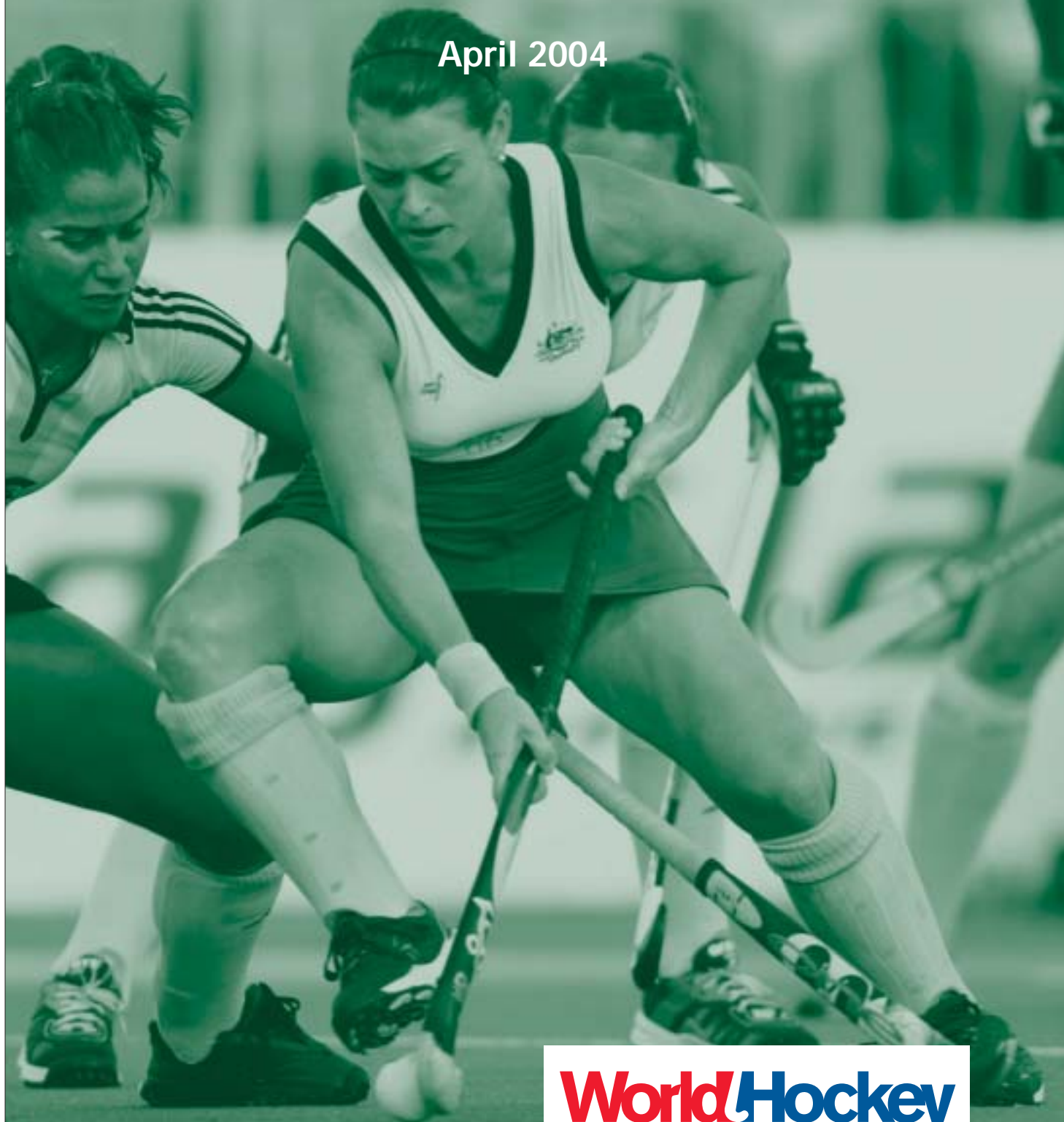


World Hockey

Brand Manual

April 2004



World Hockey

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Introduction

1

It is with great pleasure that I present to you the Brand Manual of our new brand 'WorldHockey'. A brand that our organisation needs for the optimal promotion of our favourite sport internationally. A brand that symbolises the values we have linked to our sport for 80 years: skill, excitement, dynamism, emotion, fair play, accessibility and worldwide popularity.

WorldHockey, the promotional brand of our sport, will be used in conjunction with our 'corporate brand' FIH, which represents the reliable organisation behind WorldHockey.

It is vital to the successful promotion of hockey worldwide that the identity of WorldHockey appears everywhere in a consistent and high-quality way. Only then can a striking, recognisable identity come into effect, which is always the necessary basis for a strong and successful brand.

That's why we created this Brand Manual with the do's and don'ts of the WorldHockey identity. I trust that everybody will respect these rules so that hockey will continue its growth and success all over the world!

Els van Breda Vriesman,
FIH President



The whole WorldHockey experience comes to life with the logo, the green duotone photography and the outline version of the logo.

