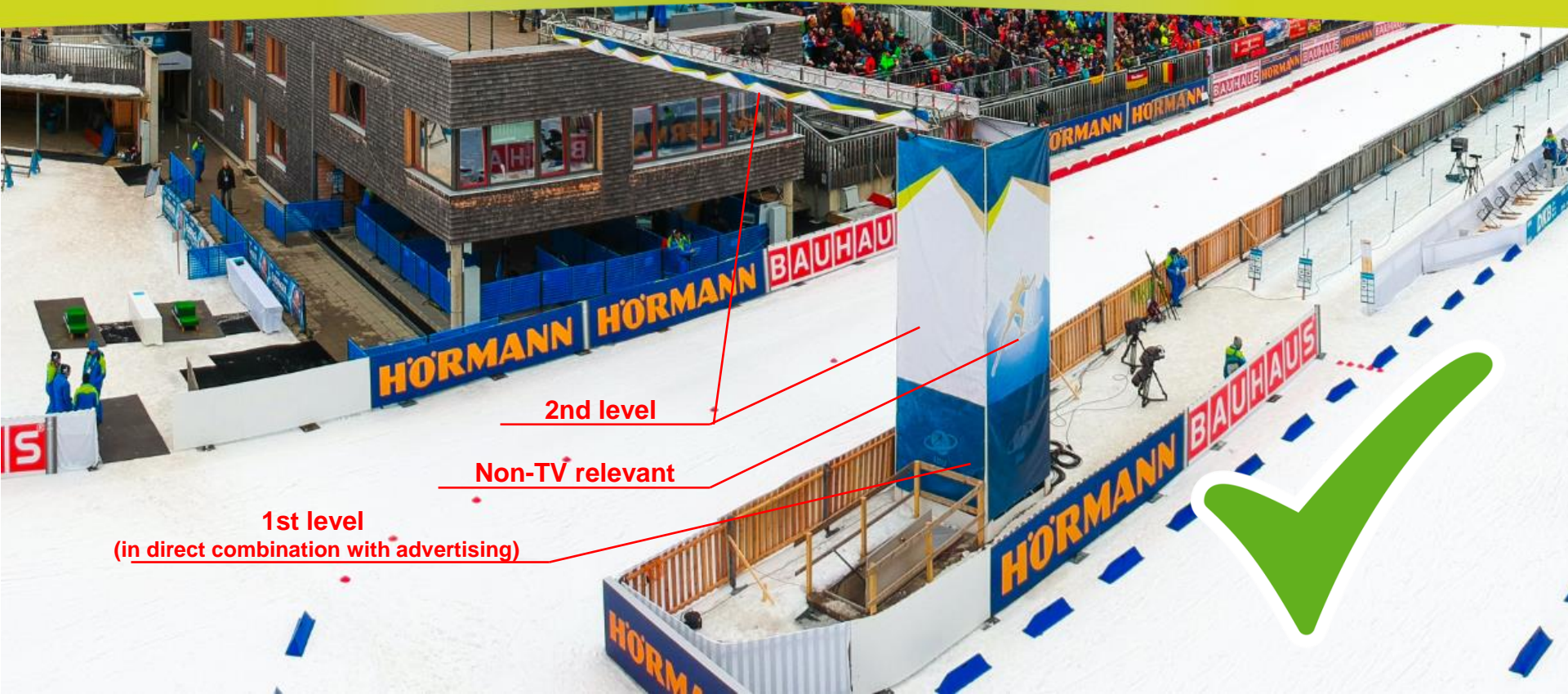
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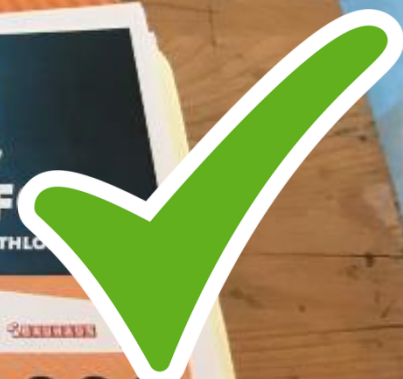


