

IBU
VENUE DRESSING GUIDE

(IBU Brand Identification for Biathlon Venues)

IBU Junior Cup Biathlon

(Without live TV coverage)

Effective from season 2018/2019

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 12th 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.

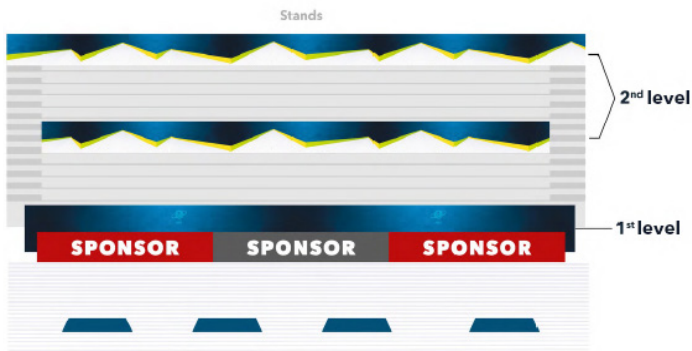
1. DESIGN LEVEL FOR VENUE DRESSING

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

1st level: 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: The IBU brand design combined with the Local Organisation Committee ("LOC") venue colour (according to specifications of IBU and its advertising partner Infront Austria).

Other areas: 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 AND APPROVAL OF DESIGNS

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):

- Layout approval from IBU and Infront Austria
- Each LOC is responsible for production and setup of the respective branding material themselves

3. MANDATORY IMPLEMENTATION FROM SEASON 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 (see 2016 style guide) every Biathlon IBU Junior Cup LOC is committed to implementing the following two (2) branding elements starting with their first IBU Junior Cup season from season 2017/2018 onwards:

- IBU Junior Cup signage
- Back wall for the flower ceremony
(This applies for all IBU Junior Cups Biathlon without live TV coverage)

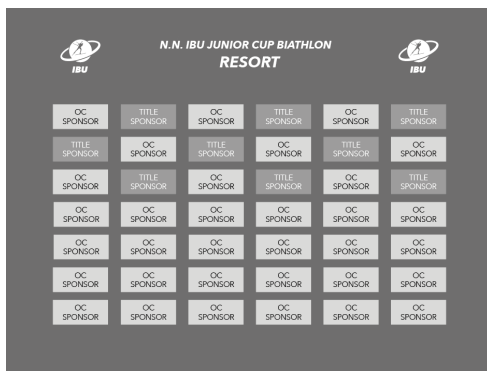
3.1 IBU Junior Cup signage

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)



3.2 Back wall for the flower ceremony

LOCs are responsible for providing a back wall for the flower ceremony. Infront Austria will provide the layout and it will integrate the current IBU design.



4. OPTIONAL IMPLEMENTATION FROM SEASON 2017/2018 ONWARDS

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

5. CONTACTS

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