WorldHockey's communication objectives

Why WorldHockey?

For quite some time now, the most important part of FIH's mission has been: 'To encourage, promote and develop hockey globally'. WorldHockey was developed as a brand to facilitate this objective.

In a world where an increasing number of activities compete for the attention and preference of our target audience, a symbol that appeals to (in particular younger) people can be of great help to enhance the successful development of hockey in the world. While the FIH identity is perfectly capable of communicating the reliability of the organisation behind the sport, another identity is required to represent the values of international hockey: skill, speed, excitement, agility, emotion, global popularity, accessibility, fair play and 'Olympic'. The WorldHockey brand identity was developed to be omnipresent, to create an attractive and, if consistently used, recognisable image for our sport.

If you have any questions about the WorldHockey identity or this manual, do not hesitate to contact FIH Marketing & Communications Department, tel. +32.2.219.45.37 or e-mail: comm@FIHockey.org

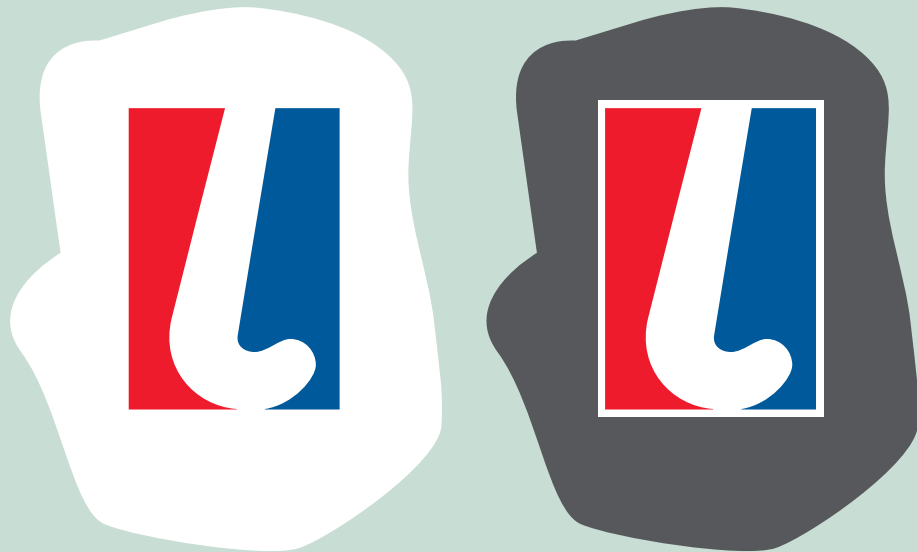
Logo and 'visual device'

3

The WorldHockey logo is always placed on a white background. If the background is not white the logo is placed in a white rectangle of a fixed size that is part of the logo.

The logo consists of the word "World" in red and "Hockey" in blue, with a white stylized 'H' shape integrated between the two words.

The part of the logo that links 'World' to 'Hockey' is the 'visual device', which will also be used stand-alone as the icon of WorldHockey.



Logo and device variations (for exceptional use)

Black and white versions of the logo and device (always on white).

N.B.: The black and white version should only be used when colour printing is not possible.



This logo is available only for the promotion of the WorldHockey website.



The compact version of the WorldHockey logo may be used in exceptional, cases when dimensions require a small logo.



The outline version of the WorldHockey logo is to be used only as an illustrative element in combination with photography and always in combination with the regular WorldHockey logo (see also page 11).



Logo and device 'don'ts'

The WorldHockey logo is not to be positioned on a coloured background.



The white background of the logo should never have an outline.



Never mix the corporate colours.



The corporate colours for the WorldHockey logo and device are defined as red (pms 485) and blue (pms 294).



The percentage of the black and white version should always be 60% black for World and 100% black for Hockey.



The logos of WorldHockey may never be reconstructed or redesigned!



Don't

The outline of the logo must be white.



In this example, the outline is too thick. The outline has a fixed thickness.



The inside of the outline version must be transparent.



Use of logo

For the use of the logo a main division has been made between:

1. Printed items (brochures, reports, etc.)
2. Signage

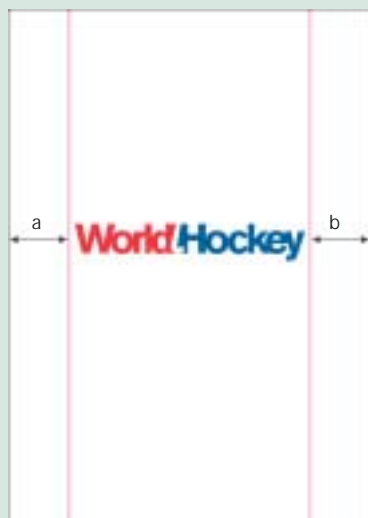
1. Printed items

a. On printed items the logo is placed either 'top right' or 'bottom right'. The logo should never cross the middle of the page.