2nd level

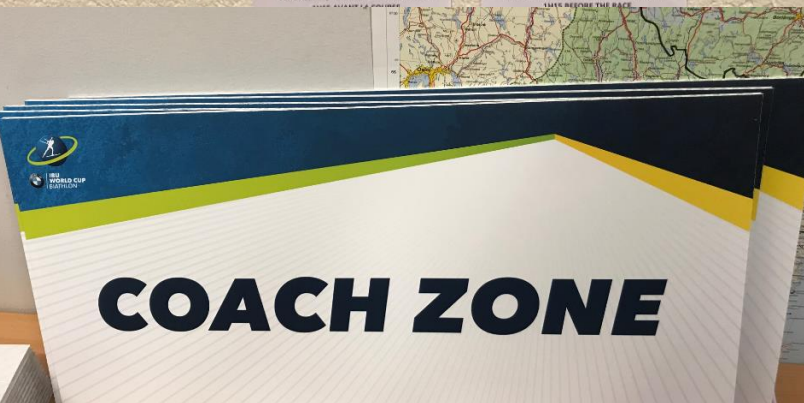
Non-TV relevant

1st level
(in direct combination with advertising)

EXAMPLES FOR NON-TV RELEVANT AREAS IMPLEMENTATION DO'S & DON'TS



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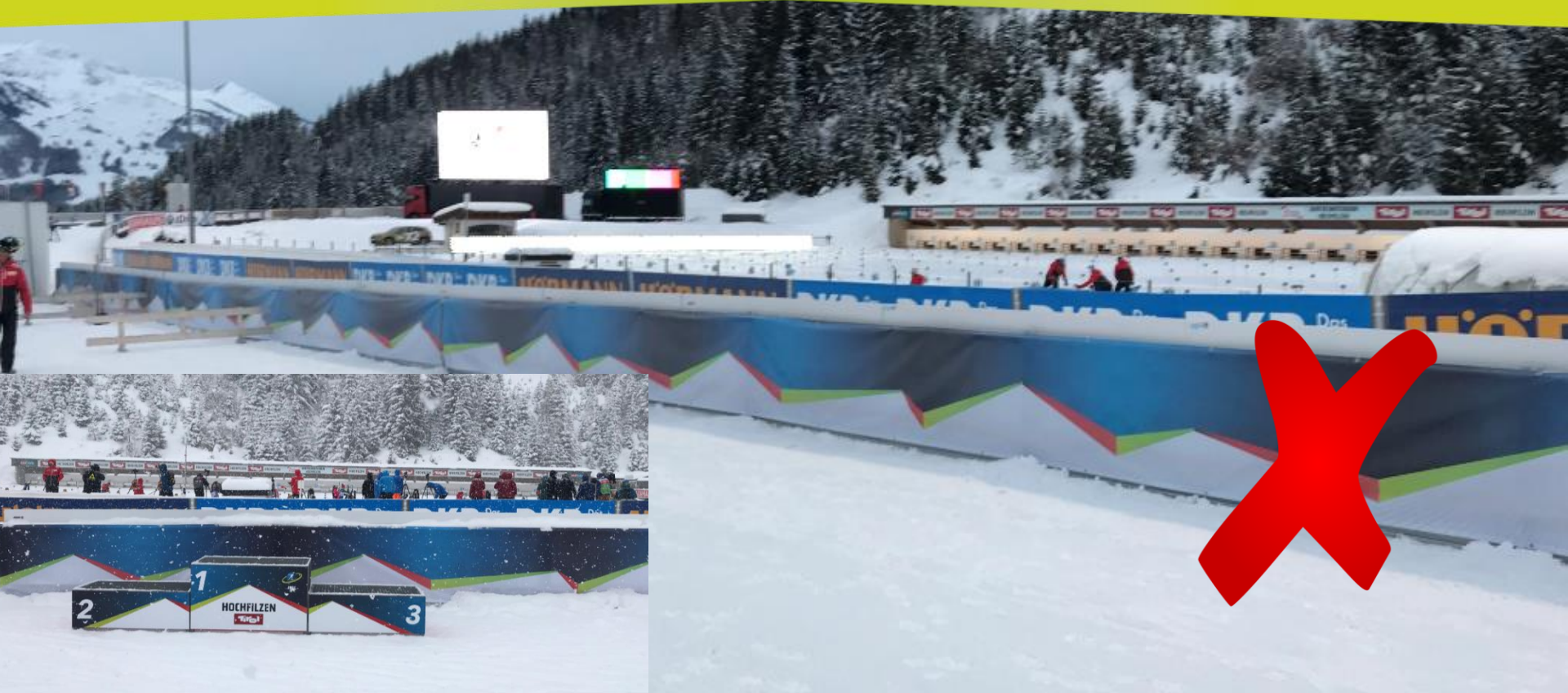
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