The distance from the edge is related to the height of the white background of the logo indicated by 'a'.
So $a = b = c$.



b. If used in a dominant way, the logo will be centered ($a = b$). The position from the top and bottom of the page may vary. Minimum distance from the top (c) or bottom (d) equals the distance from the left/right.

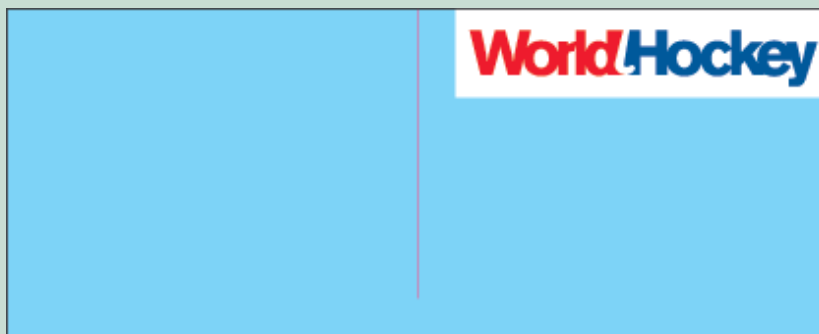


2. Signage

- a. On a signage board with a photo (see also page 25 'Corporate photography') or colour as a background the logo should use bleed and be positioned at the top left or top right.



The logo should never cross the middle of the page.



- b. When used in a dominant way, the logo should be positioned centered horizontally. Vertically, the logo will be centered slightly above the middle.

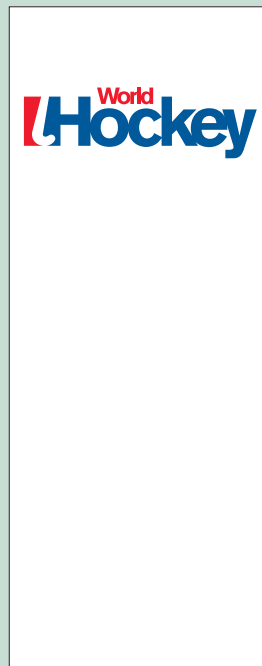


Use of logo variations

For perimeter boards the logo needs to be as large as possible in order to create maximum exposure. Therefore, the white rectangle is not in the official size.

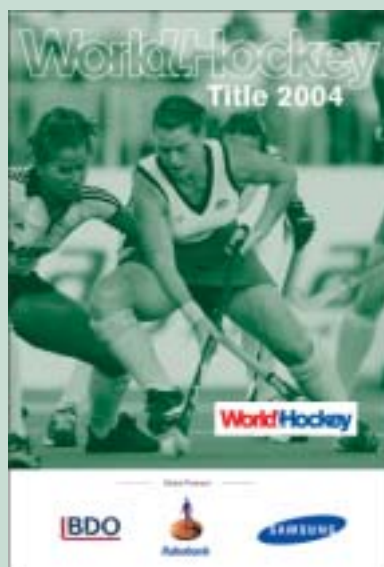


The compact version of the WorldHockey logo may be used in exceptional cases. (see page 4)



The outline version of the WorldHockey logo should only be used in combination with either full-colour images or duotone green images (see Corporate photography). Furthermore, if the outline version of the WorldHockey logo is used in an image, the regular WorldHockey logo should also appear (see also page 5).

The size ratio between the regular logo and the outline version should be at least 1:2.



The outline version of the WorldHockey logo should be considered an additional illustrative element. Therefore, the outline logo may be cut off, but this may only be done from the bottom. When it is cut off, the whole word 'WorldHockey' should remain legible from left to right!



Use of logo 'don'ts'

12

The WorldHockey logo should not be positioned in the middle of an image or at an angle.



The outline version of the WorldHockey logo should never be cut off at the top left- or right-hand side.



Logo and device should never be used on the same surface.



The device should never be positioned at an angle.



Clothing and merchandising

13

The main rules for using the WorldHockey logo and device on clothing and other (merchandising) items are:

- Logo and device should never be used on the same surface. For example, if the logo is placed on the front of a shirt, the device may be used on the back or sleeve but not on the front.
- The size of the logo/device should be in proportion to the dimensions of the item.
- Always look for the most logical position to place the logo/device on any item.
- The item on which the logo/device is placed should be relevant to hockey.



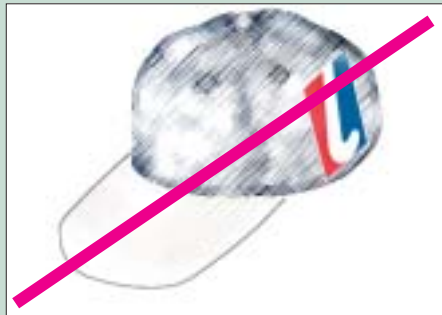
If the device is placed on the front of a shirt, the logo may be used on the back of the shirt.



Clothing and merchandising 'don'ts'

15

The device in this example is too large.



Logo and device should never be used on the same surface.



Don't

These items are not relevant to WorldHockey.



Corporate colours

Red for impact



pms 485
cmyk 0/100/91/0
rgb 237/28/46

Blue for quality



pms 294
cmyk 100/56/0/18.5
rgb 0/90/155

White for contrast



white
cmyk 0/0/0/0
rgb 255/255/255

Supporting colours:

Green for corporate
visuals and as
background colour



pms 347
cmyk 100/0/79/9
rgb 0/163/72



pms 349
cmyk 100/0/83/47
rgb 0/108/58

Note: The colour samples shown on this page are only examples!
The official PMS samples should be used for instructions to printers
and producers.

Typeface

The Akzidenz Grotesk Berthold will be used as the official typeface for WorldHockey. As an alternative for Internet and e-mail, it is permitted to use an alternative typeface. In order of preference, the following can be used: Arial, Geneva or Helvetica.

Akzidenz Grotesk
Berthold Regular

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!?!+_-=*&^%\$#@!<>

Akzidenz Grotesk
Berthold SemiBold

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!?!+_-=*&^%\$#@!<>

Akzidenz Grotesk
Berthold Bold

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!?!+_-=*&^%\$#@!<>

Alternative typefaces in order of preference

Alternative 1
Arial

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!?!+_-=*&^%\$#@!<>

Alternative 2
Geneva

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!?!+_-=*&^%\$#@!<>

Alternative 3
Helvetica

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!?!+_-=*&^%\$#@!<>

Typography and basic layout

19

Headings are set in Akzidenz
Grotesk Berthold Bold or...

Heading one

...Akzidenz Grotesk
Berthold SemiBold

Heading two

Subheadings are set in
Akzidenz Grotesk Berthold
SemiBold.

Subheading

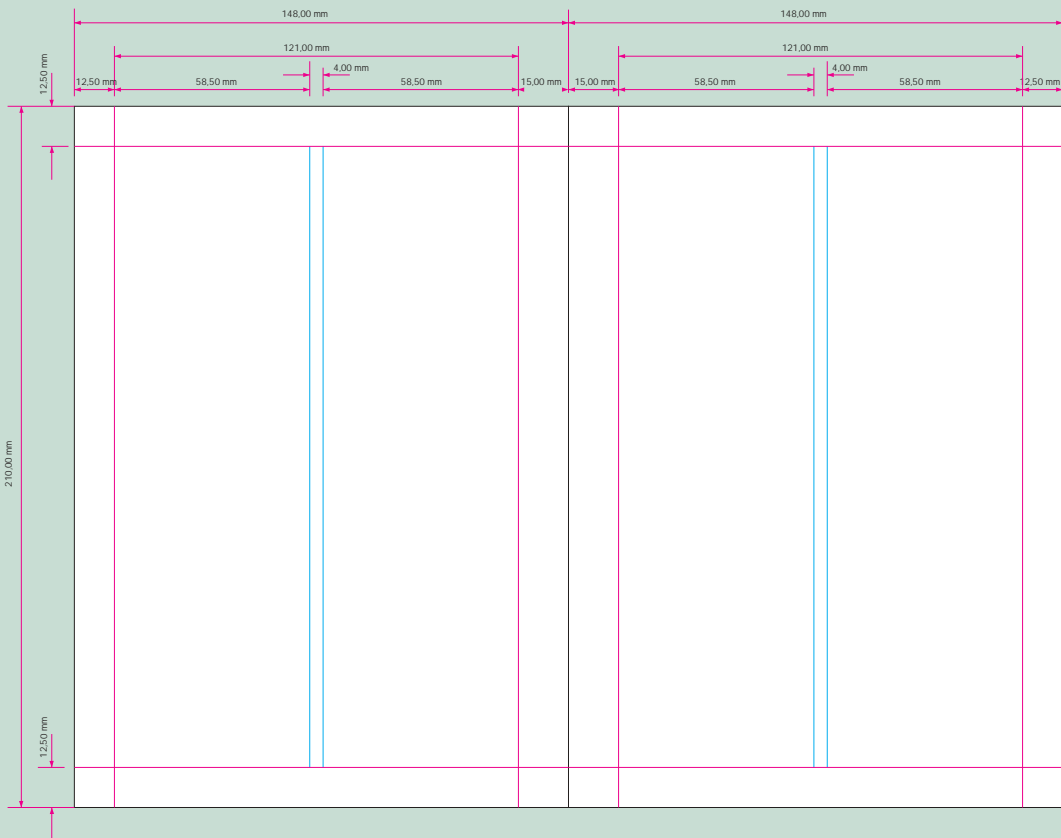
Nonnumy eiusmod tempor incididunt ut labore et dolore magna
aliquam erat voluptat. Ut enim ad minim veniam, quis nostrud
exercitation ullamcorper suscipit laboris nisi ut aliquip ex ea
ulla commodo consequat. Nonnumy eiusmod tempor incididunt
ut labore et dolore magna aliquam erat voluptat. Ut enim ad
minim veniam, quis nostrud exercitation ullamcorper suscipit
laboris nisi ut aliquip ex ea ulla commodo consequat.

Subheadings have the
same type size and line
spacing as body text. Body
text is set in
Akzidenz Grotesk Regular.

Nonnumy eiusmod tempor incididunt ut labore et dolore magna
aliquam erat voluptat. Ut enim ad minim veniam, quis nostrud
exercitation ullamcorper suscipit laboris nisi ut aliquip ex ea
ulla commodo consequat.

A5 Brochure

For A4 and A5 brochures, instructions for the basic layout and typography are given. All brochures are based on the same principles.



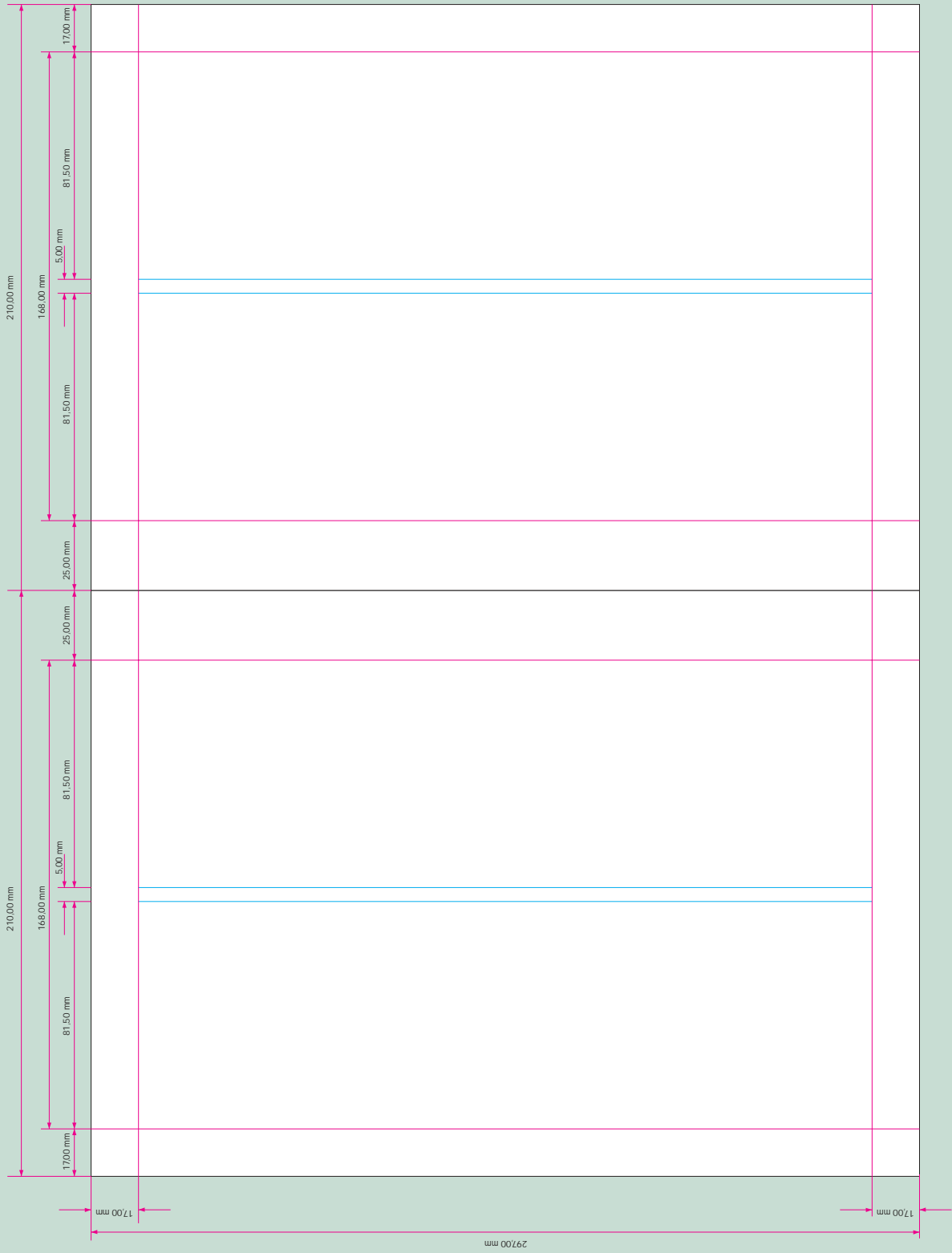
12 pt - 01					
+ 10 pt - 02					
+ 20 pt - 03					
+ 30 pt - 04					
+ 40 pt - 05					
+ 50 pt - 06					
+ 60 pt - 07					
+ 70 pt - 08					
+ 80 pt - 09					
+ 90 pt - 10					
+ 100 pt - 11					
+ 110 pt - 12					
+ 120 pt - 13					
+ 130 pt - 14					
+ 140 pt - 15					
+ 150 pt - 16					
+ 160 pt - 17					
+ 170 pt - 18					
+ 180 pt - 19					
+ 190 pt - 20					
+ 200 pt - 21					
+ 210 pt - 22					
+ 220 pt - 23					
+ 230 pt - 24					
+ 240 pt - 25					
+ 250 pt - 26					
+ 260 pt - 27					
+ 270 pt - 28					
+ 280 pt - 29					
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+ 300 pt - 31					
+ 310 pt - 32					
+ 320 pt - 33					
+ 330 pt - 34					
+ 340 pt - 35					
+ 350 pt - 36					
+ 360 pt - 37					
+ 370 pt - 38					
+ 380 pt - 39					
+ 390 pt - 40					
+ 400 pt - 41					
+ 410 pt - 42					
+ 420 pt - 43					
+ 430 pt - 44					
+ 440 pt - 45					
+ 450 pt - 46					
+ 460 pt - 47					
+ 470 pt - 48					
+ 480 pt - 49					
+ 490 pt - 50					
+ 500 pt - 51					
+ 510 pt - 52					
+ 520 pt - 53					

A
 typeface Akzidenz Grotesk
 Berthold Bold
 type size 24 pt
 line spacing - pt
 fixed on baseline grid
 letter spacing 0
 composition left alignment

B
 typeface Akzidenz Grotesk
 Berthold SemiBold
 type size 8 pt
 line spacing 10 pt
 fixed on baseline grid
 letter spacing 0
 composition left alignment

C
 typeface Akzidenz Grotesk
 Berthold Regular
 type size 8 pt
 line spacing 10 pt
 fixed on baseline grid
 letter spacing 0
 composition left alignment

A4 Brochure



A

type face Akzidenz Grotesk
 Berthold Bold
 type size 33 pt
 line spacing - pt
 fixed on baseline grid
 letter spacing 0
 composition left alignment

B

type face Akzidenz Grotesk
 Berthold Regular
 type size 9 pt
 line spacing 14 pt
 fixed on baseline grid
 letter spacing 0
 composition left alignment

C

type face Akzidenz Grotesk
 Berthold SemiBold
 type size 9 pt
 line spacing 14 pt
 fixed on baseline grid
 letter spacing 0
 composition left alignment

- 1700 mm - 01
- + 14 pt - 02
- + 28 pt - 03
- + 56 pt - 04
- + 70 pt - 05
- + 84 pt - 06
- + 98 pt - 07
- + 112 pt - 08
- + 126 pt - 09
- + 140 pt - 10
- + 154 pt - 11
- + 168 pt - 12
- + 182 pt - 13
- + 196 pt - 14
- + 210 pt - 15
- + 224 pt - 16
- + 238 pt - 17
- + 252 pt - 18
- + 266 pt - 19
- + 280 pt - 20
- + 294 pt - 21
- + 308 pt - 22
- + 322 pt - 23
- + 336 pt - 24
- + 350 pt - 25
- + 364 pt - 26
- + 378 pt - 27
- + 392 pt - 28
- + 406 pt - 29
- + 420 pt - 30
- + 434 pt - 31
- + 448 pt - 32
- + 462 pt - 33
- + 476 pt - 34
- + 490 pt - 35
- + 504 pt - 36
- + 518 pt - 37
- + 532 pt - 38
- + 546 pt - 39
- + 560 pt - 40
- + 574 pt - 41
- + 588 pt - 42
- + 602 pt - 43
- + 616 pt - 44
- + 630 pt - 45
- + 644 pt - 46
- + 658 pt - 47
- + 672 pt - 48
- + 686 pt - 49
- + 700 pt - 50
- + 714 pt - 51
- + 728 pt - 52
- + 742 pt - 53
- + 756 pt - 54

A At vero eos et deum accusam

Normum autem od tempor. incididunt ut labore et dolore magna aliqua. erat voluptat. Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboris nisi ut aliquip ea ea illo, commodo consequat. Duis autem vel eum irure dolor in reprehenderit in voluptate velit esse, molestiae consequat.

B Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboris nisi ut aliquip ea ea illo, commodo consequat. Duis autem vel eum irure dolor in reprehenderit in voluptate velit esse, molestiae consequat.

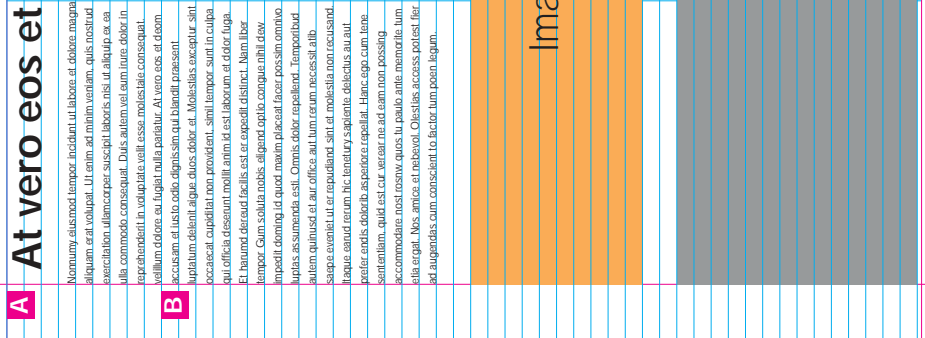
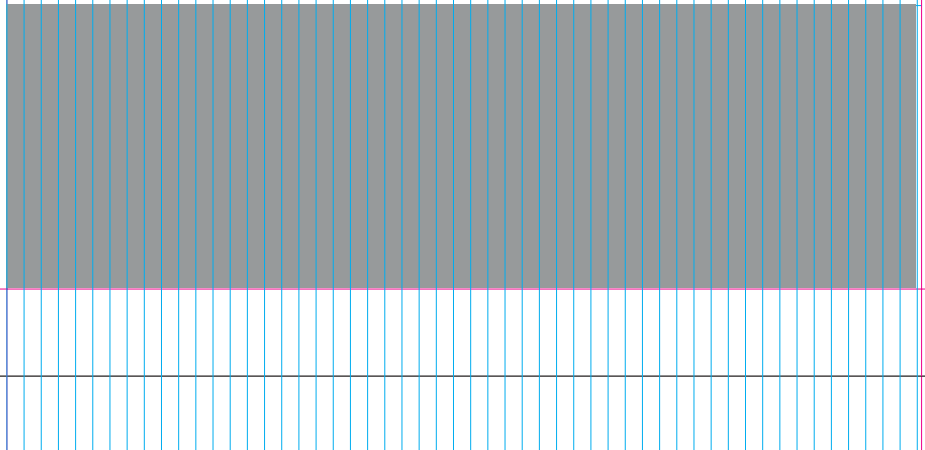
C Omnis dolor repellend. Tempori ad autem quibus ad aur officio, ad lum ream necessit. alib. saepe, eventiet ut, er repellend sint at molestia non accusand. Inaque erat ut ream

A At vero eos et deum accusam

Normum autem od tempor. incididunt ut labore et dolore magna aliqua. erat voluptat. Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboris nisi ut aliquip ea ea illo, commodo consequat. Duis autem vel eum irure dolor in reprehenderit in voluptate velit esse, molestiae consequat.

B Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboris nisi ut aliquip ea ea illo, commodo consequat. Duis autem vel eum irure dolor in reprehenderit in voluptate velit esse, molestiae consequat.

C Omnis dolor repellend. Tempori ad autem quibus ad aur officio, ad lum ream necessit. alib. saepe, eventiet ut, er repellend sint at molestia non accusand. Inaque erat ut ream



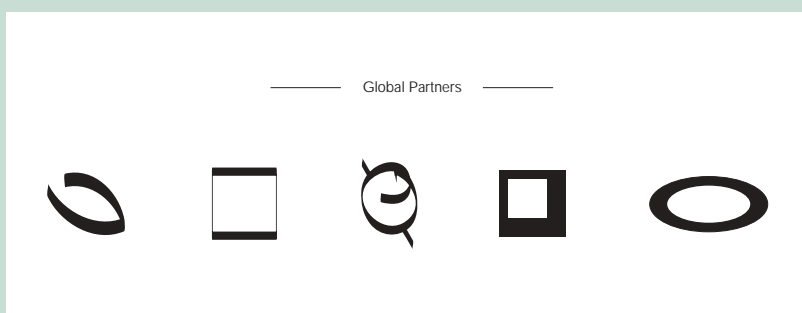
Global Partners

Logos of the Global Partners should be positioned at the bottom of the page in alphabetical order.

'Global Partners' must be added above the logos. The bottom of the BDO logo should be aligned with the shield of the Rabobank logo.

The baseline of the BDO logo should be aligned with the baseline of the Samsung logo.

In case new Global Partners need to be added, the logos should be optically placed on a straight line and should be the same size optically as well.



For signage the logo will be centered slightly above the middle. The Global Partners have to be placed in a centred position at the bottom.



The X-height of the WorldHockey logo applies as a basic unit.

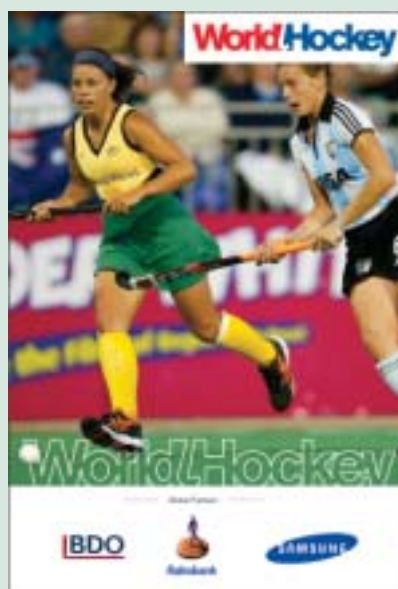
The WorldHockey logo begins at 1 basic unit from the top.

In the case of one text line this will be placed in basic units 5-6-7.

In the case of two text lines they will be placed in basic units 5-6-7 plus 1/2 to the top and 1/2 to the bottom.



Combined with visuals the Global Partners logos must always be placed on a white background.



Poster



Brochure

Corporate photography

25

Corporate visuals are to be used as much as possible to promote the game of world hockey. Only images that represent either skill, speed, excitement, emotion or a combination of these elements can be used! Visuals may be used:

1. In duotone green for corporate items of a 'permanent' nature such as logo boards, backdrops, brochures, rules books, stationery, etc.
2. In full colour for press releases, event posters or illustrations (inside brochures, etc.).

1 > Original image



2 > Transfer the image to black and white.



3 > Transfer the image to duotone green using pms 347 and 349.



4 > Adjust brightness and contrast if necessary. The final result shown here can be used as a reference.



Examples and publications

26

We have tried to give a thorough and complete description of WorldHockey for anybody who has to work with the brand. Despite that, we know that questions will inevitably arise as you go along.

Therefore we have included a number of examples of relevant publications that can help for future projects.

For perimeter boards the logo needs to be as large as possible.



Logo boards with the Global Partners and without.



Press conference Board for press conferences.

World Hockey

Global Partners

BDO Rabobank SAMSUNG

Title of Tournament

Tournament Sponsors	Tournament Sponsors	Tournament Sponsors	Tournament Sponsors	Tournament Sponsors
Tournament Sponsors	Tournament Sponsors	Tournament Sponsors	Tournament Sponsors	Tournament Sponsors
Tournament Sponsors	Tournament Sponsors	Tournament Sponsors	Tournament Sponsors	Tournament Sponsors

Player interview boards for press conferences.

World Hockey

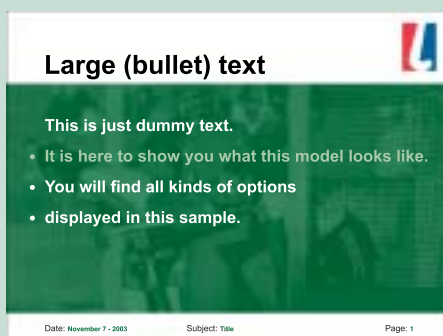
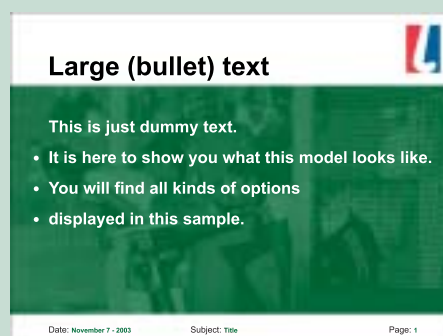
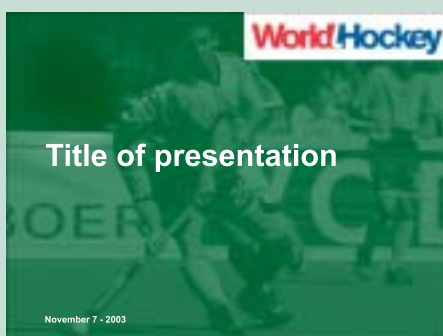
World Hockey

World Hockey	Rabobank	World Hockey
BDO	Rabobank	BDO
Rabobank	SAMSUNG	Rabobank
World Hockey	World Hockey	SAMSUNG
Rabobank	BDO	Rabobank
SAMSUNG	Rabobank	World Hockey
BDO	BDO	World Hockey
World Hockey	World Hockey	Rabobank

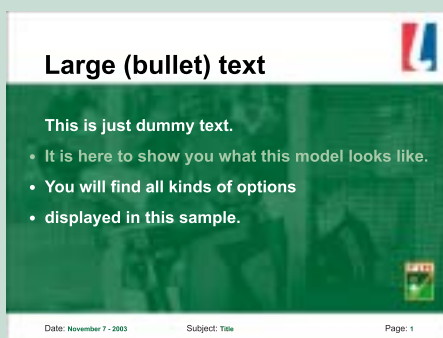
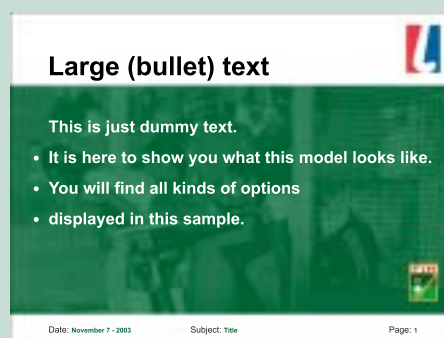
A blue and green banner is being developed, as well as a variety of flags.



PowerPoint presentation.



PowerPoint presentation with the FIH logo incorporated.



Website

